

# **Engagement Factors in Social Media Marketing on Instagram: A Case Study of Parasteh Gallery**

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Submitted to the  
Institute of Graduate Studies and Research  
in partial fulfillment of the requirements for the degree of

Master of Arts  
in  
Marketing Management

Eastern Mediterranean University  
September 2021  
Gazimağusa, North Cyprus

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## ABSTRACT

In today's extremely competitive market, companies and businesses are seeking for new strategies to raise consumer awareness and strengthen their brand. Social media is one of these strategies, and it has transformed the sphere of business and digital marketing. The objective of this research is to find out how the content vividness and content type affect customers brand loyalty on social media. The study of Verschueren (2017) and Mafe et al. (2014) served as the foundation for the research model. The study's statistical population includes all Instagram followers of Parasteh Gold Gallery. 404 followers were surveyed in order to obtain data using the available sampling method. A questionnaire was used to collect data, which was then analyzed using structural equation modeling and SPSS 18 and LISREL software. The findings revealed that the vividness of content have a substantial impact on customer attitudes toward the brand, customer attitudes toward the content, and brand engagement. Furthermore, the content type has an impact on customer attitudes toward brand, content, and brand engagement. Finally, customer attitudes toward the brand, customer attitudes toward content, and customer engagement all have a significant influence on brand loyalty.

**Keywords:** Consumer Behavior, Content Vividness, Content Type, Social Media, Customers' Attitude, Brand Loyalty

## ÖZ

Günümüzün son derece rekabetçi pazarında şirketler ve işletmeler, tüketici bilincini artırmak ve markalarını güçlendirmek için yeni stratejiler aramaktadır. Sosyal medya bu stratejilerden birisidir ve iş ve dijital pazarlama alanını dönüştürmüştür. Bu araştırmanın amacı, içerik canlılığının ve içerik türünün müşterilerin sosyal medyadaki marka sadakatini nasıl etkilediğini bulmaktır. Verschueren (2017) ve Mafe ve ark. (2014) araştırma modelinin temelini oluşturmuştur. Çalışmanın istatistiksel popülasyonu, Parasteh Gold Gallery'nin tüm Instagram takipçilerini içermektedir. Mevcut örnekleme yöntemi kullanılarak veri elde etmek için 404 takipçi ile anket yapılmıştır. Bu anket daha sonra yapısal eşitlik modellemesi ve SPSS 18 ve LISREL yazılımı kullanılarak analiz edildi. Bulgular, Sosyal medya içerik canlılığının markaya yönelik müşteri tutumları, içeriğe yönelik müşteri tutumları ve marka bağlılığı üzerinde önemli bir etkiye sahip olduğunu ortaya koydu. Ayrıca, içerik türünün markaya, içeriğe ve marka bağlılığına yönelik müşteri tutumları üzerinde etkisi olduğunu gösterdi. Son olarak, markaya yönelik müşteri tutumları, içeriğe yönelik müşteri tutumları ve müşteri katılımı, marka sadakati üzerinde önemli bir etkiye sahip olduğunu ortaya arkardı.

**Anahtar Kelimeler:** Tüketici Davranışı, İçerik Canlılığı, İçerik Türü, Sosyal Medya, Müşterilerin Tutumu, Marka Bağlılığı

To my Family

## **ACKNOWLEDGEMENT**

I would like to express my special thanks of gratitude to my supervisor Dr. Mehmet Haluk Koksal who read my numerous revisions and helped make some sense of the confusion, and I came to know about so many new things. Secondly, I would also like to thank my family and friends who helped me a lot in finalizing this project within the limited time frame.

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# Chapter 1

## GENERAL FRAMEWORK OF THE STUDY

### 1.1 Introduction

We have seen rapid Internet growth and attention to users in recent years. In the sales of goods and services, the Internet has great potential. Some business analysts and academics have suggested that the involvement and use of social media in order to succeed in the competitive market is a necessity. In order to ensure that they purchase the right goods before they encounter them, people use social media sites as sources of knowledge.

The current study aims to test the effect of the content vividness and the type of content on the consumer loyalty. For this purpose, a model has been created to examine the relationship between each of content type and content vividness, and customer attitude towards content, brand and brand interaction. Finally, the effect of content type and vividness on brand loyalty. Consequently, the research problem, research objectives, the proposed framework, hypotheses, and research process will be clarified. After discussing the literature on the topic, the research findings and conclusions and recommendations will be presented.

### 1.2 Problem Definition

As a new generation of online websites, social media on which users digitally assemble around a shared topic and create online communities has arisen. Organizations and companies have tried to attract users via social media networks as effective

communication channels. These platforms have enabled connections between businesses and consumers. The purpose of the marketing campaign for social media is to produce enticing content to allow viewers and users to post it on digital networking. Firms may communicate via social media with their fans, maintaining a sense of trust and loyalty between them. Organizations have built entire pages on these sites for their brands to educate about their products and improve their partnership with their customers. Generally, a new medium of contact for both companies and customers has been introduced by social media. Companies may develop positive relations with their loyal customers and influence people's views about their goods (Brodie et al., 2014). These goals can be reached, and constructive feedback from audiences can be obtained through the development of meaningful content and social media. Organizations seek to gain customer participation and engagement with the brand (Hollebeek, 2014). People's attitudes shape their mentality and cause them to like a post or to be attracted to a particular topic or not. Via social media marketing, brands can impact customers. Through improving engagement and this contributes to an increased loyalty of customers to the brand. These elements reflect the opinion of the customers about the brand and the brand's generated content. Therefore, the current investigation is carried out to analyze the engagement and loyalty of the consumer to the brand and material. In order to attain their content marketing targets, brands need to create as engaging content as possible. There are different motivations behind people's decision to connect with the brand and if there is a benefit such as entertainment or information, people immediately follow the page (Antheunis et al., 2016). Informative content can include product or brand information, and entertaining content can include photos, videos, teasers, slogans, or a hilarious content (Liebrecht, 2015). The material is processed by the recipient in different ways according to Liebrecht (2015). For

example, while entertaining content affects the viewer through its psychological characteristics, such as emotions, insightful content is processed logically (Kaye et al., 2020). The present study seeks to investigate the effect of the level of vividness and type of content on interaction and brand loyalty. According to Cambridge English Dictionary vividness is defined as “the quality of being very clear, powerful and detailed in your mind”, or in Oxford Learner Dictionary it is defined as “the quality of producing very clear pictures in your mind”. However, the definition of vividness in the context of this study refers to whether the content is text, photo or video (Sabate et al., 2014). The focus of the present study is on Instagram, as an online social media platform where users can share videos and photos. (Manikonda et al., 2014).

Instagram has been chosen as the medium of this study because of its popularity among Iranians. Access to most of other types of social media such as Facebook, Twitter and Telegram are restricted by the Iranian government; hence, the most useful and popular social platform is Instagram so far. The expected result of the study is that this entertaining and competitive content leads to higher rankings of a brand in the dimension of attitude and content.

### **1.3 Company Background**

Parasteh Gold Gallery officially started in May 2011 in Tehran, Iran. Pouya Erfani, as the investor and CEO, and Parasteh Mansouri as the designer, are the founders of this gallery. The purpose of forming the glorious gallery was to design, produce, and supply handmade gold jewelry in a new and attractive style to attract different parts of Iranian society. The diversity of products and materials used in producing the golden accessories of this company is extensive. This has made it possible for different people with different tastes and budgets to buy gold products from Parasteh Gallery.

The main sale and distribution channel for Parasteh products is through the company's website (www.parasteh.com), which is specialized in the craft. On the other hand, since, Instagram is the most popular social medium, this study has been conducted to examine the features of content on customer relation, especially, on brand loyalty.

The Gallery needs to conduct marketing research to know if content vividness and content type significantly influence brand loyalty through social media.

