CONSUMER ENGAGEMENT WITH SOCIAL MEDIA MARKETING: AN EMPIRICAL INVESTIGATION IN AUSTRALIA

A Thesis submitted by

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Abstract

The intensification of activity on and the importance of social media for marketing has revolutionised the way firms and brands interact, reach and engage with their consumers. Social media marketing helps to build a strong bond between consumers and firms that provides marketers with an opportunity to reach consumers on virtual social communities to develop deep relationships. This study explores factors influencing consumer engagement with social media marketing activities generated by firms by gaining profound insights from the users of social media in Australia. An empirical investigation was carried out to confirm the factors.

The study employed Uses and Gratifications (U&G) theory and Social Cognitive Theory (SCT) to understand the factors that influence consumer engagement on social media platforms from an individual and environmental perspective. An empirical investigation was carried out to confirm the factors by using exploratory sequential mixed method design which was conducted in two phases. The first phase included the exploratory stage of literature search and semi-structured interviews. From the literature search, a total of 72 sub-factors were identified from the literature and were systematically classified into seven factors (personal influences, psychological influences, buyers' response, marketing communications, social influences, cultural influences, and laws and legislation) and further re-classified within individual and environmental influences. In order to confirm and validate the findings from the literature, semi-structured interviews were conducted with 20 participants from Australia who shared their knowledge and experiences with the engagement activities on social media. The findings from the semi-structured interviews confirmed and validated the seven factors and 62 of the 72 sub-factors identified from the literature search. Furthermore, the interviews found six additional sub-factors (accessibility, ease of use, cyber-bullying, identity theft, events or occasions, and fundraising).

The findings from Phase 1 were used to develop the survey instrument for Phase 2 of the study. A total of 353 participants from around Australia were recruited for the online and paper-based survey. Phase 2 of the study was conducted to empirically test crucial factors that influence consumers to engage with social media marketing. The

study also included the demographics (age, gender, state, education, years of using social media) that enacted as moderating variables. The findings from Phase 2 confirmed that brands and psychological influences, classified under individual influences, positively influenced consumer engagement with social media marketing. Moreover, consumer engagement with social media marketing is positively influenced by social influences classified within the environmental influences. Also, education is the only demographic that positively moderates brands, psychological and social influences with consumer engagement within the social media marketing trajectory in Australia.

This study is a comprehensive investigation that advances knowledge in consumer engagement with social media marketing through the lenses of the U&G theory and SCT by investigating, verifying, validating and statistically testing factors and sub-factors affecting consumer engagement with social media marketing. The results are from the Australian consumer's perspective, a perspective that has not been previously comprehensively explored in an empirical study. The study provides academics, practitioners and other stakeholders with insights that are relevant for developing strategies to manage consumer engagement with social media marketing activities that are generated by firms.

Certification of Thesis

This thesis is entirely the work of Kirtika Deo except where otherwise acknowledged. The work is original and has not previously been submitted for any other award, except where acknowledged.

Principal Supervisor: Dr Ranga Chimhundu

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Student and supervisors' signatures of endorsement are held at the University.

Publications Arising from the Thesis

- **Conference Proceedings:**

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- **Journal Articles:**

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Acknowledgements

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List of Abbreviations

CBRshp	Consumer Brand Relationships
CST	Consumer Socialisation Theory
EFA	Exploratory Factor Analysis
KMO	Kaiser Meyer Olkin
MD	Mahalanobis Distance
MKT Awareness	Market Awareness
MRT	Media Richness Theory
PCA	Principal Component Analysis
SEM	Structural Equation Modelling
SCT	Social Cognitive Theory
SDT	Self-Determination Theory
SET	Social Exchange Theory
SIG.	Level of Significance
SNR	Social Network Reach
SNS	Social Networking Sites
SPSS	Statistical Package for the Social Sciences
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
U&G	Uses and Gratifications Theory
UGC	User-Generated Contents
VIF	Variance Inflation Facto

1. CHAPTER ONE: INTRODUCTION

1.1. Overview

The introductory chapter provides a brief overview of the research. The chapter discusses the background of the study that determines the identification of the research problem and research questions. Further, the chapter reveals the research objective and highlights the significant contributions made by the study. The chapter concludes by outlining the thesis chapters and briefly touching on the delimitations of the scope of the study.

1.2. Background to the Research

The proliferation of social media has provided enormous opportunities to both consumers and firms. The growth of social media has led firms to invest on social media platforms (Venciute 2018), increasingly. Social media marketing has undergone significant development in research and practice (Rowley & Keegan 2019). Social media marketing has increased the visibility and accessibility of marketing content that has, in turn, changed the way consumers and firms interact with each other fostering a new facet in the marketing arena (Hassan & Sharda 2014). The interactions and participation between consumers and firms lead to involvement, intimacy and consumer influence enforcing consumer engagement (van Dooran et al. 2010) on social media platforms (Kujur & Singh 2017).

 In general, social media marketing is often classified as a tool or technique for customer relationship management (CRM) (Venciute 2018) and less of an organisational capability. Moreover, firms have faced challenges in deploying technologies and capabilities on their social media platforms. Therefore, previous studies have implied that social media marketing activities are inseparable from CRM activities (Andzulis et al. 2012; Venciute 2018). However, managing customer relationships has improved through social media that positively influences consumer engagement through enhanced communications and interactions (Yadav & Rahman 2018). Overall, the use of social media has radically changed the landscape of marketing, whereby firms can receive real-time feedback from their consumers, build

communities with their current and potential consumers and provide brand awareness without any difficulties (Constantinides 2014). Therefore, social media technology supported by the marketing capabilities of firms is prudent for improving consumer engagement, satisfaction, loyalty and retention.

For several years scholars have endeavoured to understand the effects of social media and social media marketing from brand and brand management perspectives by exploring the topics of electronic word-of-mouth, virtual brand communities, brand fan pages and user-generated content (Jahn & Kunz 2012; Knoll 2016; Shao 2009). Despite the increase in empirical research on social media, engagement and social media marketing, there is scope for determining factors that drive consumers to engage and interact with the social media marketing activities (Dolan et al. 2017; Hudson et al. 2016; Tsai & Men 2013).

According to Barger et al. (2016), studies on consumer engagements on social media and marketing are limited to brands, product content and market effects. As new and different types of social media platforms emerge, this provides the opportunity to better understand consumer behaviour from an engagement perspective (Barger et al. 2016; Vohra & Bhardwai 2016). Further, the intensification of consumer engagement on social media sites has driven companies to integrate social media factors into their marketing strategies, hence, compelling marketing partitioners and academics to have profound understanding about consumer behaviour on social media (Dhar & Jha 2014; Hudson et al. 2016).

According to Hudson et al. (2016) research on social media interactions on consumer attitudes and behaviours, and its underlying processes is crucial. There is an imperative growth of consumer behaviour on social media platforms (Heinonen 2011), and this involves a variety of consumer activities. The consumer activities involve consuming of content, participating in discussions with consumers and firms, sharing knowledge with fellow consumers and contributing to consumer activities on social media platforms (Heinonen 2011; Mangold & Faulds 2009). Consumer motives for engaging on social media platforms provide useful insight into consumer activities and their behaviours.

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Since the use of social media platforms as marketing channels has expanded in recent years (Iankova et al. 2018), this study will provide incremental knowledge in understanding consumer engagement activities with social media marketing fostered by firms in Australia. The research is grounded with the existing literature in the fields of social media marketing and consumer engagement, with an attempt to empirically confirm crucial factors that influence consumers to engage.

The following sections in this chapter will provide justification for this study, expected contributions, methodology, an outline of the thesis, definition of terms, and scope of the research.

1.3. Justification of the Research

The rapid growth of Web 2.0 and the rise of social media has transformed the information society and knowledge economy. Knowledge economy refers to the techno-economic approach that led to the establishment of the information society (Verdegem 2011). Information society, viewed from the socio-cultural perspective, is where consumers are deeply involved in the production process of the information and with innovation. According to Giudice et al. (2014), knowledge of and access to information fosters economic growth and promotes development for the globalised world. New technologies such as social media coordinate social inclusion, cultural diversity and human development that facilitates economic, social-cultural and technological policies. Overall the structure of social media networks is diversifying the global economy.

At present, society is dominated by images, sounds, texts and symbols that have become an integral part of interactions for social media users (Giudice et al. 2014; Verdegem 2011). Consumers have the freedom to express their ideas in the market that allows them to exchange their ideas (Giudice et al. 2014). Freedom of thought and expression are coordinated through information seeking, receiving and spreading information and ideas that have no border controls and few restrictions. A report by the International Institute for Management Development has ranked Australia 15th out of 63 nations for digital competitiveness (Age 2017). Australia has a sizeable multi-cultural society that has embraced social media platforms for communication and

entertainment purposes. According to the Australian Bureau of Statistics, 88% of households in major cities have Internet accessibility and 77% in remote areas. Moreover, 80% of Internet users use the internet to access social networking sites and for entertainment purposes (ABS 2018). Also, 91% of households use devices that have access to the Internet, including desktops computers, laptops, mobile and smartphones.

From an academic perspective, several studies in the past have conducted research on consumer engagement (Brodie et al. 2013; Hollebeek et al. 2014; Tsai & Men 2013; Vivek et al. 2014) and social media marketing (Akar & Topçu 2011; Ashley & Tuten 2015; Chi 2011; Godey et al. 2016; Kim & Ko 2012) - such works are evident around the globe, but these insights and studies are not extensively researched in Australia (de Vries & Carlson 2014; Dolan et al. 2017; Valos et al. 2016; Wahab 2016). Evidently, developed countries like Australia may provide similar insights to consumer engagement within the Australian context, but the core of social media prevalence and customer behaviour is likely tied to the Australian society, its cultural manifestations and the marketing culture embodied in the Southern Hemisphere.

In summary, the underlying reasons necessitating this study have been identified as the lack of research integrating consumer engagement and social media marketing, the need to empirically confirm the crucial factors and the overall academic and practical contributions the study may provide from the research findings. This study, therefore, aims to identify and investigate the crucial factors that influence consumers to engage with social media marketing activities generated by firms in Australia.

1.4. Expected Contribution

This study provides an extended understanding of Uses and Gratifications Theory (U&G Theory) and Social Cognitive Theory (SCT) through the investigation and validation of factors and sub-factors that influence consumer engagement with social media marketing in Australia. The integration of U&G and SCT supports the motivation of consumer engagement from individual and environmental perspectives as being novel in social media marketing and consumer engagement research. The study provides an incremental understanding of the participants' knowledge and experiences that motivate them to engage with social media marketing activities.

Moreover, the study combines factors and sub-factors from the individual and environmental perspective that is not available in the extant literature. In general, the literature supports specific ideologies of brands, psychological and personal influences, psychological aspects, marketing communication issues, social and cultural influences or law and legislation relating to social media, social media marketing and consumer engagement. This study fills research gaps by integrating a comprehensive collection of factors and sub-factors that were collated through literature search and verified using semi-structured interviews and empirically tested using EFA, parallel analysis and regression analysis.

In order to develop marketing strategies on social media, it is fundamental for marketing managers to understand consumers' motivations behind social media usage (Zhu & Chen 2015). Therefore, this study provides insights to marketing practitioners with respect to valuable factors and sub-factors that can assist them in boosting consumer engagement and awareness of their social media marketing content that can then be embodied in their marketing strategies and tactics. Also, the practitioners can create and deliver tailored content that is specific and relevant to the consumers' needs and wants on social media platforms (Evans et al. 2010). Therefore, the study provides valuable insights into consumer behaviour that are viable to foster constant consumer engagements, participation and involvement on social media platforms.

1.5. Methodology

For this study, the combination of qualitative and quantitative approaches was used to answer the research questions by taking advantage of both the methodologies' strengths. Based on the nature of gaps identified and the research questions formulated, the exploratory sequential mixed method approach was chosen to be the appropriate mixed methods procedure. In exploratory mixed method design, the qualitative data is explored and analysed, and the findings are used to formulate the quantitative phase (Creswell & Clark 2010).

In this study, the findings from the exploratory phase were used to develop the survey instrument. In Phase 1, the factors and sub-factors were collated from the literature.

Thereafter, the findings from the literature led to the development of the interview instrument. The semi-structured interviews were undertaken for verification purposes and to gain a better understanding of the participants' experiences and viewpoints about factors and sub-factors that influence their engagement activities with social media marketing. The exploratory stage was used to gain rich human insights about their behaviour and experiences (Creswell 2014). Lastly, the findings from the exploratory stage helped to develop and formulate the survey instrument. The survey was undertaken to confirm and quantify the findings of crucial factors that influence consumer engagement activities. Also, a study model constructed after the exploratory study was tested in Phase 2. Overall, the quantitative stage reduces enormous findings from the exploratory stage leading to the identification of significant factors through rigorous statistical analysis.

Therefore, a combination of qualitative and quantitative approaches was used in two phases to provide a greater understanding of factors that influence consumer engagement concerning social media marketing in Australia.

1.6. Outline of the Thesis

In this section, a brief overview of the thesis chapters is provided. The thesis has seven chapters, and the following provides an overview of each of the chapters.

Chapter 1: - Introduction

The introductory chapter provides a synopsis of the research topic and the significance of conducting the study. Here, the research objectives and fundamental research contributions are articulated. The chapter concludes with a brief outline of the thesis and scope of the study.

Chapter 2: - Literature Review

In Chapter 2, a narrative literature review approach was undertaken to comprehensively evaluate the literature from social media, social media marketing and consumer engagement perspectives. Furthermore, the chapter discusses the

fundamental theories of U&G and SCT that form the foundation of the study. A theoretical framework is also developed and discussed in the chapter. In addition, gaps identified from the literature are discussed and motivations to investigate influential factors that foster consumer engagement activities with social media marketing are established. Moreover, from the gaps, the purpose of the study, key and sub-research questions are also outlined.

Chapter 3: - Research Methodology

Chapter 3 comprehensively discusses the research methodology utilised to answer the research questions. The section also discusses and justifies the worldviews, research designs, data collection methods and the analysis corroborated to meet the research objectives.

Chapter 4: - Qualitative Results

Chapter 4 discusses the findings of the exploratory stage. The exploratory phase outlines the investigation of factors and sub-factors from the literature search and further explains the findings from the semi-structured interviews.

Chapter 5: - Development of Study Model and Hypotheses

This chapter builds the formulation of the study model and hypotheses derived from the literature and semi-structured interviews, the exploratory stage. The establishment of the model and hypotheses were for empirical testing in Phase 2.

Chapter 6: - Quantitative Results

Chapter 6 affirms the findings of the confirmatory stage- Phase 2. The chapter demonstrates the reliability tests, descriptive analysis, data screening, Exploratory Factor Analysis (EFA), parallel analysis, final reliability tests and regression analysis. Finally, in-depth explanations are provided for the overall findings of the empirical investigation.

Chapter 7: - Conclusion, Limitations and Implications

Finally, chapter 7 concludes the thesis by providing explanations about meeting the requirements of the research questions. The section also expresses the theoretical and practical contributions made by this study. Further, discussion is incorporated about the limitations of the study and directions for future research.

1.7. Definition of Terms

In this section, crucial terms are defined, that form the foundation of the study. The definitions for the list of terms are:

Social Media

Social media is an electronic platform supported by Web 2.0 that permits users to create, share, distribute, discuss and modify user-generated content (Evans et al. 2010). The diverse functionality of social media permits two-way communication and conversation between users, consumers and firms providing enormous freedom of expression and control of content and dialogues to its users (Evans et al. 2010; Kaplan & Haenlein 2010).

Social Media Marketing

Social media marketing refers to the use of social media platforms for the promotional purpose by firms and brands (Akar & Topçu 2011). The advanced features of social media allow two-way communication leading to the exchange of multi-directional dialogues, permitting participation for the stakeholders and fostering creation and distribution of consumer-generated content.

Consumer Engagement

Consumer engagement refers to the degree of consumer participation on social media that is dependent on firms' offerings and activities (Brodie et al. 2013; Muntinga et al. 2015). The interactions can either be initiated by firms or consumers.

Factors

Factors refer to things that affect an event, action or decision.

Sub-Factors

The sub-factors are a subset of factors that lead to an event, action or decision.

Influences

Influences refer to the potential capacity to have an impact on individuals, affecting their actions or behaviour.

1.8. Delimitations of Scope

Apart from U&G and SCT theories that were employed in this research, numerous other theories could have been used to form the foundation of the study. The theories could have been adopted from social, psychological, behavioural and technological backgrounds (Barger et al. 2016). Since the study was conducted in Australia, the overall geographic dispersion was not covered. The majority of the participants were recruited around New South Wales due to financial and time constraints. The study utilised the exploratory sequential mixed method design that was conducted in two phases.

1.9. Conclusion

The introductory chapter provides a discussion on the background of the study. The chapter focuses on the research problem and objectives that advance the need for the research. Brief outlines are provided for each of the sections that makes-up the thesis. Further, delimitations of scope are also elaborated in this chapter.

The next chapter provides a comprehensive literature review on social media, social media marketing, consumer engagement and factors influencing engagement activities. The chapter also establishes the theoretical foundation ideal for this study, leading to the development of a conceptual framework. his study. Moreover, the research gaps are identified, leading to the purpose of this study, followed by the confirmation of the key and sub-research questions to guide this study.

2. CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

The previous chapter provided the introductory and background information on social media marketing activities of firms that influence consumers to engage on social media platform. The previous chapter also focused on the research problem, objectives and justification of the study. Furthermore, delimitations and an overview of the chapters were provided in Chapter 1.

The fundamental aim of Chapter 2 is to provide a narrative literature review on social media, social media marketing, consumer engagement and factors influencing consumer engagement. The chapter synthesises information about social media and its interconnectedness with marketing, consumer behaviour and consumer engagement and the theoretical perspectives that guide the research are discussed. Additionally, the chapter identifies gaps in the form of fundamental factors and sub-factors that influence consumers to engage with social media marketing activities that are generated or created by firms. The gaps identified from the literature lead to the main research questions and sub-research questions.

The chapter is organised into four major sections: context of the research, theoretical perspective, conceptual framework and the purpose of the study as well as research questions. An overview of this chapter is illustrated in Figure 1:

Figure 1: An Overview of the Literature Review Chapter
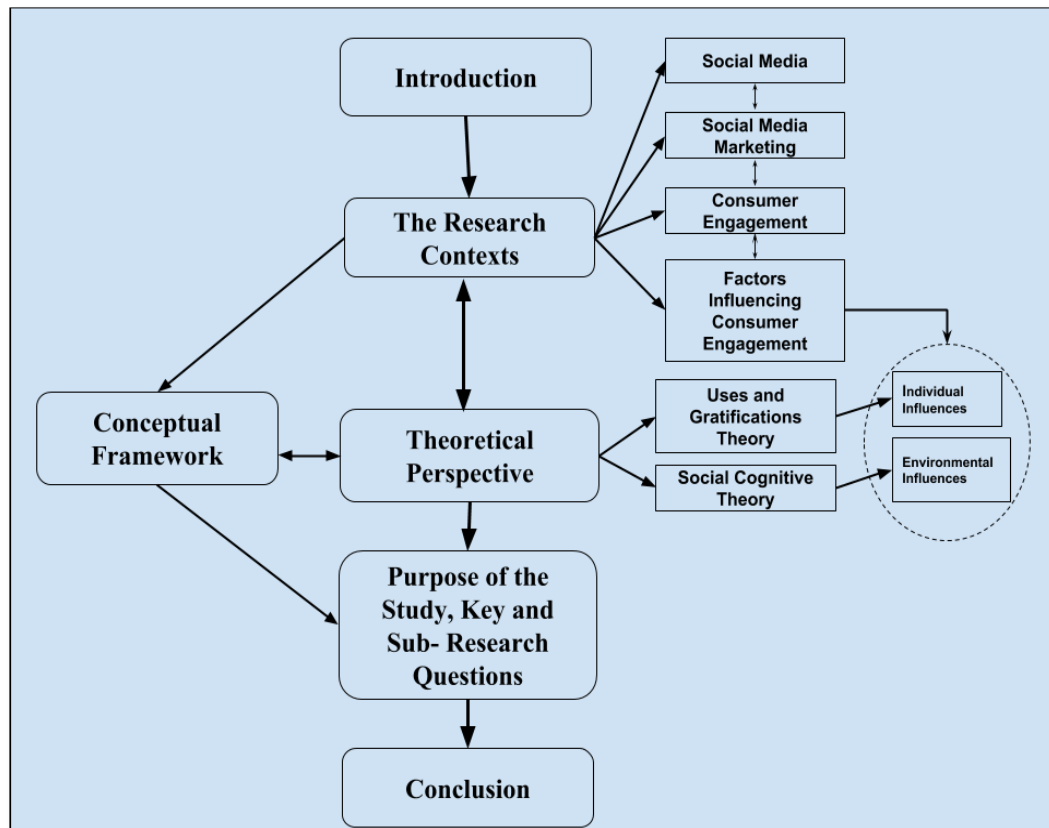
Source: Developed for this Research

2.2. Context of Research

In this section, the literature on social media, social media marketing, consumer engagement, factors influencing engagement activities and theories that form the foundation of the study are discussed comprehensively. Further, a conceptual model is established based on the findings from the literature. In addition, gaps are articulated and discussed that lead to the development of the research questions.

2.2.1 Social Media

The advent of Web 2.0 in 2004 and high accessibility of Internet services gave birth and rise to social media. Web 2.0 comprises of network-based platforms that host and support the functionality of social media tools and applications (Weinberg & Pehlivan 2011). Social media permits users to create, share, distribute, discuss and modify user-generated content (Evans et al. 2010; Kietzmann et al. 2011). The diverse ecology of social media permits two-way conversation between the consumers and firms, allowing freedom of expression, control of contents and dialogues (Boateng & Okoe

2015; Evans et al. 2010; Kaplan & Haenlein 2010). The attributes of social media have led to increased interest from both the academics and the marketing practitioners (Dolan et al. 2017).

Kaplan and Haenlein (2010, p. 61), stated that 'social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allows the creation and exchange of User-Generated Content'. This definition denotes the advent of Web 2.0 leading to the technological advancements due to significant popularity of social media platforms. Also, the definition expresses the nature of user-generated content that fosters the exchange and delivery of information in the form of searching, evaluating, choosing and purchasing goods and services (Constantinides 2014).

Mangold and Faulds (2009) pointed out that a wide range of social media platforms could be accessed and utilised by users and consumers. For this thesis, the social media platforms in focus are Facebook, Twitter, YouTube, Google+, Instagram, Pinterest, LinkedIn, Tumbler, Snapchat and WhatsApp. Firstly, the growth and accessibility of high Internet-speed led to the creation of LinkedIn in 2002, followed by Facebook in the year 2004, YouTube in 2005, Twitter in 2006 and Tumblr in 2007 (Boyd & Ellison 2007; Kaplan & Haenlein 2010). Later in 2009, WhatsApp came into existence, and the following year Instagram and Pinterest became accessible to the general public. After that, Google+ and Snapchat started in 2011. Currently, the most significant development has been the growth of the virtual world, which is a computer-based simulation environment (Kaplan & Haenlein 2010; Mangold & Faulds 2009). A timeline and characteristics of social media platforms are outlined in Table 1.

Table 1: A Summary of Social Media Platforms

Social Media Platforms	Year Launched	Characteristics
1) LinkedIn	2004	LinkedIn is a form of social networking site used by professionals to connect and engage with each other (Evans et al. 2010; Mangold & Faulds 2009).
2) Facebook	2002	Facebook is a social networking site permitting users to post comments, pictures and videos. The platform gives provision to the users to form closed and open groups (Tsai & Men 2013).
3) YouTube	2005	YouTube allows users to share media or video content (Valos et al. 2016).

4) Twitter	2006	Twitter is a micro-blogging site where users post and interact with each other using "tweets" (Ashley & Tuten 2015).
5) Tumblr	2007	Tumblr is a micro-blogging and social networking site that allows users to post short text, full blog posts with footnotes and comments (Duffy 2013).
6) WhatsApp	2009	WhatsApp is a freeware and messaging platform owned by Facebook. WhatsApp allows users to send text and voice messages, as well as video calls, images and allows sharing of documents (Karapanos et al. 2016).
7) Instagram	2010	Instagram is a video and photo-sharing networking service owned by Facebook (Triwidisari et al. 2018).
8) Pinterest	2010	Pinterest consent users to share photos by "pining" to their pages (Duffy 2013).
9) Snapchat	2011	Snapchat is a multimedia application where users can send images, videos and text to the receivers. The receiver will have access to the content for a specific period of time and later the content will be made permanently inaccessible (Vaterlaus et al. 2016).
10) Google+	2011	Google+ is a form of social networking site owned by Google. Google+ allows users to network, connect and share images and content on the platform. On 8th October 2018, Google has announced that it will shut the platform due to poor consumer engagements (CNBC 2018).

The past literature on social media in marketing and consumer behaviour is primarily based on brands (Enginkaya & Yılmaz 2014), brand fan-pages (de Vries & Carlson 2014; Jahn & Kunz 2012), consumer-brand relationships (Hudson et al. 2016; Simon & Tossan 2018), branded content and strategies (Coursaris et al. 2016; Sabate et al. 2014) and marketing communication (Valos et al. 2016; Zhang & Lin 2015).

Marketing of the brands on social media has become precise, personalised, interesting, and interactive (Drury 2008; Enginkaya & Yılmaz 2014). Enginkaya and Yılmaz (2014) investigated consumers' motivation for interacting with brands on social media and confirmed that brand affiliation and conversation drive these interactions. The brand affiliations and conversations are maintained through consumer-brand relationships (Hudson et al. 2016). The consumer-brand relationship is established and maintained with engaged consumers. A study confirmed that social influence, information search, entertainment, trust and rewards are the motivational attributes enhancing consumer-brand relationships (Azar et al. 2016).

To maintain consumer-brand relationships, the fan-based pages need to include valuable, hedonic and functional content that foster interactions among fan-based members, consumers and the brands (de Vries & Carlson 2014; Jahn & Kunz 2012). On the other hand, Sabate et al. (2014) revealed that rich content should be promptly

published on social media that enhances purchasing involvement and intentions (Coursaris et al. 2016) through peer-communication (Wang et al. 2012). Consumers will continue to utilise the platforms that foster the deliverance of high-quality system and information resulting in profound user satisfaction (Kim 2016). An exploratory study confirmed that the consumption of brand-related content is dependent on information search or seeking, entertainment and remuneration (Muntinga et al. 2015).

Likewise, consumers with a positive outlook for brands, fan-based pages and social media advertising will promptly look for new and viable information and they may consider social media as an essential communication channel. The positive attitudes are built on the brand and/or firms' reputation, trust and constructive recommendations from family, friends and other consumers (Boateng & Okoe 2015). Social media consumers have greater innovativeness, have lesser risk aversion and are more satisfied when compared to non-social media users (Reisenwitz 2013). On the contrary, the consumers' interactions and behaviour are determined by their psychological characteristics, personality traits, age and gender (Kim 2016; Orchard et al. 2014).

Consumer personality plays a significant role for consumers to participate and contribute to social media (Kim & Drumwright 2016; Orchard et al. 2014). For example, extraversion personals have high social needs and tend to extend their connections on social media. An introvert, on the other hand, may not feel comfortable to increase their friend circles (Heinonen 2011; Orchard et al. 2014). Similarly, a higher psychotic scorer maximises the usage of the platform for open speech and a high neurotic scorer makes use of social networks for escapism. Consumers with sociotropy traits use social networks for conformity, informational exchange and ritual motivations and autonomy takes into consideration their experimental motives (Orchard et al. 2014) for usage. Park et al. (2015) showed that innovative users adapt to social media prior to other users and spend considerable time on the platforms, but an innovative user is also likely to continue the usage of social media (Kim 2016).

Social media provides users with information and opportunity that helps to maintain personal relationships. The resources that are actual or virtual institutionalising human relationships are referred to as social capital (Ellison 2007). There are two types of

social capital, bridging and bonding. The bridging social capital refers to the weak relationship between users who share opportunities and information, whereas bonding social capital provides a stronger relationship in the form of trust with social and emotional support (Ellison 2007; Phua et al. 2017). An empirical study has confirmed that frequent users of Facebook, Twitter, Instagram and Snapchat have significant levels of bridging and bonding social capital. Twitter reported having the highest bridging social capital, followed by Instagram, Facebook, and Snapchat and vice versa for bonding social capital. The attributes of Twitter and Instagram allow users and consumers to interact with each other whom they do not know in real life. Facebook allows users and consumers to connect with their family, friends and colleagues. Likewise, Snapchat provides personal and private space for interactions to the users and consumers (Phua et al. 2017).

Marketing communication becomes interactive when all the parties concerned engage with each other in all the activities that provide mutual benefits to the involved parties (Jahn & Kunz 2012; Zhang & Lin 2015). This is in contrast to the traditional marketing communication channels where firms coordinated information control and dissemination (Mangold & Faulds 2009). The flow of information traditionally had one-way information flow and did not incorporate consumer perceptions, opinions and sovereignty. The paradigm shift is evident with social media that bestows consumers with sovereignty to monitor, control and engage with the information and content (Hanna et al. 2011; Mangold & Faulds 2009). Most importantly, social media has low marketing costs when compared to traditional marketing (Hanna et al. 2011) and also has the capability to target consumers both geographically and according to demography and interests.

Moreover, social media is a convenient platform for the consumers to use, that is accessible at anytime and anywhere (Whiting & Deshpande 2014) providing two-way communication by facilitating connections and interactions between the consumers and firms (Coursaris, Osch van & Balogh 2016). Electronic word-of-mouth proves to be an effective way for consumers to exchange ideas, give reviews and ratings, which enact as user-generated content on social media (Pham & Gammoh 2015). User-Generated Content (UGC) is delineated as readily available public information available on social media, which is initiated or created by end-users (Knoll 2016).

The consumers do not restrict to a single type of social media but tend to utilise a wide range of communication tools. A single type of social media does not replace each other but rather provide users and consumers with a bundle of feasible communication tools. According to Quan-Haase and Young (2010), each type of social media has unique characteristics that facilitate social consequences and rewards for consumers.

Overall, social media has a significant impact on consumer behaviour through awareness, information acquisition, the deliverance of opinions and attitudes, purchase behaviour, communication and evaluation (Mangold & Faulds 2009). Thereby, effective marketing on social media may be quite challenging but it has been proven to be beneficial (Drury 2008).

2.2.2 Social Media Marketing

The rise of social media constitutes a paradigm shift in the marketing trajectory. The key objective of marketing is to reach existing and potential consumers that overall influences their purchasing decisions (Saravanakumar & SuganthaLakshmi 2012). Social media provides consumers with the liberty to create and publish content, provide ratings and testimonials, share ideas and make recommendations to each other (Evans et al. 2010; Kaplan & Haenlein 2010; Weinberg 2009). Firms include social media as part of their marketing mix because consumer activities provide significant feedback to the firms (Arrigo 2018). Social media marketing refers to the marketing practitioners seeking engagement with consumers on social media platforms, where consumers or users naturally spend a considerable amount of time (Evans et al. 2010). According to Felix et al. (2016), the effectiveness of social media marketing is dependent on precise roles consumers assign to the firms and the brands. Consumers expect firms to participate in social media conversations either by mentioning brands or 'hashtagging' the firms (Ashley & Tuten 2015; Boon-Long & Wongsurawat 2015). Table 2 provides a list of definitions for social media marketing from the literature.

Table 2: Definitions of Social Media Marketing from Literature

Author(s)	Definitions of social media marketing
Tuten (2008)	A form of online advertising that uses social and cultural attributes for meeting brand and communication objectives.

Drury (2008)	The utilisation of social media platforms for increased brand awareness. The foundation of brand awareness forms from the principles of word-of-mouth.
Evans et al. (2010)	Firms seek to engage with consumers using online social locations.
Neti (2011)	Refers to attempts made by companies or brands to persuade consumers that their products or services are worthwhile.
Alharbie (2015)	Involves marketing initiatives by individuals using online social channels to promote and communicate websites, products and services.
Kim and Ko (2012)	Includes activities of content generation, communication, outreach and referral of brands that promote increased web traffic, awareness and general popularity of brands.
Erdogmus and Cicek (2012)	Relates to building relationships and maintaining connections with current and future consumers on social media.
Pham and Gammoh (2015)	Implies that firms create and promote marketing-related activities by using social media platforms that offer value to the stakeholders.
Deepa and Deshmukh (2013)	Refers to marketing strategies that businesses use to be part of consumers online.
Chi (2011)	Provides meaningful connection between the brands and the consumers which is enhanced through social interactions.
Akar and Topçu (2011)	The use of social media channels by firms to promote their products and services.

From the definitions, it is evident that firms or businesses use social media or online social platforms to create awareness and provide useful information and content to consumers about their products, services and brands. On the other hand, social media marketing is not limited to firms as any individual who uses the platform can reach out to current and future consumers at zero or low cost.

Zhang and Mao (2016) have revealed that firms are increasing their spending on social media channels, which is expected to rise in the next five years. Social media marketing has become an integral avenue for firms that aligns with advertising and marketing communication. Further, social media marketing is not a replacement of the traditional media but rather provides a beneficial contribution to the marketing mix (Kujur & Singh 2017). The platform offers transactional and non-transactional benefits to the consumers and firms leading to exchange of richer contents and personalised interactions. The personal communications encourage direct contact with a firm's or brand's representatives who may solve consumer problems, issues, grievances and satisfy consumer needs (Zhu & Chen 2015). Recently, Shaheen and

Lodhi (2016) have mentioned that consumers have the freedom to initiate and control the follow of information.

Figure 2: Models portraying the Flow of Information between Consumers and Firms
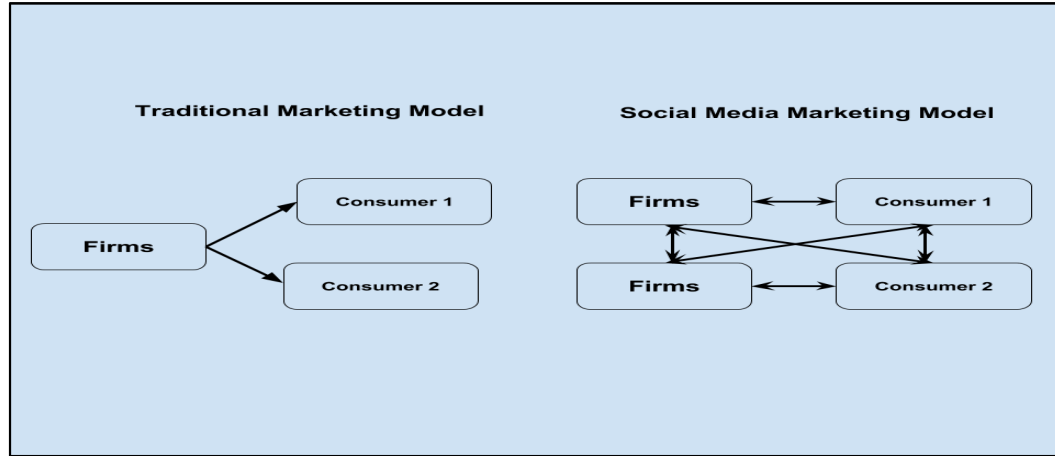
Source: Adapted and Extended from Shaheen and Lodhi, 2016

Figure 2 depicts the fundamental features of social media marketing, in comparison to traditional marketing. The popularity of social media within the marketing trajectory is based on their key features of multi-directional dialogues, participatory characteristics, creation and dissemination of user-generated content (Akar & Topçu 2011). In the traditional marketing model, the flow of information was one-way by nature. The consumers did not have the discretion to express their viewpoints or communicate with the firms. While the social media marketing model provides an extension to the communication mode between the consumers and the firms that provide consumers with the provision to communicate with fellow consumers and the firms through participation by engaging in multi-dialogues fostering creation and distribution of contents. The multi-directional dialogues allow communication between business-to-business (B2B), business-to-consumer (B2C), mixed B2B/B2C and B2B2C (Iankova et al. 2018; Smock et al. 2011).

The past literature on social media marketing is dominant with brand-related studies (Kim & Ko 2012; Kim 2016; Musa et al. 2016; Seo & Park 2018; Yazdanparast et al. 2016) that are mostly exploratory in nature and lack empirical findings (Hollebeek et al. 2014). On the other hand, Kim and Ko (2012), conducted an empirical study on social media marketing focusing on luxury brands by studying the characteristics of entertainment, interaction, trendiness, customisation and the electronic word-of-

mouth. Similarly, another empirical research concentrated on social media marketing effort with luxury brands was focused on brand equity and consumer behaviour. Brand equity has a positive influence on consumer responses, fostered by brand loyalty and preferences (Godey et al. 2016). Seo and Park (2018) also studied the effect of social media marketing on brand equity and consumer response in the airline industry. The study confirmed that trendiness has a significant impact on social media marketing activities. The findings illustrated that brand awareness and image in the airline industry on social media is influenced by worth-of-mouth and commitment by consumers. Choi et al. (2015) investigated the use of Facebook pages to examine the gratification factors that provide user satisfaction to consumers when using hotel-based fan pages. The findings from the study revealed that not all the gratification factors are suitable and applied in the commercial use of social media. The author confirmed that the convenience factor has a significant impact on overall consumer satisfaction.

Yazdanparast et al. (2016) investigated the influence of brand-based social media marketing activities and its impact on consumer attitude. The study has confirmed that social media marketing activities contribute towards positive consumer-brand attitudes, brand quality, costs, perceived uniqueness and willingness to pay the premium price. Another study investigated the impact of social media marketing activities on brand loyalty, value consciousness and brand consciousness (Ismail 2017). The study confirmed that social media marketing is a valuable tool for establishing profound consumer relationships that encourage brand loyalty within the social-media brand communities. The positive consumer-brand relationship helps to maintain brand loyalty from the consumer perspective that helps to maintain a valuable mental judgement about brands. Value and brand consciousness have a mediating impact on brand loyalty.

Pham and Gammoh (2015) have revealed that different types of social media platforms generate different nature of brand awareness. For instance, blogs and microblog associate with brand performance and judgment and social networking sites contribute towards the brand-relationship building. Each social media platform has different strengthens and advantages and connectivity will improve brand awareness for

consumers. Connectivity refers to linking all the platforms together for enhanced performance (Pham & Gammoh 2015).

On the other hand, Akar and Topçu (2011) have revealed that there is a lack of studies that have investigated consumer attitudes towards social media marketing. The authors conducted an empirical study to identify factors that influence consumer attitudes towards marketing with social media. The findings confirmed that contents that are entertaining, educational and informational, significantly affect consumers' attitude towards social media marketing. Similarly, another study also explored user motivation to engage with social media marketing (Chi 2011). The study revealed that consumers are more receptive of the virtual communities on Facebook when compared with advertising activities. Consumers have a positive attitude towards brand-oriented virtual communities and are willing to contribute and participate in the communities.

Since marketers are increasingly using social media to promote their products and services, Zhang and Mao (2016) conducted an empirical study to understand the consumers' online motivations to click on social media ads. The findings from the study revealed that ad clicks are motivated through the product evaluation process that influences purchase intentions. Shopping motivations and ad-media congruity influence the consumers' ad clicks on social media. The ad-media congruity refers to the consumers using the platform for communication purposes tending to click on ads based on the degree of relevance. Another empirical study investigated how persuasive content, such as argument quality, post popularity and attractiveness can motivate consumers to click, like and share content (Chang et al. 2015). The study's findings indicated that post popularity plays a significant role in influencing social media marketing activities as measured by clicks, likes and shares.

The fundamental purpose of social media marketing is to influence consumers to buy products and services (Boon-Long & Wongsurawat 2015). An empirical study confirmed that consumers use social media sites to read comments about fellow consumers product and service experiences that overall increase the consumer confidence to make sound purchasing decisions (Boon-Long & Wongsurawat 2015). Furthermore, consumers receive a faster response on social media regarding products and services because negative comments can damage the reputation of the firms since

negative comments or viewpoints are publicly available to other users. Ramanathan et al. (2017) have demonstrated that social media reviews have a significant impact on consumer satisfaction. The reviews on social media capture the emotional experiences of the buyers and provide a guide to other consumers about products, services and brand choices.

A study by Vinerean et al. (2013) used psychographic segmentation to identify various types of consumers on social media. The study revealed that there are six types of social media consumers and these are engagers, expressers, informers, networkers, watchers and listeners. Another study confirmed that two segments of consumers have a significant impact on social media marketing with respect to brand engagement, purchase intentions and referral intention (Campbell et al. 2014). The first segment of consumers is 'The Active' who interact with brands on social media and are likely to make purchases persuaded by campaigns and referrals. The second groups of consumers are classified as 'The Talkers' who are less likely to make purchases. 'The Talkers' participate through brand engagement and word-of-mouth referrals. On the other hand, an exploratory study using focus groups and a qualitative survey identified four types of users on Facebook (Hodis et al. 2015). The four types of users are attention seekers, devotees, connection seekers and entertainment chasers who are part of brand communities and have different motivations and reasons to engage with the brands.

In summary, to achieve consumer satisfaction, social media marketing should be aligned with proper marketing content, processes and have a definite goal to meet consumer needs (Zhu & Chen 2015).

2.2.3 Consumer Engagement

The concept of engagement originated from the field of organisational behaviour and psychology (Liu et al. 2018). The term engagement has generated enormous interest among marketing practitioners and academics (Dessart et al. 2015; Vohra & Bhardwai 2016). The advent of social media has challenged marketers to engage with their consumers at all times and across various platforms. Nowadays, consumers have access to extensive information on social media, and it has become essential for

marketers to capture consumer attention and encourage consumer engagement. Table 3 provides the definitions of consumer engagement from past literature.

Table 3: Definitions of Consumer Engagement from Literature

Author(s)	Definitions of Consumer Engagement
van Dooran et al. (2010)	The consumer behaviour that results from motivational drivers which go beyond transactions.
Hollebeek (2011, p. 790)	'The level of an individual customer's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions.'
Brodie et al. (2013)	Includes the participation and involvement of consumers with a specific engagement object. The consumers tend to have a proactive and interactive relationship with the engagement object.
Gambetti and Graffigna (2010)	A multi-dimensional concept that incorporates the characteristics of attention, dialogue, interaction, emotions, pleasure and activation to provide consumers with total brand experiences.
Sashi (2012)	Refers to a value-added process that helps firms/ sellers to understand consumer needs.
Vivek et al. (2012)	The intensity of an individual's participation based on the organisation's offerings and activities. The participation can either be initiated by the organisation or by the consumers.
Bowden (2014)	The psychological process that provides the underlying mechanism of consumer loyalty towards service brands. Consumer loyalty encourages repeat purchases.
Vivek et al. (2014)	Consumer engagement goes beyond purchasing activities and incorporates the interactions and connections with brands or firm's offering and/or activities.
Garcia-Oviedo (2014)	Implies that consumer engagement is the demonstration of commitment that is initiated with interactions by brands and firms
Dessart et al. (2015)	Consumer engagement is beyond purchasing experiences that foster social and interactive communication in an online brand community.
Vohra and Bhardwai (2016)	Consumer engagement refers to the interactions between the subjects and the objects. The interaction between the customers, firms or brands results in consumer engagement.
Voorveld et al. (2018)	Defined as an individual's emotional experiences and perceptions when using a particular medium at a given point in time.

Based on various definitions from the literature in Table 3, consumer engagement refers to consumer participation, interactions and involvement with an engagement object, such as brands and firms. The respective firms or brands have offerings and activities that encourage consumers to engage. The majority of the definitions from the literature have illustrated consumer engagement from cognitive, emotional and behavioural perspectives (Brodie et al. 2011; Brodie et al. 2013; Hollebeek et al. 2014; Vivek et al. 2012). The emotional state refers to the motivational state that encourages heightened brand activities (Brodie et al. 2013). The behavioural and cognitive state indicates the specific responses of 'liking', commenting, information search, opinion

polls and co-creating content (Gummerus et al. 2012; Simon et al. 2013). An empirical study by Vivek et al. (2014) confirmed that consumer engagement had three dimensions of conscious attention, enthused participation and social connections that collectively provide support to a meaningful connection and involvement to consumers on social media.

According to Gummerus et al. (2012), consumer engagement highlights the firm oriented behaviour that did not exist ten years ago. Consumer engagement can be divided into "Consumer Engagement Behaviour" and "Transactional Engagement Behaviour". Consumer engagement behaviour demonstrates the interactive communication between firms or brands and the behavioural aspect is not limited to the transactional phase (van Dooran et al. 2010; Vinerean et al. 2013) while the transactional engagement behaviour accounts for purchasing activities of the brands, products or services (Gummerus et al. 2012). For this study, consumer engagement refers to the intensity of social media usage (Vivek et al. 2012) that relates to the frequency of visits, status updates and page posts (Ellison 2007; Kuru & Pasek 2016; Mariani et al. 2016) leading to interactive experiences between the consumers and brands or firms and with other members of the community (Brodie et al. 2013).

Consumer engagement extends the traditional role of consumers and firms. The consumers add value to processes that provide feedback to the firms to better understand the needs and demands of consumers (Sashi 2012). Consumers add value by co-creating content on social media. By following the marketing concept, the consumers' needs are taken into consideration ensuring that the firms maintain a competitive advantage. The marketing mix is adapted to establish and maintain consumer engagement by taking complete advantage of social media (Sashi 2012). From the social media perspective, consumer engagement refers to the participants' interactions and experiences that hold value beyond purchasing activities (Brodie et al. 2013; Vivek et al. 2014). The consumers become partners with firms on social media where they collaborate and interact with each other and that helps with the building of trust and commitment (Sashi 2012). Overall, consumer engagement leads to enhanced organisational performance through competitive advantage and sales growth that enhances profitability (Hollebeek 2013).

Studies in the past have supported the phenomena of consumer engagement on social media. The majority of the studies have focused on consumer engagement with brands, brand engagement and brand pages (Kim 2016; Tafesse 2016; Tsai & Men 2013; Wahab 2016). An empirical study investigated the various types of consumer engagement with brand pages on Facebook using a web survey. The study also explored the motivations and antecedents that drive engagement activities (Tsai & Men 2013). The findings from the study revealed that consumers used Facebook brand pages to search for discounts or sales, search for information, have fun and seek leisure. The individuals who are dependent on social media tend to be engaged on brand pages leading to intimate and personal relationships with practitioners on social media. Tafesse (2016) conducted a systematic content analysis with Facebook pages and proposed an experimental consumer engagement. The findings from the study confirmed that brand pages provide a rich and interactive medium that enables brands to connect with consumers. Also, brand pages create powerful impressions that facilitate affordance for social experiences. Another study empirically evaluated five international fast foods on Facebook brand pages to determine the impact of the cultural differences in social media metrics and to test brand engagement (Wahab 2016). The study confirmed that post characteristics significantly enhance the level of engagement. Posts that are informative and interactive increase the number of comments of the consumers that also encourage an increased number of sharing.

Another empirical study by Kujur and Singh (2017) explored factors that influence consumer engagement with social network sites and sought to explain individuals' involvement and interaction with media usage. The study used the U&G theory and confirmed that the theory explains consumer attitude toward the use of social networking sites. The study also confirmed that vividness, information and entertainment significantly influenced consumer participation and engagement activities. Interactivity and incentive prove to affect consumer engagement and participation activities negatively. Similarly, Cvijikj and Michahelles (2013) investigated the factors that influence the degree of consumer engagement with social media marketing by using Facebook brand pages. The results of the study confirmed that social media marketing posts have a significant influence on the degree of consumer engagement. The nature or type of content, media type and posting times have a profound impact on consumer engagement and participation. Further,

informative and entertaining contents also attract consumer attention. Another study investigated the vital factors that influence purchasing decisions based on consumer personality and their attitude towards brands on social media (Dhar & Jha 2014). The study confirmed that consumer personality plays a significant role in purchasing decisions. The study has found two types of consumer personalities, that is, extroverts and introverts. Extroverts are sociable by nature and tend to be receptive with social media activities that influence their purchasing decisions. On the other hand, introverts tend to keep to themselves and are less involved with social media activities and their nature restricts them from making product-purchasing decisions. Also, Hollebeek et al. (2014) developed and validated consumer brand engagement scale in social media settings and revealed that brand involvement has a positive impact on consumer brand engagement.

(Kim 2016) explored various consumers and their varied motivations to engage with brands on social media. The study used the Self-Determination Theory and mentioned that consumers are intrinsically or extrinsically motivated to engage with brands. Intrinsic motivation refers to the individual's interest that fosters curiosity, fun and enjoyment. Extrinsic motivation includes the search for external rewards. The study found that extrinsically motivated consumers tend to participate in brand-related activities and have a higher degree of perception for social-relatedness and have the intention to engage in future while social relatedness perception does not influence intrinsically motivated consumers. On the other hand, a study examined how consumers' engagement with social media drives engagement with advertising on these platforms (Voorveld et al. 2018). The authors confirmed that Facebook, Instagram and Snapchat are widely used for social interactions, while Pinterest has innovative and practical usage and YouTube is mainly used for entertainment purposes. The study mentioned that social media engagement and advertising engagement differ across various platforms since each platform provides unique dimensions of experiences.

An exploratory study by Vohra and Bhardwai (2016) revealed that social media platforms provide the consumer with the perfect podium for value-added interactions and conversations. Consumer engagement also communicates other consumer behaviours such as post likes and comments, content sharing and participation in

discussions (Lee et al. 2018). Another study proposed the stages of consumer engagement cycle that include connections, interactions, satisfaction, retention, commitment, advocacy and engagement (Sashi 2012), social media facilitates the establishment of connections between consumers and firms. The established connection leads to interaction between the consumers, firms/ brands and with other community members are made possible on social media enabling a 24/7 interactive communication between the stakeholders. The nature and degree of interactive communication results in satisfaction. Thus, consumer retention is the outcome of customer satisfaction, whereby a satisfied consumer will always remain loyal to respective firms or brands. Consumer loyalty leads to calculative and affective commitments by establishing strong emotional bonds. Therefore, a delighted consumer will act as an advocate to interact and spread positive experiences to fellow consumers, thereby fostering consumer engagement (Garcia-Oviedo 2014; Sashi 2012). Also, a study by Brodie et al. (2013) using netnographic methodology signified that engaged consumers are loyal and satisfied with the firms and brands on social media. The consumers provide empowerment to fellow consumers, firms or brands (Braun et al. 2016) that they trust by forming emotional bonding through inherent commitment.

In summary, social media platforms provide the stakeholders with the inherent power to communicate and participate, ensuring significant engagement between consumer-to-consumer (C2C), consumer-to-business (C2B), business-to-business (B2B) and business-to-consumer (B2C). It is therefore essential to determine the crucial factors that drive consumer engagement within social media marketing trajectory.

2.2.4 Demographic Environment

Demographics include measurable statistics of observable aspects of a population relating to their size, age, gender, ethnic group, income, education, occupation and family structure (Solomon et al. 2014). Marketing practitioners have a significant interest in the demographic environment because it involves people who make up the markets at national and international level (Armstrong et al. 2015). The extensive use of social media has generated an enormous amount of digital data and information that can be used to study consumer behaviour.

The consumers' age and gender are commonly reported demographic attributes in past empirical studies (Park et al. 2015; Reisenwitz 2013; Simon & Tossan 2018; Wang et al. 2012). The majority of the studies have reported recruiting university students for empirical research. The university students tend to be avid users of various social media platforms (Tsai & Men 2013) and generally fall within the age range of 18-24 (Akar & Topçu 2011; Orchard et al. 2014; Phua et al. 2017; Reisenwitz 2013). According to Shah et al. (2019), Generation Y or Millennials (ages 22-33) spend a substantial amount of time on social media as part of their daily activities. Moreover, 63% of Generation Y use Facebook to follow brands, followed by 19% using Twitter to follow brands (Barnes & Correia 2016). Also, Generation Y uses social media information about products and services, and their prices and quality before making purchasing decisions (Kim et al. 2013).

There were no standard patterns found with gender reporting, whereby some studies had higher male participants (Carlson & Lee 2015; de Vries et al. 2017; Smock et al. 2011), while other studies reported a higher number of female participants (Chi 2011; Duffett 2017; Tsai & Men 2013). The gender of the participants was dependent on the type and nature of individuals recruited during the research phase. Moreover, studies that investigated the education levels revealed that participants had high school certificates, undergraduate or postgraduate degrees (Froget et al. 2013; Park et al. 2015; Simon & Tossan 2018; Wang et al. 2012). Demographic attributes such as employment status (Azar et al. 2016; Simon & Tossan 2018), race (Azar et al. 2016; Froget et al. 2013), income (Froget et al. 2013; Park et al. 2015), work experiences (Boateng & Okoe 2015) and occupation (Park et al. 2015) were not predominately investigated. Race, ethnicity and income level tend to be challenging to attain due to privacy and confidentiality issues.

Studies have investigated the types of social media used (Azar et al. 2016; Jahn & Kunz 2012; Reisenwitz 2013) and have revealed that Facebook remains the most widely used platform, even at present (Shah et al. 2019). Moreover, empirical studies have also concluded that participants spend a considerable amount of time engaging, participating, consuming and contributing on social media platforms (Azar et al. 2016; Enginkaya & Yılmaz 2014; Froget et al. 2013; Wang et al. 2012). A study by Wang et al. (2012) showed that the participants spent three hours or more in a day on their

chosen social media sites (Froget et al. 2013). Another study mentioned that participants spend five to nine hours per week (Reisenwitz 2013). The number of hours spent on social media provides behavioural patterns of the consumers on the platforms (Enginkaya & Yılmaz 2014). In addition, studies have investigated the number of years the participants have used social media platforms and have mentioned that participants have used the platforms for more than a year (Tsai & Men 2013; Vinerean et al. 2013).

In summary, it is vital to investigate the demographic profiles of the consumers that are targeted by or involved in social media marketing in order to take care of biases and population representation.

2.2.5 Factors Influencing Consumer Engagement

The previous three sections provided a comprehensive discussion on social media, social media marketing and consumer engagement. From the literature, it is apparent to note that the majority of the studies were either on social media (Barger et al. 2016; de Vries & Carlson 2014; Kaplan & Haenlein 2010; Mangold & Faulds 2009) or social media marketing (Akar & Topçu 2011; Chi 2011; Kim & Ko 2012; Yazdanparast et al. 2016) or on consumer engagement (Brodie et al. 2013; Sashi 2012; Tsai & Men 2013; Vivek et al. 2014). In the past, several scholars have endeavoured to understand the effects of social media and social media marketing from brands and brand management perspectives by exploring the topics of electronic word-of-mouth, virtual brand communities, brand fan pages and user-generated content (Jahn & Kunz 2012; Knoll 2016; Shao 2009).

Despite the increase in the number of empirical research on social media, social media marketing and consumer engagement, very few studies have integrated the concept of consumer engagement with social media marketing to investigate crucial factors that influence consumers to engage and interact with the social media marketing activities of firms (Hudson et al. 2016; Tsai & Men 2013). As new and different types of social media platforms emerge, this provides the opportunity to better understand consumer behaviour from an engagement perspective. Furthermore, the intensification of consumer engagement on social media sites has required companies to integrate social

media factors into their marketing strategies; however, marketing practitioners and academics have a limited understanding of consumer behaviour on social media (Dhar & Jha 2014).

In the marketing literature, consumer behaviour is defined as the study of how a person buys products and services (Hoyer et al. 2008). Further, consumer behaviour explains the processes of consumer purchasing decisions, the use and disposal of the products and services and the factors that influence the purchasing decisions (Summers et al. 2009). Moreover, Solomon et al. (2009) defined consumer behaviour as the dynamic interactions of affect and cognition, behaviour and the environment that collectively influence consumer buying decisions. The consumers make many buying decisions on social media (Dhar & Jha 2014), and their buying decisions are dependent on the marketer's efforts (Solomon et al. 2009). There is limited research on understanding consumer behaviour, despite an increased number of engagement activities on social media (Akar & Topçu 2011; Dhar & Jha 2014).

According to Kotler, Philip et al. (2006), there are two main influences of consumer behaviour. First, internal or individual characteristics that influence consumer behaviour which includes personal and psychological attributions. Secondly, the external or environmental influences within the individuals' behaviour take place. For this study, the term 'individual influences' will be used to describe the internal characteristics and 'environmental influences' to describe the external stimuli. The individual influences are defined as the internal characteristics that determine consumer behaviour (Kotler, Philip et al. 2006). Fundamentally, individual influences are dependent on the personal attributes and psychological factors that motivate consumer behaviour. On the other hand, the environmental influences refer to external stimuli within which consumers make their purchasing decisions (Peter & Olson 2008). The environmental influences relate to the consumers' physical environment and social characteristics of the consumers' external environment.

Personal and psychological factors are components of the individual influences. Consumer decisions are significantly influenced by personal influences or factors that include an individual's age, lifestyle cycle, their occupation, education, personality, self-concept and lifestyles (Kotler et al. 2006). A study by Dhar and Jha (2014)

explored the two types of consumer personalities that use social media platforms. The two types of personalities are introverts and extroverts. Another study revealed that consumers use social media platforms for self-expression (Smock et al. 2011) and self-actualisation to seek fame and recognition (Shao 2009). Also, social media platforms are ideal for job search and professional advancements (Nikitkov et al. 2014). Moreover, consumers use social media to pass-time in the form of relaxation that adds hedonic value (Jahn & Kunz 2012; Smock et al. 2011; Whiting & David 2013).

Furthermore, psychological influences or factors help to predict consumer behaviour. The psychological influences deal with the individuals' motivation level, perception, learning, belief and attitudes. According to Kotler et al. (2006), a need becomes a motive when driven by a sufficient level of intensity. Perception is a process by which individuals make sense, organise and interpret information that they receive from their setting (Hoffman et al. 2005). Moreover, learning occurs from previous experiences, peers, traditional media, social media, family and friends (Hoffman et al. 2005; Kotler et al. 2006). A belief reflects at an individual's opinion formed from their value of judgement (Kotler et al. 2006). Attitude describes a person's consistent feeling, evaluation and tendency towards an idea or object (Hoffman et al. 2005). There are limited studies on psychological factors from the social media in marketing and consumer engagement perspective (Park et al. 2015). Chi (2011) investigated the influence of consumer motivation to engage with social media marketing activities. The study elaborated that consumers need bonding and emotional engagement for a higher degree of participation intentions. Studies have investigated consumers' attitudes on social media (Akar & Topçu 2011; Boateng & Okoe 2015; Knoll 2016; Tsai & Men 2013) and have confirmed that positive attitudes and behaviour generate higher levels of engagement (Knoll 2016). According to Pentina et al. (2018), consumers form perceptions and express their opinion to remain visible to other consumers on social media.

Buyers' responses are classified under the individual influences because consumers make buying decisions based on their needs, wants and the evaluations of products and services (Kotler et al. 2006). A consumer needs to make a selection of products and services based on their needs and wants, leading to the selection of brands or firms. As part of buying decisions, the consumer needs to recognise the purchasing time and

purchasing intervals. The buyers' response includes a consumer decision before, during and after purchasing of products and services (Kotler & Armstrong 2009). The literature on social media in marketing and consumer engagement is mainly on brands and brand fan pages (Dolan et al. 2017; Hennig-Thurau et al. 2010; Jahn & Kunz 2012; Melancon & Dalakas 2018).

Also, studies have focused on brand awareness, loyalty, engagement and affiliation (Enginkaya & Yılmaz 2014; Hollebeek et al. 2014; Pham & Gammoh 2015; Seo & Park 2018). In addition, studies have also revealed that the consumers use social media platforms for co-creation (Jahn & Kunz 2012) purposes and product development (Evans et al. 2010) that allows consumer innovativeness (Park et al. 2015) and encourage customisation (Godey et al. 2016). Moreover, studies also have investigated consumers' purchasing intentions and have mentioned that consumers interact, communicate and respond with brands and/ or firms on social media that foster engagement activities (Campbell et al. 2014; Yazdanparast et al. 2016). Moreover, purchasing intention (Campbell et al. 2014; Kim & Ko 2012; Yazdanparast et al. 2016) leads to pre-purchase evaluation (Muntinga et al. 2015) for product and service investigation. The pre-purchase evaluation includes consumption of consumer-generated content (Evans et al. 2010; Knoll 2016). Furthermore, consumers remain up-to-date through engagement for the latest information about discounts, prizes and giveaways (Dolan et al. 2017).

On the other hand, environmental influences include the external factors that influence consumer behaviour. Overall, environmental influences relate to the consumers' physical environment and social settings. The social contexts associated with social factors or influences have a significant impact on consumers behaviour. Social factors or influences include consumers' household types, reference groups, social roles and status (Kotler & Armstrong 2009; Kotler et al. 2006). The household types refer to the kind of family a consumer comes from, such as nuclear or extended families, single parents or couples with kids or no kids (Kotler & Armstrong 2009). Reference groups have a direct or indirect impact on consumer behaviour. The social role and status reflect the roles an individual play in society. The description of the social factors has been adapted from the traditional marketing literature. The literature on social media with marketing and consumer engagement manifests that the fundamental role of

social media permits social interactions. The social interaction (Smock et al. 2011) networks billions of users and consumers to engage, process and utilise the platform, effectively (Shang et al. 2017). Further, the level of interaction promotes social network reach enabling users and consumers to form virtual communities with like-minded consumers (Shao 2009). Studies have also mentioned that social capital is maintained when users get satisfaction through mutual link-up, for recognition, acceptance and establishment of mutual relationships (Chi 2011; Nikitkov et al. 2014; Park et al. 2015). Thus, the social factors provide individuals to gain recognition, interact with family and friends and belong to a virtual community (Dolan et al. 2015).

Cultural factors or influences also belong to environmental influences. By definition, cultural factors or influences refer to learnings adopted from members of society and vital institutions (Kotler & Armstrong 2009; Kotler et al. 2006). The sub-culture is a sub-set of cultural influences that include a smaller group of people who share common values and goals in life (Kotler et al. 2006), while social class refers to the permanent division of the society where members share similar values, goals and behaviours (Kotler & Armstrong 2009). Wahab (2016) analysed the impact of cultural differences on the effectiveness of social media metrics. The study indicated that the effectiveness of posts differs across countries and cultures. Within the social media and engagement context, "friending", "following", "subscribing" leads to mutual link-up of profiles and platforms enabling the formation of sub-cultured groups (Evans et al. 2010). Further, the formation of groups increases the level of collaboration between group members, virtually with the use of social media technology (Evans et al. 2010; Felix et al. 2016).

The political environment is also a component of environmental influences. The political environment includes the law, government agencies and pressure groups that influence and control consumer behaviour in a given setting (Kotler & Armstrong 2009; Kotler et al. 2006). For this study, the political factors or environment is renamed as law and legislation. Law and legislation overall protect the consumers and firms operating in a given market. It has been noted there are limited studies relating to law and legislation from social media with marketing and consumer engagement perspective (Park et al. 2015).

Finally, in the traditional marketing literature marketing communication is defined as the flow of information from the marketing practitioners to the public (consumers) through a range of promotional activities (Summers et al. 2009). In today's digital and wireless age, the consumers are not only the recipients of promotional activities but also provide feedback and communicate with brands and firms and with fellow consumers by using social media platforms. According to Jahn and Kunz (2012), the use of social media marketing fosters two-way communication between consumers, firms and brands. Further, social media technology provide connectivity and interactions between business-to-consumer (B2C), consumer-to-business (C2B), consumer-to-consumer (C2C) and business-to-business (B2B) (Evans et al. 2010). Numerous studies have been undertaken to describe and test the radical change in the marketing communication due to social media proliferation (Castronovo & Huang 2012; Coursaris et al. 2016; Dolan et al. 2015; Hanna et al. 2011; Jahn & Kunz 2012). The two-way communication provides convenience utility to the consumers and firms for open access to information through the deliverance of informational content.

Furthermore, electronic word-of-mouth (Akar & Topçu 2011; Castronovo & Huang 2012; Jansen et al. 2009) has advanced the traditional roles of marketing communication and improved the flow of information from person to person without any restrictions. Two-way communication fosters the customer testimonials, ratings and reviews that provide useful information to other consumers, encouraging the level of engagement activities. Also, consumers are given the liberty to create, consume and deliver user-generated content that provides added significance to functional value (de Vries & Carlson 2014; Evans et al. 2010; Kaplan & Haenlein 2010).

It is therefore essential to investigate the crucial factors that encourage consumer engagement activities within the social media marketing trajectory.

2.3. Theoretical Perspective

The theoretical perspective provides the integration of philosophical assumptions that form the foundation of the issues under examination (Creswell 2007, 2014). This section provides a comprehensive discussion on significant theories used in the domain of social media in marketing and consumer engagement. Moreover,

justifications are provided for appropriateness and selection of the Uses and Gratifications Theory and the Social Cognitive Theory relevant for this research. Table 4 provides a summary of theories or models used by studies in the past with respect to social media in marketing and consumer engagement. In general, Technology Acceptance Model (TAM), Theory of Planned Behaviour (TPB), Theory of Reasoned Action (TRA) and Uses and Gratifications Theory (U&G) theoretically reflect at individual behaviour. On the other hand, Self-Determination Theory (SDT), Social Cognitive Theory (SCT), Consumer Socialisation Theory (CST) and Social Exchange Theory (SET) relate to individuals social setting, while Media Richness Theory (MRT) is on the quality of media contents.

Table 4: Summary of Theories or Models used by Studies

#	Theory/Model Name & Abbreviation	Level of Analysis	Descriptions
1.	Technology Acceptance Model (TAM)	Individual	TAM forecasts the individual's adoption and voluntary usage of technology (Rauniar et al. 2014).
2.	Theory of Reasoned Action (TRA)	Individual	TRA implies that an individual's intention of behaviour is determined by their attitudes and subjective norm (Wolny & Mueller 2013).
3.	Theory of Planned Behaviour (TPB)	Individual	TPB takes into account an individual's perception of voluntary control over their behaviour (Chu et al. 2015).
4.	Uses and Gratifications Theory (U&G)	Individual	U&G theory provides explanations about individuals' personal and psychological motivation for media usage (Choi et al. 2015).
5.	Self- Determination Theory (SDT)	Social	SDT suggests that individual differences result from constant interactions between people's needs and structures (Kim 2016).
6.	Social Cognitive Theory (SCT)	Social	SCT indicates that individuals learn from their social settings (Bandura 1986).
7.	Consumer Socialisation Theory (CST)	Social	CST provides a theoretical perspective for understanding and predicting consumer-to-consumer transmission (Wang et al. 2012).
8.	Social Exchange Theory (SET)	Social	SET is used to explain the cognitive process through which individuals engage in an online self-disclosure (Liu et al. 2016, p. 56).

9.	Media Richness Theory (MRT)	Media	MRT refers to the communication medium described by its functionality to reproduce contextual cues (Coursaris et al. 2016).

2.3.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was proposed by Davis (1985) and that remains the accepted theory on actual usage of new technology. TAM was widely accepted in the domains of information systems, software application and e-commerce (Davis 1985; Rauniar et al. 2014; Scherer et al. 2019). TAM is based on core variables and outcome variables. The core variables refer to the perceived ease of use, perceived usefulness and attitudes towards technology. Furthermore, outcome variables refer to behavioural intentions and technology intentions (Scherer et al. 2019). The rapid growth of social media has led to the adoption of TAM by researchers to understand individual behaviour for social media use (Rauniar et al. 2014). The widespread use of social media suggests that the technologies are successful because of the acceptance and adoption of usage in the personal, social and professional lives of individual users.

A study by Rauniar et al. (2014) investigated the drivers of social media usage by individuals and presented a revised social media TAM for engagement activities of the individual users. The study provided validated tools to explain social media acceptance and usage behaviour. Another study used perceived usefulness (construct of TAM), trust and intention to buy on social networking sites and confirmed that trust has a positive effect on perceived usefulness that leads to the intention of purchase (Hajli 2014). Similarly, another study confirmed that perceived usefulness and perceived ease of use have robust effects on individuals' intention to use social media (Choi & Chung 2013). Lorenzo-Romero et al. (2011) used TAM to analyse factors that influence the degree of acceptance and use of social networking sites, and the study confirmed that perceived ease of use and perceived usefulness have a direct impact on the intention to use social media. An empirical research approach used TAM to understand the process of technology adoptions concerning social networks and confirmed that social media technology is relatively easy to use and is flexible (Pinho & Soares 2011).

TAM was not chosen as a suitable theory for this study. TAM was initially developed on characteristics of system designs, and the theory does not consider relevant attributes of social media (Rauniar et al. 2014). Also, the theory excludes the roles of other users in influencing the individual's attitudes towards social media.

2.3.2 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a model proposed by Fishbein and Ajzen, that is used to predict behaviour (Wolny & Mueller 2013). The behaviours of the individuals are determined and influenced by subjective norms and attitudes (Gunawan & Huarng 2015). TRA assumes that intentions are driven by motivational factors that influence behaviour, the attitudes towards the behaviour and the subjective norms concerning the behaviour (Lee & Hong 2016). Attitude towards behaviour relates to the perceived consequences and their value to the individual. Subjective norms represent a function of beliefs and about views of others (Wolny & Mueller 2013).

A study by Wolny and Mueller (2013) used TRA to analyse consumers' interactions with fashion brands on social networking sites. The study confirmed that high brand commitment and fashion involvement motivate consumers to engage and interact with fashion brands. While another study integrated the Theory of Reasoned Action and Social Capital Theory to identify factors that influence an individual's attitude and intentions towards information sharing on social media (Lin et al. 2013). The study signified that the user's attitude is dependent on social presence, privacy risks and commitments. Another study integrated TRA, Social Influence Theory and Persuasion Theory to investigate the antecedents of positive user behaviour for social networking sites and mentioned that informativeness and advertising creativity were key drivers for a favourable response (Lee & Hong 2016). Kim et al. (2015) confirmed that attitudes towards behaviour, subjective norms and personal descriptive norms influenced behavioural intentions to interact with page 'like ads' on Facebook.

TRA is limited to attitudes and subjective norms; therefore, the respective theory was not chosen for this research. This study intends to empirically investigate influential

factors that contribute to engagement activities with social media marketing, and TRA is limited to individuals' attitudes and subjective norms.

2.3.3 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) was introduced by Ajzen and refers to the attitudinal behaviour model which is an extension of the Theory of Reasoned Action which seeks to explain individual's perception of voluntary control over their behaviour (Chu & Sung 2015). The behavioural intentions include three dimensions of attitude towards behaviour, subjective norms and perceived behavioural controls that can make predictions and understanding for future behaviour (Chu et al. 2015; Yang 2013). Attitude towards behaviour refers to the degree of favourable and unfavourable evaluations made by an individual. The subjective norm includes the individual's perception of whether to perform the intended behaviour (Pelling & White 2009). Moreover, perceived behaviour control relates to the perceived ease or difficulties associated with performing a behaviour (Yang 2013).

Yang (2013) used TPB to examine Chinese consumers' social media use, marketing mavenism, viral marketing attitude and product recommendation behaviour. The study confirmed that the young Chinese market maven operates within the social norms of electronic word-of-mouth. Also, subjective norms and pleasure influence consumers' viral marketing attitudes. An empirical study by Pelling and White (2009) used TPB to predict a high-level of social networking usage intentions and behaviour. Another study integrated the Information Adoption Model (IAM) and TPB to examine the influence of electronic word-of-mouth on consumers' purchasing intentions on social media (Erkan & Evans 2016). The findings of the study confirmed that quality, credibility, usefulness and adoption of information, needs of information and attitude towards information are key factors that influence electronic word-of-mouth, that overall influences consumer purchasing intentions on social media. Chu et al. (2015) used TPB to examine brand-following behaviour on Twitter and affirmed that attitude towards the brand following, subjective norms, perceived behaviour controls and brand attachments are positively associated with intentions to follow brands.

TPB is limited to the ideologies of attitude towards behaviour, subjective norms and perceived behaviour controls. This study intends to investigate crucial factors from social, cultural, personal, psychological and environmental perceptives. Therefore, TPB was excluded from forming the theoretical foundation for this study.

2.3.4 Uses and Gratifications Theory (U&G)

The U&G Theory was introduced in the 1940s with an attempt to test the relationship between mass media and the audience (Quan-Hasse Anabel & Alyson 2010). The main objective of the U&G theory is to provide inherent explanations about individuals' personal and psychological motivation for media usage (Choi et al. 2015). The individuals are seeking to satisfy their particular needs and turn to specific media. The gratifications are divided into two groups of gratifications sought (GS) and gratifications obtained (GO) (Ruehl & Ingenhoff 2015). The GS refers to individuals' motives for consuming a specific type of media and GO explains the actual gratification obtained from media consumption. U&G is one of the most popular theories in the field of communication research that explains the perspective of investigating media usage.

Blumler and Katz coined the term uses and gratifications in 1974 and explained why and how individuals seek to use specific media to satisfy their particular needs (Dolan et al. 2015). In the 1990s, the U&G theory was profoundly used to determine the motivation of users for using traditional media (Choi et al. 2015) such as television and electronic bulletins (Ruggiero 2000). In early 2000s, studies incorporated U&G to determine the motivation for cellular usage and thereafter the theory was also applied with use of the Internet and websites (Ko et al. 2005; Ruggiero 2000). Studies have investigated the gratification factors that were derived from the U&G Theory (Ko et al. 2005; Park et al. 2009; Whiting & Deshpande 2014) from social media usage. Later, the U&G theory was extended to social media usage to predict specific behaviours of consumers (Ham 2014; Smock et al. 2011). According to Choi et al. (2015), there is a lack of investigation on commercial use of the platform from the U&G perspective.

Quan-Hasse and Young (2010) investigated the adaptability of U&G with Facebook and revealed that the theory is relevant for social networking sites. Also, another study was conducted to determine whether active Twitter users gratify their needs to connect with other users and confirmed that U&G Theory is ideal for explaining social media usage (Chen et al. 2011), while Muntinga et al. (2015) explored individuals' motivation to engage with brand-related activities on social media and confirmed that consumption, contribution and creation of content potentially encourages the engagement activities.

Whiting and David (2013) identified ten types of gratifications for using social media by using an exploratory study. The ten types of gratifications confirmed were social interactions, information, seeking, pass-time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing and knowledge about others. Chunmei and Wang (2015) also conducted an exploratory study to determine the different types of gratifications users attain by using microblogs and WeChat. The authors confirmed that three types of gratifications are obtained by either using microblogs or WeChat. The three types of gratifications are content, social and hedonic gratifications.

A study empirically confirmed that relaxing, entertainment, expressive information sharing and social interaction are gratification factors that significantly influence consumers' general use of social media (Smock et al. 2011). Another empirical study investigated why consumers create social media content by employing the U&G Theory and Theory of Reasoned Action (TRA) (Ham 2014). The study revealed that social cognition, entertainment, self-expression, social belonging and communication are the key motivational attributes that motivate consumers to create content. Dolan et al. (2015) formulated social media engagement behaviour based on the Uses and Gratifications Theory. The theory supports consumer engagement with social media at an individual level and is suitable for this study (Dolan et al. 2015; Smock et al. 2011). The theory indicates that individuals choose media to meet their needs and that allows them to realise their gratification for knowledge enhancement, entertainment and relaxation, social interactions and rewards (Ko et al. 2005).

The U&G approach provides the theoretical lenses by integrating media and technological attributes to better understand the consumer's behaviour, outcomes and perceptions at an individual level (Smock et al. 2011).

2.3.5 Self-Determination Theory (SDT)

Self-Determination Theory (SDT) refers to the theory of human motivations. The theory provides a range of motives that range from intrinsic to extrinsic motivations (de Vries et al. 2017). Intrinsic motivation relates to individuals engaging in certain activities that provide satisfaction to people. On the other hand, extrinsic motivation refers to individuals engaging in activities to obtain external rewards (Deci & Ryan 2000). Between the two extreme motivations, lie different levels of autonomy. Firstly, a highly autonomous motivation starts from self and causes behaviour that is consistent with personal interest and values. Secondly, a moderately autonomous motivation begins from self-leading to behaviour perceived as being important. Thirdly, slightly autonomous motivations are determined by external factors driven by external incentives.

de Vries et al. (2017) used SDT to identify different motivations for engaging with various brand-related activities on social media and confirmed that self-expression and socialisation are key motivations that motivate individuals' engagement activities. Another empirical study revealed that affinity, belongingness, interactivity and innovativeness are the expectations for social media usage (Krishen et al. 2016). A study by Wang et al. (2012) combined Social Capital and Self-Determination Theories to identify three social factors and two individual factors of electronic word-of-mouth. The study signified that tie strength and innovativeness directly influence electronic word-of-mouth. While, another empirical study confirmed that self-worthiness, socialisation, economic rewards and reciprocity have a positive impact on coupon sharing on social media (Tang et al. 2016).

The present study did not adopt this theory because SDT is limited to intrinsic and extrinsic motivations. The extrinsic motivations are related to attaining rewards; therefore, SDT was not ideal for investigating factors that influence consumer engagement activities with social media marketing.

2.3.6 Social Cognitive Theory (SCT)

The Social Cognitive Theory (SCT) was initially known as Social Learning Theory (SLT) in the 1960s. In 1986, SCT was established and suggested that individuals learn from their social settings by Albert Bandura (Bandura 1986). Further, SCT explains the effect of individuals and their interactions between personal cognition and the social environment with the behaviour (Bandura 1986). Also, the behaviours are formed through cognitive processes by observing and imitating the behaviour of other individuals in a specific environment setting or by learning through experiences (Ruehl & Ingenhoff 2015). Even though social media platforms foster social interactions, limited studies have used SCT within the social media, social media marketing and consumer engagement context (Braun et al. 2016; Lee & Ma 2012; Ruehl & Ingenhoff 2015; Yen 2016). For this study, SCT is ideal for explaining the environmental influences (Section 2.2.4) that foster consumer engagement activities through social media marketing.

Bandura (1986) further proposed that outcome expectations and self-efficacy guide an individual's behaviour. Individuals behave in a specific manner based on their level of confidence. Outcome expectation refers to the expected expectation of one's behaviour (Lin & Chang 2018). The outcome expectations are in three forms of physical effects (pleasure and discomfort), social effects (social recognition) and self-evaluation (self-satisfaction). Self-efficacy refers to an individual's belief of having the capability to organise and execute a particular action (LaRose & Eastin 2004). Also, Bandura (1986) identified six incentives that motivate media usages that include activity, monetary, novel, social, self-reflective and status incentives.

Yen (2016) used SCT to empirically explore the effect of personal outcome expectations and computer self-efficacy on posting negative behaviour on social networking sites (SNS). Personal outcome expectations relate to an individual's belief in expressing anger, and computer self-efficacy reflects the individual's belief of having the capability to use computers to execute SNS activities. The study revealed that SCT examines the impact of posting negative comments that are expressed by dissatisfied consumers. The study also confirmed that personal outcome expectations

and computer self-efficacy are the major factors for posting negative comments on SNS.

A study by Braun et al. (2016) examined the effects of various types of consumer engagement behaviour have on the consumers' perceived benefits. The study mentioned that SCT is essential in explaining consumer engagement and targeted benefits. According to SCT, the consumer may get engaged with a firm or brand on social media based on their perceived value and the level of specific interactions prompted by firms (Hollebeek 2011). The study depicted that consumer engagement behaviour shows that consumers voluntarily help other consumers on the platforms. Further, the study mentioned that consumers' engagement behaviour is also motivated by the economic benefits of attaining rewards and discounts on products and services and for cost savings.

While Lee and Ma (2012) used U&G and SCT to empirically investigate the influence of information seeking, socialising, entertainment, post status and news sharing intentions. The study confirmed that consumers engaged with new sharing activities that are driven by the gratifications of information seeking, socialising and status seeking. Also, the study revealed that consumers who had prior experience on social media were likely to share news to respective users and consumers. Another study also integrated U&G and SCT using mixed methods to determine why digital natives consume and interact with the corporations using SNS (Ruehl & Ingenhoff 2015). The study showed that Facebook, Twitter and YouTube are commonly used by the digital natives for consumption, participation and production of content. Corporate pages on Facebook and Twitter are commonly used for self-reaction that provides consumers or natives, the inspiration and orientation to form an opinion about the products and services of the firm. In addition, the participants confirmed that they use Facebook and Twitter for discounts, competitions and employment possibilities. Moreover, YouTube is fundamentally utilised for fun and entertainment purposes.

2.3.7 Consumer Socialisation Theory (CST)

Consumer Socialisation Theory (CST) refers to individual consumers' learning skills, knowledge and attitudes through communication by other users, functioning them as

consumers in the market place (Wang et al. 2012). Conventionally, the socialisation of the consumers was between individuals whom they know personally, such as their parents, children, colleagues, friends and neighbours. Nowadays, social media permits socialisation through virtual communities among individuals who are total strangers (Wang et al. 2012).

A study by Chu and Sung (2015) used CST to examine the factors that contribute towards Twitter brand followers' decisions to engage with electronic word-of-mouth activities on social media. The study revealed that consumers' attitudes towards brands determined their behaviour, the degree of Twitter usage and number of brands followed. An empirical study used CST to investigate peer communication through social media and indicated that peer communication positively influences purchase intentions through conformity and reinforcing product involvement (Wang et al. 2012).

CST was no chosen as a suitable theory for this research because the study is limited to virtual communities on social media. This study intends to investigate crucial factors that foster consumer engagement activities that are not limited to virtual groups peer-to-peer communication on social media.

2.3.8 Social Exchange Theory (SET)

The Social Exchange Theory (SET) was introduced by Homans who emphasised that exchange of activities between two people can either be tangible or non-tangible, which can be rewarding or costly (Emerson 1976). Individuals engage in certain behaviours that they find rewarding and avoid actions that tend to be costly. Social exchange is regarded as significant in the social life that defines the relations between groups and between individuals (Cook et al. 2013). Therefore, SET uses the cost-benefit framework that explains how human beings communicate with each other, how they form relationships and bonds and how communities are formed from communication exchanges.

An empirical study by Liu et al. (2016) used SET to examine the influence of social benefits and costs in a micro-blogging context in China. The study confirmed that

users perceived usefulness through building relationships and entertainment purposes. The study also revealed that users were willing to disclose information about themselves to make new friends. A mixed method study used SET as the theoretical basis for analysing consumer engagement activities and its targeted benefits (Braun et al. 2016). The study revealed that consumers gain benefits through engagement activities by contributing to the development of products and services and helping other consumers through their comments on social media. The consumers incur costs by spending time on social media, by writing comments and by paying to advertise their merchandise or brands.

SET was not included as a suitable theory for this study because the theory focuses on the costs and benefits individuals derive from their social settings. Since the focus of the research is to investigate crucial factors, costs and benefits are regarded as prudent attributes but not sufficient enough to guide this study.

2.3.9 Media Richness Theory (MRT)

Media Richness Theory (MRT) was presented by Draft and Lengel in 1986 and argued that communication problems and ambiguity could be resolved (Shabbir et al. 2016). According to Kaplan and Haenlein (2010), some media are more capable in addressing the ambiguity and uncertainty when compared to other; this is due to their degree of richness and the amount of information permitted to be transmitted at a given period. Social media exhibits the richness of contents and promotes social presence leading to a higher degree of efficiency when compared with traditional media channels (Kaplan & Haenlein 2010; Parveen et al. 2015).

MRT was not ideal for this study because the theory is limited to how and when different communication mediums are used by focusing on characteristics of tasks (Koo et al. 2011). The type and nature of contents may influence consumer engagement activities with social media and marketing, but the theory incorporates human perceptions, neither from an individual nor from the environmental level.

2.3.10 Justification for selecting U&G and SCT

This study integrates the theoretical perspectives of Uses and Gratification Theory (U&G) and Social Cognitive Theory (SCT) that form the foundation of the research. The Uses and Gratification Theory on its own is not sufficient to explain the factors that influence consumer engagement on social media because the theory proclaims that users are constantly and actively participating on social media (Choi et al. 2015; Lee & Ma 2012). On the other hand, SCT provides a theoretical explanation of individuals' behaviour that is influenced by their environmental settings and from their past experiences and learning (Bandura 1986; Ruehl & Ingenhoff 2015). Since this study investigates the factors from an individual and environmental perspective, it is crucial to integrate U&G and SCT to strengthen the theoretical foundation of the research.

U&G is one of the oldest and popular approaches that have been used to investigate the patterns of media use (Blumler & Katz 1974). Fundamentally, the basic approach of the theory states that individuals use media to fulfil their purposes and is goal-oriented. Moreover, the gratifications are classified within groups of gratifications sought and gratifications obtained (Ruehl & Ingenhoff 2015). The gratifications sought defines the motives of individuals to use certain media, while gratification obtained signifies that the actual gratification is achieved through media consumption. The discrepancy between sought and obtained does necessarily lead to the satisfaction for the media-driven behaviour (Greenberg 1974). LaRose et al. (2001) argued that in order to increase the explanatory power of the U&G paradigm and for an adequate explanation about media gratifications and usage, it is crucial to integrate U&G and SCT.

Bandura (1986) states that SCT is based on individual behaviour influenced by their environment. The behavioural attributes are formulated by the cognitive processes of observing and imitating the behaviour of other individuals in a given environmental setting and also by learning from past experiences (Ruehl & Ingenhoff 2015). According to Yen (2016), SCT has been widely used to determine the intention of using social media, whereby individuals participate due to their prior experiences (Lee & Ma 2012).

Therefore, the integration of U&G and SCT provide a higher degree of explanation when compared with the traditional use of U&G for social media usage (Ruehl & Ingenhoff 2015). Hence, it is significant to integrate U&G and SCT (Lee & Ma 2012) to explain influential factors that motivate consumers to engage with social media marketing activities. Also, the theoretical integration of U&G and SCT provides a higher degree of explanation than using each of the theories in isolation (Ruehl & Ingenhoff 2015).

2.4. Conceptual Framework

A conceptual framework provides a graphical or narrative illustration of the system, assumptions, expectations, beliefs and theories that guide the research process (Creswell 2014). The conceptual framework provides distinctions between ideas by helping to organise the ideas. Based on the comprehensive literature review, a conceptual framework was formulated and is presented in Figure 3. In section 2.2, the emphasis was made about the lack of studies that integrated consumer behaviour factors into social media and marketing context from a consumer engagement perspective. Thereby, the conceptual model was formulated based on the literature review findings in Section 2.2.

The conceptual framework displays the impact of individual and environmental influences (Kotler et al. 2006; Summers et al. 2009) on consumer engagements with social media marketing activities generated by firms. The factors are classified into individual and environmental influences based on their definitions and degree of suitability found in the marketing literature in Section 2.2. The individual influences comprise personal influences, psychological influences and buyers' response; while the environmental influences include marketing communications, social influences, cultural influences, and law and order.

In the conceptual framework, the demographics act as the moderator between the influences of factors and consumer engagement with social media marketing. Demographics are the study of the human population concerning population size, density, location, age, gender, race and occupation (Armstrong et al. 2015). The demographic environment is of significant interest in the marketing field because it

involves consumers in a market, whereby information is readily measurable (Pride et al. 2007). The moderating variables are third interactive variables that affect the strength and the relation of independent and dependent variables (Bryan & Bell 2011; Creswell 2014). For this study, several of demographic variables were considered that were included in prior researches (Carlson & Lee 2015; Smock et al. 2011). The following socio-demographics were taken into account as moderating variables: age (Simon & Tossan 2018), gender (Boateng & Okoe 2015), state (Armstrong et al. 2015), level of education (Reisenwitz 2013), number of years participants have used social media (Vinerean et al. 2013) and types of social media used by these participants (Reisenwitz 2013).

A person's age group determines consumer behaviour. According to Solomon et al. (2014), the consumers' age group determine their set of experiences, memories and appeal. Moreover, gender is a social variable that distinguishes males and females based on pragmatic dimensions of informativeness and involvement on social media platforms (Bamman et al. 2014). Also, there is a need to divide consumers based on their geographical dispersion such as state because consumer behaviour may differ based on one's geographical locations. The level of education is classified under geodemographic that helps to precisely describe the population cluster (Pride et al. 2007). Furthermore, the number of years of using social media provides a time-frame of consumer engagement activities (Al-Jabri et al. 2015). Moreover, the types of social media platforms will help to identify the commonly used platforms (Reisenwitz 2013).

Figure 3: Conceptual Framework for the Research
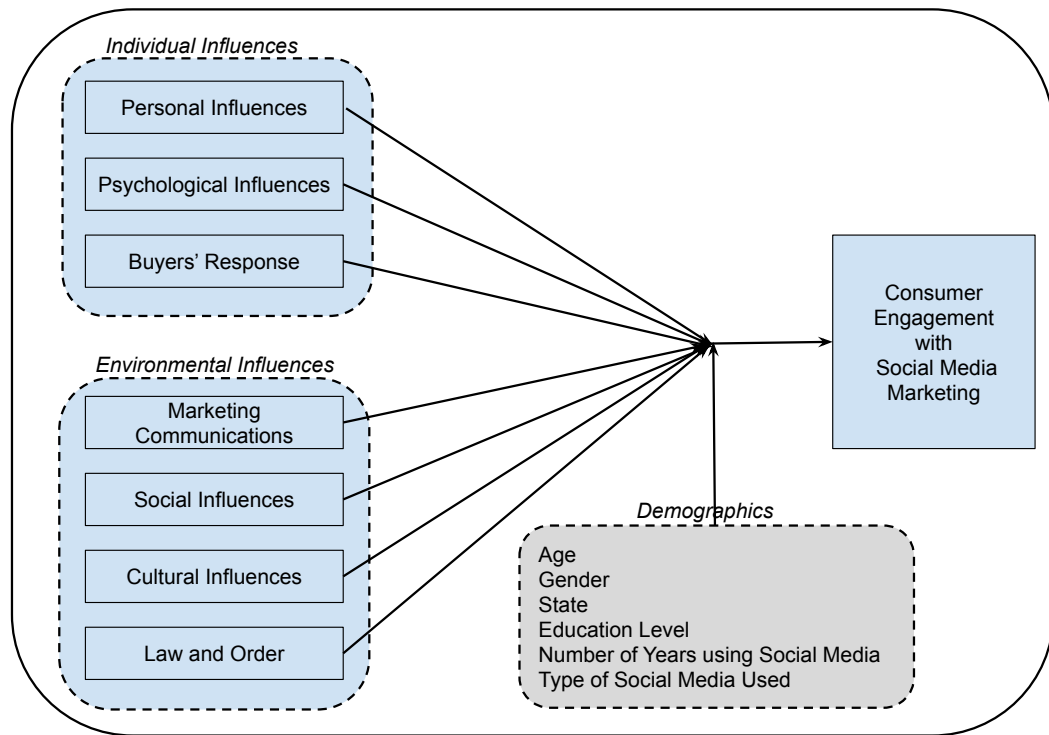
Source: Developed from the Literature

2.5. Purpose of the Study, Key Research Questions and Sub-Research Questions

2.5.1 Purpose of the Study

The purpose of this study is to explore crucial factors that influence consumers to engage with social media marketing activities generated by firms in Australia.

2.5.2 Key and Sub-Research Questions

From the literature the following key research questions were devised to address the need to understand crucial factors that influence consumer engagement within the social media-marketing context:

What factors influence consumers to engage in the social media marketing activities of businesses? How are these factors related to consumer engagement with social media marketing?

The sub-research questions presented below have been formulated to address the main research question(s):

1. What factors influence consumers to engage in the social media marketing activities of businesses?

2. What further insights could be established through the exploration of these factors?

3. What are the relationships of these factors to consumer engagement with the social media marketing activities of firms?

4. Do the relationships vary across demographic variables?

2.6. Conclusion

This chapter provided a comprehensive literature review on social media, social media marketing and consumer engagement. The chapter also discussed the need to investigate factors that influence consumer engagement from the consumer behaviour perspective with social media in marketing. A conceptual framework was established from the literature review that was established within the theoretical bounds of Uses and Gratification and Social Cognitive theories. Also, gaps were identified that led to the development of the key and sub-research questions. The next chapter (Chapter 3) will provide a comprehensive discussion of the research methodology, research design and data collection methods for the study in order to answer the research questions and meet the objectives of the study.

3. CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

The previous chapter (Chapter 2) discussed the literature of social media, social media marketing and consumer engagements, comprehensively. A conceptual framework was developed from the theories and the literature. From the literature, potential research gaps were identified that led to the development of the research objectives and questions.

This chapter discusses the research methodology administered to meet the research objectives, providing an overview of the research methodology and discussion of various stages employed in the study. Justifications are provided for the selection of the appropriate research paradigm, research approaches and the data collection methods. The chapter is concluded with ethical considerations.

3.2. Research Paradigms or Worldviews

According to Creswell (2014), paradigms or worldviews are conventional beliefs that influence actions. The conventional beliefs are also known as philosophical assumptions, epistemologies, ontologies and alternative claims (Creswell 2007, 2014; Creswell & Clark 2010). The philosophical worldviews help to identify the development and nature of knowledge (Clark 1998) that guides the vital assumptions about the way we view the world. These assumptions help researchers to determine research strategy and identify specific research methods or procedures of research that convert approach into practices (Creswell 2014). A particular type of paradigm is associated with specific methodologies.

The four paradigms broadly discussed in the literature are; post-positivism, constructivism, transformative and pragmatism.

3.2.1 Post- positivist Paradigm

The post-positivist paradigm refers to 'scientific methods', or science and 'reflects a deterministic philosophy in which causes probably determine effects of

outcomes'(Creswell 2014, p. 7). Post-positivism represents the thinking after positivism that challenges the notion that researchers cannot be "positive" about knowledge when studying the behaviour and actions of the humans (Creswell 2014). Thereby, a researcher identifies problems and conducts experiments to identify and assess the cause and effect of the outcomes. Post-positivism reflects at the determination, reductions, empirical measurements and theory verifications (Creswell 2007, 2014). Positivism proves that the scientific method is the only way to establish truth and objectivity, whereby science is fundamental for gaining knowledge. The objectivity of the results can be achieved through multiple observations and measures that help to gain a clearer understanding of reality (Bogdan & Biklen 2003).

3.2.2 Interpretivist/ Constructivist Paradigm

By contrast, constructivism addresses the understanding of the world through the experiences of the individuals. Constructivism reflects on the subjective assumption that individuals seek to understand the world around them, where they live and work (Creswell 2014). The subjective meaning includes the cultural, historical and social settings of the individuals, where interpretations are generated through interactions with the participants (Creswell & Clark 2010). The individuals express their experiences subjectively to the researchers. The researchers heavily rely on the participant's viewpoints based on the given scenarios of the study (Bryan & Bell 2011). Generally, researchers ask open-ended questions to the concerned individuals by observing and listening promptly about their experiences and viewpoints (Creswell 2014).

3.2.3 Transformative/ Emancipatory Paradigm

The transformative paradigm refers to philosophical assumptions that provide a framework for dealing with the inequality and injustice in the society by employing culturally competent mixed method approaches (Mertens 2007). The paradigm includes critical social science research, participatory action research and feminist designs (Mertens 2007; Mertens 2010; Young 2001) by adapting to the social reality that is constantly changing through social, political and cultural factors. The researchers of the paradigm acknowledge that knowledge is free that can be

transformed into practice, transforming the lives of the people in a society. A researcher is bound to adopt a transformative paradigm that requires them to choose and commit to a value position. Thereby, both qualitative and quantitative approaches are used by the researchers. Overall, the purpose of the research is to destroy myths, illusions and false knowledge that would foster empowerment to individuals and transform their society (Mertens 2010).

3.2.4 Pragmatism Paradigm

The pragmatism paradigm arises from actions, circumstances and consequences (Creswell 2014). The researcher combines the available approaches that offer the best opportunities for answering research questions (Johnson & Onwuegbuzie 2004). A pragmatist should determine the purpose of mixing and the rationale for combining the approaches (Creswell & Clark 2010). Feilzer (2010) has indicated that pragmatism includes both objective and subjective inquiry in an attempt to produce the best knowledge of reality. The quantitative and qualitative approaches are used to complement each other by fulfilling the gaps and providing essential knowledge to existing problems (Creswell & Clark 2010). Overall, pragmatism offers a researcher with the liberty to choose from multiple methods, worldviews, assumptions and various forms of data collection and analysis (Creswell 2014; Creswell & Clark 2010).

3.2.4.1 Rationale for using the Pragmatic Worldview

The purpose of this study is to investigate crucial factors and sub-factors that influence consumers to engage with social media marketing activities. Based on the research questions in the previous chapter, pragmatism is chosen as the most suitable philosophical worldview because the paradigm provides the researcher with the freedom of choice for methods, techniques and procedures (Creswell & Clark 2010). Pragmatism adopts the research problem by utilising the necessary approaches to understand the research problem (Creswell 2014). Pragmatism also provides direction for feasible and outcome-oriented methods for inquiry that support need-based approaches for research methods and conceptual selection based on truth and reality (Mark et al. 2009; Skoko & O'Neill 2011). Thereby, pragmatism is ideal for this study because it seeks to understand the influential elements that motivate consumers to

participate in social media marketing activities that will further be demonstrated through statistical evidence.

3.3. Research Design and Methodology

In general, the research questions formulated in the previous chapter seek to investigate and validate the factors that influence consumer engagement with social media marketing. The investigation intends to provide exploratory and empirical findings of factors and sub-factors that motivate consumer engagement with social media marketing in Australia.

3.3.1 Research Design

Upon determining the worldview, this section focuses on research design. Research designs provide a framework for data collection and analysis. The choice of research design portrays decisions a researcher takes from a range of the investigation process (Bryan & Bell 2011). The justification of research designs is based on the research question(s) and objectives of the study that is overall consistent with the research philosophy (Saunders et al. 2011). A researcher either selects qualitative, quantitative or mixed methods approaches that provide an accurate direction for procedures in research design (Creswell 2014). Table 5 summarises research approaches and their respective designs.

Table 5: A Summary of Research Approaches and Designs

Research Approaches	Research Designs
Qualitative Design	• Narrative Research • Phenomenological Research • Ground Theory • Ethnography • Case Study
Quantitative Design	• Non-Experimental Designs • Experimental Research
Mixed Methods Design	• Convergent Parallel Mixed Methods • Explanatory Sequential Mixed Methods • Exploratory Sequential Mixed Methods

Source: Adapted from Creswell (2014)

The three research designs discussed are quantitative, qualitative and mixed-method designs. Qualitative designs such as narrative research designs, phenomenology, grounded theory and case studies address the meaning of a study by interpreting the participant's behaviour concerning their norms, values and culture of a group or an organisation (Bryan & Bell 2011; Creswell 2014).

On the other hand, quantitative research uses experimental and control groups to test for theories by manipulating independent variables influencing dependent variables. The social survey uses the cross-sectional design for data collection through a questionnaire or by structured interviews for more than one case at a single point in time (Bryan & Bell 2011).

The mixed methods approach has become an increasingly accepted research design for business research (Bryan & Bell 2011) that combines qualitative and quantitative approaches in a study (Bryan & Bell 2011; Creswell 2014; Saunders et al. 2011). The integration of qualitative and quantitative approaches provides a better understanding of the research problems and the complex phenomena that either of these approaches cannot deal with in stand-alone situations (Azorín & Cameron 2010).

3.3.1.1 The Rationale for using Mixed Methods Research Design

Overall, the mixed methods approach is used to validate and verify the results with qualitative and quantitative approaches producing robust outcomes (Bryan & Bell 2011) with a comprehensive understanding of the research problem (Creswell 2014). The mixed method design does not replace either the qualitative or the quantitative approach but rather strengthens and decreases the weakness of these two approaches.

Primarily, the mixed method supports empirical findings of the research problems; however, the approach requires a substantial amount of resources and time for completion (Creswell 2014; Creswell & Clark 2010). Also in comparison to the qualitative approach, the quantitative method has larger population sizes (Creswell 2014) leading to complications in the validation process. Therefore, this study confirms the benefits of using a mixed method design.

A mixed method approach is commonly used when research cannot rely on either the qualitative or the quantitative method while addressing both the methods for the research. The requirement for mixed method arises when the information needed for the research is inaccessible or limited to a particular form of method. For instance, where gaining access to research sites or groups of participants is restricted. Generally, qualitative methods may provide vital contextual information supplementing the findings from a quantitative study (Bryan & Bell 2011; Saunders et al. 2011). For instance, a previous study applied the mixed method design to investigate the role of social media amongst younger consumers and their interactions with brands (Rohm et al. 2013). According to the authors, both designs empirically supported their findings, while gaining more profound insights in understanding the diversity of the participants' views. Therefore, this study confirms the benefits of using a mixed method design.

3.3.2 Sequential Exploratory Mixed Methods

Based on the fundamental research questions, the sequential exploratory mixed method is ideal for this study that follows up qualitative findings into the quantitative analysis. The researcher collects and analyses the qualitative data and uses the results to establish the quantitative phase (Creswell 2014; Edmonds & Kennedy 2017). Table 6 summarises the features of sequential exploratory mixed methods.

Table 6: A Summary of Sequential Exploratory Mixed methods

Characteristics	Exploratory Design
Definitions	The collection will occur in two phases; Phase 1: 1) Literature Search 2) Qualitative data collection and analysis. Phase 2: Findings from Phase 1 will be included in the development of the quantitative phase.
Purpose	There is a need to explain and validate the qualitative study findings with the quantitative phase.
Philosophical Worldview	Pragmatism
Interaction Level	Interactive interactions between participants and the researcher(s)
Order of Phases	Phase 1: Qualitative Study Phase 2: Quantitative Study
Mixed Method Strategy	-Moving from qualitative data collection and analysis. -Accommodating qualitative findings into quantitative phase

| Common Variants | -Selection of the appropriate number of participants for each phase. |
| | -Follow up explanations upon completion of each phase. |

Source: Adapted from Creswell, (2014)

3.3.2.1 The Rationale for using Sequential Exploratory Mixed Methods

The fundamental justification for using exploratory sequential mixed methods is gathering data by exploring the participants' perceptions and viewpoints and quantifying the findings through statistical approaches. The exploratory sequential methods develop a useful measurement for a specific population by using qualitative methods that contribute towards the generalisation of findings with a broader population (Creswell 2014; Edmonds & Kennedy 2017). Overall, this approach will help to identify unknown variables (Edmonds & Kennedy 2017).

3.4. Data Collection Methods

In this study, the factors and sub-factors influencing consumer engagements were identified, collated and systematically classified through the literature search. The findings from the literature were validated using semi-structured interviews. The survey instruments were constructed using the findings from the semi-structured interviews. In general, using exploratory sequential mixed methods offers the opportunity to cross-validate the findings at different phases that enhance the overall generalisation of the results (Creswell 2014; Edmonds & Kennedy 2017).

Refer to Figure 4 that summarises the exploratory sequential mixed method approach for this research. The two-phase data collection process includes:

a) Phase 1: Literature search and semi-structured interviews

b) Phase 2: Online and Paper-based Surveys (Pre-Testing, Pilot Study and Final Survey)

Figure 4: Visual Framework for the Exploratory Sequential Mixed Methods
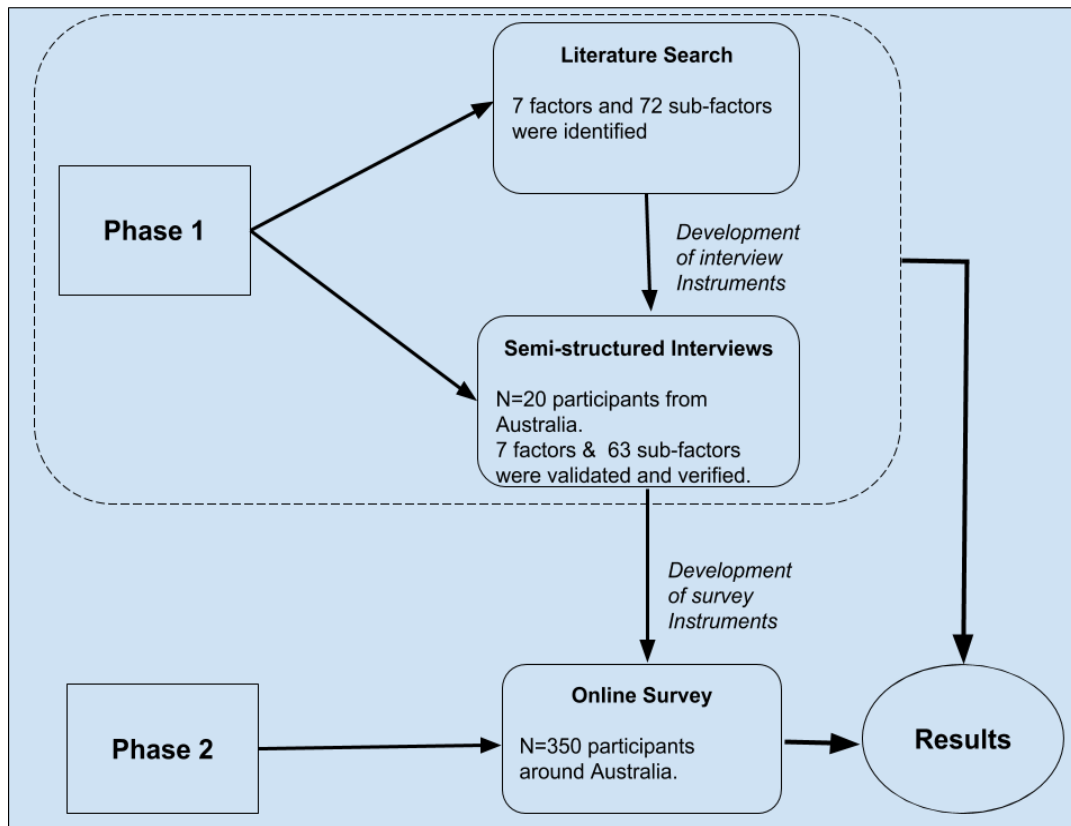
3.4.1 Phase 1: Exploratory Stage

The exploratory stage of this study included a literature search and review, followed by the semi-structured interviews. According to (Edmonds & Kennedy 2017), the researcher uses the qualitative phase to identify gaps, develop research objectives and instruments that can be subsequently tested with empirical research. Qualitative research methods are appropriate to enhance the understanding of human behaviour (Hodis et al. 2015; Valos et al. 2016).

3.4.1.1 Phase 1: Literature Search

To answer research question 1, '*What factors influence consumers to engage in the social media marketing activities of businesses?*', a systematic literature search was undertaken to investigate crucial factors that foster consumer engagement with social media marketing activities. The use of literature search helped to identify potential

factors and sub-factors that manifest consumer engagement activities aligned with social media and marketing from past literature.

The identification process of the relevant literature for the factors and sub-factors is illustrated in Figure 5.