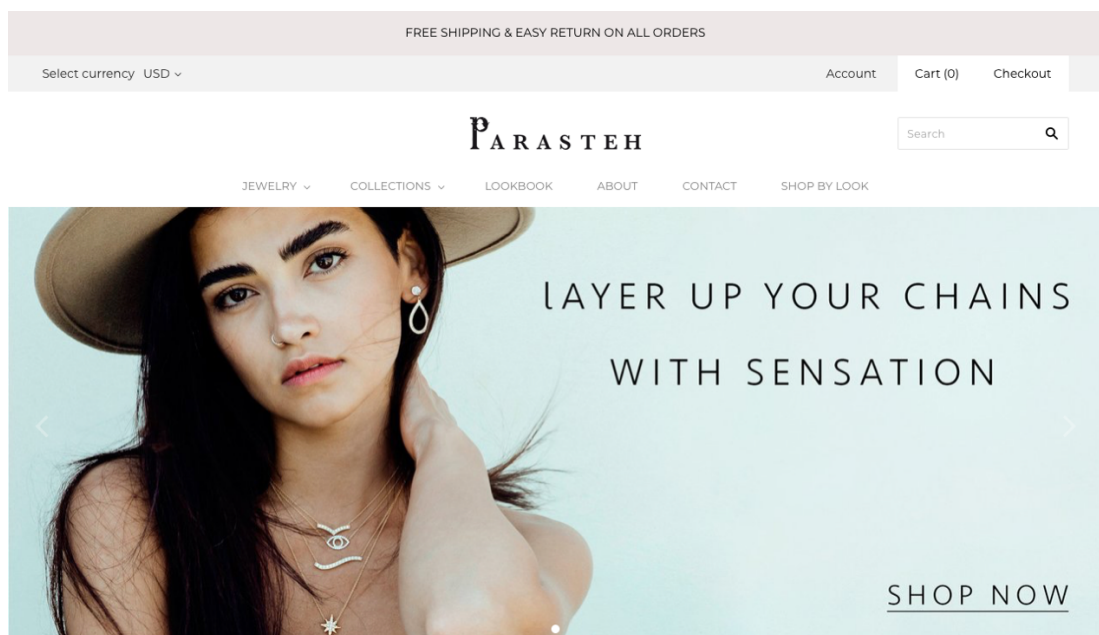


Figure 1: Parasteh Gallery's Website, www.parastehjewels.com



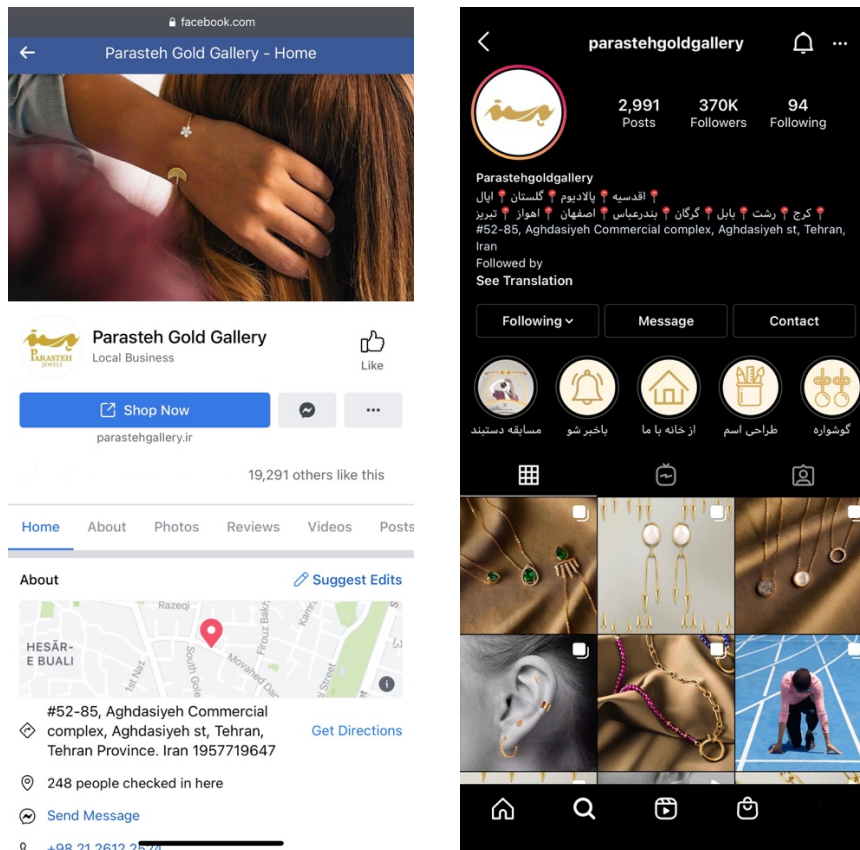


Figure 2: Parasteh Gallery's Social Media

## 1.4 Importance of the Study

With the growth of their users, the value of using social media sites is becoming increasingly evident for businesses, and the companies need to follow a new strategic plan, namely content marketing (Antheunis et al., 2016). Content marketing can be defined as producing valuable content which make a brand a credible business and not only aims to increase its sales but also to create lasting value in the lives of its customers. By using this strategy, brands can create valuable, relevant and compelling content to cause a positive customer response (Pulizzi, 2012). Content marketing, unlike all other marketing strategies, emphasizes the company objectives as well as the customer. Moreover, the difference between content marketing and other marketing strategies is that content marketing focuses on the target and the user, and

brands are created through the media itself. The distinction between content marketing and other marketing strategies will be discussed in detail in the chapter.

Instagram had first been developed for mobile use as an application (Anderson, 2016). Because content marketing could be carried out on any medium, in the current study, we are looking to analyze content marketing on the Instagram platform. In virtually any previous studies, content marketing has not yet been examined on Instagram (Antheunis et al., 2016).

One of the main goals of organizations is customer participation and customer interaction. Interaction from the perspective of academic literature has several definitions that are reviewed here. According to Hollebeek et al. (2014), customer engagement represents the client's curiosity and personal connection with the brand. From a behavioral point of view, brand loyalty is characterized based on an individual's choice in his multiple transactions to buy a specific brand over rival products.

From an attitude perspective, however, a person loyal to a brand is someone who considers a particular brand superior to other brands and prioritizes that brand at the time of purchase. The following factors are effective in increasing brand loyalty:

- Product involvement and usage rate: according to Hollebeek et al. (2014), the degree of involvement with a product is one of the factors that increase loyalty to that product.
- Brand trust is another factor affecting customer loyalty to the brand.
- Customer satisfaction is also a very effective factor on the intensity of customer loyalty to the brand. Although brand trust and customer satisfaction represent two

similar concepts, former refers to the pre-purchase decision and latter refers to the post-purchase decision.

Brands use content marketing to create customer-related content (Sabate et al., 2014). The concept of vividness is different on Instagram than other social media. The vividness of a post on Instagram refers to whether it is text, photo, video or using some celebrities and influencers. According to this definition, photos increase the popularity of a post and videos increase the number of likes (Sabate et al., 2014). The difference between the vividness of a photo and a video is very small, nevertheless both are more vivid than text. Vividness aspects in other media can vary including text, link, events, photos and videos. According to studies, the number of post likes and comments indicates how attractive it is (Terfezger et al., 2016). Posts attract attention and create a connection between people and the content of the post. As a result, based on the number of likes, shares and comments of users on Instagram, as criteria set by managers and consultants, it is easy to determine the level of brand loyalty. Likes and comments in a post can reflect the conversations of brand followers through which consumers interact with the content. These scales are due to their attitude towards the brand and posts. Thus, brand managers can easily recognize the relationship between people's attitudes as well. According to Beyou and Devo (2015) it has become difficult to gain consumer's trust, brands need to find a way to gain that trust.

Over the past few years, social media have become increasingly popular, especially among young people, and have become one of the most important ways to communicate and meet people who do not have the opportunity to meet in person. Social media have also become a tool used for a variety of purposes, including sharing information, entertaining users, and finding work and forming associations based on

ethnicity and other factors. As an integral part of implementing marketing communication strategies, the use of social media is an attempt to attract a large audience to make more profit on a smaller scale. Through social media marketing programs, content can be created to attract the audiences' attention and encourage them to share on social media, thus increasing e-shopping (Angerman, 2015). Overall, these networks have the potential to be used to promote marketing activities.

As a factor of interaction, social networking sites use a two-way communication style. The focus of social media marketing strategies is usually on generating content that helps capture the audience's attention. With this content, users are encouraged to share content on sites, and these websites act as a word-of-mouth source so that the message is transmitted from one source to a third party and ultimately, a type of marketing in social media is created. Interactions created in this way lead to a sense of loyalty and commitment among the audience that may be less seen in other media. In social media platforms, a combination of directional conversations can be achieved through the flow of communication from brands to customers, from customers to brands, as well as customers to customers. Customers today can share their experiences with thousands of people, and thus, these platforms lead to the creation of a community of people. These communities allow companies to have a special relationship with customer groups that is not possible in other media. Given the features mentioned for these platforms, companies should pay special attention to communication features to create interaction with the consumer and use this knowledge to attract customers and create commitment in them (Angerman, 2015). The present study examines new insights and attitudes about Brand engagement and brand commitment such as, investigating the effect of content type and vividness on brand loyalty that differentiate it from previous research.