Figure 5: The Literature Review Process
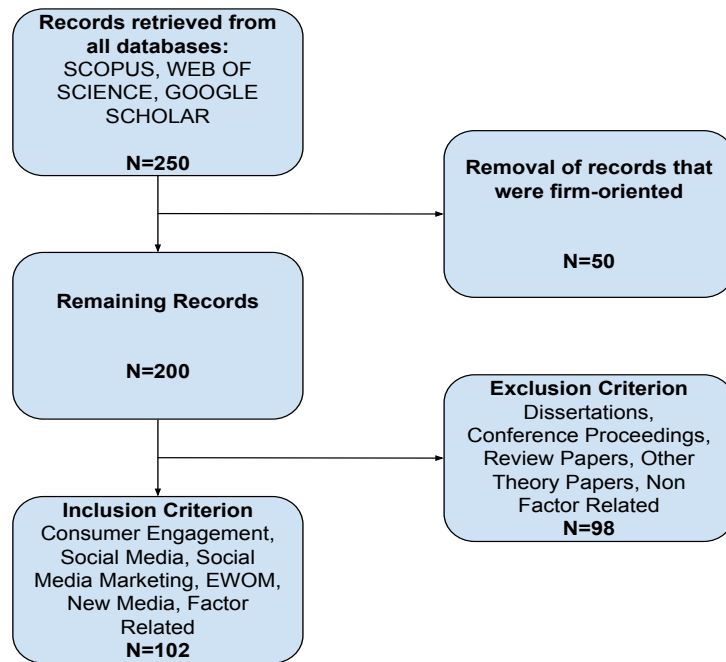
Source: Developed through the Literature Search

The literature search for the present study included online databases JSTOR, ABI Inform, Business Source Premier, Emerald Full Text, Sage Journals, ProQuest, Science Direct, Scopus, Google Scholar, and Elsevier. Knoll (2016) utilised a similar literature search for an empirical review for advertising on social media. A total of 250 records were retrieved from the selected database, but 50 records with firm-oriented factors were excluded from the study because this study focuses on consumer engagement and consumer behaviour with social media marketing. The literature search was undertaken during August to September 2016. Furthermore, an updated literature search was conducted during the months of March-April in 2017.

Inclusion and exclusion criteria were applied to the remaining records to reduce the number of records further. The inclusion criterion required the articles and electronic book selected to have one of the following terms: 'Social Media', 'Social Media

Marketing', 'Electronic Word of Mouth', 'Social Media and Consumer Engagements', 'Marketing with Social Media', 'Marketing Communications', 'EWOM', 'Consumer-Generated-Content' 'Brands' and 'New Media' (Alves et al. 2016; Gensler et al. 2013; Knoll 2016). Also, articles written between 2009 to 2017 were included for the literature search.

On the other hand, a total of 98 records including dissertations, conference proceedings, reviews and theory papers were excluded from this study. Also, studies that were framework-oriented and those that focused on firms and social media strategies were disregarded for collating factors and sub-factors. The articles taken into consideration were written in the English language. Moreover, the abstracts of the articles were carefully studied to determine the degree of relevance for this study.

3.4.1.2 Content Analysis

After the literature search was completed, content analysis was used to sort the findings into suitable categories, systematically. Content analysis is defined as the research method that systematically analyses documents to provide knowledge, new insights and provide practical guidance to action (Sarantakos 2005). For this study, deductive content analysis was suitable to use where operationalisation is based on previous knowledge (Elo & Kyngas 2007). The fundamental aim of content analysis is to condense broad information by categorising information into useful concepts or categories.

In the literature, significant studies have focused on crucial factors but have failed to collectively identify all the necessary factors that contribute towards consumer engagement activities with social media marketing (Akar & Topçu 2011; Barger et al. 2016; Dhar & Jha 2014). By using content analysis, suitable sub-factors were collated and sorted into the most relevant factors that matched the definition and were recognised within the parameters of the factors.

3.4.1.3 Phase 1: Semi-Structured Interviews

A semi-structured interview provides insights into understanding the research problems (Malhotra et al. 2006). A researcher uses a list of themes and questions to interact with the participants (Saunders et al. 2011), conducted at a one-on-one basis, providing the researcher with a free flow of information (Malhotra et al. 2006). The list of themes and questions differ from interview to interview according to the flow of the conversations (Bryan & Bell 2011). The interviews help to probe for answers, whereby the interviewees provide explanations that are built from their responses. Semi-structured interviews are not without disadvantages. Overall, the process of the interviews is time-consuming, labour intensive and require interviewer skills (Newcomer et al. 2015). Also, through the interviews, a large volume of notes is acquired and require several hours of transcription and analysis. Nevertheless, the semi-structured interviews also have substantial advantages (Bryan & Bell 2011; Newcomer et al. 2015). In order to better understand consumer behaviour, the use of open-ended questions helps to probe for further insights. Through probing, independent thoughts of the participants are known. The one-on-one conversation proves to be effective, enabling the interviewees to open up and share their personal experiences on social media as a consumer or user.

The semi-structured interview was preferred in order to validate the findings from the literature and to gain a profound understanding of influential factors while discovering new and emerging factors or sub-factors. The interviews help to provide a detailed understanding of consumer behaviour (Hair et al. 2017; Malhotra et al. 2006). A summary of the semi-structured interview process is portrayed in Figure 6.

Figure 6: Flow Chart for Semi-Structured Interview Process
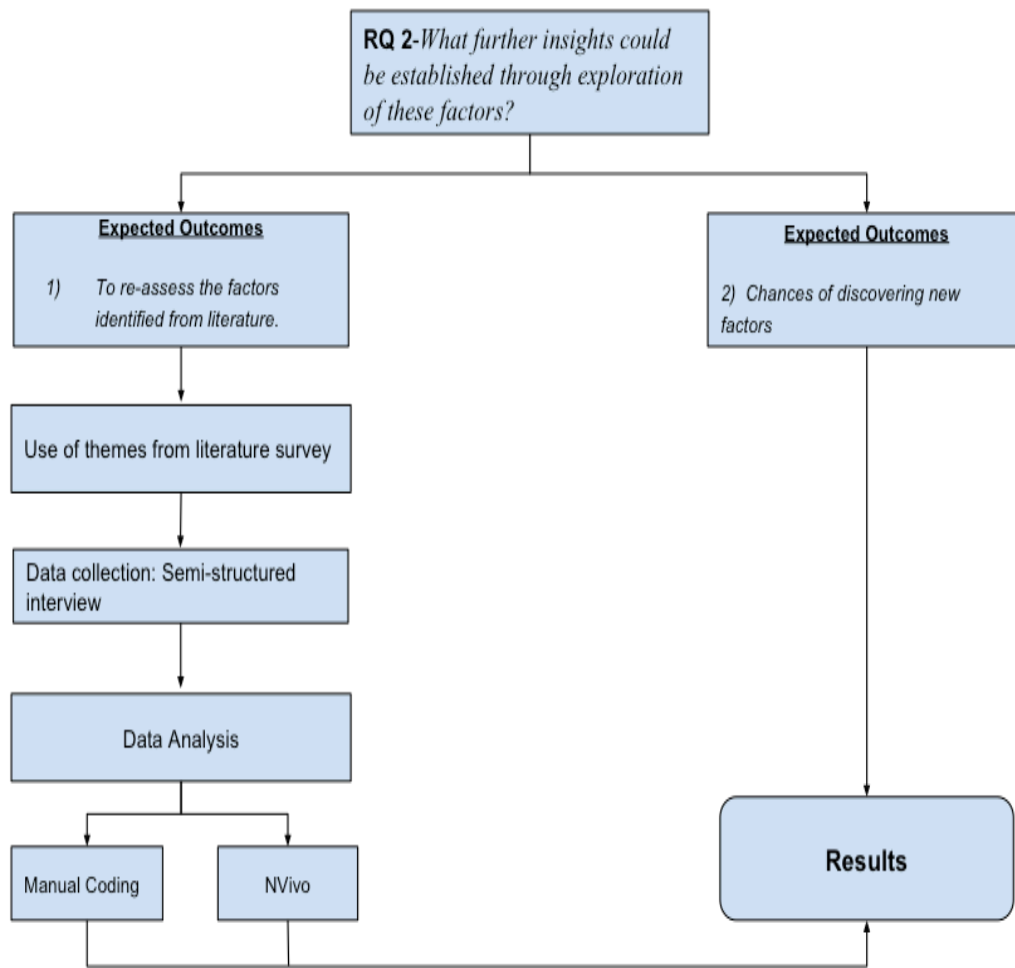
Source: Developed for this Study

The flowchart (Figure 6) illustrates the steps used to fulfil the requirements and expectations for research question number 2. The expected outcome of the second research question is to reassess the factors and sub-factors identified from the literature. Moreover, there was a potential to discover new factors and sub-factors with semi-structured interviews. Since the factors or themes were established from the literature survey, the same factors were used to reassess and verify information gathered from the semi-structured interviews. According to Branthwaite and Patterson (2011), the interactive attributes of interviews help to better understand consumer behaviour by ensuring that validity and authenticity are maintained with social media oriented researches.

3.4.1.4 Data Collection Techniques

To establish consumer insights, there are various interviewing techniques used by researchers. The data is collected either through face-to-face interactions, mobile or telephone conversations or through online or messenger interviews (Bryan & Bell 2011; Malhotra et al. 2006). The face-to-face interactions are possible when the interviewer and the participants are within close geographical boundaries. The primary advantage of face-to-face interaction is that it enables the interviewer to capture the nuances of the participants' reactions and emotions through the conversation (Bryan & Bell 2011). Mobile or telephone interviews are conducted with participants who are located at far distances and who may not be available for face-to-face interviews. In Australia, mobile or telephone costs are relatively zero, proving to be cost-effective for the researcher and the interviewees. Finally, the online or use of messenger through social media like Facebook proves to be an effective medium to reach participants due to geographical disadvantages. The online service facilitates video conferencing that enables the researcher to capture the emotions, facial expressions and reactions through the flow of the conversation.

For this research, the researcher opted to use face-to-face and video interviews by using Facebook messenger with participants who were users of social media platforms. A total of 15 interviews were conducted on a face-to-face basis where the participants were available to the researcher within close geographical bounds of New South Wales State. While five interviews were conducted remotely using the Facebook messenger, where the participants were at various geographical locations and due to time constraints, the researcher had to utilise the messenger facilities on Facebook.

3.4.1.5 Population and Sample Size Selection

Bryan and Bell (2011) stated that conducting a pilot study is appropriate because it tests the interview instruments and oversees any potential problems that may arise with the rest of the interviews (Valos et al. 2016). Further, a pilot study helps to build experiences and confidence of the interviewers. Therefore, a pilot study was conducted with two of the participants (a male and a female over the age of 18 years)

who were recruited from Sydney, Australia. From the pilot study, the fundamental problem identified was the lack of probing from the researcher's side which was identified by the supervisory team. The issue of probing was improved in the main study of semi-structured interviews.

Semi-structured interviews were conducted with 20 social media users. The interviews were conducted until the point of theoretical saturation was reached (Creswell 2014; Edmonds & Kennedy 2017). According to Boddy (2016), the concept of data saturation refers to a point where no new information is achieved from the completion of interviews or cases. The participants were selected using convenience sampling, and these participants were residing in Australia at the time of the interviews. Convenience sampling was appropriate to use because the participants were easily and readily accessible (Bryan & Bell 2011). All the participants were over the age of 18 and were assured of confidentiality and anonymity (Keegan & Rowley 2017) as per Human Research Ethics guidelines (USQ 2018). The participants came from varied backgrounds, experiences and habits of using social media platforms. The study was conducted from August to December 2017. The interviewees were recruited from Australian States of Western Australia, Queensland, and New South Wales, whereby one interviewee was recruited from Perth, another one from Cairns, one from Brisbane and 17 from Sydney. Table 7 provides a summary of participants who were recruited for the interviews.

Table 7: A Summary of the Participants for Semi-Structured Interviews

No.	Interviewee Code	Age Range	Gender	State	Mode of Interview	Type of social media user
1	Interviewee_1	25-34	Male	NSW	Messenger	Active
2	Interviewee_2	25-34	Female	NSW	Messenger	Active
3	Interviewee_3	25-34	Female	NSW	Face-to-Face	Passive
4	Interviewee_4	25-34	Female	Qld	Messenger	Passive
5	Interviewee_5	18-25	Female	NSW	Face-to-Face	Active
6	Interviewee_6	18-25	Female	NSW	Face-to-Face	Passive
7	Interviewee_7	25-34	Male	NSW	Face-to-Face	Passive
8	Interviewee_8	35-44	Female	NSW	Face-to-Face	Passive
9	Interviewee_9	18-25	Female	NSW	Face-to-Face	Active
10	Interviewee_10	18-25	Male	NSW	Face-to-Face	Active
11	Interviewee_11	45-54	Male	NSW	Face-to-Face	Passive
12	Interviewee_12	35-44	Female	NSW	Face-to-Face	Active
13	Interviewee_13	25-34	Female	NSW	Face-to-Face	Passive
14	Interviewee_14	18-25	Female	NSW	Face-to-Face	Active
15	Interviewee_15	25-34	Female	WA	Messenger	Active
16	Interviewee_16	25-34	Male	NSW	Face-to-Face	Passive
17	Interviewee_17	25-34	Male	NSW	Face-to-Face	Active
18	Interviewee_18	35-44	Male	Qld	Messenger	Active
19	Interviewee_19	25-34	Female	NSW	Face-to-Face	Active
20	Interviewee_20	25-34	Male	NSW	Face-to-Face	Passive

3.4.1.6 Unit of Analysis

The unit of analysis refers to the entity under investigation, which is dependent on 'what' or 'who' is being studied (Elo & Kyngas 2007). In marketing research, consumers are regarded as the standard unit of analysis (Malhotra et al. 2006). For this study, the unit of analysis selected were individuals who participated as consumers on social media platforms. The participants engaged in various activities on social media ranging from creation, dissemination, contribution, consumption and distribution of content (Muntinga et al. 2015). These participants had a certain degree of experiences and exposure on social media, making them appropriate and the ideal unit of analysis of the research.

3.4.1.7 Preparation of the Interview Instrument

The interview questions were developed from the gaps identified from the literature review and the literature search process. Appendix D shows the list of questions that were employed during the interviews. Open-ended interview questions were asked by the interviewer (Creswell 2014) to gain deeper insights about factors and sub-factors from the participants' perspective which confirmed findings from the literature (Keegan & Rowley 2017). A total of 16 questions were developed for the semi-structured interviews. The interview instruments were developed from the seven factors of personal influences (Smock et al. 2011) psychological influences (Chi 2011), buyers' response (de Vries & Carlson 2014) marketing communications (Jahn & Kunz 2012), social influences (Shao 2009), cultural influences (Felix et al. 2016) and law and legislation (Rubagotti 2014) with an aim to validate and verify factors and sub-factors from the literature.

3.4.1.8 Process of Contacting Interviewees

Before conducting the interviews, ethics approval was attainted from the USQ Human Ethics Committee. Please refer to Appendix A for the ethics approval letter.

In order to interview a decent number of participants, 27 participants were approached at the initial stage. The participants were selected using convenience sampling, which is a non-probability sampling technique used by the researcher for convenient accessibility and proximity (Bryan & Bell 2011). The participants were known to the interviewer through acquaintances and personal contacts. The exploratory stage aimed to gain profound insights into the factors and sub-factors through the verification process. Thereby, convenient sampling was appropriate to recruit participants to understand their ideologies about their engagement activities on social media.

The participants were contacted before the interviews, and if a participant agreed to participate, the information sheet (Appendix B) was provided to the participants. Moreover, a consent form (Appendix C) was signed by the participants to ensure that the participants had a clear understanding of the requirements for the semi-structured interviews. Several attempts were made to contact and remind the participants about the interviews. The participants were approached through face-to-face interactions, email and/or messenger. Twenty participants agreed to participate in the semi-structured interviews (refer to Table 7).

3.4.1.9 Development of the Interview Protocols

The interview protocol refers to the list of questions and information that guides the course of the interview process (Castillo-Montoya 2016). The interview protocol or guide provides the topic of interest to the interviewer to ask questions of interest, relating to the subject matter. Also, the guide provides a checklist during the interview process, ensuring that all the relevant topics and questions are covered (Bryan & Bell 2011). The framework and development of the interview protocol were adapted from Bryan and Bell (2011) and Castillo-Montoya (2016).

The introduction was developed to inform the participants about the purpose and significance of the interview and the research. For the face-to-face and messenger interviews, the researcher introduced herself and provided brief information about the study. Also, the interviewees were provided explanations about choosing them to participate in the interview. Further, the consent form (refer to Appendix C) was signed by the participants during the introductory phase which was the requirement

for the USQ Human Ethics Committee. The participants were given the provision to read and understand the information sheet prior to signing the consent form. The participants' information sheet (refer to Appendix B) included information about the purpose of the research, contact details of the researcher and the supervisory team and a brief description of the study. Further, the participants were informed about the duration of the interview and that the interview process had to be audio recorded. Also, it was explained to the participants that their participation was voluntary by nature and they had the liberty to withdraw from the interview if they found it necessary to do so.

3.4.1.10 The Interview Process

The interview began by exploring the types of social media platforms the participants were engaged on as consumers, followed by their degree of exposure and experiences with trendy news, music, tweets and video. Also, the interviewees were asked about the frequency of their content contribution on social media (Whiting & Deshpande 2014). This helped in identifying whether the participants were active or passive users. The interviewees were allowed to explain their motivation for using social media platforms as consumers. The follow-up questions encouraged the participants to expand and express their responses (Valos et al. 2016). This helped in identifying the positive and negative factors and sub-factors. The questions were designed in a manner that new and emerging factors or sub-factors could also be discovered from the participants' responses. At the final stage, the interviewees were asked to elaborate and make conclusive statements about social media, social media marketing and the firms that operate on social media as a consumer, which helped in attaining deeper insights of the participants' experiences (Dessart et al. 2015).

3.4.1.11 Validity and Reliability of the Qualitative Phase

Validity and reliability is an integral part for trustworthiness of the data that observes the rigours of research (Morse et al. 2002). Validity in qualitative research focuses on utilising appropriate measures and approaches by researchers to check the accuracy of findings (Creswell 2014). Reliability in qualitative research refers to the choice of procedures used by researchers that are consistent with different researchers and

studies (Bryan & Bell 2011; Creswell 2014). A summary of qualitative validity and reliability is tabulated in Table 8.

Table 8: Validity and Reliability of Qualitative Research

Validity and Reliability	Qualitative Approaches
Construct Validity	Review of past papers and outcomes from literature search helped to confirm accuracy.
Internal Validity	Relates to the identification of the variability in variables formed from themes.
External Validity	The generalization made from interviews was utilised for reliance.
Reliability	The documentation of the interview questions will allow replication.

Source: Adapted from (Bryan & Bell 2011; Creswell 2014)

This study adopted a number of procedures and techniques to ensure that validity and reliability of the research were achieved. This study used a sequential mixed method approach that enabled the researcher to use triangulation, whereby the findings of the literature search were validated through semi-structured interviews and the qualitative results were empirically tested with quantitative methods. According to Creswell (2014), triangulation refers to using more than one methodology, theoretical perspectives and data sources (Bryan & Bell 2011) to conduct research (Felix et al. 2016).

A researcher maintains an audit trail by establishing clear documentation of the research decisions, activities and approaches (Creswell 2007). The principal researcher also retained an audit trail documenting the list of activities from the beginning of Phase 1 to reporting the findings. NVivo, a qualitative data analysis computer software also provided provisions to maintain a proficient audit trail during the qualitative phase (NVivo 2018). The audit trail included documentation from the beginning of the exploratory stage to reporting of the findings that were stored in Nextcloud for data storage, back-up and security purposes. The maintenance of an audit trail ensures the trustworthiness of the research findings (Morse et al. 2002). In addition, the participants' responses were summarised into direct quotes and classified into suitable factors and sub-factors as part of data analysis.

3.4.1.12 Transcription and Data Analysis

There are a number of analytical techniques, such as content analysis, discourse analysis, grounded theory and thematic analysis that can be used in qualitative data analysis (Bryan & Bell 2011; Creswell 2007; Saunders et al. 2011). This research used thematic analysis to process data according to factors and sub-factors identified from the literature (Valos et al. 2016). Thematic analysis provides a useful, flexible and resourceful tool with an enriched and detailed set of data (Bryan & Bell 2011; Creswell 2007; Saunders et al. 2011).

All the interviews were audio recorded using the QuickTime Player. Following this, each of the interviews was transcribed using NVivo (Valos et al. 2016). A total of seven nodes were created using NVivo; namely personal influences, psychological influences, buyers' response to individual influences and marketing communication, social influences, cultural influences and law/ legislation for environmental influences. An 8th node was created and labelled as "other factors." This assisted in discovering and identifying new factors and or sub-factors from the semi-structured interviews. Since findings from literature search had to verified, it was essential to find similar patterns across the interview dataset. Therefore, theory-driven themes were used to code the interview dataset (Braun & Clarke 2012).

The transcribed data was carefully read five times, and suitable items were "dragged" and "dropped" into rightful nodes; this helped to group sub-factors into suitable factors. A Word Frequency query was run to identify words that occurred most frequently among the nodes that helped in identifying possible themes. Each sub-factor was searched using Word Frequency into appropriate nodes for verification of interview responses to that with the literature findings. Also, a hierarchy map was derived to determine the prominence of factors and sub-factors among all the nodes. Prepositions, interjections and words that held no meaning were omitted from the analysis.

3.4.2 Phase 2: Confirmatory Stage

The confirmatory stage sought to empirically confirm the findings from the exploratory phase of the literature search and semi-structured interviews. The fundamental purpose of the confirmatory stage is to develop better measurements and to see if empirical results can be generalised with a wider population (Creswell 2014). For the confirmatory stage, the survey was selected as the appropriate instrument for data collection. The confirmatory stage sought to answer research questions 3 and 4. The following section discusses the methodology used to conduct Phase 2.

3.4.2.1 Survey Data Collection Technique

A survey is a research procedure that provides a numerical description of the intended populations' opinion, attitudes and trends (Creswell 2014). In survey research, data collection is carried out either by structured interviews or structured questionnaires at a given point in time (Bryan & Bell 2011). According to Hair et al. (2008), survey research is ideal for marketing research and is suitable for collecting data from a large sample size that is generally 200 or over. The survey methods are relatively low at cost and increase the likelihood of geographic diversity and flexibility. Therefore, for this study, a self-completion questionnaire was selected.

Self-completion questionnaires are administered to willing respondents (Malhotra et al. 2006) to answer questions by completing the questionnaire (Bryan & Bell 2011). Generally, the questionnaire has pre-coded questions that require participants to provide pre-determined responses. The self-administered questionnaires can be disseminated using postal services, emails or are individually distributed by the researcher. The questionnaires are easy and quick to administer to a geographically dispersed population. The interviewer effect is also eliminated through the self-completed questionnaires, and the participants can complete at their own pace (Bryan & Bell 2011; Malhotra et al. 2002). In this study, the self-completion questionnaires were administered using online and paper-based surveys.

An online survey is a questionnaire targeted at the audience who can complete the survey using the Internet whereby the survey links are disseminated using emails (Bryan & Bell 2011; Hair et al. 2017) or social media platforms. The online surveys are flexible and can be conducted through various formats, and overall minimise the

time-frame for the data collection process. Further, online surveys provide ease of data entry and analysis (Evans & Mathur 2005). Alternatively, paper-based surveys are printed (i.e. hardcopy versions of the questionnaires). The participants are required to fill the questionnaires, manually using pen or pencil (Bryan & Bell 2011). The paper-based questionnaires are disseminated either through postal services or distributed personally by the researcher to a targeted audience or participants.

For this study, a mixed mode administration of online and paper-based surveys was used. An online survey was created using the USQ Survey tool that is facilitated by LimeSurvey. A survey link was generated by USQ Survey tool that was disseminated to the participants using emails and posted on social media pages targeting consumers in Australia. On the other hand, participants who were difficult to reach through email and/or on social media platforms due to privacy and confidentiality issues were approached by using paper-based questionnaires. The researcher mainly targeted participants around New South Wales state, mainly in the central, western and eastern divisions. The participants were randomly selected around universities based in Sydney, food courts, malls and public libraries. Participants who were enthusiastic and supportive were given the paper-based questionnaires to complete.

The use of the mixed-mode of administrating the survey led to potential threats to data validity. The data collected using paper-based questionnaires led to sampling bias since the participants were recruited within the Sydney region (Malhotra et al. 2006). Therefore, the selection threat to validity was noted whereby the participants that were selected using a paper-based survey had similar characteristics that may potentially lead to certain outcomes (Creswell 2014).

3.4.2.2 Survey Population

Survey population refers to the aggregate of all the units from which a sample is selected by the researcher (Bryan & Bell 2011). In quantitative research, a sample is selected from the population that reflects the characteristics and attributes of the population. The sample is used to make inferences about the population parameters (Malhotra et al. 2006). Large sample size demonstrates more significant generalisation, improving the quality of the research. (Saunders et al. 2011) have

implied that probability sampling reduces the error for generalisation for the researched population. Therefore, the target sample size for this study was selected between 600-650. Since latent variables were used (with 89 items) for the survey instrument, a targeted sample >= 267 is acceptable (SCU 2018).

Based on Australian Bureau of Statistics report on household use of information technology in Australia, approximately 80% of individuals use social networking sites (ABS 2018). Due to the vast use of social networking sites in Australia, the focus of this research is to determine the contributing factors that influence consumers, in particular, to participate in social media marketing activities.

3.4.2.3 Sampling Unit

The sampling unit or unit of analysis refers to a particular element that the researcher seeks to gather data and information about (Hair et al. 2008). In general, sampling units should be unique, countable and when added together, include the targeted population. The sampling unit includes a group of individuals or people, or a group of consumers or employees from a specific organisation (Bryan & Bell 2011; Hair et al. 2008). The sampling unit of this study included consumers who participated or consumed content on various social media platforms. The level of consumer participation or consumption of contents include activities such as interaction, communication, decision-making, socialisation, collaboration, learning, entertainment and purchasing or buying decisions (Sabate et al. 2014).

3.4.2.4 Survey Development Process

The survey development process is crucial for answering the research questions. The development process aims to design and develop a survey that is aligned to meet the research objectives. In the development process, it is essential to take into consideration the number of questions, the wording, the layout, and the structure of the survey. According to Hair et al. (2014), the success of surveys is reliant on their designs and administration.

In this study, the survey development process is dependent and associated with the exploratory phase (Phase 1). The findings from the semi-structured interviews were matched with factors and sub-factors investigated and collated from the literature, leading to the survey development process (Creswell 2014; Hassan 2014). The survey process aimed to test the relationship between factors and the intensity of engagement with social media marketing activities. Also, it sought to determine whether the relationship between the factors and the engagement varied across demographics.

Measurement is defined as the process of assessing information that is associated with the research interest (Hair et al. 2014). The measurement process includes two aspects of construct development and scale development (refer to Section 3.4.2.5). Construct development is a process where researchers identify the subjective properties of the related variables. By definition, the concept refers to an idea for an object, that is worthy of measurement when solving the research problems (Hair et al. 2017; Hair et al. 2014). The constructs developed for the survey process were initially adapted from the consumer decision-making model (Kotler et al. 2006; Summers et al. 2009) for the literature search and reconfirmed through semi-structured interviews (Hassan 2014). Thereby, the constructs used for this survey process are; *personal influences, psychological influences, buyers' response, marketing communication, social influences, cultural influences and law and legislation.* The *engagement* construct was adapted from Voorveld et al. (2018).

The constructs were operationalised using validated items from previously related researches. The operationalisation process is where the researcher explains the meaning of the construct by specifying the activities to measure a construct (Hair et al. 2017; Hair et al. 2014). The constructs were operationalised using validated items from previously conducted research in marketing (refer to section 3.4.2.6) and from findings of the semi-structured interviews. All the variables reported in this study were self-reported that could lead to potential common method bias problem. In the self-reported variables or measures, the respondents were asked to report their own behaviour, beliefs, attitudes and intentions (Bryan & Bell 2011). According to Hansen et al. (2003), self-reported variables can be imperfect because participants may inaccurately recall their past experiences and emotions, social desirability and cognitive factors can affect outcomes.

The participants' information sheet (Appendix F) includes information required for the intended participants to know about the research and to provide intended consent (Saunders et al. 2011). For survey development purposes, the information provided to the participants was in accordance with the USQ Human Research Ethics guidelines. The information sheet explained the purpose and the need for the study. Moreover, an invitation letter was formulated for distribution to the potential participants (refer to Appendix E). For the online and paper-based surveys, details from information sheet guidelines were included in the title page (refer to Appendix G). The information sheet included details about the purpose of the study, about the research and supervisory team and their contact details. The participants were also given the option to withdraw from the survey based on their level of convenience. Also, a statement was included to indicate that the participants' personal information was not required, and their participation would remain anonymous. Furthermore, the information sheet also included the benefits of participating in the survey for the participants. The introduction and closing statements in the survey acknowledged user participation.

The layout of the online survey was based on the default settings provided by the USQ Survey tools that are facilitated by eResearch services. The USQ survey tool is a user-friendly web survey host site that facilitates the creation, arrangement and hosting of the surveys. Further, the online survey's layout was replicated for the paper-based survey. Furthermore, the USQ logo was automatically generated by USQ Survey tool, and the logo was pasted for the paper-based survey that fulfilled the requirement for the USQ Human Research Ethics guidelines.

The survey questions were designed in a manner that participants could translate the specific meanings and willingly answer questions or statements (Malhotra et al. 2006). It was ensured that every question or statement used in the survey contributed to the information needed to serve the specific purpose. Also, through a thorough review, replication of statements was avoided in the questionnaire. Furthermore, short and simple statements were included to avoid ambiguity and confusions, ensuring that the survey length was decent and sufficient (Bryan & Bell 2011; Malhotra et al. 2006). In addition, closed-ended statements or questions were asked in the survey. The general procedures and protocols for the development of the survey were stringently followed

using the marketing research literature (Bryan & Bell 2011; Hair et al. 2017; Malhotra et al. 2006).

3.4.2.5 Measurement of Scale Development

The quality of the responses is directly related to the scale measurements used by the researchers. The scale measurement involves assigning a set of descriptors that includes a range of possible responses to a question relating to a construct (Hair et al. 2017). The scale measurement determines the degree of intensity to the responses. The most common scale used in the business and marketing research is the Likert scale (Bryan & Bell 2011; Malhotra et al. 2006) that uses interval scales (Hair et al. 2017). A Likert scale measures the intensity of agreement and disagreement for a series of statements on a given subject (Burns et al. 2017; Hair et al. 2008). The Likert scale includes either five or seven points of scale for measurement. The scale measures or captures the intensity of the participants' feelings towards the statement claims.

This research utilised a 5-point Likert scale of 'strongly disagree', 'disagree', 'neutral', 'agree' and 'strongly agree' (Boateng & Okoe 2015; Froget et al. 2013). A 5-point Likert scale is flexible for measuring concepts and constructs (Burns et al. 2017). Also, 5-point scales are easy to compose and administer, and respondents can easily understand them (Bryan & Bell 2011; Malhotra et al. 2006).

3.4.2.6 Instrument Development

A survey instrument refers to a tool that is implemented using protocols for obtaining data from respondents (Burns et al. 2017; Creswell 2014). A questionnaire is the most widely used instrument in marketing research (Malhotra et al. 2006). Questionnaires include a set of questions with responses in a predetermined order (Saunders et al. 2011). In this study, the survey instrument was designed and developed using the information collated and analysed from the literature search and the semi-structured interviews (Creswell 2014). Also, scales used in the previous studies were taken into consideration.

For this survey, close-ended questions were employed to investigate the relationship between factors and consumer engagement activities. Close-ended questions provide the respondents with a fixed number of responses from which they need to select an answer (Bryan & Bell 2011; Malhotra et al. 2006). The choice of answers provided to the respondents needs to be mutually exclusive and exhaustive. The responses or answers should not overlap with each other, and the choice of answers should cover all the possible answers (Hair et al. 2014).

The survey questionnaire included nine sections. The first section asked demographic related questions. The second section included items that measured the intensity of the engagement activities of the participants. Sections 3-9 included questions and statements relating to the constructs of *personal influences, psychological influences, buyers' response, marketing communication, social and cultural influences, and law and legislation*. The following paragraphs will discuss the constructs and items in detail. Note that each of the items in the questionnaire is representative of the sub-factors identified from the literature search and semi-structured interviews.

The **first** section of the questionnaire intended to collect the background information of the participants (refer to Appendix G). In this section, a total of six demographical questions were asked. The first question asked the age range of the participants that was adapted from Simon and Tossan (2018), whereby the item was measured by categorising into seven scales (*18-24; 25-34, 35-44; 45-54; 55-64; 65-74 and 75 years or older)*. The second item asked about the gender of the participants (Reisenwitz 2013; Vinerean et al. 2013), and following options were listed; '*Male', 'Female', 'Other' and 'Prefer not to say'*. The third asked the Australian state that the participants were residing, and these options were provided; '*NSW', 'QLD', 'SA', 'TAS', 'VIC', 'WA', 'ACT' and 'NT'*. The fourth item asked for education level (Reisenwitz 2013; Vinerean et al. 2013), and the following options were provided; '*Postgraduate Degree', 'Graduate Diploma/ Certificate', 'Bachelor's Degree', 'Advanced Diploma', 'Certificate', 'Secondary Education', 'Primary Education' and 'Other Education'*. The fifth item investigated the *number of years* the participants had *used social media* platforms (Vinerean et al. 2013), and the respondents had to provide a numerical input. Finally, the sixth item asked for the *types of social media platforms* that respondents are utilising (Reisenwitz 2013; Zhang & Mao 2016). The

following selections were provided; *'Facebook', 'Twitter', 'YouTube', 'Google+', 'Instagram', 'Pinterest', 'LinkedIn', 'Tumblr' and 'Others'* (input was required).

The **second** section of the questionnaire aimed to measure the *intensity of engagement activities*. The engagement activities were measured using a 5-point Likert scale of *'Strongly Disagree', 'Disagree', 'Neutral', 'Agree' and 'Strongly Agree'*. The engagement activities on social media platforms related to the sum of specific social media experiences that consumers encounter (Voorveld et al. 2018). A total of nine items (1-9) were used to measure engagement activities. Table 9 presents a list of items and their related sources. Minor changes were made to the items adapted from the literature to match the context of the research.

Table 9: Items Measuring the Intensity of Engagement Activities Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	**Semi-Structured Interviews**
1.	Status update	I regularly update my status on social media pages.	(Vinerean et al. 2013)	✔
2.	Comments	I often post comments on social media pages.	(Vinerean et al. 2013)	✔
3.	Private messages	I often write private messages on social media pages.	N/A	✔
4.	Chats	I regularly chat with people on social networking sites	(Zhang & Mao 2016)	✔
5.	View pictures and videos	I often view pictures and videos on social media pages.	(Vinerean et al. 2013)	✔
6.	Like and follow brands	I like a page or follow a company or brand on social media pages.	(Jahn & Kunz 2012), (de Vries & Carlson 2014), (Kim 2016)	✔
7.	Contents upload	I often upload product-related videos, audios, pictures, or images on social networking sites.	(Muntinga et al. 2015)	✔
8.	Sharing	I recommend and share product-related pages and information on social media.	(Jahn & Kunz 2012), (Froget et al. 2013), (de Vries & Carlson 2014), (Kim 2016) .	✔
9.	Browsing	I visit social media pages daily just to see what others are doing.	(Froget et al. 2013).	✔

The **third** part of the survey includes questions and items related to the *personal influences* construct. The personal influences are measured by 11 items adapted from the literature and semi-structured interviews. Personal influences include personal attributes (Summers et al. 2009) that influence participants to engage with social media marketing activities. The 5-point Likert scale of *'Strongly Disagree', 'Disagree', 'Neutral', 'Agree' and 'Strongly Agree'* was used to measure each of the items. Table 10 provides the list of items used for measuring the personal influences from the sources of literature and semi-structured interviews. Items adapted from the literature required minor changes to meet the context of the research.

Table 10: Items Measuring the Personal Influences Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	**Semi-Structured Interviews**
1.	Consumer personality	I am more sociable by nature and depend on my friends in decision-making.	(Dhar & Jha 2014)	✔
2.	Introvert	I prefer to be on my own most of the time.	(Dhar & Jha 2014)	✔
3.	Extrovert	I feel my nature influences me to engage on social media platforms.	(Dhar & Jha 2014).	✔
4.	Self-expression	I am a blogger or have my page and I am looking for fame.	(de Vries et al. 2017)	✔
5.	Trust	I trust in the information on social media.	(Azar et al. 2016)	✔
6.	Expressive information sharing	I share personal information about myself on social media	(Smock et al. 2011)	✔
7.	Professional advancement	I am networking on social media for professional advancement.	(Smock et al. 2011)	✔
8.	Opportunity seeking	I get information about new offers on social media.	(Enginkaya & Yılmaz 2014)	✔
9.	Hedonic value	I get entertained on social media pages.	(Orchard et al. 2014), (Jahn & Kunz 2012) and (de Vries & Carlson 2014)	✔
10.	Relaxation	I use social media for relaxation and to relieve stress.	(Orchard et al. 2014), (Smock et al. 2011)	✔
11.	Habitual pass-time	I get bored and pass my time on social media.	(Orchard et al. 2014), (Smock et al. 2011)	✔

The **fourth** section of the questionnaire included the questions and items related to *psychological influences*. For the measurement of the psychological influences, four items were used from literature and semi-structured interviews. A 5-point Likert scale of '*Strongly Disagree*', '*Disagree*', '*Neutral*', '*Agree*' and '*Strongly Agree*' was utilised to measure the items. Table 11 summarises the list of items for psychological influences. Note that the items from the literature were slightly modified to meet the requirement of the research.

Table 11: Items Measuring the Psychological Influences Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	Semi-Structured Interviews
1.	Psychological well-being	I feel valuable when on social media.	(Chi 2011)	✔
2.	Consumer attitude	I find the information on social media credible and beneficial.	(Akar & Topçu 2011)	✔
3.	Perception and opinions	I find my perception and opinions are expressed on social media.	(de Vries et al. 2017)	✔
4.	Parasocial interactions	I like engaging with pages and channels of my favourite sports heroes, actors, models or singers.	(Tsai & Men 2013)	N/A

The **fifth** section of the questionnaire included questions and items related to the *buyers' response* construct. A total of twenty items were used to measure the buyers' response construct. The items were derived from the literature and semi-structured interviews. The items for the literature had to undergo minor revisions to match the suitability of this study. A 5-point Likert scale had to be employed to measure the items. Table 12 includes a list of items for buyers' response.

Table 12: Items Measuring the Buyers' Response Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	Semi-Structured Interviews
1.	Brands	I find brands on social media are significant to me.	(Jahn & Kunz 2012)	✔

2.	Brand awareness	I am aware of different brands on social media.	(Seo & Park 2018)	✔
3.	Consumer brand-relationships	I follow the brands on social media, which are suitable for my life style.	(Jahn & Kunz 2012), (Zhang & Mao 2016)	✔
4.	Brand loyalty	I follow the brands on social media, which I consume and/or purchase often.	(Jahn & Kunz 2012), (de Vries & Carlson 2014), (Zhang & Mao 2016)	✔
5.	Brand engagement	I am likely to buy products that I see advertised on social-networking sites.	(Jahn & Kunz 2012)	✔
6.	Brand affiliation	I think that my involvement with a brand or brands on social media is due to the influences of my friends.	(Enginkaya & Yılmaz 2014)	✔
7.	Brand anthropomorphism	I have strong feelings/ emotions about specific brands on social.	(Hudson et al. 2016)	N/A
8.	Co-creation	I feel brand pages allow my involvement in providing services to me to get the experience that I want.	(de Vries & Carlson 2014), (Zhang & Mao 2016)	N/A
9.	Product development	I feel brand pages provide me with services that help create products I want.	(Froget et al. 2013)	N/A
10	Consumer innovativeness	I can understand the latest products or services without any help from others on social media.	(Park et al. 2015)	N/A
11	Purchasing intentions	I will not stop buying/supporting the brands shown in the display ads on social media.	(Jahn & Kunz 2012), (Zhang & Mao 2016)	✔
12	Pre/post purchase evaluation	I evaluate brands, products and services pre/post purchase on social media.	(Wang et al. 2012)	✔
13	Product evaluation	In my opinion, the brands shown in the display ads on social networking sites are good.	(Boateng & Okoe 2015)	✔
14	Product/service investigation	I feel social media provides a reliable information resource for product or service investigation before buying.	Enginkaya & Yılmaz 2014), (Zhang & Mao 2016)	✔
15	Customisation	I find social media offers customized information search.	(Seo & Park 2018)	N/A
16	Consumer generated contents	I feel the opportunity for instant public response alongside an advertisement on social media is helpful.	(Azar et al. 2016)	✔

17	Consumer testimonials	I have given consumer testimonials about my experiences on social media pages.	(Jahn & Kunz 2012)	✔
18	Opportunity and problems discussions	I seek opportunity and problem discussion on brand pages of social media.	(Azar et al. 2016)	✔
19	Consumer information dissemination	I feel consumer information dissemination is crucial on brand pages of social media.	(Enginkaya & Yılmaz 2014)	✔
20	Remunerative contents	I find brand pages to be more rewarding for prizes and giveaways.	(Azar et al. 2016), (Enginkaya & Yılmaz 2014)	✔

The **fifth** section of the questionnaire measured the *marketing communication* constructs. Twenty-five items were incorporated to measure marketing communication. The items were used from the literature and semi-structured interviews. Items from the literature were slightly modified to match the research requirements. The items (1, 3 and 5) devised from semi-structured interviews were general in nature, which was reflective for measuring marketing communication construct. A 5-point Likert scale was used to measure the items. Table 13 includes the items used for measuring the marketing communication construct.

Table 13: Items Measuring the Marketing Communication Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	Semi-Structured Interviews
1.	Accessibility	I feel that social media works best when you have good Internet services.	N/A	✔
2.	Two-way communication	I feel that social media permits two-way communication between firms and consumers.	(Jahn & Kunz 2012)	✔
3.	Viral contents	I follow the viral news, tweets or YouTube videos on social media.	N/A	✔
4.	Propensity to share information	I frequently share purchase information or knowledge with others on social media.	(Park et al. 2015)	✔

5.	Ease of use	I feel any information on social media is easily accessed with the use of smartphones, laptops, and computers.	N/A	✔
6.	Convenience utility	I feel that social media is an easy and convenient platform.	(Campbell et al. 2014)	✔
7.	Electronic word-of-mouth	I express views and read others' opinions on social media.	(Seo & Park 2018)	✔
8.	Informational contents	I find marketing on social media helpful and resourceful.	(Akar & Topçu 2011)	✔
9.	User interactivity	I often find a social media post leading to discussions and message exchanges between users and firms.	(Seo & Park 2018)	✔
10.	Open access to information	I find no restrictions on the accessibility of information on social media.	(Park et al. 2015)	✔
11.	Connectivity	I feel connected with other consumers and firms on social media.	(Seo & Park 2018)	✔
12.	Consumer ratings	I find consumer ratings useful in decision making on social media.	(Vinerean et al. 2013)	✔
13.	Consumer reviews	I find consumer reviews of products useful in purchasing products on social media.	(Vinerean et al. 2013)	✔
14.	Real-time accessibility	I find real-time accessibility of social media appealing in sharing content.	(de Vries et al. 2017)	✔
15.	Curation	I find filtering and sorting product reviews helps in purchasing decisions.	(de Vries et al. 2017)	✔
16.	Information Acquisition/ Seeking	I find purchasing information freely available on social media.	(Enginkaya & Yılmaz 2014)	✔
17.	Consumption of contents	I often download, read, watch and listen to digital content on social media.	(Park et al. 2015)	✔
18.	User-generated contents	I often create and disseminate my own information contents on social media.	(Enginkaya & Yılmaz 2014)	✔

				✔
19.	Entertaining Contents	I often find entertaining content on social media.	(Seo & Park 2018)	✔
20.	Low-cost marketing	I use social media to promote my brands, products, services or ideas	(Enginkaya & Yılmaz 2014)	✔
21.	Conversation	I find social media a very convenient tool to transmit my complaints and suggestions.	(Froget et al. 2013)	✔
22.	Interactive Communication	I feel social media brings interactive communication.	(Seo & Park 2018)	✔
23.	Source credibility	I find corporate and user posts are more convincing, believable, and unbiased on social media.	(Tsai & Men 2013)	N/A
24.	Features of contents	I feel that the quality of posts, content or videos encourage or discourage my engagements on social media.	(Chang et al. 2015)	✔
25.	Functional Value	I find social media pages helpful, useful and functional.	(Jahn & Kunz 2012), (de Vries & Carlson 2014)	✔

In the **sixth** section of the questionnaire, the *social influences* construct was measured, whereby thirteen items were adapted from the literature and semi-structured interviews. The items from the literature had to be modified to match the context of the research. The items were measured using the 5-point Likert scale of '*Strongly Disagree', 'Disagree', 'Neutral', 'Agree' and 'Strongly Agree'*. The list of items used to measure the social influences construct is summarised in Table 14.

Table 14: Items Measuring the Social Influences Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	**Semi-Structured Interviews**
1.	Events/ functions	I congratulate my family and friends during special occasions such as birthdays and weddings and express my sympathy during difficult times.	N/A	✔
2.	Social network reach	I connect with other users regularly on social media.	(Braun et al. 2016)	✔

3.	Social capital	If I needed an emergency loan of $100, I know someone on social media whom I can turn to.	(Chi 2011)	✔
4.	Fundraising	I use social media platforms to raise funds for needy causes.	N/A	✔
5.	Virtual communities	I follow virtual communities who share common interests, experiences and goals on social media.	(de Vries & Carlson 2014)	✔
6.	Gaining recognition	I have gained a lot of recognition on social media pages with my contributions.	(Braun et al. 2016)	✔
7.	Awareness	I feel social media provides a lot of awareness in the marketplace.	(Zhang & Mao 2016)	✔
8.	Community development	I belong to a social media community with trust and faith in fellow members.	(Zhang & Mao 2016)	✔
9.	Social interactions	I am on social media to create and extract valued information to make decisions.	(Zhang & Mao 2016)	✔
10.	Trendiness	I find contents shown on social media to be the newest information.	(Godey et al. 2016)	✔
11.	Social news	I keep myself updated with domestic and international news using social media.	N/A	✔
12.	Social voice	I use social media platforms to express my anger, frustrations and complaints about a firm or firms.	(Godey et al. 2016)	✔
13.	Relational contents	I relate to the content available on the social media communities.	(de Vries & Carlson 2014)	✔

The **seventh** section of the questionnaire included the construct of *cultural influences*. The cultural influences were measured by three items and were derived from the literature and semi-structured interviews. The items from the literature were slightly modified for this research. The items were measured using the 5-point Likert scale. Table 15 includes the items used for measuring the cultural influences construct.

Table 15: Items Measuring the Cultural Influences Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	**Semi-Structured Interviews**
1.	Friending	I connect with people with similar backgrounds on social media.	(Zhang & Mao 2016)	✔
2.	Collaborate	I like to collaborate with members of a virtual community.	(Froget et al. 2013)	✔
3.	Group Formation	I am an active member of a social media group.	(Froget et al. 2013)	✔

Finally, the **eighth** and the last section of the questionnaire incorporated the **law and legislation** construct. The construct was measured by four items from the literature and semi-structured interviews (refer to Table 16). The items from the literature had to be modified to meet the suitability requirement of the study. Each of the items was measured using the 5- point Likert scale.

Table 16: Items Measuring the Law and Legislation Construct

Item No.	Sub-Factors	Items Description	Sources	
			Literature	**Semi-Structured Interviews**
1.	Legislation	I feel that Australian Law protects me from risks of misconduct, unfair treatment and inappropriate behaviour on social media.	N/A	✔
2.	Privacy and security	I feel that unknown parties may have access to my private information on social media.	(Vinerean et al. 2013), (Park et al. 2015)	✔
3.	Cyber-bullying	I dislike it when people bully each other and use inappropriate languages on social media.	N/A	✔
4.	Identity theft	I fear that people can steal my identity on social media and use my information inappropriately.	N/A	✔

3.4.2.7 Pretesting the Survey Instrument

After the survey was developed, it underwent stringent pre-testing to ensure the usability and validity of the instrument. Pre-tests are conducted before the actual dissemination of the survey and data collection process. The pre-tests are miniature trial studies performed for correctness, suitability and reliability purposes (Sarantakos 2005). The pre-test deals with thorough testing of each element of the survey instrument by getting expert advice. The pre-test ensures that the questions are clear, concise and avoided ambiguity. The pre-testing process helps in developing a better quality survey instrument (Collins 2003) where the potential problems can be identified and rectified before the pilot and main survey.

After the eResearch staff at USQ confirmed the functionality of the survey, the survey was sent to seven respondents for their evaluation, and five responded, providing useful feedback that necessitated amendments. The five participants have had previous experience with survey development and had a computer science and data analysis background. The pre-test phase was facilitated by Lime Survey which did not have several features that were raised by the participants. Once the survey was transferred to USQ Survey Tool the drawbacks identified in the pre-test were sorted using USQ Survey Tool facilities. Table 17 includes the suggestions and actions undertaken to improve the quality of the survey instrument.

Table 17: A Summary of Suggestions and Improvements for Pre-Test

Feedback from the Pre-test	Actions Taken
Participant 1 -Overall feedback is that it's organised well and easy to answer.	N/A

Participant 2 -"The completed survey can be emailed to; u1084676@umail.usq.edu.au" seems irrelevant since it's an online survey. This can be for further clarifications from people who accept to take the survey. -Question 7 'Buyers Response' should be "social media" -Question 2 'Marketing Communications' seems incomplete. -There is no acknowledgement or receipt of information being submitted at the end.	- '*The completed survey can be emailed to; u1084676@umail.usq.edu.au*'. This statement is rephrased as, '*Any questions or queries can be emailed to u1084676@umail.usq.edu.au*' - '*7) I have strong feelings/ emotions about specific brands on social.*' This statement has been rephrased as, '*7) I have strong feelings/ emotions about specific brands on social media.*' - '*2) I find two-way communication between firms and customers engaging*'. This statement has been rephrased as, '*2) I feel that social media permits two-way communication between firms and consumers.* -The USQ Survey (Sandbox) displays the acknowledgement section of the survey, which was not visible in the Lime Survey.
Participant 3 -Overall, the survey is easy to understand. The survey should acknowledge participants at the end.	-The USQ Survey (Sandbox) displays the acknowledgement section of the survey, which was not visible in the Lime Survey.
Participant 4 -The statements are clear enough. I felt some questions are general and it was difficult to find specific answers (agree or disagree) to them. The software worked perfect.	- '*6) I think that my involvement with a brand on social media is due to my satisfactions/ dissatisfaction influences of my friends in my social network*'. This statement was part of buyers' response section and the statement was rephrased to avoid ambiguity. - '*6) I think that my involvement with a brand or brands on social media is due to the influences of my friends. *'
Participant 5 -Overall, the survey was easy to conduct, and it worked out really well in my browser. -I suggest defining some of the technical terms used in some of the questions at the very beginning. This will ensure that the participants of the survey are fully aware of the technical jargons that are used later.	-Upon having discussions with the supervisor, the decision was not to include jargons, as each statement in the survey is clear.

3.4.2.8 Pilot Study of the Survey Instrument

Pilot testing refers to the replica of the main survey, except conducted at a smaller scale (Sarantakos 2005). Through pilot testing, each of the survey instrument is tested

(Malhotra et al. 2006). Creswell (2014) has stated that pilot testing is vital to establish the content validity of the instrument that overall provides the improvement to questions, format and scaling and the average time taken to complete the survey. In this regard, the participants and the environment for the pilot study should have similar characteristics to the main survey (Bryan & Bell 2011). Overall the pilot study helps to purify the scales for the survey instrument.

For this study, the participants were selected using convenience sampling and were contacted via email, Facebook messenger or through face-to-face interactions. The appropriate participants for the pilot testing needed to have utilised social media and were residing in Australia. USQ Survey Tool was used to administer the online pilot survey. According to (Malhotra et al. 2006), a pilot study should have approximately 15-30 participants. For this study, 53 participants were approached for the pilot testing, of which 35 participants completed the survey while 11 partially completed the online survey. The response rate for the pilot study is 66.03%.

The participants were asked whether they found the survey easy to understand and if they incurred any problems when answering the survey questions. The following are suggestions and contributions made by the participants for the survey instrument:

1) One of the participants suggested that under Buyers' Response Questions # 34- '*I can understand the latest products or services without any help from others';* should be modified to: '*I can understand the latest products or services without any help from others on social media'*. The suggestion made by the participant was taken into consideration, and respective changes were made to Question # 34 in the survey instrument.

2) Another participant indicated that specific social media platforms should have been included in the survey, to avoid confusion and ambiguity. Under the demographic section of the survey instrument, the participants were asked to include the list of social media platforms that they were currently utilising. Just by focusing on a specific social media platform would overall change the scope of the study, and this suggestion was not taken into consideration.

3) Some of the participants mentioned that statements in the instrument were similar by nature. Since the sub-factors were closely related to the corresponding factors, that led to the development of similar statements in the survey instruments. However, each of the statements was exclusive to specific sub-factors.

4) There were confusions highlighted by the participants about their education level. More specific qualification levels were incorporated into the main survey to avoid confusion.

3.4.2.8.1 Descriptive Analysis of the Pilot Study

Table 18: Pilot Study of Demographic Data

		Frequency	Percentage (%)
Age	18-24	18	51.4
	25-34	10	28.6
	35-44	3	8.6
	45-54	3	8.6
	55-64	1	2.9
	Total	35	100.0
		Frequency	**Percentage (%)**
Gender	Male	17	48.6
	Female	18	51.4
	Total	35	100.0
		Frequency	**Percentage (%)**
State	NSW	22	62.9
	QLD	9	25.7
	SA	1	2.9
	VIC	2	5.7
	ACT	1	2.9
	Total	35	100.0
		Frequency	**Percentage (%)**
Education	Postgraduate Degree	8	22.9
	Graduate Diploma/ Cert.	1	2.9
	Bachelor's degree	21	60.0
	Advanced Diploma	2	5.7
	Certificate	2	5.7
	Other Education	1	2.9
	Total	35	100.0
ID		**Frequency**	**Percentage**
4		1	2.9

# of	5	6	17.1
years of using social media	6	1	2.9
	7	3	8.6
	8	4	11.4
	9	3	8.6
	10	12	34.3
	12	2	5.7
	15	2	5.7
	18	1	2.9
	Total	35	100.0
Types of Social Media		**Frequency**	**Percentage (%)**
Facebook		31	88.6
Twitter		12	34.3
YouTube		33	94.3
Google+		5	14.3
Instagram		26	74.3
Pinterest		3	8.6
LinkedIn		13	37.1
Tumbler		1	2.9

Table 18 illustrates the demographic analysis of the pilot study. From the descriptive analysis, it was noted that the participants whose age ranged from 18-24 were 51.4% of the total sample, followed by age range of 25-34, then 35-44 and 45-54 years of age, respectively. The least number of responses were noted for the age range of 55-64. Based on the gender distribution, 51.4% of the participants were females, and 48.6% were males. Since convenience sampling was used, the majority of the participants were from the NSW state. Therefore, 62.9% came from NSW, 25.7% from QLD, followed by 5.7% from VIC. The majority of the participants had a bachelor's degree, which was 60% of the total sample size. The Postgraduate qualified amounted to 22.9%, followed by Advanced Diploma and Certificate. About 34.5% of the participants have used social media platforms for 12 years, followed by 17.1% for six years and 11.4% for four years. From the pilot study, the majority of the participants used YouTube, that makes 94.3% of the total sample size, followed by

Facebook, then Instagram and LinkedIn. The other social media platforms used by the participants noted were Snapchat, WeChat, Weibo and QQ.

3.4.2.8.2 Reliability of the Pilot Study

Internal consistency reliability determines the overall reliability of the scales, where several items are summed to form the total score (Malhotra et al. 2006). The Cronbach Alpha is used to test the internal reliability of the scales (Bryan & Bell 2011; Malhotra et al. 2006). The coefficient alpha, or Cronbach Alpha, is the average of all possible split-half coefficients resulting from different ways of splitting the scale items (Malhotra et al. 2006). The coefficient varies from 0 to 1 and a value of less than 0.6 is generally regarded as unsatisfactory internal-consistency reliability (Malhotra et al. 2006).

In this research, all the items were analysed and checked stringently. The internal consistency was checked for each construct. Table 19 provides a list of items and Cronbach Alpha for the eight constructs. All the constructs have reliability above 0.6, except for the law and legislation construct. The reliability test for law and legislation had to be re-tested to see the degree of improvement after the main survey because removing any item from the law and legislation construct did not improve the Cronbach Alpha value.

Table 19: Reliability Co-efficient of the Scale Items (Cronbach Alpha) for Pilot Study

Constructs	No. of items	Cronbach Alpha
Engagement	9	0.815
Personal Influences	11	0.661
Psychological Influences	4	0.752
Buyers' Response	20	0.947
Marketing Communication	25	0.918
Social Influences	13	0.823
Cultural Influences	3	0.797
Law and Legislation	4	0.427
Total	89	

3.4.2.9 Validity and Reliability of the Quantitative Stage

The validity and reliability are significant at the quantitative phase to determine the quality of the data (Bryan & Bell 2011). The validity of an instrument provides the researcher with an indication whether the instrument is accurate, precise and relevant (Hair et al. 2008). Reliability refers to the extent to which the scales produce consistent and repeatable results if the measurement is repeated (Hair et al. 2014; Malhotra et al. 2006).

1) Internal Validity

Internal validity is defined as the extent to which the research design accurately evaluates the cause and effect relationships between empirical evidence (Bryan & Bell 2011; Malhotra et al. 2006). This study is not a causal research; however, correlation findings were used to examine the relationships between a number of variables. In order to maintain internal validity, the survey was carefully designed and thoroughly tested before actual dissemination. Each of the constructs and items was carefully selected based on the motivation of the research and the theories. Further, the data collection process and analysis procedures were carefully determined, documented and followed.

2) Content Validity

Content validity provides an estimate of how a measure represents each element in the construct (Hair et al. 2008). In this research, the majority of the items were adapted from previous studies, and others were formulated from the semi-structured interviews. The details of the scale measurement development were given in section 3.4.2.5. The items presented in survey instruments were identified from a comprehensive literature review through the article selection process and modified after the conclusion of semi-structured interviews. The constructs were deduced from the literature review and semi-structured interviews into measurable factors that suit the requirement of the research. Further, pre-tests were conducted to ensure that the panel of five respondents critiqued the survey instrument and provided feedback about the layout and content. Feedback provided by the panel was carefully considered to improve content validity. Further, through the pilot study, 35 respondents provided feedback that overall refined and improved the quality of the survey.

3) External Validity

External validity refers to the extent to which casual relationships found in research are expected to be valid for the entire population (Bryan & Bell 2011; Hair et al. 2014). According to Bryan and Bell (2011), a random selection of the participants improves the generalisation of the findings from a sample to the population. In this study, social media consumers were randomly selected from social media platforms, universities, malls, train stations and public libraries to maintain external validity.

4) Reliability

Reliability focuses on the stability and consistency of the entire research study. Reliability ensures that the study is accurate and can be replicated after repetition of similar methodology that provides consistent findings (Bryan & Bell 2011; Hair et al. 2008; Hair et al. 2014). For this study, reliability was maintained where measures were identified and accepted from the comprehensive literature search and semi-structured interviews. The measurements were validated through interviews, content validity, pre-test and pilot study. The data collection process and analysis were carefully documented and recorded. Also, the Statistical Consulting Unit was consulted during the confirmatory stage to finalise findings and outcomes.

3.4.2.10 Survey Administration and Data Collection

In this study, an online and paper-based survey was selected for the data collection process. The online survey was available 24/7 that was posted on social media pages and emailed to participants upon seeking permission. The online survey was hosted and administered by USQ Survey Tools. Due to confidentiality and privacy issues, paper-based surveys were also used for data collection. The participants for the paper-based surveys were randomly selected around NSW state at universities, public libraries, train stations, malls and food courts. The data collection process was carried out over two months, from 16th August to 10th October 2018.

A total of 610 participants were approached for survey completion around Australia. However, the paper-based survey was conducted only in the NSW state where participants were selected from various public outlets. The online survey link was posted on Facebook pages hosted by the researcher and also sent to the participants by email, upon requesting their email addresses.

Table 20 provides a summary of data collected using online and paper-based survey format. From Table 20, it can be deduced that the response rate of the survey is 57.86%. The overall response rate is dominated by paper-based surveys, which had a response rate of 91.4%. A total of 610 participants were directly or indirectly approached to participate in the survey, of which 353 participants completed the survey, and 12.4% was the partial response rate.

Table 20: Data Collected from Relevant Sources

Data Collection Sources	Participants who Completed the Survey	Participants Approached	Response rate
Links posted on Social Media Platforms	93	250	37.2%
Paper-based survey	192	210	91.4%
Links sent via email	68	100	68%
Total (completed surveys)	353	560	
Incomplete/partial responses	50	50	
Overall total	403	610	57.86%

Source: Data collected from an online and paper-based survey

3.4.2.11 Data Preparation and Data Entry

The survey questionnaire was the main source of data for this research. The questionnaire was carefully drafted, corrected and rectified before actual dissemination. In this chapter, section 3.4.2.7 discussed the pre-testing phase, and section 3.4.2.8 elaborated about the processes undertaken for the pilot study. All the statements in the questionnaire were simple, brief and close-ended. The close-ended statements refer to a set of possible answers that participants have to make choices from in self-completed questionnaires (Bryan & Bell 2011).

For this study, the paper-based responses had to be carefully entered into the USQ Survey Tools, ensuring that all the data are stored in one place, electronically. The primary benefit of the online survey was that all the responses were collated and stored in theUSQ Survey Tool website. The USQ Survey Tool provides the options for excluding incomplete responses for exporting into SPSS. Statistical Package for Social Sciences (SPSS) is a software that allows data management and analysis (Bryan &

Bell 2011). SPSS requires variable names, and each of the items was labelled as variables in the SPSS. Once, the data entry was completed and exported into SPSS, the researcher had to re-check for any abnormalities or errors, manually. Also, the descriptive analysis technique was used to identify potential errors.

3.4.2.12 Missing Values

Before data analysis, it is essential to identify and remove the missing values. The missing values refer to incomplete data when a respondent chooses or prefers not to answer questions in the questionnaire (Bryan & Bell 2011; Malhotra et al. 2006). For this study, 50 incomplete responses or missing values were identified. The 50 cases were excluded from data analysis.

3.4.3.13 Quantitative Data Analysis Techniques

Quantitative data analysis turns data into useful information that helps to answer the research problems (Bryan & Bell 2011; Malhotra et al. 2006). For this study, SPSS 25 was used for data analysis.

The **first** step of the quantitative analysis was to conduct a reliability test using Cronbach Alpha. The Cronbach Alpha helps to determine which items need to be removed for further analysis. The item *"I feel that Australian Law protects me from risks of misconduct, unfair treatment and inappropriate behaviour on social media"* was removed from further analysis as the deletion of the item improved the Cronbach Alpha value for Law and Legislation to 0.641. The **second** step of the quantitative analysis was to conduct a descriptive analysis. The descriptive analysis provided insights about the demographical and behavioural attributes of the respondents. Descriptive and frequency statistics were conducted based on having results with a mean between 1-5 and variance within 6.25 range.

The **third** step included the use of Mahalanobis Distance to test for multivariant outliers. Mahalanobis Distance measures the distance between point P and distribution of D. For this analysis, individuals' cases with the p-value less than 0.01 (1%) were

removed. Thereby, 33 cases were removed from the screening process. After that, in the **fourth** step, descriptive analysis was re-conducted with 320 valid samples.

In the **fifth** step, the inter-correlation between the variables were determined. Thereby, seven items were excluded whose p-value was not significant at 0.01. The seven items are *introvert, share information, open access to information, user-generated content, low cost, cyber-bullying and identity theft*. The **sixth** step involved multicollinearity check, whereby Pearson Correlation ($r > 0.9$) was checked for all variables, and no near match was found.

Moreover, all the items had Collinearity Tolerance > 0.1 and the Variance Inflation Factor (VIF) < 10. In the **seventh** step, Homoscedasticity was tested and residual formed a patternless cloud of dots. In the **eighth** step, through communalities (extraction value <0.5), the respective items were removed, *personality and viral content*.

The **ninth** step included factor analysis that helped to reduce factor dimensions. Once the factor loading was completed, a reliability test was re-conducted, followed by parallel analysis in the **tenth** step. Next, in the **final** step, the factors were renamed and justified based on their loadings. The findings from the parallel analysis were used for regression to test the relationships between variables and moderating variables. There was consideration made to conduct structural equation modelling; however, based on the size of the sample, the findings would have been inconclusive.

3.4.3.14 Issues, Problems and Limitations of the Confirmatory Stage

The confirmatory stage of this study experienced minor issues and problems. Even though the study was social media oriented, it was difficult to attain a significant number of samples from the platforms. Only, a total of 22% response rate was achievable from social media sites. Overall, the response rate of the survey was 57.8%, and the researcher had to email, manually disseminate and post survey links on social media to accommodate a 353-sample size. Lack of time and commitment were significant reasons for the low response rate and at times the researcher was unable to get any data from specific sites, locations or settings.

3.5. Ethical Considerations

Human research ethics are essential for the ethical conduct of this research as the study included participants who are social media users (USQ 2018). The Research Ethics Committee of the University of the Southern Queensland approved this research. The ethics application was submitted on 24th June and approved on 19 July 2017 after relevant amendments were effected (refer Appendix A).

1) Informed Consent

Both the semi-structured interview and online survey required consent from the participants. Appendix C includes the consent for the semi-structured interview phase. For the survey, implied consent was applicable when the participants completed the survey or clicked the 'submit' button online. Moreover, Appendix B and F include the information sheet for the interview and survey, respectively. The particulars from the information sheet for the survey were added to the cover page of the online and paper-based questionnaires (refer to Appendix G).

2) Plain Language for Consent Mechanism

The consent was provided in plain languages. Please refer to Appendix C for the consent form for the interview. Applied consent was applicable to the online survey.

3) Participants free to Withdraw at any Stage

The participants were provided with consent forms with written advice about the semi-structured interviews (refer to Appendix C). The participants were free to withdraw; however, none of the participants withdrew during the interview process. For the online survey, the participants could withdraw at any point.

4) Confidentiality

The principal researcher, in accordance with the University of Southern Queensland ethical guidelines for human research, preserves the confidentiality of the participants. The results were reported in total and in summary, without disclosing the details of the individual participants.

5) Reporting Research Findings to Participants

The research findings will be published, and the thesis will be available via USQ e-Prints. The participants will gain access to results and findings on request.

6) Data Storage and Security

All data was backed-up using USQ's Research Data Management Plan. A primary copy of the Research Data was copied in QCIF Nextcloud, which is a secure data centre and research data storage services located onshore in Australia that protects data through replication. Also, a secondary copy of all the research data was backed up on QCIF and QRIS cloud storage.

The data from the participants will not be discarded. However, a participant's contribution will be deleted from storage if the participant withdraws after participating in an interview and requests that the data be destroyed.

7) Contact Details

The contact details of the principal researcher were provided in the consent form of the interview and the introduction section of the online survey. Please refer to the appendix for the contact details (refer Appendix G).

8) Participants' Access to Ethics Board

The participants were provided with the contact details of the Human Research Ethics Committee (HREC) at the University of Southern Queensland (USQ) in the consent form for the interview and in the introductory section of the online survey (refer Appendix C and G).

9) Privacy Regulation

No intrusive enquiry was undertaken for the interviews and online survey. The interview instrument, consent form and invitation letter (refer Appendix D, C and E) were submitted, reviewed and approved by the Research Ethics Committee at the University of the Southern Queensland.

10) Psychological and Other Risks

There are no known psychological, physical, potential harms or risks that the participants were exposed to during in the research process.

3.6. Conclusion

This chapter has described the research methodology that was used to systematically gather and organise data to answer the research questions of this thesis using the exploratory sequential mixed methods research design. The research process is divided into two phases; exploratory and confirmatory. In the exploratory stage, factors and sub-factors were identified from the literature. The findings from the literature were used to develop semi-structured interview questions. In the confirmatory stage, an online survey instrument was developed using findings from the literature and semi-structured interviews. The next chapter outlines and discusses the results and findings for Phase 1 (exploratory stage) of the study.

4. CHAPTER FOUR: QUALITATIVE RESULTS

4.1. Introduction

In the previous chapter, the research methodology was discussed comprehensively covering research design, methodology and use of mixed methods to answer the research questions.

This chapter reports the results from the analysis of the exploratory stage of the literature search and semi-structured interviews. The chapter describes the findings on factors and sub-factors, followed by a discussion of deeper insights gained from participants through semi-structured interviews.

4.2. Phase 1: Findings from Literature Search

At the initial phase of the literature search, two influences, seven factors and 68 sub-factors were identified. The sub-factors were organised into suitable factors and were assigned to individual and environmental influences. An update of factors and sub-factors was further carried out from a robust search of the literature, leading to the discovery of four new sub-factors.

Therefore, a total of 72 new sub-factors was collated and classified from the literature search. Also, the number of influences and factors remained unchanged. Based on the results from the literature, the information of the respective sub-factors was classified into individual and environmental influences and relevant factors. A summary of the factors and sub-factors is outlined in Tables 21 and 22).

4.2.1 Individual Influences

The factors and sub-factors are distinguished between individual and environmental influences. Individual influences refer to internal stimuli that determine consumer behaviour. The individual influences are made of personal influences, psychological influences and buyers' response factors that motivate consumers to seek satisfaction (Kotler et al. 2006).

Table 21: A Systematic Summary of Consumer Engagement Factors Classified under Individual Influences

Factors of Consumer Engagement	Sub-Factors of Consumer Engagement	Author(s) and Year	Methodology
1) Personal Influences	1. Consumer Personality	(Dhar & Jha 2014) (van Dooran et al. 2010) (Boateng & Okoe 2015)	Quantitative Study Framework Paper Quantitative Study
	2. Self-Expression and Self-Actualisation	(Kim 2016) (Shao 2009) (Orehek & Human 2017) (de Vries et al. 2017) (Hunt et al. 2012)	Quantitative Study Conceptual Paper Quantitative Study Quantitative Study Quantitative Study
	3.Trust in Information	(Vinerean et al. 2013) (Peters et al. 2013) (Osatuyi 2013)	Quantitative Study Conceptual Paper Quantitative Study
	4. Expressive Information Sharing	(Smock et al. 2011)	Quantitative Study
	5. Professional Advancement	(Smock et al. 2011) (Nikitkov et al. 2014)	Quantitative
	6. Opportunity Seeking	(Enginkaya & Yılmaz 2014)	Mixed Methods
	7. Hedonic Value	(Jahn & Kunz 2012)	Mixed Methods
	8. Relaxation	(Whiting & David 2013)	Qualitative Study
	9. Habitual Pastime	(Smock et al. 2011) (Whiting & David 2013) (Hunt et al. 2012) Quan-Hasse and Young (2010)	Mixed Methods Qualitative Study Quantitative Study Mixed Methods
2) Psychological Influences	10. Psychological Well-Being	(Chi 2011) (Park et al. 2015)	Quantitative Study Quantitative Study
	11. Consumer Attitude	(Tsai & Men 2013) (Akar & Topçu 2011)	Mixed Methods Quantitative Study

		(Knoll 2016)	Review Paper
		(Boateng & Okoe 2015)	Quantitative Study
		(Weinberg & Pehlivan 2011)	Review Paper
		(Mangold & Faulds 2009)	Review Paper
	12. Perception and Opinion	(Evans et al. 2010)	Book
		(de Vries et al. 2017)	Quantitative Study
		(Mangold & Faulds 2009)	Review Paper
		(Pentina et al. 2018)	Quantitative Study
	13. Parasocial Interactions/Self-Media	(Tsai & Men 2013)	Mixed Methods
3) Buyers' Response	14. Brands	(de Vries & Carlson 2014)	Quantitative Study
		(Alharbie 2015)	Review Paper
		(Neti 2011)	Review Paper
		(Ashley & Tuten 2015)	Qualitative Study
		(Dhar & Jha 2014)	Quantitative Study
		(Castronovo & Huang 2012)	Review Paper
		(Jahn & Kunz 2012)	Mixed Methods
		(Enginkaya & Yılmaz 2014)	Mixed Methods
		(van Dooran et al. 2010)	Framework Paper
		(Campbell et al. 2014)	Mixed Methods
		(Hennig-Thurau et al. 2010)	Framework Paper
		(Gensler et al. 2013)	Review Paper
		(Deepa & Deshmukh 2013)	Review Paper
		(Dessart et al. 2015)	Qualitative Study
		(Hudson et al. 2016)	Mixed Methods
		(Musa et al. 2016)	Quantitative Study
		(Garcia-Oviedo 2014)	Conceptual Paper
		(Seo & Park 2018)	Quantitative Study
		(Pham & Gammoh 2015)	Conceptual Paper
		(Yazdanparast et al. 2016)	Quantitative Study
		(Boon-Long & Wongsurawat 2015)	Quantitative Study

		(Sabate et al. 2014)	Quantitative Study
		(Barger et al. 2016)	Review Paper
		(Bernritter et al. 2016)	Quantitative Study
		(Tafesse 2016)	Qualitative Study
		(Kim 2016)	Quantitative Study
		(Dolan et al. 2017)	Quantitative Study
		(Muntinga et al. 2015)	Qualitative Study
		(Melancon & Dalakas 2018)	Qualitative Study
	15. Brand Awareness	(Evans et al. 2010)	Book
		(Seo & Park 2018)	Quantitative Study
		(Pham & Gammoh 2015)	Conceptual paper
		(Boon-Long & Wongsurawat 2015)	Quantitative Study
	16. Consumer-Brand Relationship	(Jahn & Kunz 2012)	Qualitative Study
		(Enginkaya & Yılmaz 2014)	Mixed methods
	17. Brand Loyalty	(Pentina et al. 2018)	Qualitative Study
		(van Dooran et al. 2010)	Review Paper
		(Reisenwitz 2013)	Quantitative Study
		(Ewing 2000)	Quantitative Study
		(Godey et al. 2016)	Quantitative Study
		(Pham & Gammoh 2015)	Conceptual Paper
	18. Brand Engagement	(Campbell et al. 2014)	Mixed Methods
		(Yazdanparast et al. 2016)	Quantitative Study
		(Hollebeek et al. 2014)	Mixed Methods
	19. Brand Affiliation	(Enginkaya & Yılmaz 2014)	Mixed Methods
	20. Brand Anthropomorphism	(Bernritter et al. 2016)	Quantitative Study
	21. Co-Creation	(de Vries & Carlson 2014)	Quantitative Study
		(Constantinides 2014)	Review Paper
		(Jahn & Kunz 2012)	Mixed Methods

		(Mangold & Faulds 2009)	Review Paper
		(Pham & Gammoh 2015)	A Conceptual Paper
		(Yazdanparast et al. 2016)	Quantitative Study
		(Pentina et al. 2018)	Qualitative Study
	22. Product Development	(Evans et al. 2010)	Book
		(Constantinides 2014)	Review Paper
		(de Vries & Carlson 2014)	Quantitative Study
	23. Consumer Innovativeness	(Park et al. 2015)	Quantitative Study
		(Constantinides 2014)	Review Paper
	24. Purchasing Intention	(van Dooran et al. 2010)	Framework Paper
		(Campbell et al. 2014)	Mixed Methods
		(Kim & Ko 2012)	Quantitative Study
		(Zhang & Mao 2016)	Quantitative Study
		(Yazdanparast et al. 2016)	Quantitative Study
		(Weinberg & Pehlivan 2011)	Review Paper
		(Mangold & Faulds 2009)	Review Paper
	25. Pre/Post Purchase Evaluation	(Evans et al. 2010)	Book
		(Boon-Long & Wongsurawat 2015)	Quantitative Study
		(Muntinga et al. 2015)	Qualitative Study
		(Wang et al. 2012)	Quantitative Study
		(Mangold & Faulds 2009)	A Review Paper
	26. Product Evaluation	(Zhang & Mao 2016)	Quantitative Study
		(Bernritter et al. 2016)	Quantitative Study
	27. Product and Service Investigation	(Enginkaya & Yılmaz 2014)	Mixed Methods
	28. Customisation	(Kim & Ko 2012)	Quantitative Study
		(Constantinides 2014)	Review Paper
		(Seo & Park 2018)	Quantitative Study

		(Melancon & Dalakas 2018)	Review Paper
		(Knoll 2016)	Review Paper
		(Godey et al. 2016)	Quantitative Study
	29. Consumer Generated Content	(Knoll 2016)	Review Paper
		(Mangold & Faulds 2009)	Review Paper
	30. Consumer Testimonials	(Evans et al. 2010)	Book
	31. Opportunity and Problem Discussion	(Evans et al. 2010)	Book
		(Azar et al. 2016)	Quantitative Study
	32. Consumer Information Dissemination	(Evans et al. 2010)	Book
		(Kaplan & Haenlein 2010)	Review Paper
	33. Remunerative Content	(Dolan et al. 2015)	Review Paper
		(Muntinga et al. 2015)	Qualitative Study
		(Dolan et al. 2017)	Quantitative Study

Source: Developed for this study from the literature

4.2.2 Environmental Influences

Environmental influences refer to physical and social characteristics of the consumer's external surroundings (Peter & Olson 2008), and the relevant factors identified are marketing communication, social influences, cultural influences and law and legislation.

Table 22: A Systematic Summary of Consumer Engagement Factors Classified under Environmental Influences

Factors of Consumer Engagement	Sub-Factors of Consumer Engagement	Author(s) and Year	Methodology
4) Marketing Communications	34. Two-Way Communication	(Jahn & Kunz 2012)	Mixed Methods
		(Kaplan & Haenlein 2010)	Review Paper
		(Whiting & David 2013)	Qualitative Paper
		(Duffett 2017)	Quantitative Study
		(Hodis et al. 2015)	Mixed Methods

		(Zhang & Lin 2015)	Qualitative Paper
		(Coursaris et al. 2016)	Mixed Methods
	35. Viral Content	(Hanna et al. 2011)	Review Paper
		(Peters et al. 2013)	Conceptual Paper
	36. Propensity to Share Information	(Park et al. 2015)	Quantitative Study
	37. Convenience Utility	(Kaplan & Haenlein 2010)	Review Paper
		(Whiting & David 2013)	Qualitative Study
	38. Electronic Word-of - Mouth	(Jahn & Kunz 2012)	Mixed Methods
		(Castronovo & Huang 2012)	Review Paper
		(Brown et al. 2007)	Qualitative Study
		(Kim & Ko 2012)	Quantitative Study
		(Kaplan & Haenlein 2010)	Review Paper
		(Campbell et al. 2014)	Quantitative Study
		(Knoll 2016)	Review Paper
		(Zhang & Mao 2016)	Quantitative Study
		(Deepa & Deshmukh 2013)	Review Paper
		(Akar & Topçu 2011)	Quantitative Study
		(Seo & Park 2018)	Quantitative Study
		(Yazdanparast et al. 2016)	Quantitative Study
		(Godey et al. 2016)	Quantitative Study
	39. Informational Content	(Dolan et al. 2015)	Review Paper
		(Dolan et al. 2017)	Quantitative Study
		(Muntinga et al. 2015)	Qualitative Study
		(Wahab 2016)	Qualitative Study
	40. User Interactivity	(Chi 2011)	Quantitative Study
		(Zhang & Lin 2015)	Qualitative Study
		(Pham & Gammoh 2015)	Conceptual Paper
		(Hanna et al. 2011)	Review Paper

		(Peters et al. 2013)	Conceptual Paper
		(Garcia-Oviedo 2014)	Conceptual Paper
	41. Open Access to Information	(Evans et al. 2010)	Book
	42. Connectivity	(Park et al. 2015)	Quantitative Study
		(Evans et al. 2010)	Book
		(Pham & Gammoh 2015)	Conceptual Paper
		(Hanna et al. 2011)	Review Paper
		(Garcia-Oviedo 2014)	Conceptual Paper
	43. Consumer Ratings	(Evans et al. 2010)	Book
		(Vinerean et al. 2013)	Quantitative Study
	44. Consumer Review	(Evans et al. 2010)	Book
		(Ramanathan et al. 2017)	Quantitative Study
		(Šerić & Praničević 2017)	Quantitative Study
	45. Real-Time Accessibility	(Evans et al. 2010)	Book
		(de Vries et al. 2017)	Quantitative Study
	46. Curation	(Evans et al. 2010)	Book
		(de Vries et al. 2017)	Quantitative Study
	47. Information Acquisition	(Evans et al. 2010)	Book
		(Enginkaya & Yılmaz 2014)	Quantitative Study
		(Whiting & David 2013)	Qualitative Study
		(Mangold & Faulds 2009)	A Review Paper
		(Azar et al. 2016)	Quantitative
	48. Consumption of Content	Evans, McKee & Bratton 2010)	Book
		(Muntinga et al. 2015)	Qualitative Study
		(Heinonen 2011)	Qualitative Study
	49. User-Generated Content	(Knoll 2016)	Review Paper
		(Castronovo & Huang 2012)	Review Paper
	50. Entertaining Contents	(Kaplan & Haenlein 2010)	Review Paper
		(Dolan et al. 2015)	Review Paper
		(Killian & McManus 2015)	

		(Whiting & David 2013)	Qualitative Study
		(Ruehl & Ingenhoff 2015)	Mixed Methods
		(Godey et al. 2016)	Quantitative Study
		(Wahab 2016)	Qualitative Study
		(Dolan et al. 2017)	Quantitative Study
		(Seo & Park 2018)	Quantitative Study
		(Yazdanparast et al. 2016)	Quantitative Study
		(Muntinga et al. 2015)	Qualitative Study
		(Azar et al. 2016)	Quantitative Study
		(Froget et al. 2013)	Quantitative Study
		(Hunt et al. 2012)	Quantitative Study
		(Mangold & Faulds 2009)	Review Paper
	51. Low Cost Marketing	(Alharbie 2015)	Review Paper
		(Pham & Gammoh 2015)	Conceptual Paper
	52. Conversation	(Enginkaya & Yılmaz 2014)	Mixed Methods
		(Mangold & Faulds 2009)	Review Paper
		(Weinberg & Pehlivan 2011)	Review Paper
		(Killian & McManus 2015)	Qualitative Study
	53. Interactive Communication	(Zhang & Lin 2015)	Qualitative Study
		(Godey et al. 2016)	Quantitative Study
	54. Source Credibility	(Tsai & Men 2013)	Mixed Methods
	55. Functional Value	(de Vries & Carlson 2014)	Quantitative Study
		(Jahn & Kunz 2012)	Mixed Methods
	56. Features of Content	(Pham & Gammoh 2015)	Conceptual
		(Sabate et al. 2014)	Quantitative Study
		(Wahab 2016)	Quantitative Study

5) Social Influences	57. Social Network Reach	(Alharbie 2015)	Review Paper
		(Shang et al. 2017)	
	58. Social Capital	(Chi 2011)	Quantitative Study
		(Park et al. 2015)	Quantitative Study
		(Phua et al. 2017)	Quantitative Study
		(Nikitkov et al. 2014)	Quantitative Study
	59. Virtual Communities	(Shao 2009)	Review Paper
	60. Gaining Recognition	(Evans et al. 2010) (Komito 2011)	Book Mixed Method
		(Evans et al. 2010) (Braun et al. 2016)	Book Mixed Method
	61. Awareness	(Evans et al. 2010) (Weinberg & Pehlivan 2011) (Mangold & Faulds 2009)	Book Review Paper Review Paper
	62. Community Development	(Shao 2009) (Heinonen 2011) (Smock et al. 2011)	Review Paper Quantitative Study
	63. Social Interaction	(Smock et al. 2011)	Quantitative Study
		(Whiting & David 2013)	Qualitative Paper
		(Sashi 2012)	Review Paper
		(Seo & Park 2018)	Quantitative Study
		(Heinonen 2011)	Qualitative Study
		(Sabate et al. 2014)	Quantitative Study
		(Froget et al. 2013)	Quantitative Study
		(Tafesse 2016)	Qualitative Study
		(Peters et al. 2013)	Conceptual Paper
		(Shao 2009) (Smock et al. 2011)	Review Paper Mixed Methods
	64.Trendiness	(Kim & Ko 2012)	Quantitative Study
		(Neti 2011)	Review Paper
		(Seo & Park 2018)	Quantitative Study

		(Godey et al. 2016)	Quantitative Study
	65. Social News	(Alharbie 2015)	Review Paper
	66. Social Voice	(Melancon & Dalakas 2018)	Qualitative Study
	67. Relational Content	(Dolan et al. 2015)	Review Paper
6) Cultural Influences	68. Friending	(Evans et al. 2010) (Kaplan & Haenlein 2010)	Book Review Paper
	69. Collaboration	(Evans et al. 2010) (Zhu & Chen 2015) (Hanna et al. 2011) (Felix et al. 2016)	Book Review Paper Review Paper Qualitative Study
	70. Group Formation	(Evans et al. 2010) (Froget et al. 2013)	Book Quantitative Study
7) Law and Legislation	71. Legislation	(Evans et al. 2010) (Hall & Yeo 2011)	Book Law Article
	72. Privacy Concerns	(Park et al. 2015) (Rubagotti 2014)	Quantitative Study E-Book

Source: Developed for this study from the literature

Under individual influences, three factors and 33 sub-factors were collated from the literature search. For environmental influences, 39 sub-factors were identified and classified into four factors. Marketing communication classified under environmental influences, had the highest number of sub-factors as shown in Figure 7. A total of 23 sub-factors were classified under marketing communications, followed by 20 sub-factors for buyers' response (individual influences) and 11 for social influences (environmental influences), as indicated in Figure 7. Personal influences comprised of nine sub-factors, while psychological influences had four under individual influences. The least number of sub-factors was noted for cultural, and law and legislation, that is, three and two sub-factors, respectively (Refer to Figure 7).

Figure 7: Frequency of Factors Deduced from the Literature
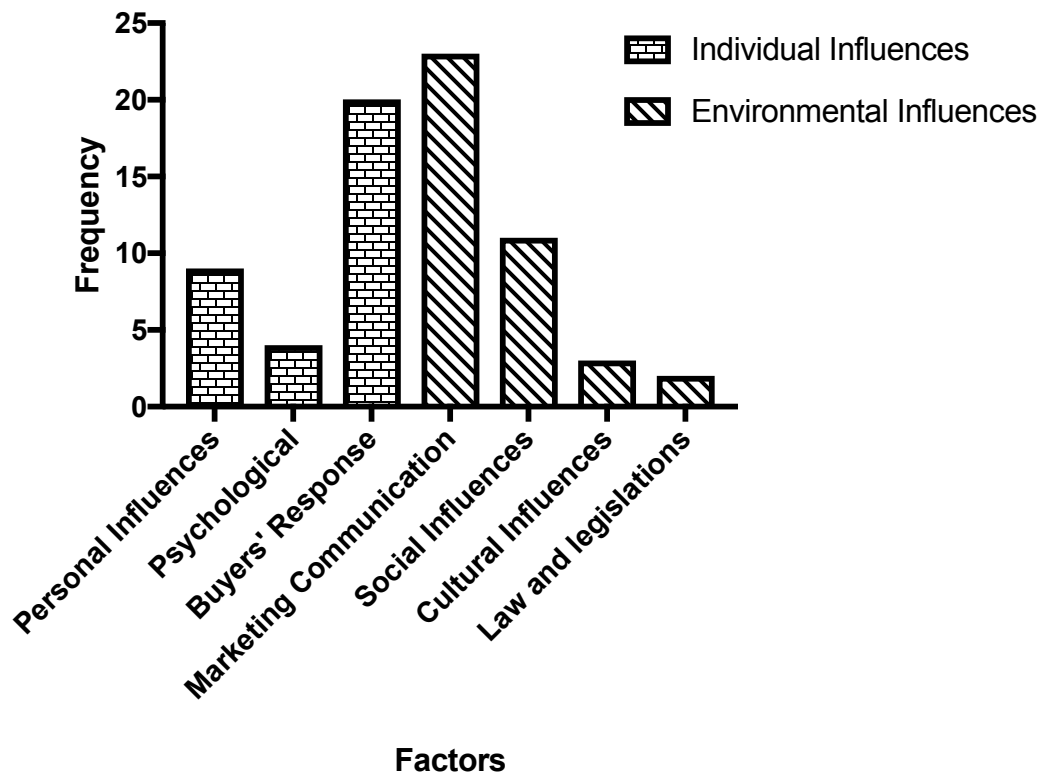
Source: Developed for this study from the literature

4.3. Results from Semi-Structured Interviews

The results are first structured as follows: type of social media users identified, the various kinds of social media platforms used by the participants, discussion describing on findings from the hierarchy map, and new sub-factors that were determined from the interviews.

The findings show that there are two types of social media users. From the 20 participants, 11 were active users who frequently updated their social media status while nine were passive users who consumed content on various social media platforms but rarely contributed to the platforms. The various types of social media platforms used by the participants were Facebook (19), YouTube (12), Instagram (6), Twitter (3), LinkedIn (2), Snapchat (2), WhatsApp (2), Pinterest (1) and Reddit (1). The participants held active accounts on the respective platforms at the time when the interviews were conducted.

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The hierarchy chart visually represents interview data that compares the prominence of the themes (NVivo 2018). Figure 8 shows that buyers' response and marketing communication had the most dominant sub-factors confirmed by interview responses. In comparison, social influences were lesser dominant, followed by personal influences, and laws and legislation. On the other hand, cultural and psychological influences had the least display of sub-factors. From the hierarchy map, other sub-factors were also discovered which are discussed in Section 4.3.1.8. Note, that the factors are explained based on the degree of dominance evident in the hierarchy chart.

Figure 8: Hierarchy Chart of Influential Factors
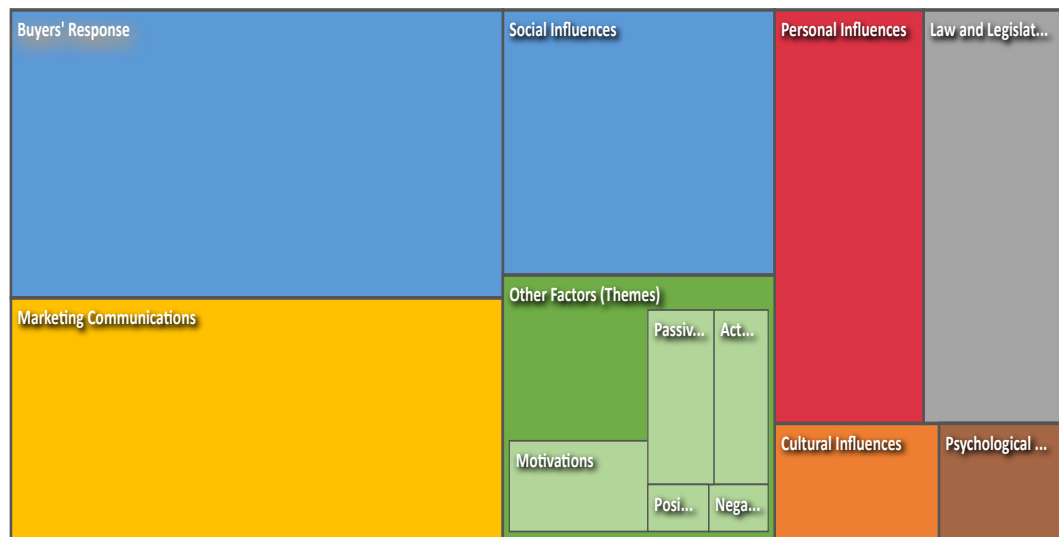
Source: Compiled from the semi-structured interviews

4.3.1 Factors Influencing Consumer Engagement

The findings from the semi-structured interviews provide a unique and comprehensive understanding of the factors and sub-factors that stimulate consumer engagements on social media platforms. A total of 62 out of 72 positive and negative sub-factors from the literature were validated in this study that either motivate or deter consumer engagement. Moreover, six additional sub-factors were further identified from the semi-structured interviews that matched the definitions of the environmental influences. The sub-factors of buyers' response and marketing communication accounted for the highest number of responses verified from the interviews, while psychological influences had the least number of responses.

4.3.1.1 Buyers' Response

Table 23: Sub-Factors of Buyers' Response with Interview Responses

Sub-Factors of Buyers' Response	Interviewees' Responses
1. Consumers' Response to Brands Relate to brand-related contents that are created, distributed and consumed on social media (de Vries & Carlson 2014).	*'I know and trust certain brands, so sort of in the technology space, for example, Sony, Panasonic and those sort of things, I am also open to I guess new and emerging trends and brands that come out and have good sort of marketing offer for me' (Respondent # 1)* *'I think, it is quite suitable, it is very good at contacting consumers especially when everyone has phone, I think it's perfect and businesses are doing a good job by using' (Respondent # 10)* *'I guess if you follow a kind of brand and you really like that kind of products, it's a good way for them to updating you with new products and new thing' (Respondent # 12)* *'This is the place where people go, especially on Facebook to see things to get updated on a daily basis and what's happening with a particular brand and the companies and we can buy products if get the reviews, people commenting, if they think it's worthwhile or it's a good product' (Respondent # 15)* *'A right channel where people need to know what's there on social media and the brands' (Respondent # 20)*
2. Consumer Brand Awareness Refers to the capability of a consumer to identify, recognise and memorise brands in various circumstances (Seo & Park 2018).	*'I know and trust certain brands, so sort of in the technology space, for example, Sony, Panasonic and those sort of things' (Respondent # 1)* *'So, if a brand is keeping all the things up-to-date, posting fairly regularly. It means you'll be able to know about it, as they're posting them" (Respondent # 5)* *'So if I need something, and if its there I will have look, I will scroll through and do my own set of research, thanks to that and then purchase' (Respondent # 10)* *'I guess if you follow a kind of brand and you really like that kind of products, its a good way for them to updating you with new products and new thing' (Respondent # 12)* *'Especially on Facebook to see things to get updated on a daily basis and what's happening with a particular brand and the companies and we can buy products if get the reviews, people commenting, if they think it's worthwhile or it's a good product' (Respondent # 15)*

	'Social media is one of the ways where people either connect with people or to know about brands, or get to know about what is up and on' (Respondent # 17)
	'I feel it is important for brand awareness not necessarily for products or services' (Respondent # 19)
	'A right channel where people need to know what's there on social media and the brands, lets us know that these things are available there and it is easy for us to access to rather than watching it on the television' (Respondent # 20)
	'Since I have to purchase something or I wanna know more about a particular product or anything for that matter, then I just go on YouTube and to see if somebody has used it, or talked about it and what other people have said about this particular thing' (Respondent # 3)
	'I wouldn't say it is the most suitable…. I think here are other sites that are still popular to reach most people' (Respondent # 4)
	"So, since I have to purchase something or I wanna know more about a particular product or anything for that matter, then I just go on YouTube and to see if somebody has used it, or talked about it and what other people have said about this particular thing" (Respondent # 3)
	'I wouldn't say it is the most suitable, I think here are other sites that are still popular to reach most people' (Respondent # 4)
	'100% yes, it is a good tool for awareness by in terms of actual promotions, productions, selling' (Respondent # 6)
3. Consumer-Brand Relationship Pentina et al. (2018) highlighted that social media is becoming a vital tool to maintain a consumer-brand relationship.	*'If you get frustrated and share your complaint or feedback on social media, then its in their best interest to respond fairly quickly because there are quite a big other group of people who are seeing everything happen.'* (Respondent# 1) *'Lets us know that these things are available there and it is easy for us to access to rather than watching it on the television'* (Respondent# 20)
4. Consumer Brand Loyalty Over time, consumers receive satisfaction with brands that help to develop brand loyalty, encouraging consumers to engage with a positive spread of words, repeat purchases and encourage other consumers to buy the brands (Reisenwitz 2013).	*'I know and trust certain brands, so sort of in the technology space, for example, Sony, Panasonic and those sorts of things. Yes so, I would say the big banks, so CBA, Westpac and also pharmaceutical companies, Priceline and those sort of companies"* (Respondent#1) *'Mostly for those things that I use for a specific purpose in my life'* (Respondent# 12) *'I have liked Target; I do like targets products and the quality of their product. I love Adidas and I go Rebel Sports*

	that's one store that I love and buy Adidas, it is suitable and a brand that I really love. So, I do buy a lot of them' (Respondent# 15) *'Now I am following Malaysia Airlines, Air Asia, Thai Airways, also 1 or 2 travel agents, who kind of keep posting like Fortune Travels'* (Respondent# 17) *'So, anything related to women in extreme sports...I keep track of'* (Respondent# 18) *'I do follow Calvin Klein, Bonds, Huggies and lady's stuff, basically more it's more for my baby'* (Respondent# 2)
5. Consumer Brand Engagement Consumer brand engagement has increasingly become bi-directional that encourages consumer-to-consumer engagement with brands (Hollebeek et al. 2014).	*'I do look up for things, especially reading out reviews, what I should be going after and what I shouldn't be, so it's quite helpful'* (Respondent # 2) *'Since I have to purchase something or I wanna know more about a particular product or anything for that matter, then I just go on YouTube and to see if somebody has used it, or talked about it and what other people have said about this particular thing'* (Respondent #3) *'So if I need something, and if it's there I will have look, I will scroll through and do my own set of research, thanks to that and then purchase'* (Respondent # 10) *'Sometimes if I am thinking about buying something, I'll ask friends probably on Facebook a few times'* (Respondent #13) *'I go through their reviews because they do put things on Facebook and I have look how people think about the product, sometimes people being genuine, they tell their ideas, it's good to buy'* (Respondent #15) *'Absolutely if there is a product that I am interested on, I ensure that I search through information and reviews are pretty good... I purchase that'* (Respondent #20).
6. Brand Affiliation This is made possible with firm-to-consumer, consumer-to-firm and consumer-to-consumer interactions with social networking sites that enable consumers to build deeper relations with the brands and with active users (Enginkaya & Yılmaz 2014)	*'I know and trust certain brands, so sort of in the technology space, for example, Sony, Panasonic and those sort of things'* (Respondent #1) *'I do follow Calvin Klein, Bonds, Huggins and lady's stuff, basically more it's more for my baby'* (Respondent #2) *'I do belief in brand, but I do follow them and if I think the quality and the brands, they look good and they worthwhile buying it then I definitely go ahead and do that'* (Respondent #15)
7. Purchasing Intention of Consumers	*'Facebook ad YouTube and see the product feedback and features before purchasing'* (Respondent # 1)

Social media marketing has a significant influence on consumer purchasing decisions where consumers assess the novelty of their purchase based on their time, effort and money (Kim & Ko 2012).	*'I will scroll through and do my own set of research, thanks to that and then purchase'* (Respondent # 10) *'I know I am travelling; I make sure that I visit that page and see'* (Respondent # 17) *'I will do my research go through all the people's comments ad review information and that has been very useful to me'* (Respondent # 18) *'I do look up for things, especially reading out reviews, what I should be going after and what I shouldn't be, so its quite helpful'* (Respondent # 2) *'Absolutely if there is a product that I am interested on, I ensure that I search through information and reviews are pretty good, I purchase that'* (Respondent # 20) *'I just go on YouTube and to see if somebody has used it, or talked about it and what other people have said about this particular thing'* (Respondent # 3) *'It was an Xbox game, I watched YouTube videos, like people playing and stuff'* (Respondent # 5) *'I always tend to the comments because obviously I don't know who the seller is. So, because there is no face-to-face communication, I rely on heaps of feedbacks'* (Respondent # 6) *'I try to look for information from the Facebook'* (Respondent # 9)
8. Pre/post Purchase Evaluation Consumers make pre-evaluation by reading and assessing product, service or brand reviews (Muntinga et al. 2015) by seeking information from peers or third parties at a low cost (Mangold & Faulds 2009). On the other hand, the consumers provide a post-purchase evaluation on social media for the benefit of other consumers (Mangold & Faulds 2009).	*'Facebook ad YouTube and see the product feedback and features before purchasing'* (Respondent # 1) *'I do look up for things, especially reading out reviews, what I should be going after and what I shouldn't be, so it's quite helpful'* (Respondent # 2) *'So, if I need something, and if it's there I will have look, I will scroll through and do my own set of research, thanks to that and then purchase'* (Respondent # 10) *'Sometimes if I am thinking about buying something, I'll ask friends probably on Facebook a few times. Anyone can give advice about this'* (Respondent # 13) *'I go through their reviews because they do put things on Facebook and I have look how people think about the product, sometimes people being genuine, they tell their ideas, it's good to buy'* (Respondent # 15)

	'Absolutely if there is a product that I am interested on, I ensure that I search through information and reviews are pretty good… I purchase that' (Respondent # 20)
	'I always tend to the comments because obviously I don't know who the seller is. So, because there is no face-to-face communication, I rely on heaps of feedbacks' (Respondent # 6)
9. Product Evaluation by Consumers Product evaluation encourages potential product/ service purchase (Bernritter et al. 2016).	*'Facebook ad YouTube and see the product feedback and features before purchasing' (Respondent # 1)* *'Yea, they do provide a good information, they pretty good at advertising products these days' (Respondent # 10)* *'I have look how people think about the product, sometimes people being genuine, they tell their ideas, it's good to buy and. So, I do have a look at reviews and decide whether I should go ahead or not' (Respondent # 15)* *'If there is a product that I am interested on, I ensure that I search through information and reviews are pretty good… I purchase that' (Respondent # 20)*
10. Product and Service Investigation Refers to the investigation made by consumers of products and services that they wish to purchase from reliable sources (Enginkaya & Yılmaz 2014).	*'Facebook ad YouTube and see the product feedback and features before purchasing' (Respondent # 1)* *'Most of the time, when I want to purchase anything' (Respondent # 9)* *'I always tend to the comments because obviously I don't know who the seller is. So, because there is no face-to-face communication, I rely on heaps of feedbacks' (Respondent # 6)* *'It was an Xbox game, I watched YouTube videos, like people playing and stuff' (Respondent # 5)* *'So, recently I was interested in buying speaker, a particular type of speaker, so I actually went onto YouTube, just tried to play a couple of videos, by if a person is review...reviewing the speaker, just the what type of sound quality comes out from this particular speaker, so yes' (Respondent # 3)* *'Absolutely if there is a product that I am interested on, I ensure that I search through information and reviews are pretty good… I purchase that' (Respondent # 20)* *'I do look up for things, especially reading out reviews, what I should be going after and what I shouldn't be, so it's quite helpful' (Respondent # 2)*

	'I will do my research go through all the people's comments ad review information' (Respondent # 18)
	'I definitely take a look at the updates, so if I know I am travelling, I make sure that I visit that page and see" (Respondent # 17)
11. Consumer-Generated Contents Describes a variety of new sources of online information that are created, initiated, circulated and used by consumers to educate each other about products, brands, services, personalities and issues (Mangold & Faulds 2009, p. 357).	*'I ask other people to use it because, it's worthwhile and depends if they can afford to do that but I am happy to share with others'* (Respondent 15) *'Recently I gave a review on one page which clubs the lyrics but only if I get interested, I give reviews'* (Respondent 17) *'I do and if the options available, I do give the feedback'* (Respondent 18) *'I do ask questions and do get responses, so the response is quite there'* (Respondent 2) *'I did provide the reviews to say that there were pretty good and....it was such a nice experience'* (Respondent 20) *'I just go on YouTube and to see if somebody has used it, or talked about it and what other people have said about this particular thing, maybe just to show that I also have had some experience'* (Respondent 3)
12. Consumer Testimonials Refers to the written experiences of an individual about the brands, products or services (Evans et al. 2010).	*'Just to show that I also have had some experience and then if somebody is sort of looking into that kind of information and is trying to gauge what type of a product, something with just the quality and stuff, so if that particular person needs the information'* (Respondent # 3) *'I did provide the reviews to say that there were pretty good and it was such a nice experience'* (Respondent # 20) *'Just like I would like to let you know that this was my experience and hopefully this can be resolved…I have done that'* (Respondent # 18)
13. Opportunity and Problem Discussion Social media is the source for opportunities, problem findings and discussions (Evans, McKee & Bratton 2010).	*'Just like I would like to let you know that this was my experience and hopefully this can be resolved.'* (Respondent # 18) *'I guess if you follow a kind of brand and you really like that kind of products, it's a good way for them to updating you with new products and new thing'* (Respondent # 12) *'I ask other people to use it because, it's worthwhile and depends if they can afford to do that but I am happy to share with others'* (Respondent # 14)

	'Of course, it is one of the quickest way to share information so clearly if want information quickly, I think social media is the fastest' (Respondent # 16)
	'Recently I gave a review on one page which clubs the lyrics… but only if I get interested, I give reviews' (Respondent # 17)
	"I try to look for information from the Facebook" (Respondent # 9)
14. Consumer Information Dissemination Consumers are given enormous power to disseminate information about any brand, product or service that the marketers or businesses cannot control (Kaplan & Haenlein 2010).	*'So, it started out as a complaint but given the way the social media team handled the complaint, it turned out to a outcome'* (Respondent # 1) *'If the options available, I do give the feedback'* (Respondent # 18) *'I ask other people to use it because, it's worthwhile and depends if they can afford to do that but I am happy to share with others'* (Respondent # 15)
15. Remunerative Contents The content has a reward or remunerations that includes contests, sweepstakes, monetary incentives, giveaways and prize drawing (Dolan et al. 2017).	*'Unless I am following any specific forum and they promote their offers or information'* (Respondent# 20) *'100% yes, it is a good tool for awareness by in terms of actual promotions, productions, selling'* (Respondent# 6) *'In general, but where I save the most, sure and I will follow'* (Respondent# 17)

Source: Compiled from the semi-structured interviews

Buyers' response is a vital factor relating to marketing inducement that influences consumers to make decisions before, during and after purchasing products, services and brands on social media platforms (Kotler et al. 2006). Table 23 provides a summary of the sub-factors from buyers' response, which were reconfirmed from the semi-structured interviews. The sub-factors that were not validated from the interview responses are co-creation, product development, consumer innovativeness and customisation. The dominant set of sub-factors identified under buyers' response included; brands, brand awareness, product or service investigation, and opportunity and problem discussion. Other sub-factors relating to buyers' response verified from the interviews were; consumer-brand relationship, brand loyalty, brand engagement, brand affiliation, pre/post evaluation, purchasing intention, product evaluation, consumer-generated content, consumer testimonials, opportunity and problem discussion, consumer information dissemination and remunerative content.

Brand communities on social media provide consumers with a reliable platform where they can share information and experiences regarding a particular product or service, which in turn enables practitioners to identify their consumers and maintain brand loyalty involvement (Boon-Long & Wongsurawat 2015; Castronovo & Huang 2012). Melancon and Dalakas (2018) mentioned that there are 2.4 billion conversations about brands with fellow consumers on brand communities. The findings also support and extend the empirical results of brands on social media (Campbell et al. 2014; Enginkaya & Yılmaz 2014; Hudson et al. 2016; Jahn & Kunz 2012) that leads to brand awareness (Seo & Park 2018) for consumers using social media marketing who intend to gain and extend knowledge about brands, products or services through investigations for purchasing intentions (Campbell et al. 2014; Enginkaya & Yılmaz 2014; Zhang & Mao 2016). Brand awareness refers to the capability of a consumer to identify, recognise and memorise brands in various circumstances (Seo & Park 2018). Marketing on social media provides consumers with an enormous degree of brand awareness. Brand awareness helps to enhance brand knowledge (Pham & Gammoh 2015). According to Participant #1, 'I sort of know what the good brands are, but I am also open to I guess new and emerging trends'. Participant #10 highlighted that brand on social media 'is quite suitable' and is ideal 'at contacting consumers'. Participant #12 explained that by using social media, firms could update consumers about 'new products and things'. Participant #15 expressed that people go on Facebook to 'get updated daily about what is happening with a particular brand and the companies so that we can buy products'.