## **1.5 Study Objectives**

The current research aimed to explore the effects on customer loyalty on social media of the content vividness and type of commercial message. The following sub-objectives should be met in this regard:

- Investigating the effect on brand engagement of the vividness of content, customer mentalities towards the brand and message content
- Evaluating the impact on brand engagement of the type of commercial messaging content, customer mentalities towards the brand and message content
- Determination of the influence on the brand loyalty of the vividness and type of commercial messaging content and brand engagement

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Social media marketing refers to all the actions taken with the aim of increasing website traffic or gaining attention to an issue through social media. In other words, social media marketing is a process for producing content on different social media platforms and attracting the audience in the fastest possible way. According to Investopedia, Social Media Marketing is defined as “use of social media by companies to market their services and products”. As one of the most common methods of advertising and internet marketing, this method works like placing advertisements on the walls of the city and, for example, advertisements are published through photos, texts, or multimedia files on popular sites or personal sites and website optimization is performed for this purpose. Social pages are another possibility that can be used to engage the audience along with website design, and it is enough to create profiles on Facebook, Twitter and Instagram that will help companies attract more audiences and influence them. According to research in this field, the use of word advertising helps only 10% to improve and attract customers, while the combination of images and words can be up to 65% effective; this is because people are more interested in copying ads and their minds are involved in visual processes. Along with creating visual relationship, telling narrations about the subject of advertisement can also be effective. Posts with images on Twitter lead to 150% more interactions such as, retweet and likes than regular posts. Making video is even more effective because it has been found that

85% of people like to watch short videos of online products. Networks such as LinkedIn, Twitter and Instagram are updating themselves to optimize platforms for businesses and enable better marketing and audience access (Hadija et al., 2012). On the other hand, retaining loyal customers is one of the most important ways to succeed in all businesses that social media plays a key role in this regard. Therefore, the present study aims to test the effect of content type and vividness on customer loyalty in cyberspace.

## **2.2 Content Marketing**

In recent years' consumers are getting annoyed from traditional marketing techniques and the abandonment of banners and advertising campaigns, consumers are gaining more and more skills in obtaining information, and therefore, it is necessary for online businesses to go beyond providing advertising slogans that creates new values in their lives. Content marketing can fulfill the goal of a need to shift from traditional marketing strategies to novel ones, and according to it, every online business should give its audiences good reasons to repurchase or talk about it on social media. This can be a presentation of educational content, a funny story, a detailed analysis, or any content that can cause beginning a conversation (Quinn et al., 2016). Producing valuable content can make a brand a credible business that not only aims to increase its sales but also to create lasting value in the lives of its customers. Such an approach can strengthen communication and build trust. Therefore, it can be said that content marketing is a way to attract and convert audiences into customers and turn customers into permanent buyers. In other words, by producing and promoting valuable and free content, brands are trying to connect and engage with their customers to build trust and trade with them. Content creates communication; communication builds trust, and trust leads to the prosperity of any business, in terms of loyalty. Today's consumers

are looking for something more than just slogans, and content marketing can meet that need (Correia et al., 2014). In content marketing, in contrast to other types of marketing, businesses do not want to tell the audience directly that they are a great brand, but rather this is done through storytelling. Although there are several definitions for content marketing, according to the definition provided by the Content Marketing Institute, content marketing is “one of the strategic approaches in marketing, focusing on producing and publishing valuable content, relevant and consistent with the goals of the brands. This type of marketing seeks to attract, retain, and interact with given audiences.

The goal of content marketing is to guide users to make sound decisions (Araujo et al., 2014). The reasons why businesses turn to content marketing are as follows (Coulter and Roggeveen, 2012):

- Content dissemination leads to communication and the communication is the first part of the chain of trust building by brands. First of all, content leads to communication with the audience, and if the communication can be directed in the right direction, it leads to trust. Customers today are no longer fooled by slogans, but seek transparency and value creation, and the best way to create value is to determine the right strategy and content.
- People are not looking to read ads, but brands need to be recognized by audience. According to research by the Nilsen Market Research Institute (2015), people not only do not trust traditional marketing techniques and useless advertising, but also have a bad feeling about them. According to this research, human beings have made great progress in this field.



- Content marketing causes attraction of the audience from competitors. In fact, it can be said that the most important marketing strategy is customer acquisition and retention. By story telling, companies can gain a place in users' mind, and if the users enjoy our story, they will introduce the brand to their friends, and in this way, the story will be published. In this way, thousands of audiences can be informed and influenced by influencing one audience.
- Content marketing is one of the ways to communicate with the customer. However, not all communication and relationships lead to trust. Rather, it is the right strategies for producing and promoting content across different channels in content marketing that lead to this trust and, thus, create unity.
- Due to the advantage of content marketing in providing the required information to the audience, customers need this type of marketing. This should be understood that what information the customer needs and design unique strategies to address that need.

### **2.3 Content on Social Networks**

Content is generally anything that provides meaningful information including text, graphs, images, video or audio, and something that emphasizes meaningful information. Content publishing can also be considered as designing and publishing various types of multimedia and text files, including images, videos, infographics, text, and so on. Content is the most important part of virtual sites and networks and plays an important role in ranking at the top of Google search and therefore keywords should be consistent with Google's strategies (Araujo et al., 2014).

This is where content strategy comes into play, and a content strategist facilitates successful communication with the goal of using meaningful and related information

and conveying ideas to the audience in the content produced. By understanding the meaning of the message, a successful strategist provides the context for delivering content and how to convey it properly. Make content available to audiences using the power of social media, who may have no prior knowledge of the product and share it with others by them, thus increasing brand awareness. Hence, it increases the traffic to the site and referring to it. It should be noted that the behavior of consumers on social networks, even if it is the size of a like or a small sentence, can change the image of their personality in the eyes of others and its positive or negative consequences, in a world where there are no boundaries. If not, it will certainly affect the lives of consumers outside the virtual world (Hadija et al., 2012). Cantallops et al., (2019) have studied how people use social media in their lives and work. Based on this research, four different personality types are specified for individuals (Cantallops et al., 2019):

- People who want to communicate with anyone and send and share any content
- People who select their audience carefully but still share content.
- People who communicate with everyone but are strict about the content they post.
- People who categorize their contacts and publish specific content for each.

Based on these behaviors, different personalities are formed in social networks. Some people produce more content about themselves (Mefomers) and others publish information (Infomers). This can be seen on Twitter. According to Reuters research, informers on social networks have more followers than others, especially Twitter, while only 20% of online users are informers (Cantallops et al., 2019).

## **2.4 Vividness**

Brands ought to create their content as appealing and attractive as possible to meet the

company's content marketing objectives. Content elements appear to have an effect on the brand interaction, content attitude, and brand attitude of customers. The vividness of the output is one of these characteristics.

The strength of a medium is defined by how many signals it provides. In other words, low-vivid medium will not have instant counterparty feedback and process less signals. New media, unlike conventional media, provide the ability to integrate degrees of vividness into the distribution of messages: audio, video, and animation could increase vividness (Coyle and Thorson, 2001). By positioning marketing campaigns with a greater degree of vividness, brands may shift the perceptions of customers. That seemed obvious, thus, that the forms in which consumers perceive vivid content would have an influence on their attitudes and behaviors.

Finally, Liebrecht (2015) concentrated on the content marketing and the impact of layout on marketing in general as well as, public relations and general goals. This study did not include the word "Vividness", yet compared the material to static and dynamic. Static material would have been seen as text or images, while a video is included in the dynamic content. Since Instagram allows only image or video to be published, Liebrecht's division is more close to this study context. However, conclusions will be different.

There have been no concrete indications with respect to the results of the previous research. Multiple studies have found that greater levels in vividness are correlated with optimistic website perceptions (Coyle and Thorson,2001), have a positive effect on advertising attitudes (Sundar and Kim,2005; Fortin and Dholakia,2005) and refer to content popularity (De Vries et al., 2012). On the other hand, Liebrecht (2015) state

that customers favor static content once they are seeking for information. It was found by Sabate et al. (2014) that photos help to increase the visibility of the brand post overall, while videos are only applicable to likes.