On the other hand, Participant #16 feels that the platform is best suited to 'target young people'. Participant #18 has indicated that social media 'is a powerful tool' that has massive 'reach' for brand and brand awareness, while Participant #19 feels that the platform 'is important for brand awareness' but 'not for products or services.' Participant #20 stated that brand information is 'available there and it is easy for us to access, rather than watching it on televisions.' Participant #17 indicated that people 'connect' to know about 'brands'. Participant #5 feels that firms need to keep 'all the things up-to-date, posting fairly regularly'. Also, Participant #6 illustrated that social media is 'fantastic, but one has to be careful in terms of promotions and purchasing purposes because not everyone is trusting'.

Product and service investigation refers to the investigation made by consumers on products and services that they wish to purchase from reliable sources (Enginkaya & Yılmaz 2014). Previous users justify their experiences with written content about satisfaction or dissatisfaction gained from consuming a particular product or service. Therefore, the current and future consumers quest for reliable information from social media platforms (Enginkaya & Yılmaz 2014). Participant #9 refers to social media 'most of the time' when there is a need to purchase 'anything'. Participant #6 relies on 'comments and feedback' given by other consumers because 'there is no face-to-face communication.' Participant #5 watches 'YouTube videos' to investigate for product and services. Similarly, Participant #3 highlighted that 'I actually went on YouTube' before buying 'a particular type of speaker'. Participant #20 ensures to 'search through information and review', and then makes necessary purchases. Likewise, Participant #18 does 'research' by going 'through' 'people's comments and review information'. Participant #15 also claimed that 'I do look at reviews and decide whether I should go ahead or not'.

According to Pentina et al. (2018), social media is becoming a vital tool to maintain a consumer-brand relationship. Social media have a direct influence on consumer-brand relationships (Enginkaya & Yılmaz 2014). A study by Jahn and Kunz (2012) implied that fan-page engagement plays a vital role in the consumer-brand relationships. A brand fan page should be exciting, entertaining and innovative that helps to improve the consumer-brand relationship. The consumer-brand relationships are vital factors to consider because businesses on their own cannot deliver value that is needed to foster healthy relationships with the current and future customers (Enginkaya & Yılmaz 2014; Jahn & Kunz 2012). Participant #1 claimed to 'trust certain brands' and has suggested names of 'Sony, Panasonic' and those that fall 'in the technology space'. Participant #20 indicated that the customer-brand relationship is maintained when brand pages give regular updates on 'things' that 'are available' and 'easy to access'. Over time, consumers received satisfaction with brands that help to develop brand loyalty encouraging consumers to engage with a positive spread of words, repeat purchases and encourage other consumers to buy the brands (Godey et al. 2016; Reisenwitz 2013).

Consumer perception (actual or perceived) has a strong influence on consumer engagement (Dooran van et al. 2010; Ewing 2000). Participant #1 claimed to 'know and trust certain brands'. The potential brands named by the participant are; 'CBA, Westpac and also pharmaceutical companies, Priceline'. Participant #15 is a loyal follower of 'Target' and has indicated that 'I do like Target's products and the quality of their product'. Participant #17 is following 'Malaysia Airlines, Air Asia, Thai Airways, also 1 or 2 travel agents, who kind of keep posting like Fortune Travels' for cheaper travelling deals. While Participant #2 stated that 'I do follow Calvin Klein, Bonds, Huggins and lady's stuff'.

Brand engagement refers to the interactive relationship between brands and consumers (Hollebeek et al. 2014). Consumer brand engagement has increasingly become bi-directional that encourages consumer-to-consumer engagement with brands. Brand engagement is associated with the consumer's self-concept and market behaviour that is important for brands in a marketplace (Campbell et al. 2014; Yazdanparast et al. 2016). Social media has changed the way consumers interact with, talk about and respond to brands (Campbell, Ferraro & Sands 2014). Participant #10 stated that 'I will scroll through and do my own set of research, thanks to that and then purchase'. Participant #10 also indicated that 'if I am thinking about buying something, I will ask friends probably on Facebook a few times'. Participant #20 highlighted that 'if there is a product that I am interested in, I ensure that I search through information and reviews are pretty good… I purchase that'. Brand affiliation is made possible with firm-to-consumer, consumer-to-firm and consumer-to-consumer interactions on the social media that enable consumers to build deeper relations with the brands and with active users (Enginkaya & Yılmaz 2014). Participant #15 does follow brands of 'quality' and those that are 'worthwhile' to buy. Participant #2 revealed that brand affiliations are 'more for my baby'. Moreover, Participant #1 affiliated with brands from the 'technology space'.

Purchasing intention refers to the consumer's interest in buying a product or service. Purchasing intention is an attitudinal factor or variable used for measuring the consumer's contribution towards brands and engagements (Dooran van et al. 2010; Kim & Ko 2012). Social media marketing has a significant influence on consumer purchasing decisions where customers assess the novelty of their purchase based on

their time, effort and money (Kim & Ko 2012). Consumer purchasing intentions are motivated by how consumers interact, talk and respond towards the brands (Yazdanparast et al. 2016). Consumers make pre-evaluation by reading and assessing products, services or brand reviews (Muntinga et al. 2015) by seeking information from peers or third parties at low costs (Mangold & Faulds 2009) before purchasing a product or service. A favourable attitude towards brands helps consumers to make positive pre-evaluation decisions (Boon-Long & Wongsurawat 2015). Based on pre-evaluation decisions, a consumer is influenced to buy and consume the product or service (Evans, McKee & Bratton 2010; Kotler et al. 2006).

On the other hand, the consumers provide a post-purchase evaluation on social media for the benefit of other consumers (Mangold & Faulds 2009). This is done in the form of content writing, and the information is available to the other consumers at any time convenient to them. Also, consumers are given post-purchased services via social media (Evans, McKee & Bratton 2010). Product evaluation is vital for the consumer to make purchasing decisions. Positive product evaluation helps to increase consumer engagement on social media with higher intentions and frequencies to click on advertisements (Zhang & Mao 2016). Moreover, product evaluation encourages potential product/ service purchase (Bernritter et al. 2016).

The participants' response for purchasing intention, pre/post purchase evaluation and product evaluation are as follows: Participant #1 uses 'Facebook and YouTube' to seek 'product feedback and features before purchasing'. Participant #17 indicated that if 'I know I am travelling; I make sure that I visit that page and see'. Participant #18 highlighted that 'I will do my research' by going 'through all the people's comments and review information' and has claimed that reviewing 'has been very useful to me'. Similarly, Participant #2 shared a similar experience stating that 'I do look up for things, especially reading out reviews, what I should be going after and what I should not be, so it is quite helpful'. Moreover, Participant #20 has indicated that 'if there is a product that I am interested in, I ensure that I search through information and reviews are pretty good, I purchase that'. Also, Participant #9 'try to look for information from Facebook'. Participant #3 had used 'YouTube' to 'see if somebody has used it or talked about it and what other people have said about this particular product'. Participant #5, also referred to 'YouTube videos' before purchasing 'an Xbox game'.

Participant #13 has indicated that 'anyone can give advice' on the platforms 'if I am thinking about buying something'.

Consumer-generated media describes a variety of new sources of social media information that are created, initiated, circulated and used by consumers to educate each other about products, brands services, personalities and issues (Mangold & Faulds 2009, p. 357). Consumer-generated content is coined from user-generated content. Consumer-generated content refers to publicly available online information or content formulated by end-users (Knoll 2016) or consumers about a product, service, and organisation. The users portray their viewpoints, opinions, ideas, experiences, likes and dislikes and their perception that helps other end-users or consumers to make decisions (Evans & McKee 2010). Consumer testimonials act as awareness that aids firms, stakeholders, current and future customers (Evans & McKee 2010). The testimony of customers refers to the experience an individual has with the brands, products or services. Social media permits consumers to publicly share their experiences and comments that help with collaboration and involvement by organisations for future improvement and enhancement of their brands, products or services. Consumer information can encourage other customers to make similar purchases.

Consumers are given enormous power to disseminate information about any brand, product or service which the marketers or businesses have no control over (Evans & McKee 2010; Kaplan & Haenlein 2010). The consumer information is regarded as a valuable resource (Evans & McKee 2010) that can help to make a business prosper or destroy its reputation. Social media is the multi-purpose medium that provides firms and consumers with opportunities to understand the markets by learning faster, adapting and building a global virtual community (Evans & McKee 2010). The opinions and testimonials shared by consumers provide opportunities for firms to better their products and services. On the other hand, social interaction via new media promotes problem discussion in virtual communities. Social media is the source for opportunities, problem findings and discussions (Evans, McKee & Bratton 2010).

The participants' responses for consumer-generated content, consumer testimonials, consumer dissemination of information and opportunity and problem are as follows:

Participant #5 has indicated that 'I ask people to use it because it is worthwhile' and the participant 'is happy to share with others'. Participant #17 'gave a review on a page which clubs the lyrics' and has said that 'if I get interested, I give reviews'. Participant #18 has claimed that 'if the options are available, I do give the feedback'. Participant #2 illustrated 'I do ask questions and do get responses, so the response is quite there'. Moreover, Participant #20 expressed that 'I did provide the reviews to say that they were pretty good, and it was such a nice experience'.

Remunerative content has a reward or remunerations that include contests, sweepstakes, monetary incentives, giveaways and prize drawing (Dolan et al. 2017). Consumer decisions to engage in social media marketing are dependent on the degree of remuneration offered via social media platforms (Dolan et al. 2015). The engagement with remunerative content foster economic incentives to the consumers (Muntinga et al. 2015). Participant #17 stated that the use of relational content helps to 'save the most'. Participant #20 follows 'specific forum' that foster promotion and 'offers'. Participant #6 uses relational content on social media and claims 'it is an excellent tool for awareness in terms of actual promotions, productions and selling.

4.3.1.2 Marketing Communications

Table 24: Sub-Factors of Marketing Communication with Interview Responses

Sub-Factors of Marketing Communication	Interviewees' Responses
16. Two-Way Communication Social media marketing permits two-way communication between consumers and firms (Jahn & Kunz 2012).	*'I do ask questions and do get responses, so the response is quite there' (Respondent # 2)* *'I did get a reply from consumers, for thanks for giving us a review for the particular product, which was from Target, yea so it was worthwhile doing it' (Respondent # 14)* *'I do go and chat with people and just make comments, even though they're not related to me but if I see some news and I am not happy or any reviews or comments that needs to be done' (Respondent # 15)*
17. Propensity to Share Information The users share their emotions, feelings, opinions and experiences (Whiting & Deshpande 2014) with other active users through	*"Most of the times people recommend things, there are lots of review, if you follow any type of social media product, really now it's really easy to find reviews, that's a good thing" (Respondent # 1)* *'I think I fall in between about the kind of watching, sometimes liking, sometimes putting up something that's*

	communication on social media platforms (Kaplan & Haenlein 2010).	*very specific to, either a very well-researched article or I think that people should read, think about on the lines of gender equity and political awareness' (Respondent # 18)*
		'I might tag someone in some interesting issue' (Respondent # 7)
		'I did get a reply from consumers, for thanks for giving us a review for the particular product, which was from Target, yea so it was worthwhile doing it' (Respondent # 15)
18. Convenience Utility	Social media is an easy and convenient platform for consumers to use that is accessible anytime and anywhere (Whiting & Deshpande 2014).	*'I think it's the most popular way for people using to seek for information' (Respondent # 9)*
		'I am always trying to find new things and based on the experiences, if I am using something, it is always easy to send links and its quick' (Respondent # 12)
		'A lot of stuff gets organised...I really like how easy it is to organise on Facebook' (Respondent # 13)
		'One of the quickest ways to share information so clearly if want information quickly, I think social media is the fastest' (Respondent # 16)
19. Electronic Word-of-Mouth (eWOM)	eWOM is the process of conveying information from person to person that plays a significant role in consumer purchasing decisions, and that is more efficient than traditional advertising channels (Castronovo & Huang 2012).	*'Most of the times people recommend things, there are lots of reviews… if you follow any type of social media product, really now it's really easy to find reviews, that's a good thing' (Respondent# 10)*
		'For movies that's my experience that I watch the reviews, then only I decide whether to watch or not' (Respondent# 14)
		'I would be very weary. I think the information can be distorted as people comment and post whatever it is' (Respondent# 16)
		'I kind of quite follow them, electronic word-of-mouth is good because many a times read people have to say about that particular video and I make my own judgement' (Respondent# 17)
		"I definitely go through word of comments. That gives me an idea about quality of the product and the service of the company. That's why I feel it's very important, although I usually never have put up comment or feedback" (Respondent# 19)
		'I find that electronic-word word-of-mouth has a massive reach' (Respondent# 18)
20. Informational Contents		*'Allows you to have access to content that otherwise you would not know about" (Respondent# 1)*

The content is a construct of Uses and Gratification Theory that provides users with resourceful and helpful content (Dolan et al. 2015).	*'Most of the times people recommend things, there are lots of reviews' (Respondent# 10)* *'It's probably an effective way of advertising because everyone is on it all the time' (Respondent # 13)* *'I am part of the student communities for UNSW and I don't participate that much, to be honest. I just read their feeds and that's it. I don't give content' (Respondent # 14)* *'I can keep track of what is happening in my own department, own research centre, through this' (Respondent # 17)* *'We need social media to be able to get onto with our life and people are doing really good job by putting information that are readily accessible' (Respondent # 20)*
21. User Interactivity Marketing communication becomes interactive when all the parties involved are engaging with each other and that converts communication into useful knowledge for the users (Zhang & Lin 2015).	*"Social media is one of the ways where people either connect with people or to know about brands, or get to know about what is up and on' (Respondent # 17)* *'I think I fall in between about the kind of watching, sometimes liking, sometimes putting up something that's very specific to' (Respondent # 18)* *"I have subscribed to about to 50, there is probably around between 10 and 20 that I like really definitely look into video, I will definitely watch it" (Respondent # 5)*
22. Open Access to Information There is no restriction based on the accessibility of the information that ranges from opinions and experiences of individuals, reviews by consumers and the creation of new content with real-time availability (Evans & McKee 2010).	*'With age of social media there is growing awareness about what's happening in the world, whether in terms of new marketing communication, new products or those sorts of things. So, it allows you to I guess honing on what you actually want and then make the decisions on the back of that' (Respondent # 1)* *'If you follow any type of social media product, really now it's really easy to find reviews, that's a good thing' (Respondent # 10)* *"I use Reddit...I read articles" (Respondent # 8)* *'I definitely go through word of comments. That gives me an idea about quality of the product and the service of the company' (Respondent # 18)*
23. Connectivity Hanna et al. (2011) stated that social media platforms provide connectivity 24 hours and seven days a week	*'Consumers nowadays have a mobile...access to mobile device, various laptops, computers and Internet enabled TV's" (Respondent # 1)* *'It provides a lot of information about products and services which are around, also connecting with people,*

	getting reviews. It in a way saves money for us' (Respondent # 2)
	'The main reason I suppose is to keep in touch with people… this is the means of communications between people' (Respondent # 10)
	'Social media is one of the ways where people either connect with people or to know about brands or get to know about what is up and on. So that way presence is definitely important, well received and what I think is' (Respondent # 17)
	'It was this one place where you could send messages. I found that very useful for keeping in touch with these different groups of people, who nothing to do with each other' (Respondent # 18)
	Seek for information, social news and connecting with friends' (Respondent # 9)
24. Consumer Ratings Social media provides consumers with a tool to rate their experiences and satisfaction with public star ratings (Evans, McKee & Bratton 2010). Each social media platform has different forms of rating styles and methods.	*'If it comes to ratings, then I have rated a few stuffs' (Respondent # 2)*
25. Consumer Reviews Refer to the virtual form of emotional feedback from customers about brands, products and services on social media (Šerić & Praničević 2017).	*'I did provide the reviews to say that there were pretty good, and it was such a nice experience' (Respondent # 20)* *'If I see some news and I am not happy or any reviews or comments that needs to be done, then I do' (Respondent # 15)* *'I do ask questions and do get responses, so the response is quite there' (Respondent # 2)* *'Just like I would like to let you know that this was my experience and hopefully this can be resolved, I have done that. I do and if the options are available, I do give the feedback'' (Respondent # 18)* *'Sometimes do go ahead and give out opinions' (Respondent # 3)* *'Yes, say out of 10 purchases, maybe 1 or 2' (Respondent # 6)*

26. Real-Time Accessibility Implies that the input data from one user is immediately available as virtual feedback on social media (Evans et al. 2010).	*'Consumer nowadays have a mobile…access to mobile device, various laptops, computers and Internet enabled TV's'* (Respondent # 1) *'A single message that takes 2 seconds of my time on Facebook'* (Respondent # 18)
27. Curation An act of sorting, filtering, rating, reviewing, commenting on, tagging, or otherwise describing the content (Evans, McKee & Bratton 2010, p. 17).	*'I am reading the articles and sharing what is interesting'* (Respondent # 12) *'Seek for information, social news and connecting with friends'* (Respondent # 9) *'If I see some news and I am not happy or any reviews or comments that needs to be done, then I do'* (Respondent # 15) *'I might tag someone in some interesting issue….'* (Respondent # 7) *"I did provide the reviews to say that they were pretty good and….it was such a nice experience"* (Respondent # 20)
28. Information Acquisition/Seeking Refers to searching for information (Whiting & David 2013) to gain for knowledge on social media.	*'I think it's the most popular way for people using to seek for information'* (Respondent # 9) *'I am reading the articles and sharing what is interesting. I think I learn a lot of things'* (Respondent # 12) *'Sometimes people post very creative things, and if they do, you learn a lot from there'* (Respondent # 17) *'I think it's the most popular way for people using to seek for information, as it is'* (Respondent # 9)
29. Consumption of Content Use of content in the social media context refers to downloading, reading, watching, listening to digital content (Evans & McKee 2010).	*'So, I'll see or click on the article or I even watch, I watch quite a few YouTube news channels, as well'* (Respondent # 5) *'Most of the times people recommend things, there are lots of review, if you follow any type of social media product, really now it's really easy to find reviews'* (Respondent # 10) *'I check my Facebook or YouTube; I check quite often there are feedbacks…feeds'* (Respondent # 14) *'I love Bollywood music, so everyday I listen to the music and see what's new'* (Respondent # 15) *'Twitter, I use it mainly for reading information'* (Respondent # 17)

	'*I think I fall in between about the kind of watching, sometimes liking, sometimes putting up something that's very specific to, either a very well-researched article or I think that people should read' (Respondent # 18)*
30. User- Generated Contents Is defined as readily available public information available on social media, which is initiated or created by end-users (Knoll 2016).	'*I actually follow 5 channels that actually have bell, that caters for what I subscribe to so it will come up to my subscription box and sometimes I watched them' (Respondent # 5)* '*I have referred to YouTube for trailer and reviews' (Respondent # 4)* '*Things that I can discuss, is what I look into social media' (Respondent # 7)* '*We need social media to be able to get onto with our life and people are doing really good job by putting information that are readily accessible to' (Respondent # 20)* "*It provides a lot of information about products and services which are around, also connecting with people, getting reviews. It in a way saves money for us*" *(Respondent # 2)* '*Social media is one of the ways where people either connect with people or to know about brands, or get to know about what is up and on' (Respondent # 17)* '*If there is some good deals, I will post it and then and people will say we want this and we want that' (Respondent # 16)* '*I love Bollywood music, so everyday I listen to the music and see what's new' (Respondent # 15)*
31. Entertaining Content Includes the number of likes, comments and shares made about a product or service in social media content (Dolan et al. 2015).	'*Kids cartoons and those sorts of things and what that means, also is that you doing subscriptions allows you to have access to content that otherwise you would not know about' (Respondent # 1)* '*I love Bollywood music, so everyday I listen to the music and see what's new' (Respondent # 15)* '*People have hand-made things, they post those. At the time of Diwali, I make sure that I follow that' (Respondent # 17)* '*I have referred to YouTube for trailer and reviews' (Respondent # 3)*
32. Low Cost Marketing	'*It's very clever for businesses to do sales' (Respondent # 10)*

Alharbie (2015) suggested that social media marketing is well adapted with marketing strategy due to low-cost marketing efforts.	*'I know few of my friends using social media to promote their businesses, so I guess it is useful'' (Respondent # 14)*
33. Conversation Social media is a reliable tool for consumers to lodge complaints and suggestions about brands, products or services without any time constraints (Enginkaya & Yılmaz 2014).	*'In terms of Facebook, the reason I am active on that is mainly to keep in touch with friends and family' (Respondent # 4)* *'The way social media team handled the complaint, it turned out to an outcome' (Respondent # 1)* *'I just use Facebook to look out for friends, information, I don't usually update my information' (Respondent # 9)* *'The main reason I suppose is to keep in touch with people, this is the means of communications between people' (Respondent # 10)*
34. Interactive Communication Is a conventional style of two-way communication between firms and consumers (Godey et al. 2016).	*'If you get frustrated and share your complaint or feedback on social media, then it's in their best interest to respond fairly quickly' (Respondent # 1)* *'I do ask questions and do get responses, so the response is quite there' (Respondent # 2)*
35. Functional Value Social media adoption is based on gratification theory, which states that consumers find social media marketing content informational, useful, helpful, functional and practical (de Vries & Carlson 2014).	*'You doing subscriptions allows you to have access to content that otherwise you would not know about' (Respondent # 1)* *'You can engage with the audience, so you can directly or keep in contact with which is fantastic ...personally to me I think it's a good thing' (Respondent # 10)* *'I am always trying to find new things and based on the experiences, if I am using something, it is always easy to send links and its quick' (Respondent # 12)* *'I really like how easy it is to organise on Facebook' (Respondent # 13)* *'It also helps to read reviews for buying something and basically knowing that others are opting about things and then making their own opinions, that helps' (Respondent # 14)*

Source: Compiled from the semi-structured interviews

Social media marketing helps to build relationships and proves to be an effective marketing communication method (Kim & Ko 2012). Consumers are turning away from traditional to social media due to immediate access to information at their convenience (Bruhn 2012). Social media has changed marketing practices (Töllinen

& Karjaluoto, 2011) and represents an opportunity for more informed decision making by maximising marketing communications between consumers and firms (Zauner 2012). Table 24 provides a summary of marketing communication sub-factors that were corroborated by the interview responses. However, source credibility (sub-factor) was not validated by the participants' responses. The prominent sub-factors validated for marketing communications were electronic word-of-mouth, user-generated content and the consumption of content. Other sub-factors validated from the semi-structured interviews were; two-way communication, propensity to share information, convenience utility, informational content, user interactivity, open access to information, connectivity, consumer ratings, consumer reviews, real-time accessibility, curation, information acquisition and seeking, entertaining content, low-cost marketing, conversation, interactive communication and functional value.

Electronic word-of-mouth proves to be an effective way for consumers to exchange ideas and give reviews and ratings, which enact as user-generated content on social media (Pham & Gammoh 2015). In the process of electronic word-of-mouth, user-generated content is created, modified and disseminated by consumers on the platforms (Castronovo & Huang 2012; Kaplan & Haenlein 2010; Knoll 2016). Social media is suitable for eWOM because consumers can create and disseminate content about brand-related information to peers, friends, family and other active users (Brown et al. 2007; Campbell et al. 2014; Godey et al. 2016; Knoll 2016). According to Participant #10 'most of the times people recommend things' and if users are following a particular type of product, it is relatively 'easy to find review' the information. In the same way, Participant #13 expressed that the impact of electronic word-of-mouth has been 'good and positive', Participant #12 highlighted that 'it is always easy to send links and its quick' and Participant #17 also revealed that 'electronic word-of-mouth is good'. Participant #11 feels that 'electronic word-of-mouth is not particularly influential to me'. Participant #14 uses eWOM for movies reviews and then 'decide whether to watch or not' the movie. Participant #15 gave feedback about a product on Target's Facebook page and received 'reply from consumers', acknowledging the respondent for the reviews. Also, Participant #18 finds that 'electronic-word-of-mouth has a massive reach'.

User-generated content (UGC) is delineated as readily available public information, available on social media, which is initiated or created by end-users (Knoll 2016). Also, Kaplan and Haenlein (2010) defined user-generated content as the sum of all the ways in which people can make use of social media (p. 61), where the users continuously modify the content. Participant #20 indicated that 'people are doing a really good job by putting information that is readily accessible'. Participant #16 highlighted that 'social media is one of the ways where people either connect with people or to know about brands or get to know about what is up and on'. Participant #2 claimed that 'it provides a lot of information about products and services which are around'. Participant #5 indicated that 'I actually follow five channels that have bells, that cater for what I subscribe to, so it will come up to my subscription box'. And Participant #7 uses the platform for 'things that I can discuss, is what I look into social media'

Heinonen (2011) defined consumption as reading the content that is posted by other users (p. 358). It is impossible to share information and content without consuming the content. Consumers also consume brand-related content for specials, offers, cheaper deals and content that are value for money (Muntinga et al. 2015). The passive users also actively consumed the content, while the active user fully created, contributed and consumed the content. Participant #5 consumes content by clicking and reading 'articles' and watching 'YouTube news channels'. Participant #4 contributes towards content by posting pictures of kids, 'so that family and friends can have a look at it.' Participant #3 'always' consumes 'trending' content. Participant #19 reads through 'word of comments' to assess the 'quality of products and services'. Participant #18 consumes and contributes towards the content by 'watching, sometimes liking, sometimes putting up something very specific to, either a very well-researched article or I think that people should read'. Participant #17 proclaims that 'you learn a lot from there by 'reading information'.

Two-way communication provides facilities to stay connected and interact with each other (Coursaris, Osch van & Balogh 2016). The two-way communication permit sharing of text communications, pictures and videos (Kaplan & Haenlein 2010). Most importantly, the two-way communication fosters consumer-to-consumer, consumer-to-firm, and firm-to-consumer and firm-to-firm interaction and connectivity (Whiting

& Deshpande 2014). Participant #1 provided an exemplar of two-way communication stating that 'if you get frustrated and share your complaints or feedback on social media', the firms respond promptly because 'there are quite a big group of people who are seeing everything happen'. Participant #2 has highlighted that 'I do ask questions and do get responses, so the response is quite there'. Participant #10 has indicated that 'most of the times people recommend things' which leads to the availability of 'lots of reviews' and information. For Participant #14, her feedback was well received by fellow consumers, and the consumers who followed Target's page acknowledged the participant. Participant #15 emphasised that 'I do go and chat with people and just make comments, even though they are not related to me'.

Social media allows the opportunity to share information that tracks the user's online activity (Park, Jun & Lee 2015). The users share their emotions, feelings, opinions and experiences (Whiting & Deshpande 2014) with the respective users by communicating with each other (Kaplan & Haenlein 2010). Participant #18 shares information by 'liking, sometimes putting up something very specific' on issues or topics that interest the participant. Participant #7 contributes by tagging 'someone in some interesting issues'. Also, according to Participant #13, the propensity to share information is appropriate for social media platforms because 'everyone is on it all the time'.

Social media is a convenient platform for consumers to use that is accessible at anytime and anywhere (Whiting & Deshpande 2014). The convenience utility attracts consumers to engage with social media because contents and information are available without any time constraints. Participant #9 has said that 'it is the most popular way for people using to seek for information'. Participant #13 proclaims that 'a lot of stuff gets organised', and it is relatively easy 'to organise on Facebook'. Participant #16 states that 'it is one of the quickest ways to share information so clearly if you want information quickly, I think social media is the fastest'. Participant #18 described the convenience utility, indicating that 'it is this one place where you could send message'. Dolan et al. (2015) have indicated that scholars have stated that informational needs motivate consumer engagement. Information content is a construct of Uses and Gratification Theory that provides users with resourceful and helpful content (Dolan et al. 2015; Muntinga et al. 2015). Participant #1 has subscribed to YouTube channels that 'allow you to have access to contents that otherwise you would not know about'.

Participant #10 indicated that 'most of the time people recommend things, there are lots of reviews.' Participant #14 gathers information about content by reading the feeds. Participant #17 'keeps track of what is happening in the departments' by using informational content on the UNSW page. Moreover, Participant #20 feels that 'we need social media to be able to get with our lives and people are doing a really good job by putting information'.

Marketing communication becomes interactive when all the parties involved are engaging with each other that converts communication into useful knowledge for the users (Bruhn 2012; Hanna et al. 2011; Peters et al. 2013; Zhang & Lin 2015). The technology on its own does not automatically generate interactive communication; instead, it is the abilities and willingness of the users that enable communication. The consumers are instrumental in achieving interactive marketing communications by gaining control over social media marketing (Zhang & Lin 2015). Participant #17 has described interactivity, stating that 'social media is one of the ways where people either connect with people or to know about brands or get to know about what is up and on'. Participant #5 highlighted that 'I have subscribed to about 50 channels and make an effort to watch 10 to 20 channels' on YouTube. Also, Participant #18 stated that 'I am part of a team, where we raise funds for a certain course, I will get on Facebook and appeal to friends for funds'.

Social media has made access to information widely and readily available on a global platform. There is no restriction based on the accessibility of the information that ranges from opinions and experiences of individuals, reviews by consumers and the creation of new content (Evans & McKee 2010). Further, the end-users or consumers can have a significant impact on self-publishing content, ratings, wall posts, photos and video uploads. According to Participant #1, there is a lot of information that is readily available and 'so it allows you to I guess honing on what you want and then make the decisions on the back of that'. Participant #10 had made a similar comment indicating that 'there are lots of reviews' and 'it is really easy to find reviews'. Participant #18 maximises the use of open access to information by making decisions about the 'quality of the products and services' by 'going through word of comments'. Participant #20 feels that 'people are doing a really good job by putting information that is readily accessible' to the wider audience. Participant #3 explained that open

access to information is available 'from both spectrums, like the good and bad' because 'everyone is giving their own opinion, which is different'.

According to Hanna et al. (2011), social media platforms provide connectivity 24 hours and seven days a week. Social media technology provides connectivity between business-to-consumer (B2C), consumer-to-consumer (C2C) and consumer-to-business (C2B) (Evans et al. 2010). Participant #10 portrayed that connectivity 'is the means of communications between people'. Participant #1 indicated that connectivity between stakeholders is made possible with 'Internet-enabled mobile devices, laptops and computers'. Participant #17 denoted that individuals are able to 'connect with people or to know about brands' using social media from their busy schedules. Participant #2 stated that connectivity is maintained because social media provides 'a lot of information about products and services which are around, also connecting with people and getting reviews'. Moreover, Participant #2 described connectivity where the participant can 'seek for information, social news and connect with friends'.

Social media provides consumers with the tool to rate their experiences and satisfaction with public star ratings (Evans, McKee & Bratton 2010). Each social media platform has a different form of rating styles and methods. The customer ratings provide a yardstick for current and future consumers to make their purchasing decisions. The ratings provide the stakeholders and firms with a benchmark to work towards and improve their products, services or brands. Participant #2 claimed that 'whenever I get to use it, it is always good, then I go for it, but if it comes to ratings, then I have rated a few kinds of stuff'.

On the other hand, consumer reviews are a virtual form of emotional (Ramanathan et al. 2017) feedback made by customers about brands, products and services on social media (Šerić & Praničević 2017). User reviews are individual expressions about their experiences with an organisation, or their product or service (Evans, McKee & Bratton 2010). According to Participant #1 'the way social media team handled the complaints, it turned out to an outcome'. While, Participant #15 expressed that 'if I see some news and I am not happy or any reviews or comments that need to be done, then I do it'. Participant #2 has affirmed that 'I do ask questions and do get responses, so the

response is quite there'. Participant #18 has shared that 'if the options are available, I do give the feedback'.

Real-time accessibility is available on social media, where the input data from one user is immediately available as virtual feedback (Evans et al. 2010). Participant #18 described real-time accessibility, stating that 'a single message takes 2 seconds of my time on Facebook'. Curation is an act of sorting, filtering, rating, reviewing, commenting on, tagging, or otherwise describing the content (Evans, McKee & Bratton 2010, p. 17). The process of curation makes content useful and powerful. Curation provides better-informed content to current and future consumers. Participant #12 engaged in curation by 'reading the articles and sharing what is interesting' and Participant #17 tags 'someone in some interesting issue'. Participant #20 provided a review by expressing that 'it was such a nice experience'. Similarly, Participant #3 had provided feedback, 'just to show that I also have had some experiences'. Participant #4 posts 'pictures for kids so that family and friends can have a look at it.

Information acquisition refers to searching for information (Whiting & David 2013) to seek knowledge. Social media provides a systematic approach to finding and acquiring information without any costs or hurdles (Evans, McKee & Bratton 2010). Participant #12 indicated that 'I am reading the articles and sharing what is interesting'. Participant #14 stated 'I just read their feeds, and that is it, I don't give contents'. Participant #17 denoted that 'sometimes people post very creative things, and you learn a lot from there'. Moreover, Participant #9 expressed that you don't have to call a friend and ask for information; a user just needs to 'read the reviews.'

According to Killian and McManus (2015), the entertainment content provided on social media heightens users' interest and give rise to engagement. Entertainment content is a significant sub-factor that contributes towards the number of likes, comments and shares made about products or services on social media (Dolan et al. 2015). According to Hunt et al. (2012), the entertainment motive determines how much time an individual spends on social media. Participant #1 'subscribes to kids' cartoons' and Participant #15 loves 'Bollywood music' and 'listens to the music' daily

on YouTube. While Participant #3 had referred to YouTube for 'trailers' and 'reviews' for movies.

According to Alharbie (2015), social media marketing is well adopted within marketing strategies due to low-cost marketing efforts. Social media allows any user to become the producer of content and disseminate through interactive communication with zero cost or low-cost marketing. Ideally, the low costs provide the ability to reach the maximum level of audiences (Pham & Gammoh 2015) around the globe. Participant #10 felt that 'it is very clever for businesses to make sales'. And Participant #14 highlighted that 'I know few of my friends using social media to promote their businesses, so I guess it is useful'.

The conversations between the consumer and brand representative are instantaneous without any space boundaries (Killian & McManus 2015). It is easier and convenient to get in touch with the companies without any cost (Enginkaya & Yılmaz 2014) and converse about various topics of interest (Weinberg & Pehlivan 2011). The interactive communication is a conventional style of two-way communication between businesses and consumers (Godey et al. 2016; Zhang & Lin 2015) which is without any form of physical constraint for establishing sustainable relationships (Zhang & Lin 2015). According to Participant #1 'if you get frustrated and share your complaints or feedback on social media, then it is in their best interest to respond fairly, quickly'. Similarly, Participant #2 indicated that 'I do ask questions and do get responses, promptly'.

Finally, social media adoption is based on Gratification Theory, which states that consumers find social media marketing content informational, useful, helpful, functional and practical (de Vries & Carlson 2014). An empirical study has concluded that functional content is the driving factor that attracts consumers to engage on fan based pages on social media by interacting with the firm's efforts in marketing (Jahn & Kunz 2012). According to Participant #1, subscriptions on YouTube allow having 'access to contents that otherwise you would not know about'. Participant #10 stated that 'you can engage with the audience, so you can directly keep in contact, which is fantastic.' Participant #14 highlighted that 'as a consumer, it also helps to read reviews for buying something'. Participant #15 used 'especially Facebook to see things about

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a particular brand and with the companies'. And Participant #9 expressed that 'I think it's the most popular way for people using to seek for information'.

4.3.1.3 Social Influences

Table 25: Sub-Factors of Social Influences with Interview Responses

Sub-Factors of Social Influences	The Interviewees' Responses
36. Social Network Reach Social media marketing provides a social network reach to current and future customers with faster, cheaper and efficient services (Shang et al. 2017).	*'I do keep up-to-date with more of the sporting type of things' (Respondent# 10)* *'I am very social; I mean following social media. Yea, following kind of different groups' (Respondent# 12)* *'I am part of the student communities for UNSW and I don't participate that much, to be honest. I just read their feeds and that's it. I don't give content' (Respondent# 14)* *'If there are some good deals, I will post it and then and people will say we want this, and we want that. I am part of virtual communities. I am not an active participant in many' (Respondent# 16)* *'It's a way of getting connected with people, with friends, long lost friends' (Respondent# 2)* *'Mainly in terms of Facebook, the reason I am active on that is mainly to keep in touch with friends and family' (Respondent# 4)*
37. Social Capital Is defined as the actual and potential resources that are linked to a durable network that builds a mutual acquaintance, recognition, and establishes the relationship between people by providing value or benefits to the members (Park et al. 2015).	*'I am part of a forum on a computer game. Yes, I do participate in a quite lively fashion' (Respondent # 11)* *'I organise climbing stuff, that's it. Closed but it is big, it is really big' (Respondent # 13)* *'I participate a lot on World Vision' (Respondent # 20)* *'In Instagram I was actually following this feminist group' (Respondent # 3)*
38. Virtual Communities In virtual communities, individuals can easily find other consumers who share a similar experience, interest and goals that provide grounds for a supportive environment (Shao 2009).	*'University alumni and those sort of groups' (Respondent #1)* *'I keep up-to-date I suppose with NBA. I am a very big basketball fan, so I get a lot of updates for basketball' (Respondent #10)* *'I have till recently been an active cyclist and there is cycling social group on Facebook' (Respondent #11)* *'So, few groups in for my hobbies, like dancing and for what I am working with soil science and soil biology and yea I do participate with few groups' (Respondent #12)*

	'Yea, climbing. I organise climbing stuff, that's it. Closed but it is big, it is really big' (Respondent #13)
	'I am part of the student communities for UNSW and I don't participate that much, to be honest. I just read their feeds and that's it' (Respondent #14)
	'Mummy's group, yes' (Respondent #2)
39. Gaining Recognition Refers to value exchange within virtual social gathering, where participants are made better off by contributing and sharing the content (Evans & McKee 2010).	*'It's the topics that interest me. I have till recently been an active cyclist and there is cycling social group on Facebook. Yes, I do participate in a quite lively fashion' (Respondent #11)* *'Virtual community would come like sports pages and things. I follow some of these virtual communities. So yea just like basic comments' (Respondent #19)*
40. Awareness Social media provides an overall awareness in the marketplaces, where awareness helps to give value to the end-users, consumers and organisations that leads to active engagements on social media (Evans & McKee 2010).	*'...With age of social media there is growing awareness'' (Respondent #1)* *'In Instagram I was actually following this feminist group and its just sometimes they will bring up some really controversial topics and which will sort of insight me to give in my opinion' (Respondent #3)*
41. Community Development The community members are classified according to their communication behaviour (Heinonen 2011).	*'So, few groups in for my hobbies, like dancing and for what I am working with soil science and soil biology and yea I do participate with few groups' (Respondent #12)* *'I organise climbing stuff, that's it. Closed but it is big, it is really big' (Respondent #13)* *'I went to Malaysia and I really liked their little restaurant, they didn't have their Website, that's why I had no choice, but I liked that' (Respondent #16)* *'Virtual community would come like sports pages and things. I follow some of these virtual communities' (Respondent #19)*
42. Social Interaction Refers to the communication between friends, family members or with virtual members that foster digital communication on social media (Whiting & Deshpande 2014).	*'I just catch-up with my friends' (Respondent #14)* *'Keeping in touch with these different groups of people, who nothing to do with each other... I use the messenger facilities quite, a lot' (Respondent #18)* *'I just catch-up with my friends and that's enough' (Respondent #14)* *"Any get together or if family meetings and reunion, I do update on Facebook, for families to see what we are doing because we live far away from each other' (Respondent #15)*

	"It's a way of getting connected with people, with friends, long lost friends, keeping in touch with what's happening these days" (Respondent #2)
43. Trendiness Is defined as the newest and latest information about products, services or brands (Kim & Ko 2012).	*'I am also open to I guess new and emerging trends and brands that come out and have good sort of marketing offer for me'* (Respondent #1) *'I do have news updates on my phone, yup. I do have news updates on my phone, yup. Its intriguing to keep track of things, makes life easier than buying papers and things…so it's convenient'* (Respondent #10) *'I get a lot of news and music from Facebook'* (Respondent #13) *'I do follow them, especially the news and the music'* (Respondent #15) *'YouTube videos a lot. And if I go for trendy and viral news. sometimes on Facebook, yes'* (Respondent #17) *'Yes, I do, for viral and trendy news'* (Respondent #2) *'When they come up on my news feed, I don't actively seek them out but just by virtual scrolling, if something is viral, I am gonna see it'* (Respondent #5)
44. Social News Social media have become the easiest source for news and information (Alharbie 2015).	*'Both locally and globally'* (Respondent 1) *'I do have news updates on my phone'* (Respondent# 10) *'I get a lot of news from Facebook'* (Respondent# 13) *'Information which is shared by news channels'* (Respondent 14) *'The new just to see, daily what is happening in the world and to our own country, what's happening'* (Respondent 15) *'I go for trendy and viral news on Facebook'* (Respondent 17) *'Yes, I do for viral and trendy news…a bit of current affairs'* (Respondent 2)
45. Relational Content Allows the motivations for social media use by gaining a sense of belonging, connecting with friends, family and society by seeking for peer support, meeting interesting people	*'I am active on that is mainly to keep in touch with friends and family and so just so to post pictures, anything especially for kids so that family and friends can have a look it'* (Respondent# 4)

and belonging to a community (Dolan et al. 2015).	*'The virtual community would again be the sporting activities that I do outside of work hours and quiet regularly, its going off right now' (Respondent# 10)*
	'Mostly to have that forum to keep in touch with people that I otherwise have lost very quickly as we progressed to life' (Respondent# 18)
	'Mostly to have that forum to keep in touch with people that I otherwise have lost very quickly as we progressed to life' (Respondent 20)

Source: Compiled from the semi-structured interviews

Social influences relate to consumer behaviour influenced by consumers' reference groups, social roles and their status (Kotler et al. 2006). The sub-factors of social influences are substantiated with the participants' responses in Table 25. Moreover, for social influences, the key sub-factors identified and justified from the interviews were virtual communities, community development and trendiness. The other sub-factors determined under social influences include; social network reach, social capital, gaining recognition, awareness, social interaction, social news and relational content.

Virtual communities promote socialisation amongst people who are like-minded users or consumers (Shao 2009; Wang et al. 2012). In virtual communities, individuals share knowledge and information and attain a sense of belonging and establish useful interactions (Heinonen 2011; Shao 2009; Smock et al. 2011). The participants have specified that they belong to various virtual communities that interest them, and as part of their hobbies or to raise funds to help the poor and needy. As an avid follower of sports activities, Participant # 10 kept 'up-to-date with NBA' on social media pages. Similarly, Participant #19 belonged to virtual groups related to 'sports pages'. Participant #11 participated in the 'cycling group on Facebook' and also on 'the topics that interest' the participant. Participant #12 belonged to 'few groups' related to her 'hobbies', Participant #14 was 'part of the student communities for UNSW', and Participant #13 organised 'climbing activities' by using Facebook. Also, Participant #2 belonged to a 'mummy's group'.

Overall, the virtual communities contribute towards community development. Community development provides individuals with valuable and useful interactions

with other community members that prove to be equally helpful and satisfying when compared with traditional communities (Heinonen 2011; Shao 2009; Smock et al. 2011). Participant #1 illustrated that for community development, the participant became a member of 'university alumni and those sort of groups'. Participant #11 claimed to participate with community development in 'a quite lively fashion'. Participant #12 proclaimed to be 'very social' and follows different kinds of groups that relate to the participant's 'hobbies'. Moreover, Participant #16 had to be part of a community on Facebook that promotes 'little restaurant' in Malaysia because the restaurant did not have a website of their own.

Trendiness is defined as the most up-to-date information about products, services or brands (Godey et al. 2016; Kim & Ko 2012) on social media. There are four types of trendy information on social media. Nowadays, trendiness also relates to the latest news, music, information and contents shared on social media platforms. Participant #1 highlighted that 'I am open to I guess new and emerging trends' for brands. Participant #10 looked out for latest updates on 'my phone' that assisted the participant to keep track of information related to products, services, news and music. Participant #13 got 'a lot of news and music from Facebook', while Participant #14 followed 'YouTube videos' and 'channels'; similarly, Participant #15 also followed 'news and music'. Participant #5 visited popular content or information appeared in 'news feeds', and Participant #2 and Participant #17 looked out for 'trendy news'.

The advent of network technology allows multiple users to engage, process and utilise a wide range of rich information facilitating user interactions (Shang et al. 2017) fostering social network reach (Alharbie 2015). The participants have stated various reasons to maintain social network reach. Participant #10 'keeps up-to-date with more of the sporting type of things' on social media. Participant #12 maintained the reach by following 'few groups for my hobbies, like dancing and for what I am working with like soil science and soil biology'. Participant #14 remained informed with University news by reading 'feeds' of 'student communities for UNSW'. Participant #16 posted content regarding 'good deals' that friends and followers can buy or bargain for products. Participant #2 found that content on social media permitted not only to 'read' but 'visualise what is happening around' for connection with people and

Participant #4 is remained active 'mainly to keep in touch with friends and family'. Moreover, Participant #3 followed a 'feminist group' on Instagram.

Social media helps to increase the bonding of social capital by providing access to social support, integration and cohesion for the users (Chi 2011; Park, Jun & Lee 2015). Participant #5 subscribed to 50 channels on YouTube and closely followed about 10 to 20 channels and claimed that 'I will definitely watch it'. Participant #20 followed 'World Visions', 'WWF', and 'Human Rights Organisation' on social media, actively. Participant #13 organised 'climbing' activities for the cohesion of fellow members in the 'closed' group.

Consumers gain recognition by creating conversations, posting content and comments on social media. Individuals become part of virtual communities to fulfil the needs to be productive, generate better solutions and gain personal recognition (Evans et al. 2010). Thereby, Participant #11 is part of a computer game forum on Facebook and claimed to 'participate in a quite lively fashion' with fellow members around the world to be part of the group and gain recognition.

Social media provides an overall awareness of the marketplace (Mangold & Faulds 2009). Market awareness is driven by effective campaigns, consumer-to-consumer interactions, consumer-to-firm interactions, and consumer-to-brand interactions (Weinberg & Pehlivan 2011). Participant #1 agreed that 'with age of social media, there is growing awareness'. On the other hand, Participant #3 followed a 'feminist group' that gave insights to the participant to express opinions on controversial issues.

Social interaction refers to commenting, private messages, chatting and writing on the walls of pages, as characteristics of interaction (Smock et al. 2011). Primarily, social interaction fosters engagement that promotes value creation and value extractions on social media (Sashi 2012). Thereby, Participant #4 used social media for social interactions to 'keep-up with my friends'. Participant #15 updated her status on social media 'for families to see what we are doing' because most of her relatives 'lived far away from each other'. Participant #18 believed in 'keeping in touch with these different groups of people, who have nothing to do with each other'. The participant also stated that 'messenger facilities' helped to maintain social interactions. Likewise,

Participant #2 indicated that social interactions are upheld by connecting 'with people, friends, long lost friends'.

Consumers, firms, non-profit organisations and political parties have turned to social media for promotional tools, advertising, public relations and political campaigns (Alharbie 2015). Social news disseminated by social media technologies impact the reputation of the brands and firm image (Alharbie 2015). Participant #1 followed social news to 'essentially' know 'what is happening in the world'. Participant #10 relied on 'news updates' on the mobile and Participant #13 received 'a lot of news from Facebook'. Likewise, Participant #15 daily followed social news to find out 'what is happening in Australia and around the world'. Participant #17 used social media for 'trendy and viral news'.

Relational contents refer to the use of social media, where users gain a sense of belongingness by connecting with family, friends and the society by seeking for peer support, meeting exciting people and belonging to a virtual community (Dolan et al. 2015). Participant #10 belonged to a 'virtual community' for 'sporting activities'. Participant #18 used social media 'mostly to have that forum and to keep in touch with people' who belonged to various groups. Moreover, Participant #2 and Participant #4 remained active to get 'connected with people' and 'to keep in touch with friends and family', respectively.

4.3.1.4 Personal Influences

Table 26: Sub-Factors of Personal Influences with Interview Responses

Sub-Factors of Personal Influences	Interviewees' Responses
46. Consumer Personality Dhar and Jha (2014) have studied two types of personalities who use social media. The two personalities are extrovert and introvert.	*I would classify myself as sort of more of an introvert, if there is an opportunity for me to update anything, I wouldn't necessarily rush to do it at that point in time"* (Respondent #1) *'I maybe an extrovert but I do a lot of signs of being an introvert'* (Respondent #3) *'Say I am a bit of both...average I can't really be an extrovert, but I am not really an introvert, as well'* (Respondent #4)

	'Probably more of an introvert but I am I am a social kind of person' (Respondent #5) *'I am more of an ambivalent. I have social, extrovert tendency but I am also a strong introvert, as well. So, I am a bit of both'* (Respondent # 6) *'I enjoy talking to people, so extrovert most of the time. Yea, although I am really cautious with engaging in public social media.'* (Respondent # 7) *'I think I am more of an extrovert. I am the opposite on social media.... yea kind because I don't want everybody knowing what I am doing all the time'* (Respondent # 8) *'I think I am an introvert. Yes, I think so, I am not comfortable to express my feelings or what I felt, what I see, what I think, only on Facebook'* (Respondent # 9) *'I am extrovert by nature. I suppose so. But again, I really don't use social media to interact with people that make sense. I suppose it goes both ways''* (Respondent # 10) *'Once, again it depends. At sometimes I am very extrovert, another times I would keep to myself, it just depends what I am doing'* (Respondent # 11) *'Extrovert...yea. Yea, well I am part of dancing group and I am dancing'* (Respondent # 12) *'I think I am in the middle. I don't know, maybe I don't know, I haven't thought about it'* (Respondent # 13) *'Introvert, maybe because of my introversion, I don't find it fascinating'* (Respondent # 14) *'No, I am not talkative but if somebody is another side talking to me, then definitely I will communicate'* (Respondent # 15) *'I am I am naturally shy but I now an extrovert, I would say I am in-between maybe more on an extrovert'* (Respondent # 16) *'I think extrovert, especially when I am not, right now I am not in my city or my country'* (Respondent # 17) *"I would say I am more towards the introvert side; I prefer engaging more face-to-face, rather than on social media"* (Respondent # 19)

	'I am an introvert. I am getting bit bored, I just feel that I need to be on something where I can participate and do something constructive, rather than sitting and getting bored' (Respondent # 20)
47. Self-Expression and Self-Actualisation Self-actualization is defined as a psychological motive that triggers seeking for recognition, fame or personal efficacy (Shao 2009).	*'Living in Australia now and away from my family, well they want to know what I am doing or my social life here, kind of things and but also yea news and part of different Facebook groups, following and things that I am interested' (Respondent # 12)* *'I have got lot of friends, my high school friends to see what they are doing and get in touch with each other with messengers and chats and just to keep in touch with each other. '(Respondent # 15)* *'I was really reluctant to start a Facebook for years, but eventually when I went overseas, I couldn't just send them SMS, then I started with Facebook. So mostly for friends' (Respondent # 16)* *'To get to know more people, what they are thinking about, what's update with them' (Respondent # 17)* *'Mostly to have that forum to keep in touch with people that I otherwise have lost very quickly as we progressed to life' (Respondent # 18)*
48. Trust in Information A study by Vinerean et al. (2013) has indicated that consumers have trust in the information shared on social media from two principal sources of personal and foreign sources.	*'I am more likely to trust information shared by some of the larger and well-known brands and companies' (Respondent # 1)* *'I do follow Calvin Klein's, Bonds, Huggins and lady's stuff, basically more it's more for my baby' Respondent # 2)* *'I think it depends, yea with the application of their Photoshop you don't really like trust in... like...like...if follow our skin care treatments, you don't really know whether it is real results or just the Photoshop. So, yea, it kinda depends' (Respondent # 9)* *'I trust the news channels, information which is shared news channels' (Respondent # 14)* *'Yea, I would definitely say yes. If I am using something and that is very productive, I ask other people to use it because, it's worthwhile and depends if they can afford to do that but I am happy to share with others' (Respondent # 15)*

	'Not completely because on social media lot of information is not represented in an accurate fashion. So, I rather do my own research if I want to learn something about a product or service. I rather do my own research, but I do look at what is there, but I don't really obviously trust it. (Respondent # 19)
49. Expressive Information Sharing The expressive information sharing denotes to the one-to-many communication feature used in a group that allows communication with a larger group (Smock et al. 2011).	*"So yea when there is question about a new product on the market, I do ask questions and do get responses, so the response is quite there" (Respondent # 2)* *'Yes, I do participate in a quite lively fashion. We trust each other and engage quite often' (Respondent # 11)* *'I am sharing the information that I read yea pretty much I do that; I share the things that I read' (Respondent # 12)* *'I keep track and comment here and there and that's definitely one of the ways I get to know what is happening around me" (Respondent # 17)* *'I participate occasionally, comment stuffs '(Respondent # 19)*
50. Professional Advancement Professional advancement helps individuals to post their resumes on social media that assists in networking with professional contacts (Smock et al. 2011).	*'LinkedIn updated particularly when I am sort of changing roles or there is something writing about the company that I am working at' (Respondent # 1)* *'...Belonging to my field, medical field, there are certain things which are also being advertised which relates to books, you know new procedures, which are there, it is really a quite a helpful platform' (Respondent # 2)* *'I refer to YouTube for medical procedures or examinations, just to get like a reference or certain point of reference using YouTube' (Respondent # 4)* *'LinkedIn is quite big because of my professional that's why...we are changing environments, it seems to be the only place where everyone is updating it, personally.' (Respondent # 18)*
51. Opportunity Seeking Opportunity seeking refers to consumers following a brand or a fan page to benefit from promotions, sales, discounts and gift offers (Enginkaya & Yılmaz 2014).	*'Particularly within Facebook which has a good platform for ads… and offers' (Respondent # 1)* *'Depending on what company's they are. The companies that I use regularly, such as clothing brands and music, then yes' (Respondent # 6)* *'Yes, I do. So, I do keep up-to-date with myself' (Respondent # 15)*

	'I am just aware, I think. As it goes through my feed, I do glance at it and it does stick' (Respondent # 18) *'If there is particular sale or discounts that going on and that interests me, I try to get to buy them'* (Respondent # 20)
52. Hedonic Value Consumers use social media for hedonic purposes for leisure activities, an enjoyment that personifies and symbolises brands (Jahn & Kunz 2012).	*'A lot of times its boredom to be honest and probably with catching with your mates and trying to keep in the loop of what going on'* (Respondent # 5) *'...Sometimes just when I am bored, to get to know something which I have not seen before, yea'* (Respondent # 17) *'...When I am bored, just scroll through the feed and see what others are doing'* (Respondent # 19)
53. Relaxation Whiting and David (2013) highlighted that consumers engage on social media for relaxation that helps with stress relief.	*'...There sometimes when we spend a lot of time on it, yes we do waste time'* (Respondent # 2) *'If I am you know just by myself in my room or whatever and not out with friends, I will be scrolling on Facebook to see what they're doing'* (Respondent # 5) *'If it comes up on my feeds and it looks funny or I am interested in a feed, I definitely watch it'* (Respondent # 7)
54. Habitual Pastime Quan-Hasse Anabel and Alyson (2010) have stated that pastime activities on social media provide an escape from daily pressure, avoidance of responsibilities, suited for relaxation, to have fun and kill time.	*'Check what happened during the day and music, I love Bollywood music, so everyday I listen to the music and see what's new'* (Respondent # 15) *'To get to know more people, what they are thinking about, what's update with them'* (Respondent # 17) *'I like seeing other people's posts and wanting to know what's going around in the world and trying to be focused rather than being bored'* (Respondent # 20)

Source: Compiled from the semi-structured interviews

The personal influences relate to consumers' buying decisions, which are influenced by individual characteristics. The personal features are made of the consumer's age, life-cycle stage, occupation, education, consumer personality, self-concept, economic circumstance and consumer lifestyle (Kotler et al. 2006). All the sub-factors identified from the literature were validated by the interview responses and are shown in Table 26. Consumer personality, expressive information sharing, and opportunity are dominant sub-factors confirmed and validated from the interview responses. Other

sub-factors that were verified from the interviews are self-expression, trust in information, professional advancement, hedonic value, relaxation and habitual pastime.