Limited studies have been carried out on the importance of firm content marketing brand engagement. In addition, when researching the impacts which vividness has on attitudes, researchers contradicts one another. A reason for these conflicting findings may be that the vividness and medium form were not in accordance with other researches. In other words, since each researcher has different criterion for vividness classification and the researches conducted on different social medium, their conclusion may differ to some extent. In regard to content marketing definition, a video-clip is more likely to have a positive impact on engagement than a text (Liebrecht, 2015).

Hence, the following hypotheses have arisen:

- Hypothesis 1: The vividness of the content determines the attitudes of clients towards the brand.
- Hypothesis 2: The vividness of the content is effective in the attitude of customers towards brand content.
- Hypothesis 3: Customer brand interaction is influenced by the vividness of the content.

Literature concerning education and e-learning supports the above hypotheses. Lipofsky (1993) claims that a video-clip portrays movement and emotions better than fixed media, due to its dynamism. A clip allows the visual content easier to process and draws attention for longer (Liebrecht, 2015).

## 2.5 Type of Content

The Principle of "Uses and Gratifications" (U&G) is ideal for exploring the use of new media forms and material by people. According to the Communication Theory Organization, U&G discusses how people utilize the media to meet their own wants and get fulfilled when those needs are met. This means that rather than focusing on the effects of media on the people, the idea focuses on what they do with it. From the user's point of view, it explores media impact and asks why and how individuals use the media. The behavior of a person is motivated by needs and motivations, and the target action is to satisfy the needs (pleasure) (Luo, Remus, and Chea, 2006). Six motivations for engaging with content on social media are differentiated by Antheunis et al. (2016); however, a couple of them are the most crucial: "Entertainment" and "Information".

"Information Content" is information that offers product and brand data (De Vries et al., 2012; Cvijikj and Michahelles, 2013; Liebrecht, 2015). This information includes details, provides as motivation, or offers unique information about the product which could aid when purchasing goods or services during the judgment process. A demonstration about a brand new product, for instance, or a statement about how the product is created. This type of data ensures that customers are capable of understanding complicated goods or services.

By "Entertaining Content", brands can also be important to their clients (Aaker and Norris, 1982). Entertaining content includes an attractive image, a video-clip, a teaser, or a slogan (Cvijikj and Michahelles, 2013; Liebrecht 2015). In this sort of content, while the product is plainly apparent, it is due to the non-informative style that it could

be regarded as entertaining content in the present study.

Previous studies on the efficacy of content type showed that when customers have more awareness of a brand, they would have a more personal connection to it, regardless of type of the content (Sinha, Ahuja and Medury, 2011). Some other studies centered on the impacts of particular content types or measured the impact of type of a content with others (Liebrecht, 2015). It would seem that the use of informational content improves the brand's reputation and the interaction with its target market without direct marketing (Liebrecht, 2015). Consequently, the consumer benefits from trustworthy and highly insightful content via customer education, that improves attitudes towards brand (Bell and Eisingerich, 2007). In addition, Bell and Eisingerich (2007) stated that consumer education has positive impacts on satisfaction, engagement, and loyalty of consumers.

Some studies suggest that entertaining content would contribute to more interaction when it comes to comparison between informational and entertaining content (Cvijikj and Michahelles, 2013). Nonetheless, three content types were examined by Bronner and Neijens (as cited in Liebrecht,2015): informational, instructing, and entertaining. Results revealed that the consumer is positively convinced by information material, while entertaining ones are recommended when a brand wishes to develop a relationship (Cvijikj and Michahelles, 2013; Bronner and Neijens, as cited in Liebrecht, 2015).

This could be inferred, considering the previous studies, that there could be found some uncertainties regarding which form of content affects brand interaction or attitudes.

The use of informative content contributes to greater brand interaction and attitudes (Bell and Eisingerich, 2007; Liebrecht, 2015). In comparison to these results, Antheunis et al. (2016) concluded that the major reason for engaging with content on the social media is entertaining content, that positively affects brand interaction and attitudes. Finally, some scholars agree that there is no significant impacts of the form of content on the behavior of customers (De Vries et al., 2012; Bronner and Neijens, as cited in Liebrecht, 2015).

Impact of content type on brand interaction and attitudes on Instagram have not been examined yet. This research draws insights from Cvijikj and Michahelles(2013) and Antheunis et al.(2016), who discovered that entertaining content is a crucial incentive for engaging with consumers, and positively affects the brand interaction and attitudes of customers, which seems to be in line with the finding of U&G (Luo et al., 2006). While other findings showed that information content has an even more positive impact on consumers' behavior than entertaining content(Bell and Eisingerich,2007; Liebrecht,2015), this could be hypothesized that entertaining content may result in increased engagement levels (Laskey et al., 1989).

Hence, the following hypotheses have arisen:

- Hypothesis 4: The type of content determines the attitudes of consumers towards brand.
- Hypothesis 5: The type of content determines the attitudes of consumers towards brand content.
- Hypothesis 6: The type of content influences the interaction of consumers with the brand.

## **2.6 Brand engagement**

The precise definition of “Brand Engagement” seems to be vague in term of concept, considering the vast volume of variation in explanations of the idea and the numerous explanations that are given by scholars (Sashi, 2012). Market brand engagement represents the level of involvement of a customer in a brand and its personal significance. (Hollebeek, Glynn and Brodie, 2014). There is a broader definition of customer engagement concept: “A mental condition that happens with a focus on agent/object due to collaborative, co-creative client experiences” (Hollebeek et al., 2014, p. 7). It can be seen as a deep partnership and refers to the development of relationships that create and strengthen between a business and its customers in form of strategy. (Sashi, 2012) Engagement should not be a static goal that could be achieved, but a mechanism that progresses over time and develops. The theory which Hollebeek et al. (2014) present, define a psychological experiment from the consumers, while Sashi (2012) emphasizes on customer-brand engagement, which can allow marketers to achieve their goals. De Vries et al. (2012) maintain that, Marketing campaigns draw the interest of people and persuade them to engage with brand content.

In the platform of social media, more specifically Instagram, engagement is conceivable by like, comment, share and save of a content (Bakhshi, Shamma, and Gilbert, 2014). Thanks to the fact that “Electronic Word of Mouth” is measurable and it seems that it is used by previous researchers, this research will describe “Brand engagement” as the intent of the consumers to like, comment on, share and save Instagram posts.



## **2.7 Brand Participation**

According to Van Doorn et al. (2010), Members are interested in helping other members, participating in group activities, taking action to endorse the online community, and ways to promote the value of the online brand community to themselves and others. The customer is more than his demeanor; this means that behavioral demonstrations towards the brand and the company is the result of motivational stimuli. There is a wide range of customer behavioral engagement, including word-of-mouth advice, helping other clients, blogging, writing comments and even engaging in legal action.

## **2.8 Brand loyalty**

As a form of repetitive buying behavior, brand loyalty reflects a conscious decision to continue buying from the same brand. In other words, repurchasing is accompanied by a positive attitude towards the brand so that leads to loyalty to the existing brand. Most researchers today believe that the best method to practice and build brand loyalty is to measure attitudes and behaviors. As can be seen, there are two approaches to defining brand loyalty: attitude and behavioral approaches. Brand value is the confidence that customers have in it so that they do not compare the brand by others when they see any other brand; that is, customer loyalty is created. This is when all customer needs of the product are met and full satisfaction is achieved. However, a state of fatigue in the consumption of a type of brand is created over time, which makes it boring for the consumer, which is called consumer diversity (Perez et al., 2013). One researcher emphasizes two factors of loyalty: active loyalty (such as word of mouth and purchase intention), passive loyalty (such as not leaving even in almost negative situations). Active loyalty, which is called conscious loyalty, refers to the fact that a loyal customer, with full awareness and trust, and with a completely positive attitude

towards a particular brand, recommends it to others, and encourages his friends to buy it, and positive sentences about that brand. The sentences may be his own and the result of his thoughts and ideas about the brand. Passive loyalty, also known as unconscious loyalty or the habit of repurchase, emphasizes repetitive purchases for no reason and regardless of competitors' products and even almost negative conditions, and is more likely to be when a person has a specific brand opinion or recommendation. It does not belong to other people. It is clear that brand loyalty, if conscious or active, can turn buyers into regular customers. Some of the benefits marketing experts listed for brand loyalty include (Kang, 2014):

- Reducing the cost of attracting new customers
- Reducing customers' sensitivity to changes and prices
- Benefits from customer lifetime value
- Positive performance through increasing the prediction power
- Increasing the barriers to entry of new competitors

Hence, the following hypotheses have arisen:

- Hypothesis 7: The attitude of clients towards the brand determines their brand loyalty.
- Hypothesis 8: Attitudes of consumers towards brand material impact their loyalty to the brand.
- Hypothesis 9: The brand commitment of clients determines their brand loyalty.