Consumer personality refers to the internal attributes that influence individual behaviour (Boateng & Okoe 2015; Kim 2016; van Dooran et al. 2010). The two types of consumer personalities identified by Dhar and Jha (2014) are extroverts and introverts. The extroverts are social media users who depend on their friends to make decisions, while introverts are individuals who are lesser dependent on their friends and make decisions on their own (Dhar & Jha 2014). The semi-structured interviews helped in identifying six extroverts. Participant #7 highlighted that 'I enjoy talking to people, so extrovert most of the time.' However, Participants #7 took precautionary measures when engaging with people on social media. Participant #10 provided a similar response and stated that 'I am an extrovert by nature' but does not 'use social media to interact with people'. While Participant #12 claimed to be an 'extrovert' by nature and that is the reason for the participant to 'follow different groups' on social media. Participant #16 felt that 'naturally' the participant was 'shy' but now he is more of an 'extrovert'. A similar response was found from Participant #17, who claimed that 'right now I am not in my city or country', so the participant tends to have more of extraversion characteristics. Interestingly, Participants # 8 exclaimed that 'I am more of an extrovert, I am opposite on social media'. On the other hand, Participant #1 described himself 'as sort of more of an introvert' and would not 'necessarily rush to update personal status'. Participant #5 said 'more of an introvert', who could handle a decent amount of social interactions. Respondent #6 proclaimed that she shows signs of 'a strong introvert'. Moreover, according to Participant # 9, 'I am an introvert' and 'does not feel comfortable to express or share feelings on social media'. Participant # 14 claimed to be 'introvert' and due to 'introversion' does not find social media 'fascinating'. Participant # 19 said 'I am more towards the introvert side' and preferred to engage with people on a 'face-to-face' basis, while Participant #20 is an 'introvert' and engaged on social media to overcome boredom. Three of the participants were unsure about their personality or how to classify themselves. Participant #3 said 'I may be an extrovert, but I do a lot of signs of being an introvert.' 2) Participant #4 felt that 'I can't really be an extrovert, but I am really not an introvert, as well'. 3)

Participant #13 highlighted that 'I think I am in the middle. I don't know, and maybe I don't know, I haven't thought about it'.

Expressive information sharing relates to individuals expressing their feelings, emotions and ideologies to a large group on social media (Smock et al. 2011). The participants indicated that they participated in expressive information sharing, which is also evident with extrovert consumers. Participant # 2 illustrated that 'when there is a question about a new product on the market', the participant clarified doubts by asking questions. Participant # 11 claimed that 'I do participate in a quite lively fashion'. Participant #12 denoted 'I am sharing the information that I read', while participant # 17 had made 'comments here and there'. Also, Participant #19 agreed to have made comments 'occasionally'.

The opportunity seeking sub-factor refers to consumers following fan-based pages for promotions, gifts, sales and discounts on social media (Enginkaya & Yılmaz 2014). The respondents have claimed that they follow social media platforms for the latest up-to-date offers and information about brands, products or services that they regularly use. Participants #1 stated that 'Facebook has a good platform for ads and offers'. Participant #15 and Participant #20 keeps 'up-to-date' with the latest 'sales' and 'discounts'. Moreover, Participant #17 made regular overseas trips and mentioned that 'I definitely take a look at the update*s*' for 'cheap airline tickets'. And Participant #18 indicated that if offers, promotions and discounts are available 'through my feeds' the participant does 'glance at it, and it does stick' to his mind.

Self-expression refers to the expression of one's own identity or one's individuality. Self-expressions are sometimes implicitly based on the choice of words, illustrations and styles. The rise of social media usage has led to a rise in self-expression values (Orehek & Human 2017). For many consumers, the desire for fame and self-identity is fulfilled by social media engagements. de Vries et al. (2017) have found evidence that self-expression plays a fundamental role in encouraging individuals to participate in and engage with activities on social media. The participation is in the form of creating contents and by collaborating with others (Hunt et al. 2012). Participant #20 lived in Australia and 'away from family', so she used social media to keep abreast of 'news and be 'part of different Facebook groups'. According to Participant #15, 'Facebook is the most important social media' and the participant engaged by making

comments and chatting with people 'even though they're not related' to the participant. Participant #17 expressed that social media platforms allow 'to know more people', 'what they are thinking about' and 'what's update with them'. Participant #18 made a similar comment and stated that 'to keep in touch with people' as the participant progressed in life.

Consumers have trust in the information shared on social media from two principal sources of personal and foreign sources. Personal sources refer to friends and family connections made possible with social media interactions, while foreign sources include brand pages, brand profiles and virtual community moderators. The degree of trust consumers have from the two sources determines the level of consumer engagement on social media (Peters et al. 2013). Participant #1 trusted information from foreign sources, which included 'larger and well-known brands and companies'. Also, Participant # 14 trusted 'information which is shared by news channels', while Participant # 19 believed that the information on social media is not 'represented in an accurate manner' and preferred to 'do own research'. Participants #9 felt that information is distorted and can be misleading and illustrated an example of firms using an application like 'Photoshop', where consumers 'really don't know whether it is real results or just the Photoshop'.

Professional advancement is made possible with the use of LinkedIn. Also, companies post job vacancies on their pages which individuals can consider to apply for (Smock et al. 2011). A study by Nikitkov et al. (2014) has found that individuals who associate with LinkedIn have higher chances of success in their careers. Participant # 1 contributed by updating LinkedIn when 'changing roles'. Likewise, Participant # 18 used LinkedIn when changing roles or 'environments' and proclaimed that LinkedIn is 'the most up-to-date place for finding out about my colleagues or even figuring out how to get in touch with them.' On the other hand, Participant # 4 referred to YouTube 'for medical procedures or examinations', for point of reference.

Consumers use social media for hedonic purposes for leisure activities, an enjoyment that personifies and symbolises brands. According to Jahn and Kunz (2012), hedonic value influences consumers to engage in marketing via social media. Participant #5 proclaimed that social media is ideal to 'overcome boredom' by catching up with

mates and 'keep in the loop of what is going on'. Similarly, Participant # 17 and Participant # 19 indicated that they used social media when they were 'bored' and according to Participant #19 he 'scrolls through the feeds and see what others are doing'.

Consumers use social media for relaxation and to overcome stress. According to Participant # 5, she 'scrolls through Facebook' to see what her friends are doing, when on her own. And Participant # 7 looked into 'funny' contents that appear on a 'feed'. Habitual pastime refers to social interactions with friends, family members and fan pages by commenting, private messaging, chatting and wall posts (Quan-Hasse Anabel & Alyson 2010; Smock et al. 2011; Whiting & David 2013). When Participant # 19 got 'bored', then the respondent went 'through the latest feeds' to 'see what my friends are doing and are onto because they tend to share a lot of stuff'. Participant # 20 also expressed that 'I like seeing other people's posts and wanting to know what's going around in the world and trying to be focused rather than being bored'. Similarly, Participant # 17 used social media for habitual pastime 'when I am bored, to get to know something which I have not seen before'. And Participant # 15 is an avid follower of music and highlighted that 'I love Bollywood music, so everyday I listen to music and see what's new'.

4.3.1.5 Law and Legislation

Table 27: Sub-Factors of Law and Legislation with Interview Responses

Sub-Factors of Laws and Legislation	Interviewees' Responses
55. Australian Legislation The Australian Competition and Consumer Commission (ACCC) has already demonstrated that it does not exclude representations made via social media from its definition of conduct that could mislead consumers (Hall & Yeo 2011, p. 37).	*'I think sort of the consumer protection laws that we have in place been kept up-to-date to take into account' (Respondent # 1)* *'I am not too aware of that' (Respondent# 3)* *'I think it should be bit more harsher rules about it' (Respondent# 4)* *'So we're protected but we don't know about it' (Respondent# 6)* *'I don't think it has caught up, I have never had a personal issue, I am usually quite cautious' (Respondent# 7)*

	'I don't really know what the laws are to be honest. I can say a lot of people can get easily tricked, social media is very, people are very clever at marketing things and because again you've got your family around, you can get easily tricked' (Respondent # 10) *'I have no idea'* (Respondent# 13) *'I am not aware of Australian Law, like what is in this area'* (Respondent# 14) *'Yes, definitely they do support them'* (Respondent# 15) *'I have very little knowledge about that, what I would say would probably be wrong. Hmm... I would say probably, law is always late on this because this is developing very fast and probably under-developed, there are some loophole'* (Respondent# 16) *'I don't know enough about Australian Law'* (Respondent# 17) *'No, so I think it's definitely a long way from where it should be'* (Respondent# 18) *'Actually I am not very sure about this. I don't know any laws that support consumers. So I have no idea'* (Respondent# 19) *'Yes, I strongly feel that Australian Law does support'* (Respondent# 20)
56. Privacy and Security Rubagotti (2014, p. 71) showed that there are no statutory causes of action for the unjustified invasion of privacy and intrusion upon seclusion in any Australian jurisdiction.	*'I mean, definitely. Somebody is able to locate me through social media, yea just to see my identity and stuff and get all the information regarding me, so I am kind of not really for that idea'* (Respondent# 3) *'I am always concerned about my privacy and security on social media, which why I try not to post too many private pictures but which I do and we try to keep a closed group with people, only people we trust, yea'* (Respondent# 4) *'I find comforting in the fact that I don't think anyone would have any reasons on the fairest reasons to track me down'* (Respondent# 5) *'I take measures, so I am not too concerned. But as a whole, yea'* (Respondent# 6) *'Yea, I am. Well, sponsored posts always bit confronting because at times they are really accurate, often they not, like how did they know that I am interested in this'* (Respondent# 7)

	'Yes, like I keep updating my security because they change it, right. They open the security all the time, so yea I think that shouldn't be like that. It's not good that everyone knows what you're doing all the time and where you're and its even unsafe' (Respondent# 8) *'Definitely, these days all of your information is on computers, if you lose some of those information, you lose very private things, so I think yea, it is a big concern' (Respondent# 10)* *'I think I always trust too much, that nothing will happen' (Respondent# 12)* *'I am aware the privacy is non-existent and I have consciously made the choice of because it is really convenient, to use Facebook' (Respondent# 13)* *'If you aren't my mutual friend, that shows that I am concerned about my privacy' (Respondent# 14)* *'I don't accept many people that I don't know by putting my family picture in there, I don't know how they gonna react, they can do many things to my pictures so I am really concerned what I do and whom I make friends on Facebook' (Respondent# 15)* *'Very much. I rarely post any picture and I never say where I am, they ask me you want to share your location, I will always say no' (Respondent# 16)* *'I am fairly concerned about it. I feel that nowadays social activities are monitored much more, closely' (Respondent # 19)* *'Absolutely, I think everyone is. We live in a world globalisation, where nothing is secured and private. Because there are alot of scammers out there, that would do anything for a little money' (Respondent # 20)*

Source: Compiled from the semi-structured interviews

Law and legislation are the legal frameworks that protect consumers from the risks of social media activities, which can harm, damage or ruin their reputation and cause financial loss (Evans, McKee & Bratton 2010). Under the law and legislation, the two sub-factors that were profoundly supported by the participants are legislation and privacy and security issues. Refer to Table 27 for the interviewees' responses.

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The significant sub-factors identified under law and legislation was legislation and privacy and security. Legislation refers to the legal framework that protects consumers and firms from unlawful social media activities (Steinman & Hawkins 2010). Generally, social media platforms have their own set of rules and regulations that users need to comply with. Participant #1 believed that 'consumer protection laws' are 'kept up-to-date' with 'the whole age of technology and social media'. Similarly, Participant #20 stated that he 'strongly feels that Australian law does support' consumers on social media. Participant #2 revealed that she has not 'personally come across anything as such' that needs legal action as a consumer on social media. While, Participant #3, Participant #8, Participant #13, Participant #14, Participant #17 and Participant #19 revealed that they lack knowledge about the laws that protect consumers on social media. Their responses are as follows respectively, 'I am not too aware of that', 'I am not familiar with the Australian laws', 'I have no idea', 'I am not aware of Australian law, like what is in this area', 'I am not sure about this, 'I don't know enough about Australian law' and I don't know any laws that support consumers'. Respondent #7 mentioned that law is not up-to-date to cater for the rapid growth of technology and social media. On the contrary, Participant #4 felt that 'harsher rules' should be imposed for lawbreakers whereas Participants #5 stated that 'it is hard to regulate what people post' on social media.

Social media platforms have their own set of privacy and security policies (Steinman & Hawkins 2010), and recently Facebook was found guilty of the data breach (ABC 2018) and has undertaken stringent and vigilant actions to protect user data. According to Park et al. (2015), privacy concerns can have a negative impact on the intensity of social media usage because users are concerned about privacy and security when their personal information is used or sold without their knowledge and consent. Similar responses were received from the participants who have shared strong sentiments about privacy and security on social media. Participant #4 stated that 'I am always concerned about my privacy and security on social media.' Participant #6 took precautionary measures and is 'too concerned ' about privacy issues.

Similarly, Participant #8 'keeps updating my security' to maintain safety, while Participant #10 felt that 'you can lose very private things' and privacy issues are 'a big concern'. Participant #15 took precautionary measures by not 'accepting many

people that I don't know' and Participant #19 does not 'put up many things, pictures and comments' for safety measures. While Participant # 20 felt that 'nothing is secured and safe' as there is an enormous amount of information easily accessible on social media and on the Internet. On the contrary, Participant #12 felt that 'I think I trust too much, that nothing will happen'.

4.3.1.6 Cultural Influences

Table 28: Sub-Factors of Cultural Influences with Interview Responses

Sub-Factors of Cultural Influences	Interviewees' Responses
57. Friending Friending is described as a mutual link-up of profiles that are made of communities, which allows for collaboration and social interactions (Kaplan & Haenlein 2010).	*'The reason I am active on that is mainly to keep in touch with friends and family' (Respondent # 4)* *'Probably with catching with your mates and trying to keep in the loop of what going on' (Respondent # 5)* *'I like Facebook just because I can be in touch with people, so I like that part, so I use mostly like private messaging' (Respondent # 8)* *'I just use Facebook to look out for my friends, information, I don't usually update my information' (Respondent # 9)* *'The main reason I suppose is to keep in touch with people' (Respondent # 10)* *'Living in Australia now and away from my family, well they want to know what I am doing or my social life here' (Respondent # 12)* *'I don't use social media platform to update my status, I just catch-up with my friends and that's enough' (Respondent # 14)* *'It's a very good place to know that your friends, family and colleagues are well, enjoying their life, without having to go to the stress of talking' (Respondent # 18)*
58. Collaboration Social media technology provides a direct collaboration of firms with their consumers and stakeholders (Zhu & Chen 2015).	*'If I am using something and that is very productive, I ask other people to use it because, it's worthwhile and depends if they can afford to do that but I am happy to share with others' (Respondent # 15)* *'So yea when there is question about a new product on the market, I do ask questions and do get responses, so the response is quite there' (Respondent # 2)* *'I would like to let you know that this was my experience and hopefully this can be resolved, so no one else has to experience that, I have done that' (Respondent # 18)*

59. Group Formation	*'Again, be the sporting activities that I do outside of work hours and quiet regularly, its going off right now'* (Respondent # 10)
Social media allows active users to form groups and share their common life experiences and situations (Evans et al. 2010).	*'Facebook, there is an online forum for computer game that also use to connect with some people across the world'* (Respondent # 11)
	'Occasionally it's the topics that interests me, like there is a Science and Futurism which I subscribe to, other times, it's about things that I am passionate about, I have till recently been an active cyclist and there is cycling social group on Facebook and I have noticed that these sorts of things are very very niche in the general world' (Respondent # 12)
	'Yea, climbing. I organise climbing stuff, that's it. Closed but it is big, it is really big' (Respondent # 13)

Source: Compiled from the semi-structured interviews

Cultural influences refer to a set of values, wants, and behavioural aspects that are acquired from family, friends and other institutions (Kotler et al. 2006). The cultural influences represent the relationship of individuals with each other (Kotler & Armstrong 2009). The sub-factors under cultural influences that were confirmed from the interviews, are presented in Table 28.

The sub-factors validated under cultural influences were friending, collaborations and group formation. Friending refers to users connecting by accepting mutual profiles where they can share personal information and interact with each other (Evans et al. 2010) by inviting friends and colleagues to have access to their Facebook profiles, allowing each other to share instant messages (Kaplan & Haenlein 2010). According to Evans et al. (2010), Facebook provides a much friendlier environment for individuals to share their thoughts, ideas and carry out conversations with each other. The majority (70%) of the participants agreed that they participate on social media to get 'connected', 'keep in touch' or 'be in touch', 'catching' or 'catch-up' with 'mates', 'family and friends'. Respondent #12 indicated that she is staying in Australia, 'away from my family' and 'they want to know what I am doing or my social life here', thereby maximising her usage of social media through friending. Participant #15 also gave a similar response whereby she updated her Facebook status 'for families to see what we are doing because we live far away from each other'. Participant #17 felt that social media permits him 'to get to know more people, what they are thinking about'.

Collaboration refers to the association of firms, consumers and stakeholders on social media that allow users to find solutions to their problems (Evans et al. 2010; Felix et al. 2016; Hanna et al. 2011). Thus, Participant #1 shared the experiences on collaboration whereby, 'it started out as a complaint but given the way the social media team handled the complaint, it turned to an outcome'. Similarly, Participant #2 indicated that she 'asks questions and do get responses' from firms on social media. Participants #18 mentioned that she had collaborated in the past and her experiences are, 'I would like to let you know that this was my experience and hopefully this can be resolved, so no one else has to experience that'. Likewise, Zhu and Chen (2015) stated that social media platforms permit users to find solutions to their problems and reach an agreement to a common topic. Furthermore, Participant #15 shared her experiences with fellow consumers on social media indicating that 'if I am using something and that is very productive, I ask other people to use it because it's worthwhile.'

Social media users create closed or open groups and fan pages that encourage group/ member participation. The members get involved in discussions on common topics or experiences (Evans & McKee 2010). Group formulation helps in educating, providing support and generating awareness on common issues or topics. Participant # 12 is involved with groups and 'topics that interests' her and relate to issues that the participant is 'passionate about'. Likewise, Participate #11 is on Facebook with 'an online forum for computer games' and the participant connects with this group 'across the world'.

4.3.1.7 Psychological Influences

Table 29: Sub-Factors of Psychological Influences with Interview Responses

Sub-Factors of Psychological Influences	The Interviewees' Responses
60. Psychological Well-Being Psychological well-being refers to the cognitive judgement of individuals that includes self-esteem and life satisfaction (Chi 2011).	*'I just feel that I need to be on something where I can participate and do something constructive, rather than sitting and getting being bored' (Respondent # 20)*

61. Consumer Attitude	'I still think the benefits of social media still outweigh the bad parts or negative aspects' (Respondent # 1)
Consumer attitudes are based on individuals' value system that helps them to define the differences between good and bad or right and wrong (Summers et al. 2009).	'Good in the sense, it provides a lot of information about products and services which are around, also connecting with people, getting reviews. It in a way saves money for. In a bad way, as you said about privacy identity theft and other ways there sometimes when we spend a lot of time on it, yes we do waste time and we end up buying things that we don't need'' (Respondent # 2)
	'I mean there are obviously good and bad things. I mean it does, there are different kinds of social media, there is Facebook, there is YouTube so each of these have their own advantages and disadvantages' (Respondent # 3)
	'I think it's a matter of choice for each person…' (Respondent # 4)
	'I think social media marketing is the way of future, as in everyone is moving onto social media and its necessary if you want to compete in the platform but for awareness, for awareness purpose its fantastic but one has to be careful in terms of promotions and actually purchasing purposes because not everyone is trusting' (Respondent # 6)
	'Overall, social media is good but you have to use it wisely, as a consumer or as a user' (Respondent # 8)
	'I think its the most popular way for people using to seek for information' (Respondent # 9)
	'You can engage with the audience, so you can directly or keep in contact with which is fantastic, personally to me I think it's a good thing' (Respondent # 10)
62. Perception and Opinion	'I don't use social media to voice my opinion too often because it's a permanent record of something that can be taken out of context, like the demo-track' (Respondent # 10)
Perception is defined as the process that consumers use to make sense of, organise and interpret information about their environment (Hoffman et al. 2005).	'I would like to let you know that this was my experience and hopefully this can be resolved…I have done that. I think because it was so visible, I got a good response, immediate action and apology' (Respondent # 18)
	'So, I have seen other people do it and usually gets a bigger response and if you email them' (Respondent # 7)
	'Yes, very much so. I think with the whole age of social media, there is less opportunities for firms and companies to hide' (Respondent # 1)

Source: Compiled from the semi-structured interviews

Psychological influences refer to motivations, perceptions, learning, beliefs and attitudes that influence consumer behaviour (Kotler, Philip et al. 2006) on social media. The sub-factors identified and verified from the semi-structured interviews are compiled in Table 29. Note, that the sub-factor parasocial interaction was not confirmed through the interview responses. Psychological influences had the least number of responses from the participants. The three sub-factors validated from the order of prominent responses for the psychological influences are consumer attitudes, followed by perception and opinion, and psychological well-being.

Consumer attitudes refer to the favourable and unfavourable evaluation of consumers' emotions towards an object or idea (Akar & Topçu 2011; Knoll 2016; Mangold & Faulds 2009; Weinberg & Pehlivan 2011). The individual's attitude reflects their motivations for using marketing on social media. The participants had responded with mixed reactions about their attitudes for using social media platforms. Participant #1 has indicated that the benefits of using social media 'outweigh' the 'bad parts or negative aspects.' According to Participants #2, 'social media marketing is good and bad' and has stated that social media provides a lot of information about products and services, but consumers spend a lot of time, where they 'waste time' and 'buy things' that are not needed. While Participant #6 felt that 'social media marketing is the way of future' and users are moving onto social media for awareness.

Moreover, Participant #3 stated that there are 'different kinds of social media' and 'it depends on what kind of benefits' the consumers are trying to seek. Boateng and Okoe (2015) have indicated that consumers' attitudes towards the firm reflect their behavioural response towards firms' marketing programs on social media. Respondent #16 specified that firms know that consumers are on social media and they are developing marketing programs to capture these audiences, while Participant #14 affirmed that social media 'helps to read the reviews' before purchasing 'something' and Participant #7 noted that social media platforms should be used 'wisely', 'in terms of sharing information' with firms.

Furthermore, consumer perceptions and opinions refer to consumers making decisions through the selection, interpretation and organisation of information on social media (Evans et al. 2010; Mangold & Faulds 2009; Pentina et al. 2018). Hence, Participant

#1 stipulated that 'with the age of social media, there is less opportunity for firms to hide' from the opinions and perceptions expressed by consumers on brand, fan or firm pages. Participant #7 also supported indicating that consumers 'usually get a bigger response' by expressing their opinions and perceptions on social media pages when compared to sending emails to the firms. Participants #2 and #18 postulated that they 'voiced out' their perceptions on 'certain products' by letting the firms on social media know that 'this was my experience and hopefully this can be resolved.' The social media platform allows consumers to be more 'visible' when expressing their voices, opinions and perceptions. In addition, Participant #12 mentioned that on social media consumers have the liberty to 'report' any content which the consumers find inappropriate. Moreover, Participant #10 stated that he avoided making comments or expressing views or opinions because 'it's a permanent record of something that can be taken out of context, like the demo track.'

Psychological well-being is a form of judgement made by individuals that are subjective and psychological by nature. According to (Chi 2011), psychological well-being relates to the positive emotions that lead to personal empowerment for people to use social media. Participant #20 indicated that he 'participates' on social media 'to do something constructive, rather than sitting and getting bored.' The response from the participant reflects at the positive psychological motivation to engage on social media for personal growth and empowerment.

4.3.1.8 New Sub-Factors Discovered from Semi-Structured Interviews

Table 30: New Sub-Factors Supported with Interview Responses

Factors	New Sub-Factors	Interviewees' Responses
Marketing Communication	1) Accessibility	*'Social media is more accessible in places where you have Internet, and which is in the metropolitan urban areas'* (Respondent #4) *'Access to mobile device, various laptops, computers and internet enabled TVs'* (Respondent #1)
	2) Ease of Use	*'One of the quickest ways to share information so clearly if want information quickly, I think social media is the fastest'* (Respondent # 16)

		'I think it might be a time saver for those people who are busy' (Respondent #4) *'You can easily find information, very useful"* (Respondent # 9)
Law and Legislation	**3) Cyber-Bullying**	*'There are certain time people really get wild on social media. They start blaming people and, like some bullying them, bringing somebody down' (Respondent# 2)* *'Aggressive trolling, it's not been tested, yet. It's pretty much not there to protect people' (Respondent # 18)* *'There are people who do express themselves quite openly and sometimes they do attack other people's which may be quite rude and vulgar' (Respondent# 4)*
	4) Identity Theft	*'I mean other than me walking with my name with identity theft, pausing as me and then connecting with my friends and saying all those nasty things which I wouldn't be knowing what's happening or sharing things… recently that identity theft has occurred' (Respondent# 2)* *'I can say a lot of people can get easily tricked' (Respondent # 10)*
Social Interactions	**5) Events/Functions**	*'If there is any special occasions, so particularly on Facebook if there is any birthdays or like events' (Respondent# 1)* *'I will click on my friend's page and post something for example, "Happy Birthday"' (Respondent# 16)*
	6) Fundraising	*'I keep track of again fundraising activities and all the organisations that are working for raising funds for like the Syrian crisis and the Nepal Earthquake and cancer related, so like anything that seems to have a purpose. I keep a track of a lot more' (Respondent #18)*

Source: Compiled from the semi-structured interviews

There were no new factors identified from the semi-structured interviews. Overall, 62 sub-factors were validated and re-confirmed by the interview responses. Six new sub-factors were discovered from the interview responses that were incorporated into the

existing seven factors. The new sub-factors identified are accessibility, ease of use, cyber-bullying, identity theft, events/functions and fundraising, as shown in Table 30.

The availability of the fast Internet allows users to have accessibility to social media platforms (Kaplan & Haenlein 2010). Participant #4 strongly stated that 'social media is more accessible in places where you have the Internet, which is in the metropolitan urban areas.' The accessibility of social media becomes poorer once the user moves or travels away from urban to rural settlements. On the other hand, Participant #1 felt that social media platforms are becoming easier and accessible due to the availability of 'mobile devices, various laptops and Internet-enabled TVs', leading to rapid sharing of information. An empirical study conducted by Kwon and Wen (2010) indicated that the perceived ease of use encourages individuals to maximise the usage of social media services. According to Participant #16 and Participant #9, 'social media is the fastest' enabling ease of use and faster delivery of information and content. Participant #4 also supported the idea for ease of use, indicating that social media is 'a time saver for people who are busy.'

Cyber-bullying is defined as the use of social media platforms to engage in a deliberate, repeatedly and in a destructive manner to harm other users (Hood & Duffy 2017). Participant #2 and Participant #4 were concerned about cyber-bullying and stated that 'certain times people really get wild on social media' and 'sometimes they attack other people, which may be quite rude and vulgar.' Besides, Participant #18 also mentioned that users can become victims of 'aggressive trolling'. Identity theft is defined as scammers stealing an individual's identity and personal information to enact as the respective individual (Press 2017). Participant #2 had strong feelings of insecurity on social media where 'people are stealing other people's identities and photos, information, and showing that they are desperate and asking for money'. While Participant #10 also stated that 'people can get easily tricked.'

Social media can be used to wish people and share grievances and arrange for events or functions in a timely manner (Mangold & Faulds 2009). Participant #1 and Participant #6 stated that they use Facebook to wish friends and relatives during 'special occasions', such as 'birthdays or like' and share grievances during difficult times. Finally, Participant #18 stated that she uses social media for 'fundraising

activities' for worthy causes. Yates and Paquette (2011) have also supported the idea of using social media for donations and fundraising activities because the platform gives access to a wider audience who can respond to the needs of the organisers.

Albeit the differences in responses from the interviewees, influential factors and sub-factors pertaining to individual and environmental influences affect consumer engagement in Australia.

4.4. Conclusion

The exploratory phase of the study provided a robust list of factors and sub-factors affecting consumer engagement with social media marketing, identified from the systematic literature search. Thereafter, semi-structured interviews attained an enormous amount of descriptive data from the participants' views, opinions and thoughts about factors and sub-factors that influence them to engage with the firm's marketing content on social media. The semi-structured interviews contributed towards validating and verifying factors and sub-factors, providing an incremental step in understanding the research issues. The next chapter covers the formulation and justification of the hypotheses developed from Phase 1 of the study, as well as the study model.

5. CHAPTER FIVE: DEVELOPMENT OF STUDY MODEL AND RESEARCH HYPOTHESES

5.1. Introduction

The previous chapter (Chapter 4) provided an in-depth explanation of the exploratory stage of the research. The chapter focused on discussing the findings from the literature and the insights emerging from semi-structured interviews. The chapter also discussed the factors and sub-factors verified and validated from the literature and through the interview process. The qualitative phase is followed by the quantitative stage to empirically test the factors and sub-factors that influence consumer engagement with social media marketing activities. The findings from the exploratory phase provide the foundation to formulate the study model and hypotheses for this chapter.

5.2. Study Models

From the findings of the exploratory stage of literature search and semi-structured interviews, a study model (Hassan 2014) was developed as shown in Figures 9 and 10. The study model 9 was an extension of the conceptual model presented in Chapter 2. A study model or research model demonstrates the constructs and their core relationships, devised from the conceptual framework that originates from the research questions (Perry 1998).

The study model portrayed in Figure 9 was developed from the literature search and findings. An updated study model was formulated in Figure 10 to demonstrate the overall findings from the exploratory phase that include the influences, factors, sub-factors and the moderators identified from the literature. The additional sub-factors identified from the findings of semi-structured interviews are written in red in Figure 10. The additional sub-factors identified from the interview phase are *accessibility, ease of use, events/ functions, fundraising, cyber-bullying and identity theft*. In this regard, the updated study model (Figure 10) was developed to ascertain the following:

1) *Relationships between factors that influence consumer engagement.*

2) To investigate whether the factors vary across demographic variables.

The measures of dependent variables and independent variables were associated with the identified factors influencing consumer behaviour. These measures were selected from previous studies that were empirically tested with a significant number of samples (Campbell, Ferraro & Sands 2014; Chi 2011; De Vries & Carlson 2014; Dhar & Jha 2014; Enginkaya & Yılmaz 2014; Smock et al. 2011), while review papers and qualitative studies were not suitable to devise measurable variables. The independent variables from the study models (Figure 9 and 10) are Personal Influences, Psychological Influences, Buyers' Response, Marketing Communication, Social Influences, Cultural Influences, and Law and Legislations that have been used in surveys conducted in the past researches (Campbell et al. 2014; Chi 2011; de Vries & Carlson 2014; Dhar & Jha 2014; Kim & Ko 2012; Park et al. 2015; Smock et al. 2011). Furthermore, the dependent variable relates to consumer engagement with social media marketing and is the intensity of social media used for engagement. This relates to the frequency of visits, status updates and page posts (Ellison 2007; Kuru & Pasek 2016; Mariani et al. 2016).

Moreover, the study models (Figures 9 and 10) also portray the influence of socio-demographic variables of age, gender, state, education level, number of years using social media and type of social media used by the participants that enact as the moderating variables. According to Sharma et al. (1981), moderating variables hold vital effects in understanding and predicting consumer behaviour. Thereby, moderating variables influence the strength of a relationship between independent and dependent variables (Creswell 2014). Previous studies have associated age, gender, state of residence and education level with the use of social media (Keating et al. 2016; McAndrew & Jeong 2012; Smock et al. 2011; Tsai & Men 2013). The number of years using social media and types of social media (Zhang & Mao 2016) used will help to test the prevalence of the platforms.

Figure 9: The Study Model developed from Literature Search

Individual Influences

- Consumer Personality
- Self-Expression
- Trust
- Expressive Information Sharing
- Professional Advancement
- Opportunity Seeking
- Hedonic Value
- Relaxation
- Habitual Pass Time

→ Personal Influences

- Psychological Well-Being
- Consumer Attitude
- Perception & Opinion
- Parasocial Interactions

→ Psychological Influences

- Brands
- Brand Awareness
- Consumer Brand Relationship
- Brand Royalty
- Brand Engagement
- Brand Affiliation
- Brand Anthropomorphism
- Co-creation
- Product Development
- Consumer Innovativeness
- Purchasing Intentions
- Pre/post Purchase Evaluation
- Product Evaluation
- Product/Service Investigation
- Customization
- Consumer Generated Content
- Customer Testimonials
- Opportunity and Problem Discussion
- Consumer Information Dissemination
- Remunerative Content

→ Buyers' Response

Environmental Influences

- Two-way Communication
- Viral Content
- Propensity to Share Information
- Convenience Utility
- Electronic Word of Mouth
- Informational Content
- User-Interactivity
- Open Access to Information
- Connectivity
- Consumer Ratings
- Real Time Accessibility
- Curation
- Information Acquisition/Seeking
- Consumption of Content
- User-Generated Content
- Entertaining Content
- Low-Cost Marketing
- Conversation
- Interactive Communication
- Source Credibility
- Features of Contents
- Functional Value

→ Marketing Communications

- Social Network Reach
- Social Capital
- Virtual Communities
- Gaining Recognition
- Awareness
- Community Development
- Social Interaction
- Trendiness
- Social News
- Social Voice
- Relational Content

→ Social Influences

- Friending
- Collaboration
- Group Formation

→ Cultural Influences

- Legislation
- Privacy and Security

→ Law and Legislation

a) Age
b) Gender
c) State
d) Education Level
e) Number of Years using Social Media

Consumer Engagement with Social Media Marketing

Figure 10: Updated Study Model developed from Literature Search and Interviews

5.3. Hypotheses of the Study

The hypotheses of the study are devised from the study model represented in Figure 10. The development of hypotheses assists researchers to make inference about potential outcomes from the relationships between variables (Creswell 2014). Each of the main hypothesis (H1 to H7) have sub-hypothesis that will be tested and whether the factors vary across demographic variables of age, gender, state, education level, number of years using social media and type of social media relating to consumer engagement. Note that the factors are also the representative of the sub-factors and that as in Hassan (2014), were collated from the literature search and confirmed through semi-structured interviews.

5.3.1 Personal Influences

A study conducted by (Dhar & Jha 2014), focused on the personal influences of consumer personality by identifying and defining introverts and extroverts in the study. Similarly, results from another empirical study confirmed that user personality traits are positively related to their intention to use and continue the usage of social media (Kim 2016). Smock et al. (2011) stated that expressive information sharing has a significant impact leading to one-to-many communication on social media. The authors have employed Uses and Gratifications Theory to conduct a study with undergraduate students who were active users of social media. There were varied responses from the participants about the personal influences that motivated them to engage in social media marketing activities.

Moreover, a 100% response rate was received from the participants supporting that consumer personality does influence consumer participation on social media. Thereafter, a 50% response was noted for expressive information sharing and 40% utilised social media platforms for opportunity seeking. Listed below are selective responses from the participants for consumer personality, expressive information sharing and opportunity seeking, respectively;

"I think extrovert, right now I am not in my city or my country. So that is one of the ways actually you keep track of what my friends are doing" (Respondent # 17)

'I do participate in a quite lively fashion' (Respondent # 2)

"I try to get myself updated with the information, if there is particular sale or discounts that going on and that interests me, I try to get to buy them" (Respondent # 20)

Therefore, the findings from past studies and responses from the participants led to the development of hypothesis (H1).

H1: Consumer engagement with social media marketing is positively influenced by personal factors.

H1a: Age of consumers will positively moderate the influence of personal factors on consumer engagement with social media marketing.

H1b: Gender of consumers will positively moderate the influence of personal factors on consumer engagement with social media marketing.

H1c: State in which consumers reside will positively moderate the influence of personal factors on consumer engagement with social media marketing.

H1d: Education level of consumers will positively moderate the influence of personal factors on consumer engagement with social media marketing.

H1e: Years of consumers' social media usage will positively moderate the influence of personal factors on consumer engagement with social media marketing.

5.3.2 Psychological Influences

A study by Chi (2011) revealed that psychological well-being has some influence on virtual communities on social media. High self-esteem improves trust perceptions of the users. Moreover, findings from an empirical study revealed that the consumers' attitudes are influenced by frequent usage of social media (Akar & Topçu 2011). Similarly, Boateng and Okoe (2015) have concluded that consumers with a favourable attitude would foster positive response towards social media advertising, products

advertised on social media and look out for further information. The consumer interactions in the form of perceptions and opinions expressed to inform other users on social media can help or hurt the brand or firms (Pentina et al. 2018).

From the interviews, the sub-factor consumer attitude gathered a 100% response from the participants, followed by 20% for perception and opinions and the least reaction of 5% was noted for the psychological well-being. The following are the respective responses from the participants:

'The benefits of social media still outweigh the bad parts or negative aspects' *(Respondent # 1)*

'I would say, yes voicing out on certain products' (Respondent # 2)

'I just feel that I need to be on something where I can participate and do something constructive, rather than sitting and getting being bored' (Respondent # 20)

Therefore, the findings from past studies and responses from the participants led to the development of hypothesis H2.

H2: Consumer engagement with social media marketing is positively influenced by psychological factors.

H2a: Age of consumers will positively moderate the influence of psychological factors on consumer engagement with social media marketing.

H2b: Gender of consumers will positively moderate the influence of psychological factors on consumer engagement with social media marketing.

H2c: State in which consumers reside will positively moderate the influence of psychological factors on consumer engagement with social media marketing.

H2d: Education level of consumers will positively moderate the influence of psychological factors on consumer engagement with social media marketing.

H2e: Years of consumers' social media usage will positively moderate the influence of psychological factors on consumer engagement with social media marketing.

5.3.3 Buyers' Response

Buyers' response refers to the decision-making process the consumers undertake that determines their buying behaviour (Kotler & Armstrong 2009). Brands remain the most widely researched area in social media with marketing and consumer engagement (de Vries & Carlson 2014; Enginkaya & Yılmaz 2014; Godey et al. 2016; Jahn & Kunz 2012; Seo & Park 2018). Moreover, brands are also essential stimuli that determine consumer buying decisions (Kotler & Armstrong 2009). There are a number of brands that are using social media, enabling consumers to communicate and share insights on their favourite brands (de Vries & Carlson 2014). Social media allow consumers to engage with brands and to deepen their relationships with fellow consumers and firms (de Vries & Carlson 2014; Enginkaya & Yılmaz 2014). To uphold consumer engagements with brand fan pages, the firms' content should be interesting, entertaining and innovative (Jahn & Kunz 2012). According to Seo and Park (2018), brand awareness reflects the consumers' ability to identify brands in various circumstances. An empirical study has indicated that social media raises brand awareness by establishing a brand image, and also constitutes reaching new consumers (Godey et al. 2016). Overall, brand and brand awareness permit product and service investigation where consumers seek for reliable information which is available in the form of comments, testimonials, consumer reviews and feedback on social media (Enginkaya & Yılmaz 2014).

Therefore, for buyers' response, brand awareness, product/ service, the investigation noted an 80% response from the participants and brands had a 60% response rate. The relevant responses are as follows:

'Especially on Facebook to see things to get updated on a daily basis and what's happening with a particular brand' (Respondent #15)

'If there is a product that I am interested on, I ensure that I search through information and reviews are pretty good… I purchase that' (Respondent # 20)

'If you follow a kind of brand and you really like that kind of products, its a good way for them to updating you with new products and new thing' (Respondent #12)

Based on the findings from previous studies and from the participants' responses, hypothesis three (H3) was established.

H3: Consumer engagement with social media marketing is positively influenced by factors related to buyers' response.

H3a: Age of consumers will positively moderate the influence of factors related to buyers' response on consumer engagement with social media marketing.

H3b: Gender of consumers will positively moderate the influence of factors related to buyers' response on consumer engagement with social media marketing.

H3c: State in which consumers reside will positively moderate the influence of factors related to buyers' response on consumer engagement with social media marketing.

H3d: Education level of consumers will positively moderate the influence of factors related to buyers' response on consumer engagement with social media marketing.

H3e: Years of consumers' social media usage will positively moderate the influence of factors related to buyers' response on consumer engagement with social media marketing.

5.3.4 Marketing Communications

Consumers engage with electronic word-of-mouth to search and gather information about brands, products and services (Kim & Ko 2012). Campbell et al. (2014) found that word-of-mouth referral impacts consumer communication. Meanwhile, another study has indicated that ad clicks can indicate positive word of mouth on social media

(Zhang & Mao 2016). User-generated content refers to the creation and exchange of content that is publicly available on social media (Castronovo & Huang 2012; Knoll 2016). The key difference between electronic word-of-mouth and user-generated content is that content is generated and conveyed by the users (Knoll 2016). To a large extent, both are a precedent for engagement on social media. The consumption of content refers to end-users reading and acquiring information from the content shared by other users (Heinonen 2011; Muntinga et al. 2015), and that fosters consumer engagement.

Under marketing communications, electronic word-of-mouth and user-generated-content had 65% of the respondents' responses. Consumption of content had 55% replies from the participants. The participants' responses were as follows:

'I find that electronic word-of-mouth has a massive reach' (Respondent# 18)

'If there are some good deals, I will post it' (Respondent # 16)

'Twitter, I use it mainly for reading information' (Respondent # 17)

The findings from previous studies and from the semi-structured interviews led to the development of hypothesis H4.

H4: Consumer engagement with social media marketing is positively influenced by factors related to marketing communications.

H4a: Age of consumers will positively moderate the influence of factors related to marketing communications on consumer engagement with social media marketing.

H4b: Gender of consumers will positively moderate the influence of factors related to marketing communications on consumer engagement with social media marketing.

H4c: State in which consumers reside will positively moderate the influence of factors related to marketing communications on consumer engagement with social media marketing.

H4d: Education level of consumers will positively moderate the influence of factors related to marketing communications on consumer engagement with social media marketing.

H4e: Years of consumers' social media usage will positively moderate the influence of factors related to marketing communications on consumer engagement with social media marketing.

5.3.5 Social Influences

Virtual communities have similar characteristics as face-to-face communities where people associate with each other sharing common insights, knowledge and experiences (Komito 2011). Social media permits users to maintain a sense of belonging and gain the recognition that fosters social connections and interactions (Shao 2009). Trendiness refers to the newest information (Kim & Ko 2012) that contributes to consumer engagement because the information shared on social media is the most up-to-date (Seo & Park 2018). The combination of social interactions and social media provide end users with a massive reach of other end users that provides, community development, awareness and social voice (Alharbie 2015). Social influences had the virtual community as the dominant sub-factor having 60% responses from the participants. Trendiness had a 50% response, and social network reach 40%. The participants' answers were as follows:

'In Instagram I was actually following this feminist group' (Respondent #3)

'I do follow them, especially the news and the music' (Respondent #15)

'The reason I am active on that is mainly to keep in touch with friends and family' (Respondent# 4)

Therefore, to investigate the relationship between social influences and consumer engagement, the following hypothesis, H5, was advanced:

H5: Consumer engagement with social media marketing is positively influenced by social factors.

H5a: Age of consumers will positively moderate the influence of social factors on consumer engagement with social media marketing.

H5b: Gender of consumers will positively moderate the influence of social factors on consumer engagement with social media marketing.

H5c: State in which consumers reside will positively moderate the influence of social factors on consumer engagement with social media marketing.

H5d: Education level of consumers will positively moderate the influence of social factors on consumer engagement with social media marketing.

H5e: Years of consumers' social media usage will positively moderate the influence of social factors on consumer engagement with social media marketing.

5.3.6 Cultural Influences

According to Hofstede (1980), the values and beliefs held by individuals of certain cultures influence the behaviour of people or the organizations, whereby respective behaviours are legitimate, acceptable and effective. Hofstede's framework includes four dimensions of cultural values and beliefs: Individualism (versus Collectivism), Masculinity (versus Femininity), Tolerance of Uncertainty (versus Intolerance of Uncertainty) and Power Distance (versus Power Equalisation) (Schlagwein & Prasarnphanich 2011).

Individualism refers to weaker social relationships, where individuals care only for themselves (Hofstede 1980). From the social media context, individual images and themes portray self-reliance, self-recognition and achievement. Moreover, individualism is evident when individuals make recommendations or acknowledgement on social media platforms (Vitkauskaite 2011). On the other hand, collectivism refers to the tightly knitted relations that are valued by individuals to

maintain social relations (Hofstede 1980; Vitkauskaite 2011). Therefore, conversations with fellow consumers or firms, sharing and receiving of contents and virtual group formation relates to collectivism on social media platforms (Hofstede 1980; Vitkauskaite 2011), while tolerance of uncertainty and power distance are not apparent within the functionality of social media and marketing context.

Moreover, Kaplan and Haenlein (2010) have indicated that social networking sites enable users to create personal information, where they can connect by sending friend requests, sending private messages, making comments and liking content. Collaboration allows engagement through consumers asking questions and getting a response to their queries (Hanna et al. 2011; Zhu & Chen 2015), leading to group formation with the end-users of similar interests.

 For cultural influences, friending constituted 80% response rate, and collaboration 25%, while group formation had 20%. The participants' answers were as follows:

'Mainly in terms of Facebook, the reason I am active on that is mainly to keep in touch with friends and family' (Respondent # 4)

'If I am using something and that is very productive, I ask other people to use it because, it's worthwhile and depends if they can afford to do that but I am happy to share with others' (Respondent # 15)

'I organise climbing stuff, that's it. Closed but it is big, it is really big' (Respondent # 13)

Consequently, hypothesis H6 will test the relationship between consumer engagement and cultural influences.

H6: Consumer engagement with social media marketing is positively influenced by cultural factors.

H6a: Age of consumers will positively moderate the influence of cultural factors on consumer engagement with social media marketing.

H6b: Gender of consumers will positively moderate the influence of cultural factors on consumer engagement with social media marketing.

H6c: State in which consumers reside will positively moderate the influence of cultural factors on consumer engagement with social media marketing.

H6d: Education level of consumers will positively moderate the influence of cultural factors on consumer engagement with social media marketing.

H6e: Years of consumers' social media usage will positively moderate the influence of cultural factors on consumer engagement with social media marketing.

5.3.7 Law and Legislation

An empirical study conducted by Park et al. (2015) indicated that privacy concerns can have a negative impact on engagement because users can track other users on social media. The degree of concern arises when end users' personal information is accessible to other end-users, consumers and firms without their concerns. While law treats advertising and marketing via social media the same as it does with traditional media (Steinman & Hawkins 2010). Therefore, under law and legislation, a 100% response rate was received for legislation and privacy concerns from the participants. Their responses were as follows:

'I haven't actually personally come across anything as such, but recalling from past and all those things' (Respondent# 2)

'I just don't know what the government is doing to protect consumers'" (Respondent# 8)

'I am always concerned about my privacy and security on social media' (Respondent# 4)

Finally, the findings from past studies and the responses from the participants prompted the advancement of hypothesis H7.

H7: Consumer engagement with social media marketing is positively influenced by factors related to law and legislation.

H7a: Age of consumers will positively moderate the influence of factors related to law and order on consumer engagement with social media marketing.

H7b: Gender of consumers will positively moderate the influence of factors related to law and order on consumer engagement with social media marketing.

H7c: State in which consumers reside will positively moderate the influence of factors related to law and order on consumer engagement with social media marketing.

H7d: Education level of consumers will positively moderate the influence of factors related to law and order on consumer engagement with social media marketing.

H7e: Years of consumers' social media usage will positively moderate the influence of factors related to law and order on consumer engagement with social media marketing.

5.4. Conclusion

This chapter provided the justifications for the development of the study model and the hypotheses. The study model and hypotheses were established from the foundation of the exploratory stage of literature search and the semi-structured interviews. The fundamental aim of the research is to investigation influential factors that foster engagement activities with social media marketing activities generated by firms in the Australian market. In the next chapter, the results from the confirmatory stage will be discussed.

6. CHAPTER SIX: QUANTITATIVE RESULTS

6.1. Introduction

In the previous chapter, a study model was developed based on the results from the literature search followed by the semi-structured interviews. Further, research hypotheses were confirmed and justified. This chapter empirically tests the research hypotheses and covers the results and discussion for the quantitative phase of the study. The main purpose of this chapter is to investigate, analyse and report the relationships of the factors with consumer engagement relating to social media marketing activities. Also, this chapter explores the relationship of the factors with demographic variables.

The chapter begins with the reliability test, followed by rigorous data screening. After the data preparation procedure, descriptive analysis and behavioural characteristics of the respondents are reported. Next, exploratory factor analysis and parallel analysis are carried out, leading to the identification and renaming of the crucial factors. Moreover, regression analysis was conducted, followed by the examination of the hypotheses and the discussion of the overall findings for Phase 2 of the study; the confirmatory stage.

6.2. Data Set

A total of 403 respondents participated in an online and paper-based survey. From the responses, 50 were partially completed, and 353 were fully completed responses. Missing data refers to a situation where the respondents have not fully completed the survey (Hair et al. 2017). Thus, 50 incomplete responses were excluded before importing the data from USQ Survey Tool to SPSS, as elaborated in Section 3.4.2.12. Table 31 provides a summary of the data set.

Table 31: Summary of the Data Set

Description	Number
Data with completed responses	353
Data with partial responses	50
Total	**403**

Source: Prepared for this study from survey data collection

6.3. Descriptive Statistics and Frequency Distribution

In order to make sense of data, it is essential that data is organised and summarised logically. Descriptive analysis is used to summarise and provide a description of data obtained from a given sample of responses (Hair et al. 2017). The six types of basic descriptive analysis used for this study are mean, median, mode, frequency distribution, range and standard deviation. Frequency distribution is described as the most common method of summarising data that record the number of times a value of a variable has occurred (Zikmund 2017).

6.3.1 Demographics of the Respondents

Demographics refer to the characteristics of a population (Armstrong et al. 2015; Zikmund 2017). The demographic characteristics of the study include the age of the participants, gender, state, level of education, years of using social media platforms and the types of platforms used. Refer to Table 32 for the demographic summary for this study.