## **2.9 Research background**

As far as we know, no research was found to be exactly the same as the current research in terms of subject and industry. Previous studies have been in different industries and

the number of factors considered in them is limited. Some similar researches are provided in the following:

In a study entitled " An investigation of the effects of vividness and content type in brand messages on brand engagement, brand attitude, and content attitude", Verschueren (2017) investigated these issues in content marketing on Instagram. Using a sample of 160 users of the Stabilo brand (software production), it was found that the level of dynamism does not affect brand participation, brand attitude and attitude to content. Also, the effect of content type on attitude is significant; entertaining content leads to better rankings and a better content attitude.

In a study entitled " Impacts of knowledge on online brand success: an agent-based model for online market share enhancement ", using secondary data and factor-based modeling, Jiang et al. (2016) showed that knowledge plays a key role in popularizing competitive brand. Online competition, innovation, brand image, perceived usefulness, and word of mouth all influence the decisions of online shoppers. Verbal advertising can have a positive impact on the market after more customers depend on perceived utility. Depending on the company's competitive advantage in terms of innovation, price, web content, or the use of social media, different online strategies should be applied to different brands in order to succeed in the brand market.

In a study entitled " Framework for success of online brand management: a systematic literature review ", Bilro and Loureiro (2016) systematically reviewed 18 published articles in the field of online brand management and found that website quality, usability, design, system quality and content services Information and ease of use are the most important prerequisites for online loyalty intent. Also, the variables of

positive and negative emotions, perceived benefits, perceived risk, satisfaction, trust, and verbal propaganda play a mediating role in this.

In their study "Brand Communication Success in Online Consumption Communities: An Experimental Analysis of the Effects of Communication Style and Brand Pictorial Representation", Steinmann et al. (2015) collected data on 108 online customers using a questionnaire and analyzed it using the ANOVA method. Based on their results, communication style and visual representation of the brand are effective on attitude, satisfaction, advice and purchase intention.

In a study entitled "Brand communication through digital influencers: Leveraging blogger engagement", Uzunoglu and Kip (2013) examined the role of bloggers in brand communication and showed how brands can engage with bloggers. To this end, in-depth interviews were conducted with 17 brands and digital agencies that considered communication with bloggers as an important strategy in increasing the impact of their brands in the online community. Based on this exploratory study, seven major issues were extracted from the research literature and interviews, including: definition of bloggers, criteria for selecting bloggers, digital coherence, strength of bloggers, long-term relationships with bloggers, and measuring budgeting issues in communication. Bloggers.

In a study entitled "A model to investigate the influence of marketing mix efforts and corporate image on brand equity in the IT software sector", Kim and Hyum (2010) investigated the relationship between marketing mixes including distribution channel performance and pricing based on value and after-sales service, and company image included three dimensions of brand value including brand awareness and association,

perceived quality and loyalty. In this study, the company image variable is a moderating variable that modulates the relationship between marketing mixes on brand value. According to the results of this study, the performance of marketing mixes has a positive relationship with brand value and the company's image moderates the effect of marketing mixes on all three components of brand value.

In a study entitled "Brand equity for online companies", Rios and Riquelme (2008) surveyed 1,026 students and used structural equations to show that the application of the online brand equity framework is confirmed based on brand awareness of brand and loyalty to online companies. Brand loyalty and brand association also create brand equity.

In a study in Spain on the relationship between some elements of marketing mix and brand value on a category of durable products, Villarejo-Ramos and Sanchez (2005) examined hypotheses that marketing activities (advertising and price) affect brand value. According to their findings, there is a positive relationship between the amount of advertising and the three dimensions of brand value, including perceived quality, brand awareness, and mental image. The price increase had a negative effect on the brand and also, a positive relationship was found between the awareness of the paragraph and the mental image of the brand.

Table 1: Summary of Studies

| Author(s)   | Title   | Year | Methodology                | Country, Focus group and Sample                            |
|-------------|---|------|----------------------------|--|
| Verschueren | An Investigation of the Effects of Vividness and Content Type in Brand Messages on Brand Engagement, Brand Attitude, and Content Attitude | 2017 | Online Experimental Survey | Netherlands, Sample of 160, Stabilo stationary focus group |

|                                    |  |      |   |  |
|------------------------------------|--|------|---|--|
| Jiang et al.                       | Impacts of Knowledge on Online Brand Success: an Agent-based Model for Online Market Share Enhancement   | 2016 | Agent-Based Simulation                  | Secondary Data, Knowledge effects on market-share in s-commerce  |
| Bilro and Loureiro                 | Framework for Success of Online Brand Management: A Systematic Literature Review   | 2016 | Systematic Literature Review            | 18 articles  |
| Steinmann et al.                   | Brand Communication Success in Online Consumption Communities: An Experimental Analysis of the Effects of Communication Style and Brand Pictorial Representation | 2015 | Online Experiment/Interview             | Sample of 108, Effect of communication style and visual representation of the brand on attitude, satisfaction, advice and purchase intention |
| Mafe et al.                        | Key Drivers of Consumer Loyalty to Facebook Fan Pages  | 2014 | Structural Equation Modeling Techniques | Sample of 691  |
| Uzunoglu and Kip                   | Brand Communication Through Digital Influencers: Leveraging Blogger Engagement   | 2014 | Depth Interview                         | Turkey, Sample of 17 Depth interview, Role of bloggers in brand communication  |
| Kim and Hyum                       | A Model to Investigate the Influence of Marketing Mix Efforts and Corporate Image on Brand Equity in the IT Software Sector                                      | 2010 | Confirmatory Factor Analysis            | Korea, Performance of marketing mixes effects on relationship of brand value and the company's image   |
| Rios and Riquelme                  | Brand Equity for Online Companies  | 2008 | Structural Equation Modeling Techniques | Sample of 1026 students, brand awareness of brand and loyalty frame the online brand equity  |
| Villarejo-Ramos and Sanchez-Franco | The Impact of Marketing Communication and Price Promotion on Brand Equity  | 2005 | Structural Equation Modeling Techniques | Spain, Relationship between advertising and three dimensions of brand value  |
| Sobhanifard                        | Structural Modeling Strengthens the Intention to Buy on the Social Network Instagram   | 2018 | Structural Equation Modeling Techniques | Iran, Sample of 384, Examination of how content on Instagram effects the intention of consumers to buy                                       |
| Shafiei and Zarei                  | The Effectiveness of Electronic Social Media Advertising, Business Management Explorations   | 2017 | Structural Equation Modeling Techniques | Iran, Sample of 188, Entertainment content, feelings of resentment, and  |

|                           |   |      |   |  |
|---------------------------|---|------|---|--|
|                           |   |      |   | advertising awareness affect users' attitudes toward advertising   |
| Ghafourian and Daneshmand | The Impact of Social Networks Marketing toward Purchase Intention and Brand Loyalty | 2017 | Structural Equation Modeling Techniques | Iran, Sample of 264, Investigating the effect of social media marketing on brand loyalty and consumer intention to buy |

## 2.10 Summary

In the six sections of this chapter, we reviewed content marketing, which includes sub-sections such as content marketing process, social media content marketing, social media content, cyberspace content, and use and satisfaction theory in the first section. The second section was related to attitude towards brand / content and the theory of attitude performance was examined. Brand participation including brand-related factors, product-related factors, social factors, and functional factors were examined in the third section. Then the technology acceptance models were introduced. In the next section, brand loyalty and related concepts were examined and then, Parasteh Gold Gallery was introduced as a selected brand. Finally, some studies were reviewed.

## **Chapter 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The current research is a systematic and organized effort to answer the problem of the effects of vividness and type of content on customer loyalty on social media and includes steps designed and performed to obtain appropriate answers to the research question. This study should be explained using the descriptive-correlational research approach because it is a systematic and structured endeavor. Hence, choosing the research type based on predefined objectives is one of the most delicate procedures in conducting research, and it has been progressed in accordance with the research subject's innovative element.

In this chapter, first the research method is described and then, the statistical population and the sample selection method are mentioned. Afterwards, the data collection method and methods used to determine the questionnaire validity and reliability are discussed and the research independent and dependent variables are described. Finally, the statistical methods used to test the research hypotheses are presented.

#### **3.2 Research Typology**

The present study utilizes the study of documents, articles, dissertations, and different books and also the field method and questionnaire for the purpose of examining the effects of vividness and type of content on customer loyalty on Instagram. This goal



has been achieved by gathering the customer perspectives. Therefore, this research is descriptive-survey. This descriptive study provides significant information data and helps to:

- Understand the features of the content on social networks;
- Creating a systematic thinking about the various aspects of content on social networks;
- Providing results for future studies and research;
- Making the necessary decisions for content marketing on social media;

Finally, the current study tests hypotheses to explain the nature of the relationships between the variables of content vividness, content type, attitude toward the brand, attitude toward the content, brand engagement, and brand loyalty. In sum, the present study is a descriptive-correlational in terms of research design that a cross-sectional survey methods have been used to describe and explain the relationships between research variables. The research unit of analysis is online customers in social networks.

### **3.3 Research Scopes**

- **Subject scope:** This research, which explores the consumer behavior and content marketing of online advertisement messages, is carried out using a variety of marketing in general and, in particular, in the field of consumer behavior.
- **Spatial scope:** The study statistical population is comprised of "Parasteh Gold Gallery" brand followers on Instagram social media.
- **Time scope:** The appropriate data and information was obtained in the autumn of 2020 from a statistical sample.

### **3.4 Research Hypotheses**

The following theories may be formulated based on the research context, the suggested conceptual model, and the research questions:

- Hypothesis 1: The vividness of the content determines the attitudes of clients towards the brand.
- Hypothesis 2: The vividness of the content is effective in the attitude of customers towards brand content.
- Hypothesis 3: Customer Brand Interaction is influenced by the vividness of the content.
- Hypothesis 4: The type of content determines the attitudes of clients towards brand content.
- Hypothesis 5: The type of content determines the attitudes of clients towards brand content.
- Hypothesis 6: The type of advertising content influences the interaction of consumers with the brand.
- Hypothesis 7: The attitude of clients towards the brand determines their brand loyalty.
- Hypothesis 8: Attitudes of consumers towards brand material impact their loyalty to the brand.
- Hypothesis 9: The brand commitment of clients determines their brand loyalty.

### **3.5 Research Model**

In this study, it is planned to explore the concepts of content form, vividness, and brand loyalty after reviewing prior studies in the field of content marketing. Message content can be defined by a degree of inventiveness (high and low) and it can be educational, amusing, news and informational for the type of content. The research conceptual structure, adopted from Verschueren (2017) and Mafe et al. (2014), is illustrated below:

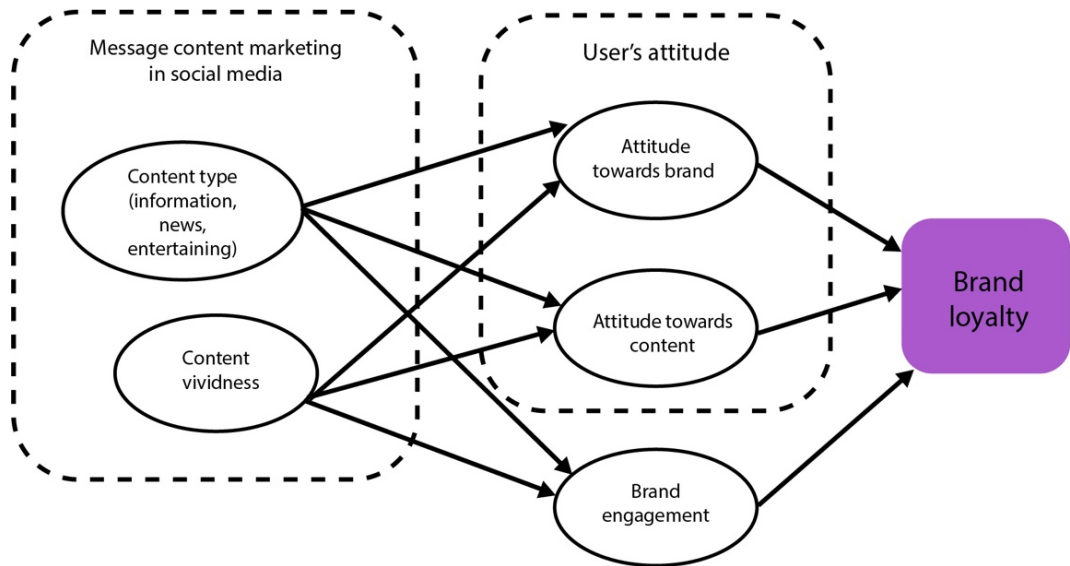


Figure 3: Research model

### 3.6 Research process

The research method in the current study can be illustrated in the following figure:

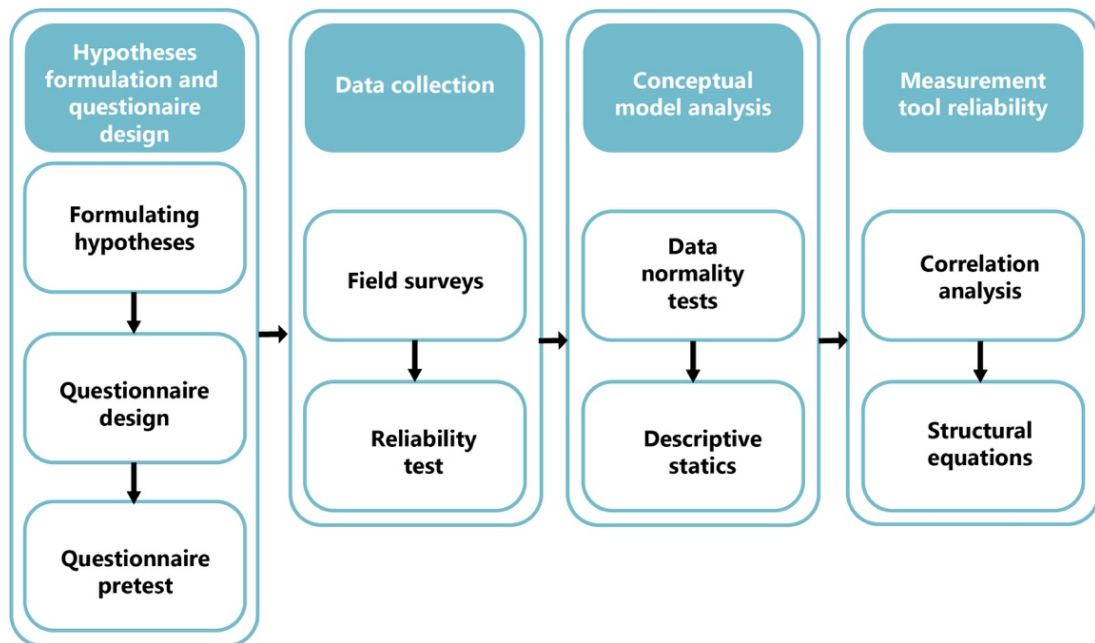


Figure 4: Research process

### **3.7 Research Population**

The statistical population is defined as all elements that have one or more common features and may be selected for study. Every follower of the "Parasteh Gold Gallery" on Instagram are the statistical population in this study.

### **3.8 Sample Size and Sampling Method**

Since the Structural Equation Modeling (SEM) method is used to analyze the data in this study, the sample size can no longer be obtained from the existing relationships and formulas. However, since the population size is unlimited, the sample size can be determined at 384 from Krejcie and Morgan's table. What should be considered in this step is the calculation of the sample size using the number of parameters in the structural equation method. According to the proposed research model and the variables defined in the model, there are 51 parameters in this structural equations model (SEM). Therefore, the minimum sample size is  $(51 * 5) = 255$  and the maximum sample size is  $(51 * 10) = 510$ . Finally, according to Krejcie and Morgan table and the minimum and maximum sample size obtained from the structural equation model (SEM), a sample of 406 members was selected by employing convenience sampling method from Parasteh Gallery. The final questionnaire was sent electronically to Parasteh Gallery's Instagram followers within two months, in February and March, 2021. If values constitute a limited and defined number in society, they are restricted; otherwise, if a community consists of a faint line of values, they are called infinite, which is called infinite society in this analysis.