Table 32: Summary of the Demographics Data

Age Range		Frequency	Percentage (%)
Age	18-24	218	61.8
	25-34	68	19.3
	35-44	28	7.9
	45-54	25	7.1
	55-64	12	3.4
	65-74	1	0.3
	>=75 years	1	0.3
Total		**353**	**100**
Gender Categories		Frequency	Percentage (%)
Gender	Male	170	48.2
	Female	180	51.0
	Other	3	0.8
	Prefer not to say	N/A	N/A
Total		**353**	**100**
Australian States		Frequency	Percentage (%)
State	NSW	297	84.1
	QLD	34	9.6

		Frequency	Percentage (%)
	SA	2	0.6
	TAS	2	0.6
	VIC	8	2.3
	WA	9	2.5
	ACT	1	0.3
	NT	N/A	N/A
Total		**353**	**100**
Education Categories		**Frequency**	**Percentage (%)**
Education	Postgraduate Degree	158	44.8
	Graduate Diploma/ Cert.	10	2.8
	Bachelor's degree	143	40.5
	Advanced Diploma	8	2.3
	Certificate	6	1.7
	Secondary Education	22	6.2
	Primary Education	N/A	N/A
	Other Education	6	1.7
	Total	**353**	**100.0**
	Years	**Frequency**	**Percentage**
# of years of using social media	1	2	0.6
	2	5	1.4
	3	6	1.7
	4	8	2.3
	5	31	8.8
	6	18	5.1
	7	27	7.6
	8	44	12.5
	9	21	5.9
	10	118	33.4
	11	11	3.1
	12	23	6.5
	13	11	3.1
	14	4	1.1
	15	12	3.4
	16	4	1.1
	17	3	0.8
	18	2	0.6
	19	N/A	N/A
	20	3	0.8
	Total	**353**	**100.0**

Types of Social Media	Frequency	Percentage (%)
Facebook	315	89.2
Twitter	121	34.3
YouTube	302	85.6
Google+	61	17.3
Instagram	255	72.2
Pinterest	61	17.3
LinkedIn	149	42.2
Tumblr	34	9.6
Others- 9 GAG	1	0.2
Discord	1	0.2
Medium	1	0.2
Reddit	3	0.8
QQ	12	3
WeChat	18	5
Weibo	12	3
Snapchat	6	1
Research Gate	1	0.2
Slack	2	0.5
Yammer	1	2
WhatsApp	5	1
Twitch	1	0.2
Bilibili	1	0.2
Zhihu	1	0.2
Donban	1	0.2

Source: Prepared for this study using the survey data collection

Table 32 illustrates the demographic representation drawn from the main survey. From the descriptive and frequency analysis, it was noted that the participants whose age ranged from 18-24 were 61.8% of the total sample, followed by age range for 25-34, then 35-44, 45-54 and 55-64 years of age. The least number of responses were for the age range of 65-74 and 75 or over. The consumers' age has been a commonly reported demographic attribute in past empirical studies (Park et al. 2015; Reisenwitz 2013;

Simon & Tossan 2018; Wang et al. 2012). The past studies have reported recruiting university students for research who are avid users of various social media platforms (Tsai & Men 2013) and generally fall within the age range of 18-24 (Akar & Topçu 2011; Orchard et al. 2014; Phua et al. 2017; Reisenwitz 2013). Moreover, Shah et al. (2019) have stated that Generation Y or Millennials (ages 22-33) spend a substantial amount of time on social media for their daily activities. Also, Generation Y uses social media information about products and services, and their prices and quality before making purchasing decisions (Kim et al. 2013).

Based on the gender distribution, 51.0% of the participants were females, and 48.2% were males. Gender is also a commonly reported demographic attribute found in past studies (Park et al. 2015; Reisenwitz 2013; Simon & Tossan 2018; Wang et al. 2012). In past studies, the gender of the participants was dependent on the type and nature of individuals recruited during the research phase (Carlson & Lee 2015; Chi 2011; de Vries et al. 2017; Duffett 2017; Smock et al. 2011). There was no standard patterns found for gender reporting, whereby some studies reported higher male participants (Carlson & Lee 2015; de Vries et al. 2017; Smock et al. 2011), while other studies implied a higher number of female participants (Chi 2011; Duffett 2017; Tsai & Men 2013).

The majority of the participants were recruited from NSW with the paper-based survey. Therefore, 84.1% came from NSW, 9.6% from QLD, 2.5% and WA with 2.3%. The least number of participants was from TAS, SA and ACT. There were no respondents recruited from NT. The state-based reporting was not common among past studies because the majority of studies recruited participants within the university vicinities (Chi 2011; de Vries & Carlson 2014; Enginkaya & Yılmaz 2014; Tsai & Men 2013).

The majority of the participants had a postgraduate degree, which was 44.8% of the total sample size. The Bachelor's qualifiers amounted to 40.2%, followed by Secondary education, Graduate Diploma/Certificate, Advanced Diploma and Certificate. No sample was recorded for the participants having only the Primary Education. Past studies that investigated the education levels revealed that participants

had high school certificates, undergraduate or postgraduate degrees (Froget et al. 2013; Park et al. 2015; Simon & Tossan 2018; Wang et al. 2012) who were users of social media platforms.

About 33.4% of the participants had used social media platforms for the past ten years, followed by 12.5% for eight years and 8.8% for five years. The past studies have investigated the number of years the participants have used social media platforms and have mentioned that participants have used the platforms for more than a year (Tsai & Men 2013; Vinerean et al. 2013).

In the main survey, the majority of the participants used Facebook and that accounted for 89.2% of the total sample size, followed by YouTube with 85.6%, then Instagram with 72.2%, LinkedIn 42.2% and Twitter accounts for 34.3%. Note, that several users used multiple social media platforms. The other types of social media platforms commonly used by the participants as listed in Table 32 are WeChat, Weibo, Snap Chat, WhatsApp and Reddit. Studies in the past have investigated the types of social media used (Azar et al. 2016; Jahn & Kunz 2012; Reisenwitz 2013) and have stated that Facebook remains the most widely used platform, even at present (Shah et al. 2019).

6.4. Data Preparation for Exploratory Factor Analysis

6.4.1 Selection of the Sample Size

Since a total of 353 completed responses were collated, exploratory factor analysis (EFA) was most appropriate for data analysis, given the number of items that are considered to be reduced (Costello & Osborne 2005). According to SCU (2018), EFA can be performed with a bare minimum, for the ratio of:

N/K being 3:1
Where N is the required sample size
K is the number of items in the survey

$$\frac{N}{K} = 3$$

$$\frac{N}{89} = 3$$

$$N = 89 * 3$$

$$\mathbf{N = 267}$$

Therefore, the acceptable sample for this study is 267 (< 353 samples collected), which is ideal with 89 items used in the survey. Refer to survey for the instrument in Appendix G.

6.4.2 Missing Values

Prior to any statistical analysis, it is fundamental to note and exclude any missing data or values (Hair et al. 2017; SCU 2018). Therefore, 50 partial responses have been excluded, as discussed earlier in Section 6.2.

6.4.3 Reliability Test

The reliability test confirms the degree by which measures are free from random errors while providing consistent outcomes (Zikmund 2017). For this study, the reliability analysis was conducted using SPSS. For the reliability test, Cronbach Alpha was determined for each of the latent variables. The Cronbach Alpha measures the internal consistency of multi-item scales (Hair et al. 2017). The Cronbach Alpha's coefficient value ranges from 0 to 1, whereby values less than 0.7 indicate a low and unsatisfactory internal consistency (Hair et al. 2017).

From the reliability test, all the constructs had alpha values above 0.7, except for Law and Legislation, which was 0.461. Refer to Table 33 for the outcome of the reliability test.

Table 33: Reliability Test based on Cronbach Alpha

Constructs	No. of Items Measured	Cronbach Alpha
1) Engagement	9	0.814

2) Personal Influences	11	0.723
3) Psychological Influences	4	0.755
4) Buyers' Response	20	0.928
5) Marketing Communication	25	0.903
6) Social Influences	13	0.875
7) Cultural Influences	3	0.743
8) Law and Legislation	**4**	**0.461**

Source: Prepared for this study using the output from SPSS

Since the law and legislation construct had a coefficient value of 0.461, the item *"I feel that Australian Law protects me from risks of misconduct, unfair treatment and inappropriate behaviour on social media"* was removed from further analysis. In Appendix 1A, item number '1' from statement labelled 'g' in the survey instrument had to be deleted to improve the Cronbach Alpha for Law and Legislation to 0.641 (refer to Table 34).

Table 34: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Law (Legislation)	**12.41**	**4.277**	**-.010**	**.010**	**.641**
Law (Privacy)	11.57	3.149	.369	.263	.282
Law (Cyberbullying)	11.09	3.424	.344	.137	.320
Law (Identity Theft)	11.52	2.875	.416	.267	.220

Source: Prepared for this study using the output from SPSS

6.4.4 Mahalanobis' Distance (MD)

The Mahalanobis' distance is used to test for multivariant outliers (Maesschalck et al. 2000). Mahalanobis' distance measures how many standard deviations away P is from the mean of D (Maesschalck et al. 2000; SCU 2018).

The individual cases with a p-value less than 0.01 (1%) were removed (SCU 2018). Thereby, 33 cases or responses were removed after determining the MD, which is summarised in Table 35. For EFA, 320 samples were used for dimension reduction.

Table 35: Outliers determined using Mahalanobis' Distance

Description	Number
Completed responses	353
Outliers (Mahalanobis' Distance)	33
Valid sample for EFA	**320**

Source: Prepared for this study using the output from SPSS

6.4.5 Descriptive Analysis after Mahalanobis' Distance

Once the outliers were determined and removed using Mahalanobis' distance, it was essential to conduct descriptive analysis to determine the variance of the items. It was ensured that all the variables had variance (SCU 2018). The output from SPSS is found in Appendix H.

6.4.6 Inter-Correlation Matrix

Once the outliers were determined, it was also vital to consider the inter-correlation between the variables before conducting EFA. In order to determine the correlation between the variables, the correlation matrix produced by SPSS was visually examined. A correlation matrix is a lower triangular matrix showing all the possible correlation between the variables or the items (Field 2009; Malhotra 2010). Bartlett's Sphericity Test is also used to examine the variables or items that are uncorrelated and removed from the dataset (Malhotra 2010). A correlation matrix is an identity matrix that consists of value 1 along the diagonal, where each variable correlates perfectly with itself (Malhotra 2010; SCU 2018). Upon constructing and visualising the correlation matrix, the following items' correlations were **not** significant at p=0.01 (2-tailed) and are listed in Table 36.

Table 36: Items whose correlation was not significant at p=0.01

Constructs	Items	Pearson Correlation
1) Personal Influences	I prefer to be on my own most of the time (Introvert)	-0.158
2) Marketing Communications	I frequently share purchase information or knowledge with others on social media (Share information)	-0.036
	I find no restrictions on the accessibility of information on social media (Open Access)	0.067

	I often create and disseminate my own information contents on social media (UGC)	0.037
	I use social media to promote my brands, products, services or ideas (Low cost)	0.100
3) Law	I dislike it when people bully each other and use inappropriate languages on social media (Cyber-bullying)	0.014
	I fear that people can steal my identity on social media and use my information inappropriately (Identity Theft)	-0.040

Source: Prepared for this study using the output from SPSS

6.4.7 Multicollinearity Check

Multicollinearity exists when there is a strong correlation between two or more variables (Field 2009; SCU 2018). One way of identifying multicollinearity is by examining the correlation matrix to see if any correlations are above 0.8 or 0.9. Moreover, both Tolerance and Variance Inflation Factor (VIF) are also used to determine multicollinearity. The VIF indicates whether a variable has a strong relationship with other variables. VIF is the reciprocal of tolerance (1/VIF) (Field 2009).

Method 1: Pearson correlations were checked for all variables and no near perfect correlation was found; that is, Pearson Correlation > 0.9.

Method 2: Collinearity Statistic
For all items Collinearity Tolerance> 0.1 and the Variance Inflation Factor (VIF)< 10

6.4.8 Homoscedasticity

Homoscedasticity means that the relationship between variables is the same for the entire range of dependent variables (SCU 2018). The residual should form a patternless cloud of dots. This is illustrated in Figure 11.

Figure 11: A Scatterplot of Standardised Predicted versus Standardised Residual Value

Scatterplot
Dependent Variable: ID
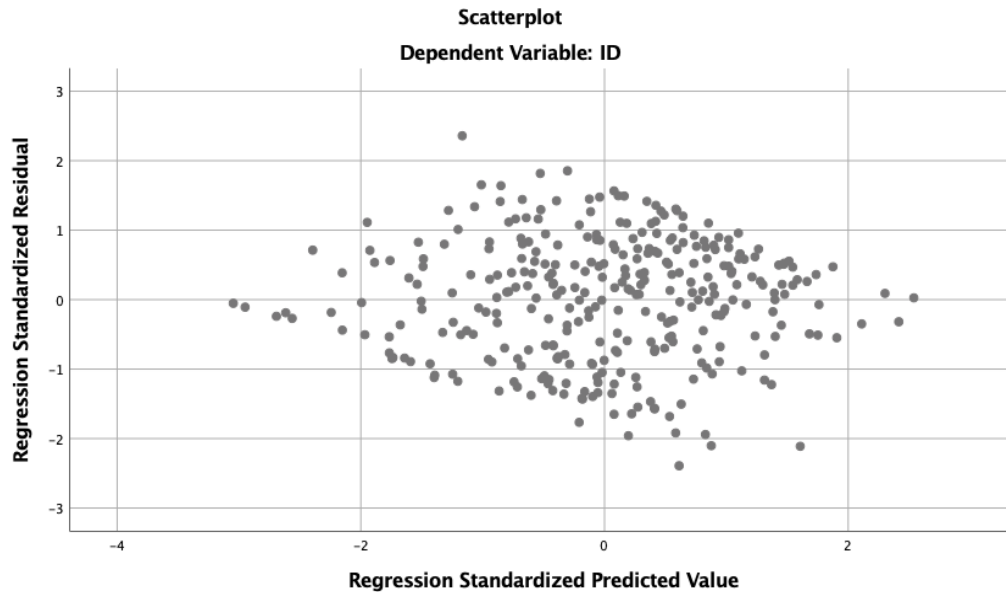
6.4.9 Communalities

Communalities refer to the amount of variance a variable or item share with all the other variables under consideration (Field 2009; Malhotra 2010). The items with the extraction value less than 0.5 were removed. Therefore, these respective items were removed:

1) *I am more sociable by nature and depend on my friends in decision-making (Extrovert personality).*

2) *I follow the viral news, tweets or YouTube videos on social media (Viral Content).*

In summary, 320 cases or response were taken into consideration for the exploratory factor analysis. Moreover, 10 items were removed after a series of rigorous data preparation methods described in Section 6.3.

6.5. Exploratory Factor Analysis (EFA)

Factor analysis refers to a statistical technique used by marketing researchers to condense data that has a large number of variables (Hair et al. 2008). There are three

types of factor analysis. Exploratory factor analysis refers to the **forming** of hypotheses about the relationships between variables (Field 2009). Confirmatory factor analysis tests the hypotheses for the relationships between variables (SCU 2018). Structural equation modelling **hypothesises** the relationship between a set of variables and tests the causal relationship using linear equation models (Hooper et al. 2008). Generally, structural equation modelling can be used for exploratory and confirmatory modelling to confirm results and as well as test the hypotheses. For this study, exploratory factor analysis is ideal because the study intends to measure the latent variables. The latent variables are variables that are not directly observed and measured and are inferred from other observed variables (Williams et al. 2010). SPSS statistical software was used for the data reduction method to identify vital factors that influence consumers to engage with social media marketing activities. The EFA was conducted for the independent variables with an intention to conduct dimension reduction. The factors were analyzed separately for each independent variable, except for the dependent variable, which was combined by averaging the scales. The items for the independent variables included a list of items shown in Appendix G from Sections B-H, while the items for the dependent variables were included in Appendix G, Section A.

The exploratory factor analysis was conducted using the Principal Component Analysis (PCA) employing eigenvalues greater than 1 with 70 items with orthogonal rotation (varimax). The Kaiser-Meyer-Olkin verified the sampling adequacy for the analysis, KMO=0.930, which is an acceptable KMO value. Bartlett's test of sphericity $\chi^2(320) = 11591.11$, p < 0.00, indicated that the correlation between items was sufficiently large for PCA.

The principal component analysis is an approach in factor analysis that considers the total variance in the data (Malhotra 2010). The rotation of the factor analysis provides a simpler data structure that helps to understand the output easily (Malhotra et al. 2002). There are several rotation methods available in SPSS. For this study, Varimax was selected to be the most appropriate rotation method. Varimax is an orthogonal method of factor analysis that loads a smaller number of variables highly into each factor resulting in interpretable factors (Field 2009; Malhotra et al. 2002). According

to Field (2009), a factor loading of 0.298 or higher is regarded as significant for a sample size of 300.

The EFA analysis was undertaken several times to ensure that meaningful and logical groups of items were clustered. Table 37 provides the output from EFA. A total of 15 factors were loaded in the rotated component matrix. The percentage of total variance explained from the 15 components was 63%. However, factors 11-15 were eliminated because the number of items loaded was less than 3 (SCU 2018).

Table 37: Factors Extracted, Rotated Component Matrix

Items	Factors
	1	2	3	4	5	6	7	8	9	10
Parasocial (Psychological)	0.513									
Brands (Buyers' Response)	0.653									
Brand Awareness (Buyers' Response)	0.553									
Consumer Brand Relationship (Buyers' Response)	0.739									
Brand Loyalty (Buyers' Response)	0.720									
Brand Engagement (Buyers' Response)	0.617									
Brand Affiliation (Buyers' Response)	0.507									
Brand Anthropomorphism (Buyers' Response)	0.652									
Co-creation (Buyers' Response)	0.697									
Product Development (Buyers' Response)	0.661									
Pre-evaluation (Buyers' Response)	0.427									
Events (Social Influences)		0.472								
Social Network Reach (Social Influences)		0.568								
Fundraising (Social Influences)		0.407								
Virtual Communities (Social Influences)		0.656								
Gain Recognition (Social Influences)		0.427								
Awareness (Social Influences)		0.478								
Community Development (Social Influences)		0.647								
Social News (Social Influences)		0.440								
Relational Content (Social Influences)		0.478								
Friending (Cultural Influences)		0.630								
Collaboration (Cultural Influences)		0.692								

Group Formation (Cultural Influences)		0.718								
Self-Expression (Personal Influences)			0.485							
Trust (Personal Influences)			0.725							
Expressive Information (Personal Influences)			0.605							
Valuable (Psychological Influences)			0.595							
Credible (Psychological Influences)			0.676							
Perception (Psychological Influences)			0.588							
Social Voice (Social Influences)			0.432							
Ratings (Marketing Communication)				0.633						
Reviews (Marketing Communication)				0.737						
Real-Time Accessibility (Marketing Communication)				0.516						
Curation (Marketing Communication)				0.656						
Two-way communication (Marketing Communication)					0.458					
Informational Content (Marketing Communication)					0.567					
Interactivity (Marketing Communication)					0.634					
Connectivity (Marketing Communication)					0.499					
Interactive Communication (Marketing Communication)						0.517				
Source (Marketing Communication)						0.153				
Features (Marketing Communication)						0.608				
Functional Content (Marketing Communication)						0.537				
Social Interactions (Social Influences)						0.414				
Accessibility (Marketing Communication)							0.571			
Ease of use (Marketing Communication)							0.623			
Convenience Utility (Marketing Communication)							0.721			
Hedonic Value (Personal Influences)								0.766		
Relaxation (Personal Influences)								0.729		

Habitual (Personal Influences)									0.560	
Opportunity Discussion (Buyers' Response)									0.508	
Information Dissemination (Buyers' Response)									0.601	
Remunerative Contents (Buyers' Response)									0.657	
Innovativeness (Buyers' Response)										0.584
Purchasing Intentions (Buyers' Response)										0.631
Product Evaluation (Buyers' Response)										0.582
Investigation (Buyers' Response)										0.423
Customisation (Buyers' Response)										0.469

6.5.1. Reliability Test after EFA

After the factor reduction in Section 6.4, it is essential to determine the internal reliability of the determined factors (Field 2009; SCU 2018). The reliability test and internal consistency of items were checked using the reliability analysis. In social science research, a reliability coefficient of 0.70 or greater is considered to be acceptable. Overall, all the determining factors were reliable, as listed in Table 38.

Table 38: Reliability Test after EFA

Factors Loaded	Number of Items	Cronbach Alpha
Factor 1	11	0.916
Factor 2	13	0.885
Factor 3	7	0.804
Factor 4	4	0.819
Factor 5	4	0.771
Factor 6	5	0.764
Factor 7	3	0.648
Factor 8	3	0.648
Factor 9	3	0.716
Factor 10	5	0.713

6.6. Parallel Analysis

Parallel Analysis has become the alternative method for determining the number of factors for interpretation. The parallel analysis is a Monte Carlo simulation technique

and is one of the most accurate factor retention methods, while also being an underutilised technique (Hayton et al. 2016; SCU 2018). At present SPSS does not provide support for parallel analysis. There are four steps for conducting the parallel analysis, as illustrated in Figure 12.

Figure 12: Steps for Conducting Parallel Analysis
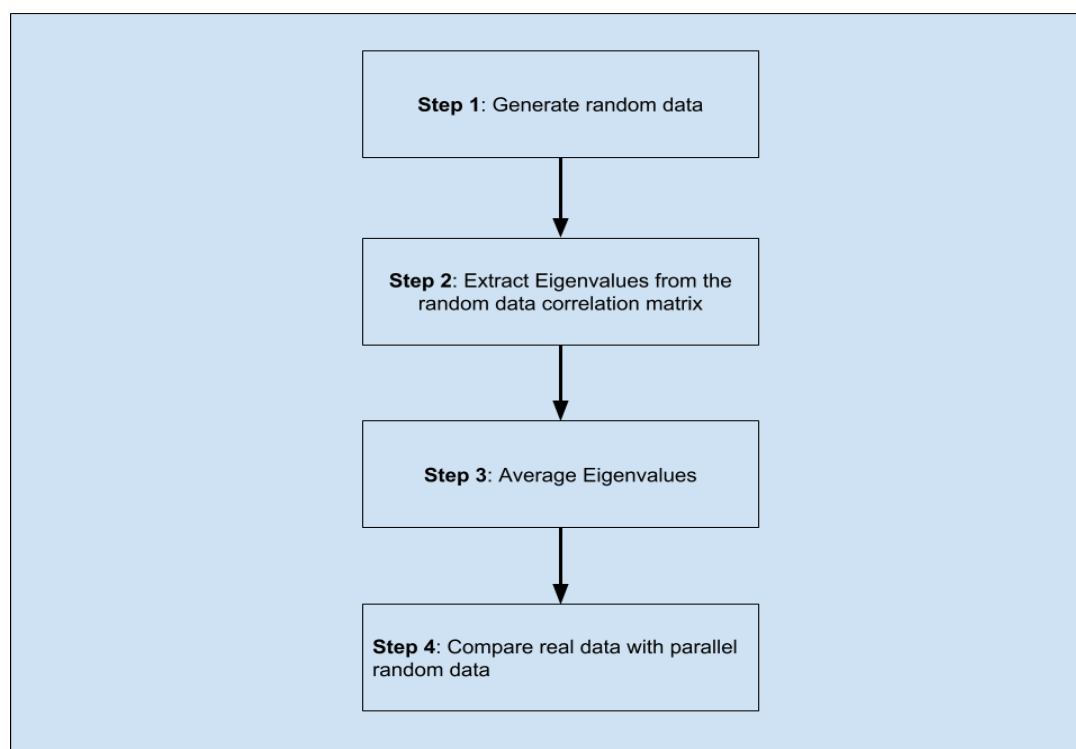
Source: Adapted from Hayton et al. 2016

In the 1st step, the sample size of data and variables from the actual data were determined. In the 2nd step, eigenvalues values were extracted from PCA, by using the SPSS output. For this study, the number of replications in the simulation was considered to be 500. The 3rd step involves taking the means and the 95th percentile of all the eigenvalues that was generated by the PCA. The output is the vector of average eigenvalues with an equal size to the number of variables with diminishing value. Finally, in the 4th step, the eigenvalues are plotted with a line graph by using the real and random data sets, as presented in Figure 13. Moreover, only those factors are retained whose eigenvalues are greater than eigenvalues from the random data (refer to Table 39).

Table 39: Actual and Random Eigenvalues

Factors	Actual Eigenvalue	Mean Eigenvalue	95th Percentile Eigenvalue
1	20.642	2.0706	2.1593
2	3.820	1.9789	2.0480
3	2.849	1.9100	1.9683
4	2.202	1.8559	1.9074
5	1.741	1.8037	1.8493
6	1.563	1.7588	1.8033
7	1.480	1.7130	1.7533
8	1.432	1.6722	1.7107
9	1.331	1.6338	1.6711
10	1.281	1.5970	1.6328

Figure 13: Plot of Actual versus Randomly Generated Eigenvalues
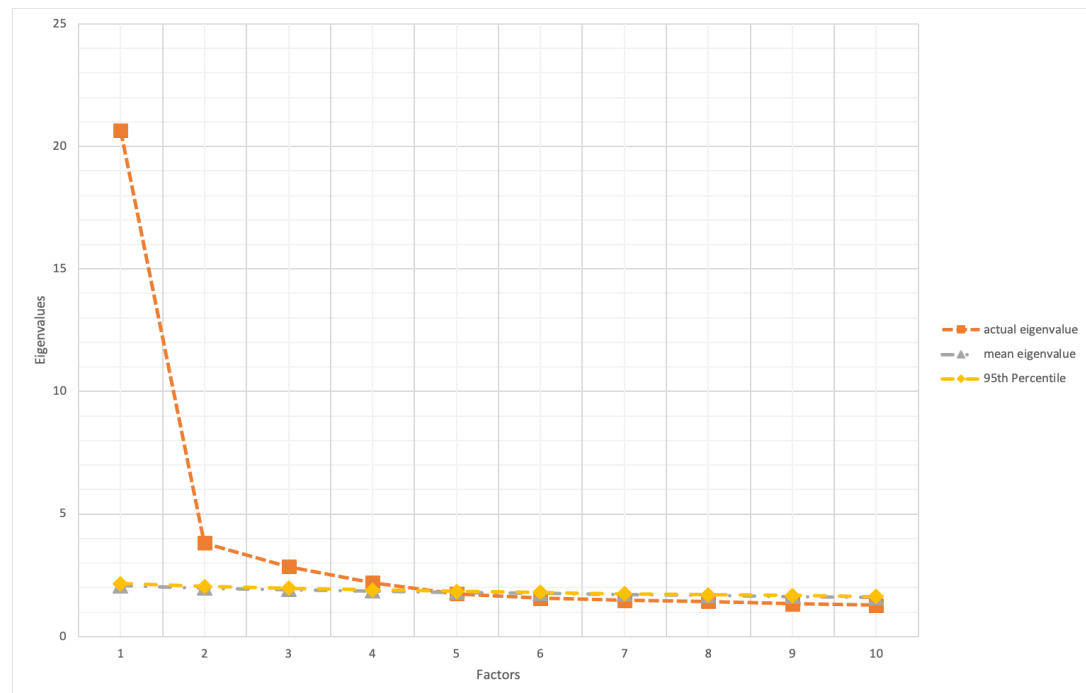
Therefore, it can be concluded that from the parallel analysis, only four factors, as highlighted in Table 39, can be significantly interpreted and will be used in the regression analysis. Nevertheless, Factors 5-10 are also included and explained and that provides interesting insights about factors and sub-factors that influence consumer engagement activities with social media marketing (refer to Sections 6.6 and 6.6.1).

6.7. Renaming of Factors after EFA and Parallel Analysis

After EFA and parallel analysis, it is essential to rename the determined factors. The renaming of the factors is based on the researchers' subjective opinions (SCU 2018). Generally, different researchers may label the factors differently for the same results and even have different reasoning for choosing renames or labels. Table 40 provides a summary of new names of factors that are appropriate for this research. Section 6.7.1 provides the reasoning for the new labels or renames.

Table 40: Renaming of Factors after EFA and Parallel Analysis

Factors after EFA	New Names
Factor 1	Brands
Factor 2	Social Influences
Factor 3	Psychological Influences
Factor 4	Technological Influences/ Factors
Factor 5	Marketing Communication
Factor 6	Functional value
Factor 7	Convenience Utility
Factor 8	Hedonic Value
Factor 9	Remunerative Value
Factor 10	Buyers' Response

6.7.1 Justification for Renaming of Factors

The process of renaming the factors after EFA is not scientific by nature but is based on the subjective opinion of the researcher (SCU 2018). Therefore, other researchers may likely assign different names to the factors loaded from EFA, which is subject to considerable criticism. For this study, the renaming or labelling of the factors has been crafted from the findings of Phase 1 (literature search and semi-structured interviews) of the study.

1) **Factor 1→Brands**

   Based on the factor loading of Factor 1, the most dominant set of items are brand and attributes of brands. Therefore, the most suitable name for Factor 1 is brands. Brands remain the most predominate researched topic within social media and the social media marketing context (Boon-Long & Wongsurawat 2015; Castronovo & Huang 2012; Dolan et al. 2015; Melancon & Dalakas 2018). Further, consumers use social media platforms for pre-evaluation of brands, products and services.

Consumers also have the liberty to co-create brands and become part of the product development process (Evans et al. 2010; Jahn & Kunz 2012).

2) Factor 2→Social Influences

Based on the factor loading of Factor 2, social influence is an ideal name for Factor 2. The attributes of cultural influences match with the social influences; that is why social influences become an appropriate name.

According to Hoffman et al. (2005), consumers are influenced by formal and informal groups called the reference groups. The consumers' household types, reference groups, social roles and status strongly motivate consumers to engage on social media (Evans et al. 2010). In the marketing literature, cultural influences are prevalent on fundamental values, perceptions, wants and behaviour that individuals learn from their family members and society. The similar cultural and social attributes are followed within the social media context.

In the social media context, the consumers can engage by friending to known individuals (Evans et al. 2010) and may collaborate (Zhu & Chen 2015) with users/ consumers who have nothing to do with each other and can also contribute by forming virtual groups (Evans et al. 2010). The consumers gain knowledge from the virtual groups and community that foster community development on social media platforms (Heinonen 2011). The use of social media largely promotes social network reach that fosters awareness and recognition for the consumers by liberating social capital. Chi (2011) have indicated that social capital contributes to social support, integration and cohesion of consumer participation. Significantly, the social capital is enhanced through fundraising for the needy, weak and vulnerable. Further, social media enacts as the major source of social news that provides consumers with the latest news and updates. Overall, relational content fulfils all the aspects of social and cultural attributes where consumers gain a sense of belonging by connecting with family, friends and acquaintances that foster peer support, community development and growth within the social media trajectory (Dolan et al. 2015).

3) Factor 3→Psychological Influences

The constructs loaded in Factor 3 include psychological, social and personal influences; however, Factor 3 is best suited to be renamed as psychological influences. The characteristics of psychological influences incorporate the explanation for the constructs in personal and social influences.

Consumer decision is significantly influenced by the psychological factors of perceptions, motivations, learning, beliefs and attitudes (Summer et al. 2009). The psychological factors influence consumers to interact with each other, gather information, analyse thoughts and opinions and take rightful actions (Summer et al. 2009). Similarly, personal influences refer to individuals' reactions to a certain situation that are based on the individuals' personality, self-concept and lifestyle (Kotler et al. 2006).

The consumers who engage on social media are significantly based on their cognitive judgement contributing to self-esteem and satisfaction (Chi 2011). Consumers attitudes are developed from group or community conversation when they have a sense of belonging, thus giving the consumers a functional platform to express their social voice. The social voice can be expressed in the form of anger or complaints (Melancon & Dalakas 2018). The self-expression affirms recognition, fame or promotes self-efficacy that happens in the form of expressive information sharing (De Vries & Carlson 2014; Smock et al. 2011). Social media users who have a positive attitude tend to perceive their social media activities as useful and valuable and trust information shared by personal sources and valid foreign sources (Vinerean et al. 2013).

4) **Factor 4→Technological Influences**

Based on factor loading for Factor 4, the most suitable name for the factor is technological influences. The rise of social media constitutes a paradigm shift in the marketing trajectory. Social media provides consumers with the liberty to create and publish content, provide ratings and testimonials, share ideas and make recommendations to each other (Evans et al. 2010; Kaplan & Haenlein 2010; Weinberg 2009). Nowadays, firms include social media as part of their marketing mix because consumer activities provide significant feedback to the firms. Thereby, social media marketing implies marketing practitioners seeking to

engage with consumers on social media platforms, where consumers or users naturally spend a considerable amount of time (Evans et al. 2010).

5) **Factor 5→Marketing Communication**

With respect to Factor 5 loading, marketing communication is an appropriate name. Social media provides unlimited scope for the consumer market that complements the traditional media channels (Coursaris et al. 2016). Web 2.0 gave rise and growth to social media applications that permit two-way communication between consumers and firms (Jahn & Kunz 2012). The two-way communication overall enhances the interaction between users by sharing content and meaningful messages that prove to be useful for the marketing practitioners (Chi 2011; Hodis et al. 2015). Further, social media platforms provide connectivity of the platforms that are linked with each other providing 24 hours and seven days a week information content to its users (Hanna et al. 2011; Pham & Gammoh 2015).

6) **Factor 6→Functional Value**

Functional value is chosen as an ideal name from factor loading for Factor 6. The functional value refers to the content shared by firms to be informational, useful, helpful, functional and practical by nature (de Vries & Carlson 2014). Consumers are turning away from company websites and find social media as a trust-worthy communicator (Tsai & Men 2013). The source credibility is maintained by brand or company representatives who tend to answer consumer questions in an open, direct and in a timely manner. Further, the functional value also includes the features of the content that are rich, popular and attractive. Interactive and vivid posts or contents encourage sharing and interactions by the consumers (Godey et al. 2016; Wahab 2016). The social interactions are made from logical characteristics of commenting, chatting, sharing content and liking the contents (Smock et al. 2011). Therefore, social interaction also largely delivers functional value to consumers and users, at large.

7) **Factor 7→Convenience Utility**

The most suitable name for Factor 7 is convenience utility after taking into consideration the factor loading of the items. Social media accessibility is made

possible through high-internet services (Kaplan & Haenlein 2010). Further, the accessibility has facilitated the ease of use for social media platforms enhanced through smartphones, internet-enabled televisions, laptops and tabloids. Consequently, providing deliverance of convenience utility to the consumers anywhere and anytime (Whiting & Deshpande 2014).

8) **Factor 8→Hedonic Value**

From Factor 8 loading, the ideal name chosen is hedonic value. Consumers use social media for hedonic purposes to fulfil boredom, for relaxation purposes and pastime (Jahn & Kunz 2012). Further, habitual pastime also contributes towards frequent engagement on social media (Smock et al. 2011). The habitual pastime comes in the form of chatting, regular browsing, commenting and private messaging.

9) **Factor 9→Remunerative Value**

Based on factor loading for Factor 9, the suitable name chosen is remunerative value/ content. The remunerative content includes contests, monetary incentives, giveaways and prizes offered using social media by firms (Dolan et al. 2017). Consumers use the platforms for opportunity discussion with other users and spread the news about remunerative options, in the form of comments and posts (Evans et al. 2010). On the other hand, they can simultaneously discuss problems that they may have faced and raise concerns about firms, products, brands or services. Overall, the popularity of remunerative content is enhanced through consumer information dissemination. Consumers have enormous power bestowed to them for information dissemination that firms and marketing practitioners have no control over (Evans et al. 2010; Kaplan & Haenlein 2010).

10) **Factor 10→Buyers' Response**

For Factor 10, buyers' response is well suited for renaming. In the marketing literature, the buyer's response refers to the marketing stimuli that influence consumers' buying behaviour (Armstrong et al. 2015; Kotler et al. 2006). The consumers have to make buying decisions on a daily basis, and that remains the focal point of interest for the marketing practitioners. Buyers' response includes

consumers investigating brands, product or services on social media with an intention to purchase. The investigation enhances consumer knowledge through product evaluation. Further, consumers may personalize their choice of product or service through customisation to meet their needs. The customisation endorses innovativeness where consumers act as innovative agents, providing an intelligent and knowledgeable contribution towards product development cycle.

6.8. Revised Study Model and Hypotheses after EFA and Parallel Analysis

The hypotheses devised in Chapter 5 had to be updated after the EFA and parallel analysis findings. Table 41 summaries the updated hypotheses that were tested with regression analysis. Also, the study model had to be revised based on the modified hypotheses. The study model has undergone substantial changes due to dimension reduction and parallel analysis. The number of factors was reduced to four (from the output of parallel analysis) when compared with the study model devised after the semi-structured interviews. Furthermore, the number of sub-factors has substantially dropped from 77 to 34. Figure 14 provides an updated study model.

For regression analysis, the dependent variables that included items for engagement activities had to be averaged. The dependent variables included the items in Appendix G, Section A, numbered from 1 to 9.

Table 41: Updated Hypotheses after EFA and Parallel Analysis

Hypotheses:	Descriptions
H1	**Consumer engagement with social media marketing is positively influenced by brands.**
H1a	*Age will positively moderate the influence of brands on consumer engagement with social media marketing.*
H1b	*Gender will positively moderate the influence of brands on consumer engagement with social media marketing.*
H1c	*Education will positively moderate the influence of brands on consumer engagement with social media marketing.*
H1d	*State will positively moderate the influence of brands on consumer engagement with social media marketing.*
H1e	*Number of years of usage will positively moderate the influence of brands on consumer engagement with social media marketing.*
H2	**Consumer engagement with social media marketing is positively influenced by psychological influences.**

H2a	*Age will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*
H2b	*Gender will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*
H2c	*Education will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*
H2d	*State will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*
H2e	*Number of years of social media usage will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*
H3	**Consumer engagement with social media marketing is positively influenced by social influences.**
H3a	*Age will positively moderate the influence of social influences on consumer engagement with social media marketing.*
H3b	*Gender will positively moderate the influence of social influences on consumer engagement with social media marketing.*
H3c	*Education will positively moderate the influence of social influences on consumer engagement with social media marketing.*
H3d	*State will positively moderate the influence of social influences on consumer engagement with social media marketing.*
H3e	*Number of years of social media usage will positively moderate the influence of social influences on consumer engagement with social media marketing.*
H4	**Consumer engagement with social media marketing is positively influenced by technological influences.**
H4a	*Age will positively moderate the influence of technological influences on consumer engagement with social media marketing.*
H4b	*Gender will positively moderate the influence of technological influences on consumer engagement with social media marketing.*
H4c	*State will positively moderate the influence of technological influences on consumer engagement with social media marketing.*
H4d	*Education will positively moderate the influence of technological influences on consumer engagement with social media marketing.*
H4e	*Number of years of social media usage will positively moderate the influence of technological influences on consumer engagement with social media marketing.*

Figure 14: Updated Study Model after EFA and Parallel Analysis
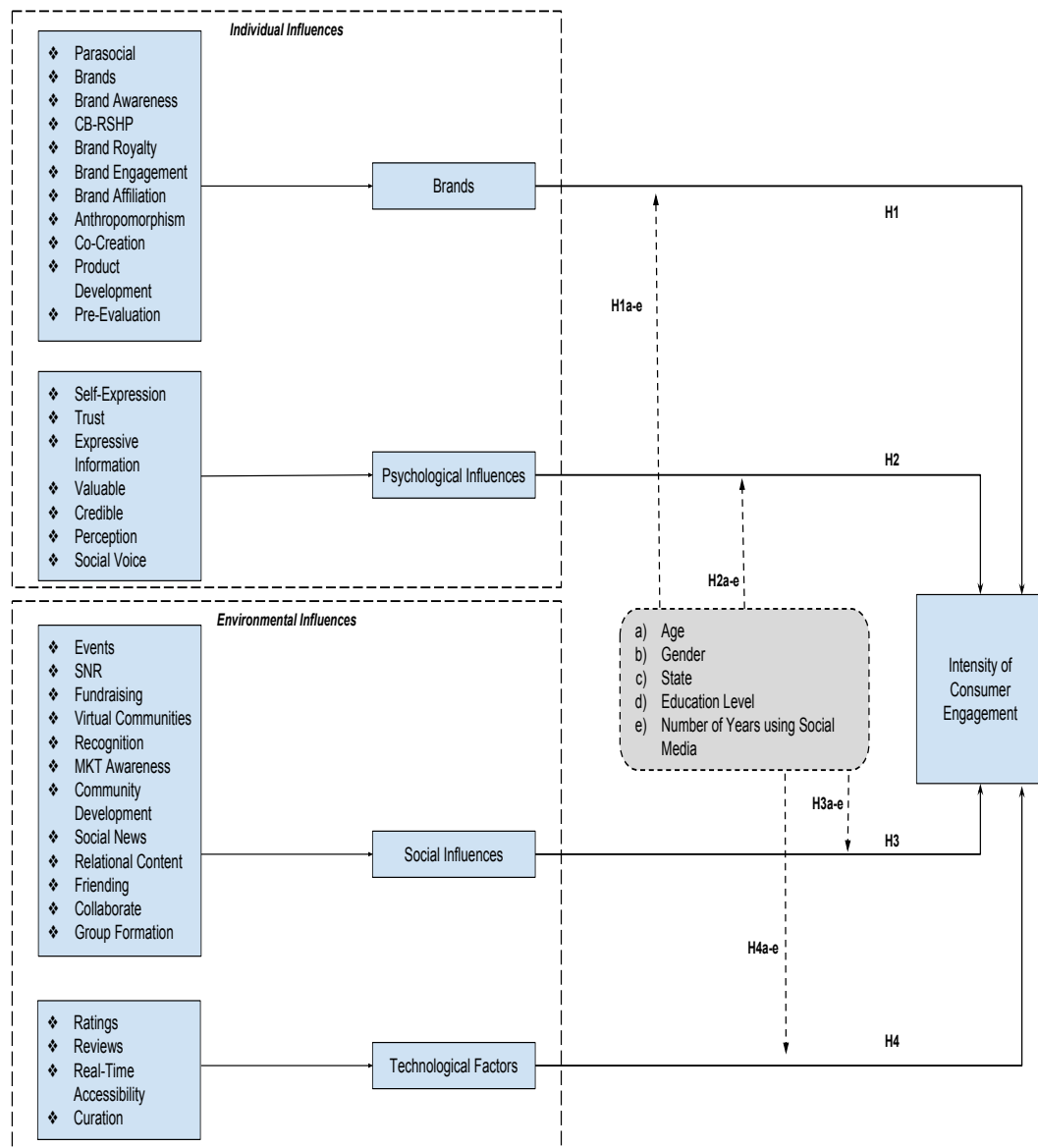
6.9. Regression Analysis

Regression analysis is a statistical technique that is used for analyzing the associated relationships between dependent and independent variable or variables (Lacobucci & Churchill 2015; Malhotra 2010). For this study, a multi-regression analysis was conducted with a single dependent variable and two or more independent variables (Malhotra 2010). The dependent variable included the engagement activities, while the independent variables were inclusive of brands, social, psychological and technological influences.

For this study, the regression analysis was conducted in three steps. Figure 15 shows the steps undertaken to confirm the relationship between the variables of independent, dependent and moderating variables. In each step, the regression model was written upon considering the determination of coefficients (R^2 and adjusted R^2) from the model summary, followed by ANOVA and coefficient derived from SPSS output. The level of significance is listed in column labelled "Sig." for tables showing ANOVA and the coefficients. All statistically significant values at 95% confidence level are listed in bold. Finally, the regression models were updated based on the overall findings from the SPSS regression analysis.

Figure 15: Steps for Regression Analysis
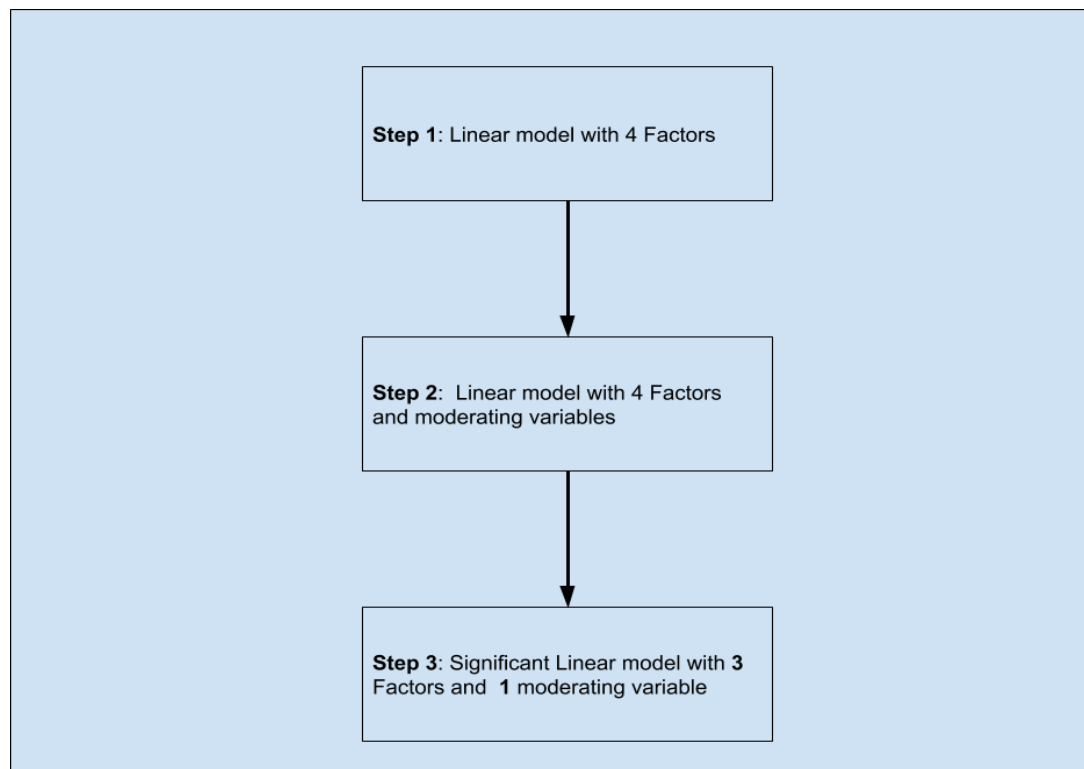
6.9.1 Linear Regression Model with 4 Factors

$$Y = \beta_0 + \beta_1(\text{Factor1}) + \beta_2(\text{Factor2}) + \beta_3(\text{Factor3}) + \beta_4(\text{Factor4})$$

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706[a]	**.498**	.491	.52099

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	84.770	4	21.192	78.078	**.000^b**
	Residual	85.499	315	.271		
	Total	170.269	319			

a. Dependent Variable: Dependent

b. Predictors: (Constant), Factor4, Factor3, Factor2, Factor1

Coefficients^a

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.771	.175		4.394	**.000**
	Factor1	.275	.056	.290	4.913	**.000**
	Factor2	.374	.058	.353	6.411	**.000**
	Factor3	.184	.055	.178	3.363	**.001**
	Factor4	-.005	.049	-.005	-.098	.922

a. Dependent Variable: Dependent

The **four** factors explain 49.1% of the variance of the dependent variable (R^2, which is statistically significant at a 90% confidence interval). The overall F-test is also significant. All the factors (except Factor 4) are significant at a 99% confidence level. Therefore, the fitted regression model is;

Intensity of Consumer Engagement =0.771+ 0.290 (Brands) + 0.353 (Social Influences) + 0.178 (Psychological Influences) - 0.005 (Technological Factors)

6.9.2 Linear Regression Model with Moderating Variables

For this study, age, gender, education and number of years of using social media were ideal to be included as moderating variables in the regression analysis. The respective moderating variables are categorical (nonmetric) to use ANOVA (Malhotra 2010;

SCU 2018). The age, gender and education variables underwent respecification that involves the transformation of data by creating new variables or modifying the existing variables so that the variables are consistent with the objectives of the study (Malhotra 2010). A significant respecification procedure involves the use of dummy variables for the categorical variables. The dummy variables are a way of representing a group of people using either zeros or ones (Field 2009; Malhotra 2010; SCU 2018).

$$Y = \beta_0 + \beta_1(\text{Factor1}) + \beta_2(\text{Factor2}) + \beta_3(\text{Factor3}) + \beta_4(\text{Factor4}) +$$
$$\beta_5(\text{Age2.1}) + \beta_6(\text{Age2.2}) + \beta_7(\text{Age2.3}) + \beta_8(\text{Gender2.1})$$
$$+ \beta_9(\text{State2.1}) + \beta_{10}(\text{Education2.1}) + \beta_{11}(\text{Education2.2}) +$$
$$\beta_{12}(\text{Number of years})$$

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708ᵃ	**.501**	.481	.51744

a. Dependent Variable: Dependent

ANOVAᵃ

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	81.596	12	6.800	25.396	**.000ᵇ**
Residual	81.396	304	.268		
Total	162.991	316			

a. Dependent Variable: Dependent

b. Predictors: (Constant), # of years using SM, Factor2, Gender2.1, Age2.2, Education2.1, Age2.3, Age2.1, Factor4, Education2.2, Factor3, State2.1, Factor1

Coefficientsᵃ

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.655	.214		3.056	**.002**
Factor1	.293	.059	.313	4.968	**.000**
Factor2	.348	.059	.328	5.866	**.000**

Factor3	.196	.055	.190	3.526	**.000**
Factor4	-.013	.051	-.013	-.259	.796
Age2.1	-.059	.083	-.032	-.705	.481
Age2.2	-.086	.127	-.031	-.675	.500
Age2.3	.098	.139	.041	.708	.480
Gender2.1	-.099	.059	-.069	-1.671	.096
State2.1	-.011	.112	-.005	-.097	.923
Education2.1	.209	.094	.099	2.231	**.026**
Education2.2	.021	.070	.015	.306	.760
# of years using SM	.018	.010	.079	1.855	.064

a. Dependent Variable: Dependent

The 4 factors and moderating variables explain 50.1% of the variance of the dependent variable ($R^2=0.501$), which is statistically significant at a 99% confidence interval. The linear regression is significant at a 99% confidence level ($p<0.01$). Therefore, the linear model equation with moderating variable is;

Intensity of Consumer Engagement = 0.655 +0.313 (Brands) + 0.328 (Social Influences) + 0.190 (Psychological Influences) -0.013 (Technological Factors) - 0.032 (Age2.1) - 0.031 (Age2.2) + 0.041 (Age2.3) - 0.069 (Gender2.1) -0.005 (State2.1) + 0.099 (Education2.1) + 0.015 (Education2.2) + 0.079 (Number)

6.9.3: Hypotheses Testing

Based on the hypotheses developed in Table 41, Table 42 provides a summary of hypotheses testing and findings.

Table 42: Hypothesis Testing and Findings

Hypotheses	Description	Significance Value (p value)	Acceptance (p-value<0.05) or rejection (p value >0.05)
H1	**Consumer engagement with social media marketing is**	0.00	Accept

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	positively influenced by brands.		
H1a	*Age will positively moderate the influence of brands on consumer engagement with social media marketing.*	*0.481,0.500,0.480*	*Reject*
H1b	*Gender will positively moderate the influence of brands on consumer engagement with social media marketing.*	*0.096*	*Reject*
H1c	*Education will positively moderate the influence of brands on consumer engagement with social media marketing.*	*0.026,0.760*	***Accept***
H1d	*State will positively moderate the influence of brands on consumer engagement with social media marketing.*	*0.923*	*Reject*
H1e	*Number of years of usage will positively moderate the influence of brands on consumer engagement with social media marketing.*	*0.760*	*Reject*
H2	**Consumer engagement with social media marketing is positively influenced by psychological influences.**	0.00	**Accept**
H2a	*Age will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*	*0.481,0.500,0.480*	*Reject*
H2b	*Gender will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*	*0.096*	*Reject*
H2c	*Education will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*	*0.026,0.760*	***Accept***
H2d	*State will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*	*0.923*	*Reject*
H2e	*Number of years of social media usage will positively*	*0.760*	*Reject*

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	moderate the influence of psychological influences on consumer engagement with social media marketing.		
H3	**Consumer engagement with social media marketing is positively influenced by social influences.**	0.00	**Accept**
H3a	*Age will positively moderate the influence of social influences on consumer engagement with social media marketing.*	*0.481,0.500,0.480*	*Reject*
H3b	*Gender will positively moderate the influence of social influences on consumer engagement with social media marketing.*	*0.096*	*Reject*
H3c	*Education will positively moderate the influence of social influences on consumer engagement with social media marketing.*	*0.026,0.760*	***Accept***
H3d	*State will positively moderate the influence of social influences on consumer engagement with social media marketing.*	*0.923*	*Reject*
H3e	*Number of years of social media usage will positively moderate the influence of social influences on consumer engagement with social media marketing.*	*0.760*	*Reject*
H4	**Consumer engagement with social media marketing is positively influenced by technological influences.**	0.796	Reject
H4a	*Age will positively moderate the influence of technological influences on consumer engagement with social media marketing.*	*0.481,0.500,0.480*	*Reject*
H4b	*Gender will positively moderate the influence of technological influences on consumer engagement with social media marketing.*	*0.096*	*Reject*
H4c	*State will positively moderate the influence of technological influences on consumer*	*0.026,0.760*	*Reject*

|			
	engagement with social media marketing.		
H4d	Education will positively moderate the influence of technological influences on consumer engagement with social media marketing.	0.923	Reject
H4e	Number of years of social media usage will positively moderate the influence of technological influences on consumer engagement with social media marketing.	0.760	Reject

From the findings in Table 42, technological factors, age-2.1, 2.2, 2.3, gender 2.1, state 2.1 and number of years of using social media are all insignificant because of p>0.01. Therefore, the updated regression analysis should only include Factors 1 (Brands), 2 (Social Influences), 3 (Psychological Influences) and Education as a moderating variable. Even though Education 2.2 has a p-value>0.01, it has to be included in the new model (Figure 16) because Education 2.1 is related to 2.2.

Figure 16: Modified Study Model after Regression Analysis
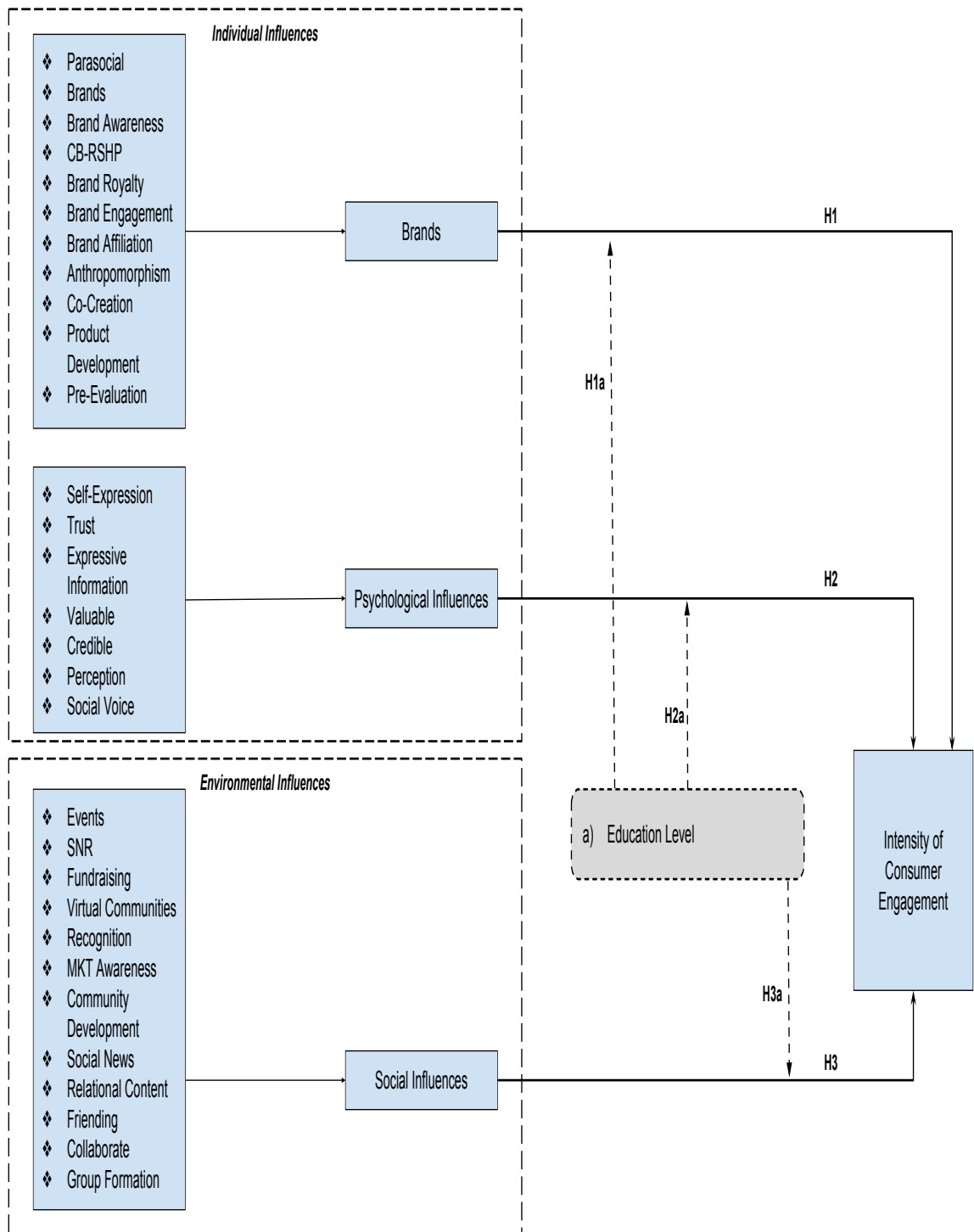
6.9.4: Updated Linear Model Equation with Moderating Variables

$$Y = \beta_0 + \beta_1(Factor1) + \beta_2(Factor2) + \beta_3(Factor3) + \beta_4(Education2.1) + \beta_5(Education2.2)$$

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711[a]	.506	.498	.5177

a. Predictors: (Constant), Education2.2, Factor3, Education2.1, Factor2, Factor1

b. Dependent Variable: Dependent

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	86.113	5	17.223	64.261	.000[b]
Residual	84.156	314	.268		
Total	170.269	319			

a. Dependent Variable: Dependent

b. Predictors: (Constant), Education2.2, Factor3, Education2.1, Factor2, Factor1

Coefficients[a]

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.723	.151		4.800	.000
Factor1	.272	.053	.287	5.118	.000
Factor2	.368	.056	.348	6.537	.000
Factor3	.193	.054	.187	3.558	.000
Education2.1	.197	.090	.092	2.188	.029
Education2.2	.017	.064	.012	.268	.789

a. Dependent Variable: Dependent

The three factors and moderating variables explain 50.6% of the variance of the dependent variable (R^2=0.506), which is statistically significant at a 99% confidence interval. The linear regression is significant at a 99% confidence level ($p<0.01$).

Therefore, the final linear model equation with education as the moderating variable is:

$$\text{Intensity of Consumer Engagement} = 0.723 + 0.287 \text{ (Brand)} + 0.348 \text{ (Social Influences)} + 0.187 \text{ (Psychological Influences)} + 0.092 \text{ (Education2.1)} + 0.012 \text{ (Education2.2)}$$

6.9.5 Final Hypotheses Testing and Findings

Table 43 provides a summary of hypotheses testing and findings from the regression analysis. Moreover, a confirmed study model is portrayed in Figure 17 after empirical findings.

Table 43: Final Hypothesis Testing and Findings

Hypotheses:	Description	Significance Value (p value)	Acceptance (p-value<0.05) or rejection (p value >0.05)
H1	**Consumer engagement with social media marketing is positively influenced by brands.**	0.00	Accept
H1a	*Education will positively moderate the influence of brands on consumer engagement with social media marketing.*	*0.029,0.789*	*Accept*
H2	**Consumer engagement with social media marketing is positively influenced by psychological influences.**	0.00	Accept
H2a	*Education will positively moderate the influence of psychological influences on consumer engagement with social media marketing.*	*0.029,0.789*	*Accept*
H3	**Consumer engagement with social media marketing is positively influenced by social influences.**	0.00	Accept

H3a	Education will positively moderate the influence of social influences on consumer engagement with social media marketing.	0.029,0.789	Accept

Figure 17: Confirmed Study Model
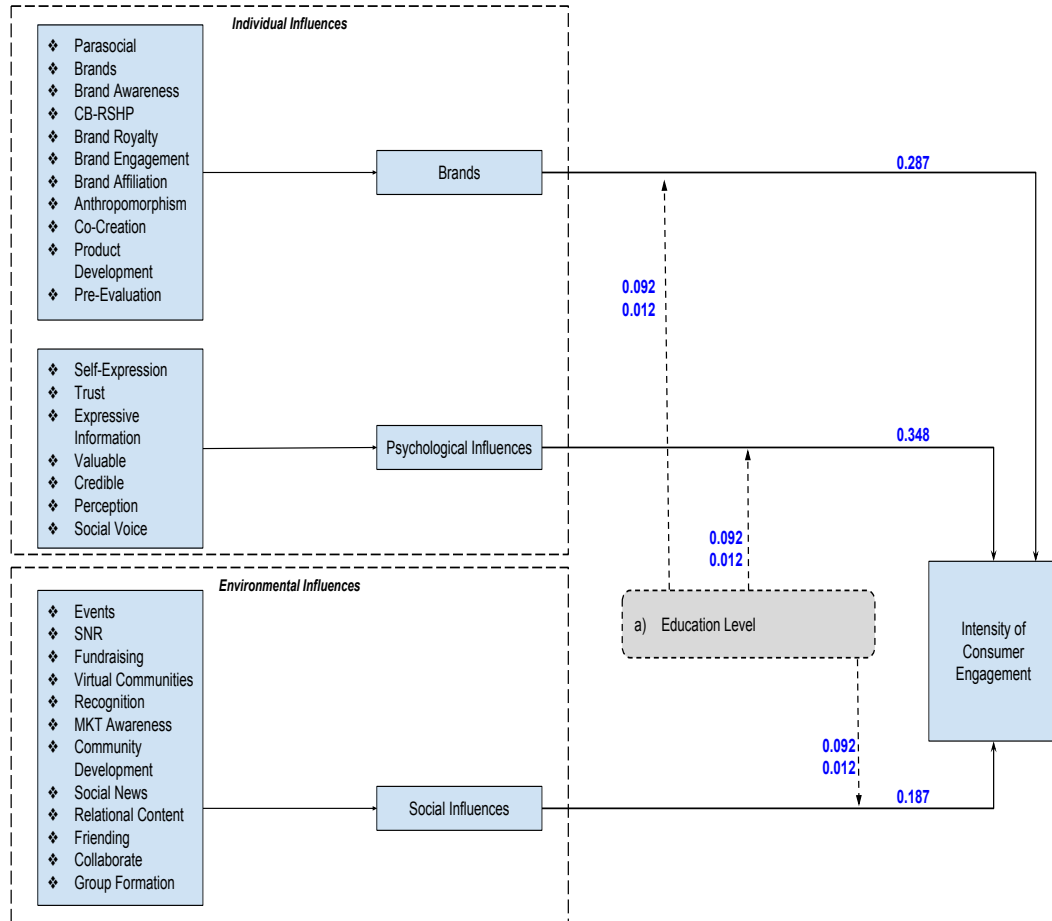
6.10. Discussion of Phase 2 Results

For demographics, the following demographic attributes were investigated:

1)   The age of the participants.

2)   The gender of the participants.

3)   The Australian state the participants are residing in at the time of participating in the survey.

4)   The highest level of education or the qualifications of the participants

5)   The number of years the participants have used or were engaged with various social media platforms.

6) The various types of social media platforms that the participants were using when the survey was underway.

Upon conducting the descriptive analysis and frequency distribution, profound insights were captured for the demographic outcomes. From the study, the most common age range of the participants was from 18-24 that accounted for 61.8% of the total sample. Studies in the past related to social media marketing and consumer engagement have also confirmed that their sample's age ranged between 18-24 (Simon & Tossan 2018; Yazdanparast et al. 2016). Females were the dominant number of participants when compared with the males, adding up to 51.0% of the sample. Similarly, studies in the past have also reported that their studies were dominated by females when compared with the male participants (Akar & Topçu 2011; Phua et al. 2017; Reisenwitz 2013; Zhang & Mao 2016). Moreover, 84.1% of the participants belonged to the NSW states when compared with other states around Australia. Furthermore, the highest number of participants had university degrees ranging from Postgraduate (44.8%) and Bachelor's degree (40.5%). Reisenwitz (2013) also revealed that his participants mainly had University degrees. From the study, it was revealed that the majority of the participants used social media platforms for the past ten years (Vinerean et al. 2013). Finally, from the demographics output, Facebook (89.2%), YouTube (85.6%) and Instagram (72.2%) are the commonly used platforms. Studies in the past have also revealed that Facebook is one of the most common platforms used by their participants (Reisenwitz 2013; Zhang & Mao 2016).

From the statistical analysis using EFA, parallel analysis and regression, it was confirmed that brands, social influences and psychological influences are the crucial factors that foster consumer engagement with social media marketing activities generated by firms, moderated by education. Brands remain one of the most prominent areas of research within social media, social media marketing and consumer engagement. For this study, the relationship between brands and consumer engagement was statistically significant ($p < 0.01$). An empirical study also revealed that consumer engagement influences brand performances on brand pages that foster brand loyalty (de Vries & Carlson 2014). On the contrary, a study by Tsai and Men (2013) confirmed that the respondents did not exhibit a higher degree of engagement activities with brand pages on social media. In addition, the participants did not

establish any parasocial interactions that led to the development of interpersonal relationships between brands on Facebook.

Social influences significantly impact consumer engagement activities with social media marketing activities (p<0.01). Smock et al. (2011) revealed that social interactions motivate respondents to engage on Facebook by commenting, chats and wall posts. Further, group interactions provide consumers with the opportunity to interact with others who share similar interests. Another study also confirmed that social interactions with other consumers foster word-of-mouth effect trending attributes (Kim & Ko 2012). Also, psychological influences significantly influence consumer engagement activities; this was confirmed by this study (p<0.01). Various individualised studies have been conducted in the past that relate to psychological factors and their influence on consumer engagement activities (Chi 2011; Park et al. 2015; Smock et al. 2011; Tsai & Men 2013). A study revealed that propensity to share information (self-expression) positively influences the intensity of SNS (social networking sites) usage (Smock et al. 2011). The study also confirmed that SNS provides the ideal platform for communication and sharing of personal and impersonal information with other users.

There was an intention to conduct structural equation modelling, however, due to the sample size of 350 and the number of items of 89, the results would have been inconclusive. For structural equation modelling, the sample size should be 20 times more than the number of items (SCU 2018).

6.11. Conclusion

In summary, this chapter provides the results from various statistical analyses that were conducted for Phase 2 of the study. In this phase, a total of 353 valid responses were collected from participants around various locations in Australia. The data analysis began with data preparation, ensuring that missing values were excluded before descriptive analysis of the demographics. Thereafter, a reliability test was conducted to remove items with low Cronbach Alpha values. Further, the data was rigorously sorted prior to EFA and parallel analysis. After EFA, the reliability test was re-conducted to determine the reliability of new determined factors.

Further, the factors were renamed based on their level of factor loading. Finally, the factors determined by the parallel analysis were used in regression analysis to determine the relationship between independent, dependent and moderating variables. The study confirmed that consumer engagement with social media marketing activities is positively influenced by brands, social influences and psychological influences, and is moderated by education, in Australia.

The next chapter will conclude the findings of the study. Also, the discussion will include implications for theory and practice. The limitations experienced during the tenure of the study will be highlighted, as well as directions for further research.

7. CHAPTER SEVEN: CONCLUSIONS AND IMPLICATIONS

7.1. Introduction

The previous chapter discussed the statistical analysis of the research and provided a comprehensive discussion on the empirical findings. The chapter also confirmed the results for the hypotheses tested and finalised the study model using regression analysis.

This chapter provides a conclusive discussion on the findings of this study. The research findings are discussed in the context of the purpose of the study and the research questions that guided the entire study. Further, a discussion on academic and practical implications is provided. The limitations of the study are highlighted with directions for potential future research.

7.2. Discussion of Findings

By conducting a comprehensive literature review, a significant number of gaps were identified that led to the formulation of the research questions. The key research questions that guided the entire research was:

What factors influence consumers to engage in the social media marketing activities of businesses? How are these factors related to consumer engagement with social media marketing?

Overall, the exploratory sequential mixed method approach was used to investigate the research questions. The study was conducted in two phases. Phase 1 included the exploratory stage of literature search and semi-structured interviews. The findings from Phase 1 were used to formulate the survey instrument in the confirmatory stage. Each of the phases had relevant sub-research questions that were used to meet standard research methodologies and designs. The various methodologies used in conducting the research have been comprehensively discussed in Chapter 3. The findings from the exploratory stage have been covered in Chapter 4.

The study model(s) and hypotheses devised from Phase 1 were presented in Chapter 5. In addition, the findings from Phase 2 of the study (results of the empirical study) are discussed in Chapter 6. The following sections discuss the actions undertaken to answer the sub-research questions.

7.2.1 What factors influence consumers to engage in the social media marketing activities of businesses?

In this section, the research on factors and sub-factors were identified from past literature. The past literature was systematically found using online databases. A total of 102 peer-reviewed journal articles, eight marketing books and two electronic books were used to collate, classify and summarise the factors and sub-factors that influence consumers to engage with social media marketing activities. A total of 72 sub-factors were found that were divided into seven factors (personal influences, psychological influences, buyers' response, marketing communication, cultural influences, social influences, and law and legislation) and re-classified within individual and environmental influences. The U&G and SCT theories formed the foundation for the literature search and helped to identify factors and sub-factors with individual and environmental influences.

7.2.2 What further insights could be established through the exploration of these factors?

7.2.3. What are the relationships of these factors to consumer engagement with the social media marketing activities of firms?

In order to determine the relationship between the factors and consumer engagement activities, it was essential to conduct a survey for the collection of a substantial amount of data. The findings of Phase 1 were used to formulate a survey instrument, which was distributed to the participants in Australia via email, social media platforms and paper-based surveys. A total of 353 participants were recruited using an online survey and paper-based survey. The data was statistically analysed using EFA and parallel analysis that substantially reduced the number of factors, and each of the new factors had to be renamed according to the items loaded. Therefore, four factors (brands,

psychological influences, social influences and technological influences) were finalised and were used to test the relationship with consumer engagement activities. After regression analysis, it was confirmed that brand, psychological influences and social influences positively influence consumer engagement activities with the social media marketing activities generated by firms in Australia. Therefore, the relationship between brands and consumer engagement was statistically significant at $p < 0.01$. Also, social influences significantly impact consumer engagement activities with social media marketing activities ($p<0.01$). Likewise, psychological influences significantly influenced consumer engagement activities ($p<0.01$). Please refer to Table 43 that includes the final hypothesis testing and findings. The brands and psychological influences belonged to individual influences, while social influence was part of environmental influences, and the technological factor was not statistically significant with consumer engagement activities ($p=0.796$) (refer Table 42).

7.2.4. Do the relationships vary across demographic variables?

Regression analysis was also conducted to determine the impact of demographic variables on the underlying factors and consumer engagement activities. The demographics of age, gender, state, education and years of using social media were included in the regression analysis as moderators. The findings from the regression analysis confirmed that education ($p<0.05$) positively moderated brands, psychological and social influences with consumer engagement activities related to social media marketing. Age, gender, state and years of using social media ($p>0.01$) were statistically insignificant in moderating brands, psychological and social influences (refer to Table 42).

7.3. Implications for Theory

This study has significant theoretical implications. The study has utilised characteristics affecting consumer behaviour from traditional marketing literature (Armstrong et al. 2015) to investigate consumer behaviour from an engagement and social media marketing perspective. Consequently, the empirical findings provide extensive knowledge and understanding of consumer behaviour in the field of social media and marketing.

In addition, the study investigated the factors and sub-factor from individual and environmental influences that are not available in the extant literature, thereby, making it essential to integrate U&G an SCT theories. The empirical findings confirmed that brands and psychological factors of individual influences motivate consumers to engage with social media marketing. Moreover, social factors or influences related to environmental influences also positively influence consumer engagement within social media marketing trajectory. Thus, the study provides an understanding of consumer engagement with social media marketing in the context of U&G and SCT theories.

Overall, it is believed that the outcomes of this research advance understanding and knowledge about consumer behaviour on social media platforms. The understanding informs the development of the relationship between factors and intensity of consumer engagement activities. Moreover, the study informs three main insights into the marketing research domain. Firstly, an understanding of consumer behaviour from an individual and environmental perspective on social media platforms. Secondly, the identification, verification and quantification of viable factors that influence consumer engagement activities. Thirdly, the findings from the study can be mainly generalised to Australian consumers who tend to engage in marketing activities of firms on social media.

7.4. Implications for Practice

The deliverance of this research provides empirical findings that marketing practitioners can utilise to improve their marketing strategies on social media. The marketing practitioners may focus on brands, psychological and social influences to improve consumer engagement activities on their social media platforms. Most importantly, a firm should have standard guidelines for social media marketing strategies. According to (Felix et al. 2016), firms should embrace social media platforms to build and maintain relationships with consumers, employees, virtual communities and stakeholders .

Marketing practitioners need to maintain a higher degree of participation in social media marketing to achieve brand performance outcomes (Al- Zyoud 2018). To

maintain a higher degree of brand engagement and affiliation, it is essential to formulate brand-related strategies that encourage consumers to share consumer-generated content in the form of reviews, product-related tips, pictures and videos (Lee et al. 2018; Tsai & Men 2013). Also, practitioners of social media marketing should create and disseminate content that is suitable for specific social media platforms. The practitioners should also target relevant consumers based on demographic segmentation. For example, consumers between the age of 18-25 will have a different set of needs, wants and interests when compared to those over the age of 40.

Social media marketing should be regarded as a useful marketing communication tool by marketing practitioners (Kim & Ko 2012). A marketing practitioner should experiment and embrace new channels and have a better understanding of brand pages (Jahn & Kunz 2012). The brand-pages must deliver interesting, timely, entertaining and innovative content that encourages brand awareness and affiliation. It is essential to prepare and maintain updated content to encourage constant consumer engagement activities (Akar & Topçu 2011) for brand awareness. Furthermore, a loyal customer should be appointed as a band ambassador to foster and spread positive experiences to other consumers (Zhang & Lin 2015). The firms should also allow consumers to become part of the co-creation and product development activities to boost engagement (Castronovo & Huang 2012; Jahn & Kunz 2012). The marketing practitioners should observe and recognise consumer conversation and activities to sustain consumer brand relationships (Enginkaya & Yılmaz 2014; Pentina et al. 2018).

The marketing practitioner should have a clear understanding of consumer psychology (Armstrong et al. 2015) by observing consumer behaviour on social media to gain a profound understanding of their comments, reviews and testimonials. The practitioners should interact and follow-up social voices expressed by consumers in the form of grievances promptly (Chan & Guillet 2011) to maintain a good reputation. By being interactive and showing concerns about consumers, firms should maintain a valuable perception of themselves in the consumer's mind.

Marketing practitioners should also consider the characteristics of social influences to encourage consumer engagement. The practitioners should recognise and encourage the formation of virtual communities and group formation with consumers and

encourage discussions, collaborations and to share grievances (Komito 2011). The interactions with virtual communities will provide market awareness and also encourage community development (Heinonen 2011). Apart from the profit-oriented activities, firms should also participate in fundraising as part of their corporate social responsibilities. Moreover, the use of relational content by firms to foster social influences with social media marketing ensures that consumers have a sense of belonging, have peer support and meet like-minded people and be part of virtual communities. The combination of social media technology and social influences allow firms to expand their products and service to broader audiences.

Education had a moderating effect on factors and the intensity of consumer engagement activities. Marketing practitioners need to take heed of demographic segmentation for the level of education. The practitioners need to ensure that content created, posted and shared holds significant educational and informational value (Shah et al. 2019). The marketing practitioners may target consumers based on educational background because educated groups of audiences tend to act as socialisation agents who provide vast product and service information and evaluation (Wang et al. 2012). Moreover, positive and favourable feedback and evaluations are beneficial for firms operating on social media platforms, and that may overall enhance their sales, growth and profits. On the other hand, negative feedback on social media platforms can have a devastating impact on the firm's reputation and performance (Melancon & Dalakas 2018).

The findings from the literature search were used to confirm and verify the outcome of semi-structured interviews. The interview instrument was devised in a manner that captured the experiences and knowledge of the participants who used social media platforms in Australia. A total of 20 participants were recruited from around Australia who shared their insights and provided in-depth explanations about their motivations for participation. The interview process was recorded, transcribed and analysed using thematic analysis with NVivo. From the semi-structured interviews, a total of 62 sub-factors and seven factors were verified and confirmed. Six additional sub-factors (accessibility, ease of use, cyber-bullying, identity theft, events/ functions and fundraising) were identified and classified under environmental influences.

In summary, the study provides valuable insights into consumer behaviour that are viable to foster constant consumer engagements, participation and involvement with social media marketing activities generated by firms.

7.5. Limitations and Implications for Future Research

The research has a number of limitations. In this section, the limitations are linked to recommendations for future research.

This study was confined to Australia and the majority of the participants were recruited from around the state of NSW (New South Wales). Due to time and financial constraints, a nation-wide data collection exercise was not going to be possible. Therefore, future studies could incorporate a larger number of participants from around Australia for a better representation of the Australian population.

A total of 353 completed responses were collected during the survey phase. The survey instrument had 89 items, and thus structural equation modelling (SEM) was not appropriate to further verify the results derived from the regression analysis. A future study could recruit a larger sample that is appropriate to conduct SEM.

The majority of the participants recruited for this study belonged to the age range of 18-24 (61.8%) and 25-34 (19.3%) (Priluck & Topol 2018). Although 80% of the respondents were young (<35 years of age), the final results of the study were unaffected because age was statistically insignificant (p>0.01) in moderating with brands, psychological and social influences. On the other hand, it was noted from the sample that only 10% of the participants belonged to the age range of 55 years and over. There are chances that the participants over the age of 55 may be under-represented affecting the representation and randomness of the results. Therefore, future studies could investigate influential factors that motivate consumers who are over the age of 55 to engage with social media marketing activities.

Before basic data preparation, a reliability test was conducted to confirm that the measures were free from random errors. Therefore, Cronbach alpha was used for the reliability test. The law and legislation construct reported the lowest co-efficient value

of 0.461. Therefore, the item *"I feel that Australian Law protects me from risks of misconduct, unfair treatment and inappropriate behaviour on social media"* had to be removed from further analysis of EFA and regression. Consumers' perception of Australian law would have provided valuable insight to marketing practitioners and law experts. Therefore, future studies could empirically investigate and report about consumer behaviour and perceptions about Australian law with regards to firms functioning on social media.

The study has used U&G and SCT to investigate consumer engagement activities with social media marketing. Future studies could incorporate theories from social, psychological, behavioural and technological backgrounds to better understand consumer engagement with social media marketing.

In addition, other research methodologies can be employed with respect to consumer engagements; for instance, the meta-analysis method could also be used to identify and confirm factors and sub-factors for consumer engagement (Boulianne 2015).

Finally, the research has used social media platforms in general for the investigation. Future studies could involve an intensive case study of one or a few social media platforms to investigate consumer engagement activities (Voorveld et al. 2018).

7.6. Conclusion

Overall, social media is generating a marketplace that appeals to a broad range of consumers. Firms should recognise the need to engage on social media platforms by carefully defining and designing their engagement policies. This study investigated vital factors that influence consumers to engage with social media marketing generated by firms in Australia. Exploratory sequential mixed method was used to identify crucial factors and sub-factors from the literature, followed by semi-structured interviews and a survey. Through empirical investigation, the study has reported that brands, psychological and social influences tend to have a significant impact on the intensity of consumer engagement activities, moderated by education.

This study provides theoretical and practical contributions to the field of marketing. From the theoretical perspective, the study provides extensive knowledge of crucial factors influencing consumer engagement with social media marketing. In this study, the factors from the traditional marketing literature were extracted and tested for a better understanding of consumer behaviour within the social media marketing trajectory. From a practical perspective, this study provides marketing practitioners with empirical findings that they can use to improve their marketing strategies and social media marketing activities to enhance consumer engagement.

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9. APPENDICES

9.1. Appendix A: Ethics Approval Letter

OFFICE OF RESEARCH
Human Research Ethics Committee
PHONE +61 7 4687 5703| FAX +61 7 4631 5555
EMAIL human.ethics@usq.edu.au

UNIVERSITY
OF SOUTHERN
QUEENSLAND

19 July 2017

Ms Kirtika Deo

Dear Kirtika

The USQ Human Research Ethics Committee has recently reviewed your responses to the conditions placed upon the ethical approval for the project outlined below. Your proposal is now deemed to meet the requirements of the *National Statement on Ethical Conduct in Human Research (2007)* and full ethical approval has been granted.

Approval No.	**H17REA149**
Project Title	Consumer engagements with social media marketing
Approval date	19 July 2017
Expiry date	19 July 2020
HREC Decision	**Approved**

The standard conditions of this approval are:

(a)   Conduct the project strictly in accordance with the proposal submitted and granted ethics approval, including any amendments made to the proposal required by the HREC
(b)   Advise (email: human.ethics@usq.edu.au) immediately of any complaints or other issues in relation to the project which may warrant review of the ethical approval of the project
(c)   Make submission for approval of amendments to the approved project before implementing such changes
(d)   Provide a 'progress report' for every year of approval
(e)   Provide a 'final report' when the project is complete
(f)   Advise in writing if the project has been discontinued, using a 'final report'

For (c) to (f) forms are available on the USQ ethics website:
http://www.usq.edu.au/research/support-development/research-services/research-integrity-ethics/human/forms

Samantha Davis
Ethics Officer

9.2. Appendix B: Information Sheet for the Interviews

**Participant Information for USQ Research Project
Interview**

Project Details

Title of Project: Consumer
Engagements with Social
Media Marketing

Human Research Ethics
Approval Number: H17REA149

Research Team Contact Details

Principal Investigator Details

Ms. Kirtika Deo
Email: Kirtika.Deo@usq.edu.au
Telephone: (+61) 414073048
Mobile: (+61) 414073048

Supervisor Details

Dr. Ranga Chimhundu
Email: Ranga.Chimhundu@usq.edu.au
Telephone: (+61) 746875759
Mobile: (+61) 416321803

Description

This project is being undertaken as part of the DBA (Doctor of Business Administration) research degree.

The purpose of this project is to provide an extended understanding of influential factors that affect consumer engagements with social media marketing in Australia.

The research team requests your assistance because you are an active user of social media and sharing your knowledge and opinions would be beneficial to this research.

Participation

Your participation will involve participation in an interview that will take up to 1 hour of your time. The interview will take place at a time and venue that is convenient to you. You can also participate remotely using Skype, Viber, WhatsApp, Zoom or Telephone.

Questions will include what motivates you to engage on social media platforms and how frequently you update your social media status, as well as other related questions.

The interview will be audio recorded.

Your participation in this project is entirely voluntary. If you do not wish to take part you are not obliged to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage. You may

1

also request that any data collected about you be destroyed. If you do wish to withdraw from this project or withdraw data collected about you, please contact the Research Team (contact details at the top of this form).

Your decision whether you take part, do not take part, or to take part and then withdraw, will in no way impact your current or future relationship with the University of Southern Queensland.

Expected Benefits

It is expected that this project will indirectly benefit you, as a member of society, through gaining a clearer understanding of factors that attract consumers to engage on social media platforms. However, it may also benefit researchers by making theoretical contributions in expanding the frontiers of knowledge. This may also benefit firms by providing a yardstick for the firms to make marketing decisions in promoting their offerings on social media.

Risks

There are no anticipated risks beyond normal day-to-day living associated with your participation in this project.

Privacy and Confidentiality

All comments and responses will be treated confidentially unless required by law.

Regarding the audio tape:

- Should you not intend to have your interview recorded, notify the researcher prior to the interview.
- It will not be necessary for you to verify your comments and responses prior to final inclusion.
- The recording will not be used for any other purposes other than the purposes of this research.
- The only people who will have access to the recordings are the researcher, the research supervisors and the person who will be responsible for transcribing the interviews.
- You can participate in the project without being recorded if you wish, by informing the principal investigator.

Any data collected as a part of this project will be stored securely as per University of Southern Queensland's Research Data Management policy. All data will be backed up using the USQ's Research Data Management Plan. A primary copy of the Research Data would be copied in QCIF Nextcloud, which is a secure data center research data storage service located onshore in Australia with data protected through replication. Also, a secondary copy of all the research data would be backed up on QCIF QRIS cloud storage.

Consent to Participate

We would like to ask you to sign a written consent form (enclosed) to confirm your agreement to participate in this project. Please return your signed consent form to a member of the Research Team prior to participating in your interview.

Questions or Further Information about the Project

Please refer to the Research Team Contact Details at the top of the form to have any questions answered or to request further information about this project.

Concerns or Complaints Regarding the Conduct of the Project

If you have any concerns or complaints about the ethical conduct of the project you may contact the University of Southern Queensland Ethics Coordinator on (07) 4631 2690 or email ethics@usq.edu.au. The Ethics Coordinator is not connected with the research project and can facilitate a resolution to your concern in an unbiased manner.

Thank you for taking the time to help with this research project. Please keep this sheet for your information.

2

9.3. Appendix C: Consent Form for the Interviews

University of Southern Queensland

**Consent Form for USQ Research Project
Interview**

Project Details	
Title of Project:	Consumer Engagements with Social Media Marketing
Human Research Ethics Approval Number:	H17REA149

Research Team Contact Details

Principal Investigator Details	**Supervisor Details**
Ms. Kirtika Deo	Dr. Ranga Chimhundu
Email: Kirtika.Deo@usq.edu.au	Email: Ranga.Chimhundu@usq.edu.au
Telephone: (+61) 41407348	Telephone: (+61) 746875759
Mobile: (+61) 414073048	Mobile: (+61) 416321803

Statement of Consent

By signing below, you are indicating that you:

- Have read and understood the information document regarding this project.

- Have had any questions answered to your satisfaction.

- Understand that if you have any additional questions you can contact the research team.

- Understand that the interview will be audio recorded.

- Understand that I [will] be provided with a copy of the transcript of the interview for my perusal and endorsement prior to inclusion of this data in the project.

- Understand that you are free to withdraw at any time, without comment or penalty.

- Understand that you can contact the University of Southern Queensland Ethics Coordinator on (07) 4631 2690 or email ethics@usq.edu.au if you do have any concern or complaint about the ethical conduct of this project.

- Are over 18 years of age.

- Agree to participate in the project.

Participant Name	
Participant Signature	
Date	

Please return this sheet to a Research Team member prior to undertaking the interview.

Page **1** of **1**

9.4. Appendix D: Interview Instrument

<div align="center">

Interview Questions

</div>

Date and Time of Interview: _____

Mode of interview: _____

Gender: _____

Occupation: _____

1) Introduction

- Explain the purpose of the study
- Complete the Research Participant Informed Consent Form

2) Interview Questions

General Questions

[1] What type of social media platforms do you use as consumers?

[2] Do you follow the viral and trendy news, music, tweets or YouTube videos?

[3] How frequently do you update your social media status?

[4] What motivates you to engage on social media platforms?

Individual Influences

Personal Influences

[5] Does your nature influence you to engage on social media?

[6] Do you trust the information shared by firms on social media?

[7] Do you keep yourself updated with the latest offers and information shared on social media by firms?

Psychological Influences

[8] Are your voice(s), opinions and perceptions well cared for by firms operating on social media?

Buyers' Response

[9] Do you think that social media is most suitable for brand awareness by providing up-to-date information about products or services?

[10] Do you describe yourself as a loyal brand follower on social media?

[11] Did you use the platform for product, service or brand evaluation before purchasing?

[12] Have you ever given any reviews or testimonials on brands?

Environmental Influences

Marketing Communication

[13] How would you describe your experiences with electronic word of mouth?

Social & Cultural Influences

[14] Are you part of a virtual community and do you contribute and participate regularly?

Law and Legislations

[15] Do you feel that Australian law supports consumers on social media from risks of misconduct, unfair treatments and inappropriate behaviour?
[16] Are you concerned about your privacy and security on social media?

- **Thank the interviewee for participating in the interview**

9.5. Appendix E: Invitation Letter for the Interviews/ Surveys

SCHOOL OF MANAGEMENT AND ENTERPRISE
Kirtika Deo
Doctoral Student
PHONE +61 414073048
EMAIL Kirtika.Deo@usq.edu.au

5 March 2019

Dear [Participants Name]

Re: Invitation for [Interview/Online Survey]

My name is Kirtika Deo and I am a full-time doctoral student at the University of Southern Queensland. I am currently conducting research on Consumer Engagements with Social Media Marketing, and this is in partial fulfilment of the requirements for the Doctor of Business Administration by Research program.

This research is vital to understand crucial factors that influence consumers to engage with social media marketing activities generated by firms. You have been selected to participate, as your profile fits the requirement of the research. The findings of the study will provide a list of empirically tested factors that will enable a deeper understanding of consumer behaviour from the engagement perspective on social media platforms.

The interview/questionnaire was developed to minimise the time for completion and help in summarising the findings. The findings would be published in academic journals and/ or presented at conferences without identifying who the interviewees were.

Your responses will be treated with strict confidentiality. Your name is not required in the interview/ questionnaire and the results will be reported for the outcome of the entire interview/survey. If you have concerns regarding the project, you are welcome to contact Human Ethics Officer, Human Research Ethics Committee, University of Southern Queensland, Toowoomba Queensland Australia, 4350, or by telephone at +61 (7) 46875703.

If you have any questions about the interview/survey, or you would like to gain additional information, please feel free to call me at (+61) 414073048, or contact me via email at Kirtika.Deo@usq.edu.au. Also, you are free to withdraw from this project any time should you wish to do so. Thank you for your valuable time and contribution towards this study.

Yours sincerely

K. Deo
Kirtika Deo

9.6. Appendix F: Information Sheet for the Questionnaire

University of Southern Queensland

Participant Information for USQ Research Project
Questionnaire

Project Details

Title of Project: Consumer
Engagements with Social
Media Marketing
Human Research Ethics
Approval Number: H17REA149

Research Team Contact Details

Principal Investigator Details

Ms. Kirtika Deo
Email: Kirtika.Deo@usq.edu.au
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Supervisor Details

Dr. Ranga Chimhundu
Email: Ranga.Chimhundu@usq.edu.au
Telephone: (+61) 746875759
Mobile: (07) 46875759

Description

This project is being undertaken as part of DBA (Doctor of Business Administration) research degree.

The purpose of this project is to provide an extended understanding of influential factors that affect consumer engagements with social media marketing in Australia.

The research team requests your assistance because the data collected from the online survey would help to validate the consumer engagement factors and to determine the relationship between these factors.

Participation

Your participation will involve completion of a questionnaire that will take approximately 15-25 minutes of your time.

Questions will include: What are the relationships of these factors to consumer engagements with the social media marketing activities of firms? Do the relationships vary across demographic variables?

Your participation in this project is entirely voluntary. If you do not wish to take part you are not obliged to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage. Please note, that if you wish to withdraw from the project after you have submitted your responses, the Research Team are unable to remove your data from the project (unless identifiable information has been collected). If you do wish to withdraw from this project, please contact the Research Team (contact details at the top of this form).

Your decision whether you take part, does not take part, or to take part and then withdraw, will in no way impact your current or future relationship with the University of Southern Queensland.

Expected Benefits

1

It is expected that this project will directly benefit you with a list of empirically tested factors that firms use to promote their content through social media marketing. However, it may benefit by providing an incremental contribution towards the literature; the academics may use the study as a benchmark for future studies and the study would provide a deeper understanding to firms about consumer behaviour and their engagement patterns on social media.

Risks

There are no anticipated risks beyond normal day-to-day living associated with your participation in this project.

Privacy and Confidentiality

All comments and responses will be treated confidentially unless required by law.

The names of individual persons are not required in any of the responses.

Any data collected as a part of this project will be stored securely as per University of Southern Queensland's Research Data Management policy.

Consent to Participate

Clicking on the 'Submit' button at the conclusion of the questionnaire is accepted as an indication of your consent to participate in this project.

Questions or Further Information about the Project

Please refer to the Research Team Contact Details at the top of the form to have any questions answered or to request further information about this project.

Concerns or Complaints Regarding the Conduct of the Project

If you have any concerns or complaints about the ethical conduct of the project you may contact the University of Southern Queensland Ethics Coordinator on (07) 4631 2690 or email ethics@usq.edu.au. The Ethics Coordinator is not connected with the research project and can facilitate a resolution to your concern in an unbiased manner.

Thank you for taking the time to help with this research project. Please keep this sheet for your information.

2

9.7. Appendix G: Survey Instrument

Consumer Engagement with Social Media Marketing

The University of Southern Queensland Human Research Ethics Committee approved this research. The Human Research Ethics Approval Number is **H17REA149.**

Research Team Contact Details:

Principal Investigator Details

Ms Kirtika Deo

Email: Kirtika.Deo@usq.edu.au

Principal Supervisor Details

Dr Ranga Chimhundu

Email: Ranga.Chimhundu@usq.edu.au

Associate Supervisor Details

Dr Abdul Hafeez-Baig

Email: Abdul.Hafeez-Baig@usq.edu.au

Description:

I extend my gratitude and appreciation to you for taking part in this study. This survey is in partial fulfilment of the course requirements for a Doctor of Business Administration (DBAR) degree at the University of Southern Queensland, Australia. The study is designed to ascertain the relationship between vital factors that influence consumers to engage with social media marketing generated by firms in Australia. Any questions or queries can be emailed to u1084676@umail.usq.edu.au. The research team requests your assistance because the data collected from the online survey will help to validate the consumer engagement factors and to determine the relationships between these factors.

Participation:

Your participation will involve completion of a questionnaire that will take approximately 10-15 minutes of your time. Questions will include a scale that ranges from strongly agree to strongly disagree on the influential factors that motivate consumers (participants) to engage in social media marketing activities generated by firms. The survey is administered via USQ Survey Tool.

Your participation in this project is entirely voluntary. If you do not wish to take part, you are not obliged to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage. Please note that if you wish to withdraw from the project after you have submitted your responses, the Research Team are unable to remove your data from the project (unless the identifiable information has been collected). If you do wish to withdraw from this project, please contact the Research Team. Your decision whether you want to take part and then withdraw, will in no way impact your current or future relationship with the University of Southern Queensland.

Expected Benefits:

It is expected that this project will indirectly benefit you with a list of empirically tested factors that firms use to promote their content through social media marketing. The project may benefit the researchers by providing an incremental contribution to the literature. Academics may use the study as a benchmark for future studies, and the study will provide a deeper understanding of firms about consumer behaviour and consumer engagement patterns on social media.

Risks:

There are no anticipated risks beyond normal day-to-day living associated with your participation in this project.

Privacy and Confidentiality:

All comments and responses will be treated confidentially unless required by law. The names of individual persons are not required in any of the responses. Any data collected as a part of this project will be stored securely as per University of Southern Queensland's Research Data Management policy.

Demographic Information

Please answer the following questions without putting your name on this survey. Your answers will remain anonymous.

i.   **Age:** □18-24   □25-34   □35-44   □45-54   □55-64   □65-74   □75years or older

ii. **Gender:** □ Male   □ Female   □ Others   □ Prefer not to Say

iii. **Australian State where I live:** □ NSW □ QLD   □ SA   □ TAS

   □ VIC   □ WA   □ ACT   □ NT

iv. **Current Education Level:** □Postgraduate Degree □Graduate Diploma/ Certificate   □Bachelor Degree

   □Advanced Diploma   □Certificate   □Secondary Education   □Primary Education   □Other Education

v.   **Number of years you have used social media: _____years**

vi. **Which of the social media platforms are you currently using?**

   □ Facebook   □ Twitter   □ YouTube   □ Google Plus
   □ Instagram   □ Pinterest   □ LinkedIn   □ Tumbler
   □ Others (Please Specify) _____

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A) Listed below are the different ways of customer engagement on social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1) I regularly update my status on social media pages.					
2) I often post comments on social media pages.					
3) I often write private messages on social media pages.					
4) I regularly chat with people on social networking sites.					
5) I often view pictures and videos on social media pages.					
6) I like a page or follow a company or brand on social media pages.					
7) I often upload product-related videos, audios, pictures, or images on social networking sites.					
8) I recommend and share product-related pages and information on social media.					
9) I visit social media pages daily just to see what others are doing.					
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B) Listed below are various personal attributes which customers experience in engaging with social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					
1) I am more sociable by nature and depend on my friends in decision-making.					
2) I prefer to be on my own most of the time.					
3) I feel my nature influences me to engage on social media platforms					

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4) I am a blogger or have my page and I am looking for fame.					
5) I trust in the information on social media.					
6) I share personal information about myself on social media					
7) I am networking on social media for professional advancement.					
8) I get information about new offers on social media.					
9) I get entertained on social media pages.					
10) I use social media for relaxation and to relieve stress.					
11) I get bored and pass my time on social media.					
Statement	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
C) Listed below are various psychological states which customers experience in engaging with social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					
1) I feel valuable when on social media.					
2) I find the information on social media credible and beneficial.					
3) I find my perception and opinions are expressed on social media.					
4) I like engaging with pages and channels of my favorite sports heroes, actors, models or singers.					
Statement	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
D) Listed below are various buyers' response states which customers experience in engaging with social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					

1) I find brands on social media are significant to me.					
2) I am aware of different brands on social media.					
3) I follow the brands on social media, which are suitable for my life style.					
4) I follow the brands on social media, which I consume and/or purchase often.					
5) I am likely to buy products that I see advertised on social-networking sites.					
6) I think that my involvement with a brand or brands on social media is due to the influences of my friends.					
7) I have strong feelings/ emotions about specific brands on social.					
8) I feel brand pages allow my involvement in providing services to me to get the experience that I want.					
9) I feel brand page provides me with services that help creates products I want.					
10) I can understand the latest products or services without any help from others on social media.					
11) I will not stop buying/supporting the brands shown in the display ads on social media.					
12) I evaluate brands, products and services pre/post purchase on social media.					
13) In my opinion, the brands shown in the display ads on social networking sites are good.					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
14) I feel social media provides a reliable information resource for product or service investigation before buying.					
15) I find social media offers customized information search.					
16) I feel the opportunity for instant public response alongside an advertisement on social media is helpful.					
17) I have given consumer testimonials about my experiences on social media pages.					
18) I seek opportunity and problem discussion on brand pages of social media.					
19) I feel consumer information dissemination is crucial on brand pages of social media.					
20) I find brand pages to be more rewarding for prizes and giveaways.					
Statement	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
E) Listed below are various marketing communication factors, which customers experience in engaging with social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					
1) I feel that social media works best when you have good Internet services.					
2) I feel the social media permits two-way communication between firms and consumers.					
3) I follow the viral news, tweets or YouTube videos on social media					

4) I frequently share purchase information or knowledge with others on social media.					
5) I feel any information on social media is easily accessed with the use of smartphones, laptops, and computers.					
6) I feel that social media is an easy and convenient platform.					
7) I express views and read others' opinions on social media.					
8) I find marketing on social media helpful and resourceful.					
9) I often find a social media post leading to discussions and message exchanges between users and firms.					
10) I find no restrictions on the accessibility of information on social media.					
11) I feel connected with other consumers and firms on social media.					
12) I find consumer ratings useful in decision making on social media.					
13) I find consumer reviews of products useful in purchasing products on social media.					
14) I find real-time accessibility of social media appealing in sharing content.					
15) I find filtering and sorting product reviews helps in purchasing decisions.					

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
16) I find purchasing information freely available on social media.					
17) I often download, read, watch and listen to digital content on social media.					
18) I often create and disseminate my own information contents on social media.					
19) I often find entertaining content on social media.					
20) I use social media to promote my brands, products, services or ideas					
21) I find social media a very convenient tool to transmit my complaints and suggestions.					
22) I feel social media brings interactive communication.					
23) I find corporate and user posts are more convincing, believable, and unbiased on social media.					
24) I feel that the quality of posts, content or videos encourage or discourage my engagements on social media.					
25) I find social media pages helpful, useful and functional.					
Statement	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
F) Listed below are various social states which customers experience in engaging with social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					
1) I congratulate my family and friends during special occasions such as birthdays and weddings and express					

my sympathy during difficult times.					
2) I connect with other users regularly on social media.					
3) If I needed an emergency loan of $100, I know someone on social media whom I can turn to.					
4) I use social media platforms to raise funds for needy causes.					
5) I follow virtual communities who share common interests, experiences and goals on social media.					
6) I have gained a lot of recognition on social media pages with my contributions.					
7) I feel social media provides a lot of awareness in the marketplace.					
8) I belong to a social media community with trust and faith in fellow members.					
9) I am on social media to create and extract valued information to make decisions.					
10) I find contents shown on social media to be the newest information.					
11) I keep myself updated with domestic and international news using social media.					
12) I use social media platforms to express my anger, frustrations and complaints about a firm or firms.					
13) I relate to the content available on the social media communities.					

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
G) Listed below are various cultural states which customers experience in engaging with social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					
1) I connect with people with similar backgrounds on social media.					
2) I like to collaborate with members of a virtual community.					
3) I am an active member of a social media group.					
Statement	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
H) Listed below are various privacy issues which customers experience in engaging with social media. Think about your own recent experiences in the past few months and indicate to what extent you have experienced each of the following:					
1) I feel that Australian Law protects me from risks of misconduct, unfair treatment and inappropriate behaviour on social media.					
2) I feel that unknown parties may have access to my private information on social media.					
3) I dislike it when people bully each other and use inappropriate languages on social media.					
4) I fear that people can steal my identity on social media and use my information inappropriately.					
Additional Comments:					

Thank you for taking your time to help with this research project.

If you have any questions or require any further information, please contact one of the research team members.

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If you have any ethical concerns with how the research is being conducted or any queries about your rights as a participant please feel free to contact the USQ Ethics Officer on the following details

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9.8. Appendix H: Descriptive Findings after Mahalanobis' Distance

	N	Minimum	Maximum	Mean	Std. Deviation
Engagement (Status)	320	1	5	2.85	1.183
Engagement (Comments)	320	1	5	3.03	1.147
Engagement (Messages)	320	1	5	2.98	1.320
Engagement (Chat)	320	1	5	3.79	1.128
Engagement (View)	320	1	5	4.28	.826
Engagement (Like)	320	1	5	3.80	1.035
Engagement (Upload)	320	1	5	2.73	1.273
Engagement (Recommend)	320	1	5	2.82	1.229
Engagement (Visit)	320	1	5	3.76	1.064
Personal Influences (Extrovert)	320	1	5	2.97	.990
Personal Influences (Introvert)	320	1	5	3.18	1.023
Personal Influences (Personality)	320	1	5	3.14	.990
Personal Influences (Expression)	320	1	5	2.05	1.173
Personal Influences (Trust)	320	1	5	2.41	.966
Personal Influences (Expressive)	320	1	5	2.56	1.116
Personal Influences (Professional)	320	1	5	2.98	1.136
Personal Influences (Opportunity)	320	1	5	3.47	.995
Personal Influences (Hedonic)	320	1	5	3.94	.874
Personal Influences (Relaxation)	320	1	5	3.93	.949
Personal Influences (Habitual)	320	1	5	3.68	1.097
Psychological Influences (Valuable)	320	1	5	2.70	.916
Psychological Influences (Credible)	320	1	5	2.92	.939
Psychological Influences (Perception)	320	1	5	3.08	.981
Psychological Influences (Parasocial)	320	1	5	3.32	1.120
Buyers' Response (Brands)	320	1	5	3.04	1.038
Buyers' Response (BrandAwareness)	320	1	5	3.59	.909
Buyers' Response (CBRshp)	320	1	5	3.37	1.103

Buyers' Response (BrandLoyalty)	320	1	5	3.28	1.094
Buyers' Response (BrandEngagement)	320	1	5	3.09	1.047
Buyers' Response (BrandAffiliation)	320	1	5	2.86	1.066
Buyers' Response (Anthropomorphism)	320	1	5	2.90	1.047
Buyers' Response (Cocreation)	320	1	5	2.96	1.004
Buyers' Response (ProductDevelopment)	320	1	5	2.94	.994
Buyers' Response (Innovativeness)	320	1	5	3.37	1.012
Buyers' Response (PurchasingIntention)	320	1	5	2.84	1.002
Buyers' Response (Preevaluation)	320	1	5	3.22	1.059
Buyers' Response (Productevaluation)	320	1	5	2.93	.985
Buyers' Response (Investigation)	320	1	5	2.98	.963
Buyers' Response (Customisation)	320	1	5	3.46	.923
Buyers' Response (CGC)	320	1	5	3.39	.957
Buyers' Response (Testimonials)	320	1	5	2.79	1.196
Buyers' Response (OpportunityDiscussion)	320	1	5	2.98	1.118
Buyers' Response (CID)	320	1	5	3.35	.983
Buyers' Response (Remunerative)	320	1	5	3.06	1.018
Marketing Communications (Accessibility)	320	1	5	4.03	.805
Marketing Communications (Twoway)	320	1	5	3.77	.862
Marketing Communications (Viralcontent)	320	1	5	3.47	1.035
Marketing Communications (Shareinformation)	320	1	5	2.72	1.129
Marketing Communications (Ease)	320	1	5	4.09	.810

Marketing Communications (Convenience)	320	1	5	4.08	.749
Marketing Communications (EWOM)	320	1	5	3.69	.955
Marketing Communications (InformationalContent)	320	1	5	3.56	.975
Marketing Communications (Interactivity)	320	1	5	3.38	.975
Marketing Communications (Openaccess)	320	1	5	3.31	.941
Marketing Communications (Connectivity)	320	1	5	3.35	.977
Marketing Communications (Ratings)	320	1	5	3.78	.874
Marketing Communications (Reviews)	320	1	5	3.80	.901
Marketing Communications (Realtimeaccessibility)	320	1	5	3.62	.844
Marketing Communications (Curation)	320	1	5	3.63	.944
Marketing Communications (seeking)	320	1	5	3.52	.930
Marketing Communications (COC)	320	1	5	3.57	1.075
Marketing Communications (UGC)	320	1	5	3.03	1.139
Marketing Communications (Entertaining)	320	1	5	3.77	.985
Marketing Communications (Lowcost)	320	1	5	3.01	1.244
Marketing Communications (Conversation	320	1	5	3.37	1.040
Marketing Communications (Interactivecom)	320	1	5	3.59	.997
Marketing Communications (Source)	320	1	5	3.19	1.055
Marketing Communications (Features)	320	1	5	3.60	.900
Marketing Communications (Functional)	320	1	5	3.76	.812
Social Influences (Events)	320	1	5	3.83	1.018
Social Influences (SNR)	320	1	5	3.75	1.002

Social Influences (Socialcapital)	320	1	5	2.83	1.386
Social Influences (Fundarising)	320	1	5	2.59	1.155
Social Influences (VirtualCommunities)	320	1	5	3.49	1.059
Social Influences (Recognition)	320	1	5	2.81	1.110
Social Influences (AwarenessMKT)	320	1	5	3.52	.943
Social Influences (CommunityDevelopment)	320	1	5	3.24	1.035
Social Influences (SocialInteraction)	320	1	5	3.22	1.041
Social Influences (Trendiness)	320	1	5	3.40	.987
Social Influences (Socialnews)	320	1	5	3.56	1.025
Social Influences (SocialVoice)	320	1	5	2.59	1.163
Social Influences (Relational)	320	1	5	3.41	.901
Cultural Influences (Friending)	320	1	5	3.62	.982
Cultural Influences (Collaborate)	320	1	5	3.28	1.014
Cultural Influences (Groupformation)	320	1	5	3.15	1.116
Law (Privacy)	320	1	89	4.22	4.832
Law (Cyberbullying)	320	2	5	4.47	.729
Law (IdentityTheft)	320	1	5	4.03	.918
Valid N (listwise)	320				