### **3.9 Data Collection Tools**

In this research, the data was collected by using a questionnaire. The results were used to test research hypotheses. In-depth interviews with experts has done to develop a model, prepare a questionnaire, and review the data analysis results.

The questions are based on scales designed for content vividness, content type, brand attitude, content attitude, brand engagement, and brand loyalty. The initial questionnaire will be created and prepared based on Cronbach's alpha for each section.

### **3.10 Description of Research Questionnaire**

The questions of the research questionnaire consist of two parts:

- A) Demographics: This section consists of 6 questions about customers' general characteristics such as gender, age, education level, marital status, occupation, and Frequency of buying products from Parasteh Gallery.
- B) Specific questions: This section includes 22 questions designed based on the questionnaires of previous studies that are adjusted according to the present research purpose for the Instagram social network.

### **3.11 Questionnaire**

#### **3.11.1 General Information of Respondent**

**1. Gender**

- Female
- Male

**2. Age**

- Less than 30 years old
- 30 to 39
- 40 to 49
- 50 and above

**3. Education**

- Some college degree or less
- Bachelor's degree
- Master's degree or higher

**4. Marital Status**

- Single
- Married

**5. Occupation**

- Employee
- Business owner
- Student
- Retired
- Other.....

**6. Experience buying from Parasteh Gallery products**

- Never
- One Time
- 2 to 5 Times
- 5 Times or more

**3.11.2 Specific Questions**

Table 2: Specific Questions

| No | Factor            | Please indicate your agreement or disagreement with the following statements         | Completely Agree | Agree | Neutral | Disagree | Completely Disagree |
|----|-------------------|--|------------------|-------|---------|----------|---------------------|
| 1  | Content Type      | Parasteh gallery posts on Instagram give me a proper information about its products  |                  |       |         |          |                     |
| 2  |                   | Parasteh gallery posts on Instagram have introduced me to the products of this brand |                  |       |         |          |                     |
| 3  |                   | Parasteh gallery constantly posts new information about its products on Instagram    |                  |       |         |          |                     |
| 4  |                   | Parasteh gallery posts on Instagram are entertaining and motivating                  |                  |       |         |          |                     |
| 5  | Content Vividness | Parasteh gallery publishes its posts in the video clip format                        |                  |       |         |          |                     |

|    |                                    |   |  |  |  |  |  |
|----|------------------------------------|---|--|--|--|--|--|
| 6  |                                    | Parasteh gallery publishes its posts in the voice message format                            |  |  |  |  |  |
| 7  |                                    | Parasteh gallery publishes its posts in the animation format                                |  |  |  |  |  |
| 8  | <b>Brand Engagement</b>            | I would like to “Like” Parasteh gallery posts   |  |  |  |  |  |
| 9  |                                    | I would like to post comments on Parasteh gallery posts                                     |  |  |  |  |  |
| 10 |                                    | I would like to share Parasteh gallery posts with my friends                                |  |  |  |  |  |
| 11 | <b>Attitude Toward the Brand</b>   | Parasteh is attractive for me   |  |  |  |  |  |
| 12 |                                    | Parasteh brand is interesting for me  |  |  |  |  |  |
| 13 |                                    | Parasteh brand is pleasant for me   |  |  |  |  |  |
| 14 |                                    | Parasteh brand is funny and positive for me   |  |  |  |  |  |
| 15 | <b>Attitude Toward the Content</b> | Parasteh posts are attractive for me  |  |  |  |  |  |
| 16 |                                    | Parasteh posts are interesting for me   |  |  |  |  |  |
| 17 |                                    | Parasteh posts are pleasant for me  |  |  |  |  |  |
| 18 |                                    | Parasteh posts are funny and positive for me  |  |  |  |  |  |
| 19 | <b>Brand Loyalty</b>               | I Like Parasteh more than other similar brands  |  |  |  |  |  |
| 20 |                                    | Parasteh provides me with higher quality and distinctive products than other similar brands |  |  |  |  |  |
| 21 |                                    | I recommend Parasteh to others  |  |  |  |  |  |
| 22 |                                    | I will purchase from Parasteh gallery products again in the future                          |  |  |  |  |  |

A 5-point Likert scale was used to measure the research variables. Based on this scale, which consists of five options from one to five including strongly agree, agree, neutral, disagree, and strongly disagree, the respondents are asked to express their agreement or disagreement with each variable. Table 3-1 summarizes the measurement scales. As mentioned in the previous section, the supervisors’ and consultants’ viewpoints have been asked using a five-point Likert scale in order to simplify the questions and scales.

Table 3: Measurement Scales for the Proposed Model Constructs

| <b>Construct</b>         | <b>Scale question</b>        | <b>Reference</b>       | <b>Cronbach's Alpha</b> |
|--------------------------|------------------------------|------------------------|-------------------------|
| Content vividness        | 3 five-point Likert question | Verschueren (2017)     | 0.90                    |
| Content type             | 4 five-point Likert question | Verschueren (2017)     | 0.89                    |
| Attitude towards content | 4 five-point Likert question | Verschueren (2017)     | 0.87                    |
| Attitude towards brand   | 4 five-point Likert question | Mafe et al. (2014)     | 0.86                    |
| Brand engagement         | 3 five-point Likert question | De Vries et al. (2012) | 0.79                    |
| Brand loyalty            | 4 five-point Likert question | Mafe et al. (2014)     | 0.83                    |



## Chapter 4

### DATA ANALYSIS

#### 4.1 Introduction

The data obtained from the study are analyzed in the present chapter. Data analysis is of particular importance for checking the accuracy of hypotheses in any research. In most researches that rely on the collected information on the subject of research, information analysis is one of the main and most important parts of research. In this chapter, the collected data are analyzed by SPSS software version 18 and LISREL 3 in order to test the hypotheses. The analytical statistics are presented in the form of descriptive and inferential statistics to analyze the collected data. Analysis of research data alone is not enough to find answers to research questions, so the interpretation of this data is also necessary. Interpretation of data means explaining and finding the meaning of data. Interpreting raw data is difficult and impossible without analyzing them. In this chapter, the following steps have been performed to test the hypotheses:

Table 4: The Data analysis method in the present research

|   |   |
|---|---|
| 1 | Statistical analysis of demographic data    |
| 2 | Statistical analysis of research model data |
| 3 | Confirmatory Factor Analysis                |
| 4 | Path analysis & hypotheses testing          |

## 4.2 Analysis and Description of Demographic Data

In addition to information about the types questions in the questionnaire, in relation to independent and dependent variables, some demographic information was also obtained from the respondents, which is provided in this section. This information is summarized and presented in tables and graphs related to the collected sample. This study is important because it describes the dispersion of sampling and the normality of the population and shows that sampling has a sufficient balance for future analyses.

## 4.3 Gender and Marital Status

In this study the total number of respondents are 406 people, which includes 91 males and 315 females, 22.4 and 77.6 percent respectively. Furthermore, 67.2 percent of the respondents are single and 32.8 percent of them are married.

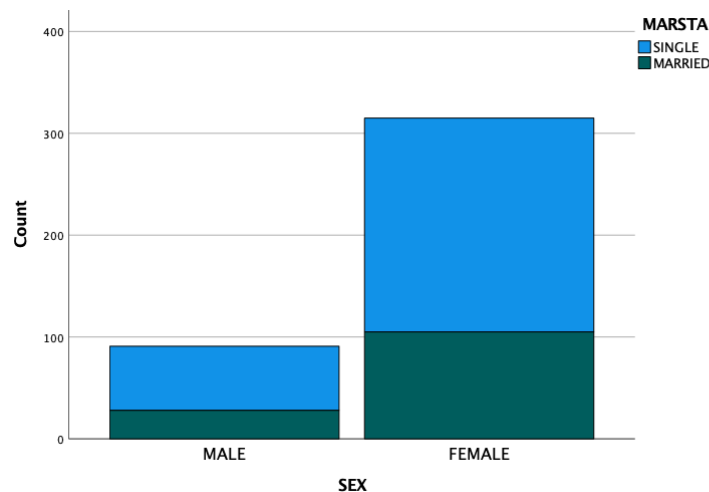


Figure 5: Frequency of respondents based on gender and marital status

## 4.4 Age

In terms of age distribution of respondents, 37.9% (equivalent to 154 people) between 30 to 39 years, 12.1% (equivalent to 49 people) between 40 to 49 years, 48.3%

(equivalent to 196 people) less than 30 Years, and 1.7% (equivalent to 7 people) are 50 years old and older.

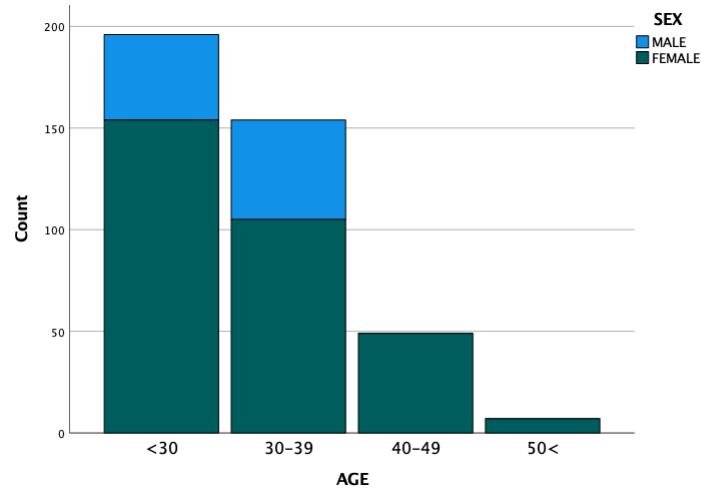


Figure 6: Distribution of frequency percentage of respondents according to age and gender

#### 4.5 Level of Education

Statistically, in the studied sample, 29.3% equivalent to 119 people with master's degree and above, 44.8% equal to 182 people with bachelor's degree, and 25.9% equivalent to 105 people with some college degree or below.

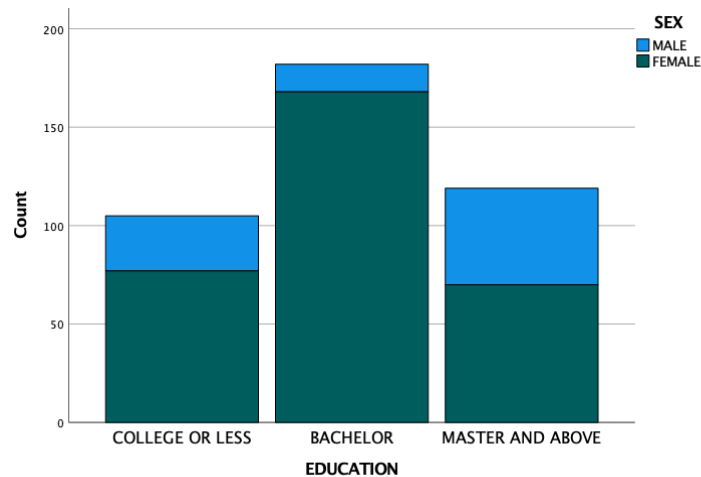


Figure 7: Distribution of frequency percentage of respondents by education and gender

## 4.6 Occupation

In terms of job distribution of respondents, 22.4% (91 people) are employees, 31% (126 people) are business owners, 31% (126 people) are students, and 15.5% (63 people) were engaged in other activities, such as teacher, labor, and etc.

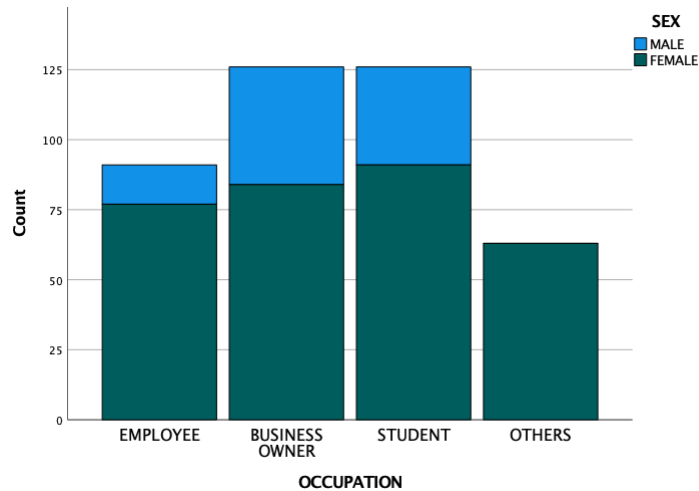


Figure 8: Distribution of frequency percentage of respondents by job and gender

## 4.7 Frequency of buying products from Parasteh Gallery

In terms of respondents' experience in buying Parasteh Gallery products in the sample, 36.2% equals 147 people more than five times, 13.8% equals 56 people between 2 and 5 times, and 20.7% equals 84 people had bought Parasteh Gallery products once, and 29.3% equal to 119 people had never bought Parasteh Gallery products.

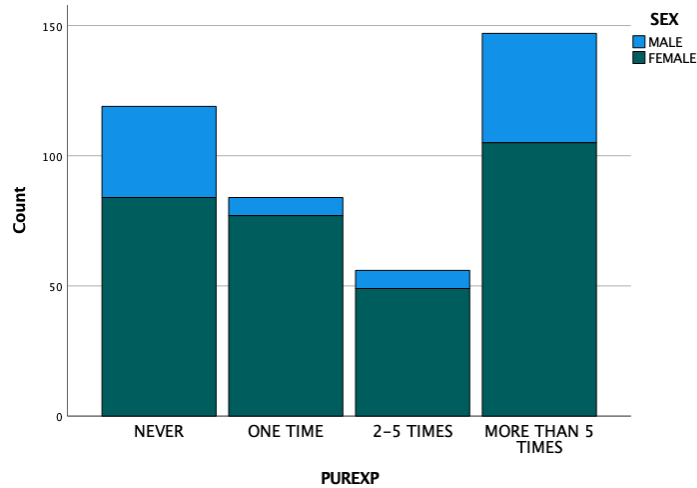


Figure 9: Distribution of a large percentage of Frequency of buying products from Parasteh Gallery

The table below shows the demographic data of customers.

Table 5: Demographic characteristics of the sample under study

|                     | LEVEL  | FREQUENCY | PERCENT | The cumulative percentage |
|---------------------|--------|-----------|---------|---------------------------|
| AGE                 | <30    | 196       | 48.3    | 48.3                      |
|                     | 30-39  | 154       | 37.9    | 86.2                      |
|                     | 40-49  | 49        | 12.1    | 98.3                      |
|                     | 50<    | 7         | 1.7     | 100                       |
| GENDER              | MALE   | 91        | 22.4    | 22.4                      |
|                     | FEMALE | 315       | 77.6    | 100                       |
| PURCHASE EXPERIENCE | NEVER  | 119       | 29.3    | 29.3                      |
|                     | ONCE   | 84        | 20.7    | 50                        |

|            |                  |     |      |      |
|------------|------------------|-----|------|------|
|            | 2-5 TIMES        | 56  | 13.8 | 63.8 |
|            | 5 OR MORE        | 147 | 36.2 | 100  |
| EDUCATION  | COLLEGE OR LESS  | 105 | 25.9 | 25.9 |
|            | BACHELOR         | 182 | 44.8 | 70.7 |
|            | MASTER AND ABOVE | 119 | 29.3 | 100  |
| OCCUPATION | EMPLOYEE         | 91  | 22.4 | 22.4 |
|            | BUSINESS OWNER   | 126 | 31   | 53.4 |
|            | STUDENT          | 126 | 31   | 84.5 |
|            | OTHERS           | 63  | 15.5 | 100  |

## 4.8 Testing Hypotheses

At this stage, the researcher should test the hypotheses based on the data obtained from the sample collected. The purpose of any statistical hypothesis test is to reject or accept the hypotheses about the population features.

### 4.8.1 Confirmatory Factor Analysis Results

The accuracy of measuring constructs is examined by the relevant indicators in this section, using the measurement models of structural equation models. In this section, using the first and second stage confirmatory factor analysis, it is determined whether

the questions designed in each construct can really measure the desired construct. In other words, whether the questions and indicators considered have the necessary validity or not. In areas where an underlying concept and dimensions as well as its indicators are clear, there is no need for exploratory factor analysis. Exploratory factor analysis is commonly used to identify the underlying dimensions of an unknown domain. If the field and its dimensions are clear to the researcher based on a review of the literature, we can directly use confirmatory factor analysis.

#### 4.8.2 Confirmatory Factor Analysis of Content Type and Vividness

Model for measuring the constructs of type and vividness of the content:

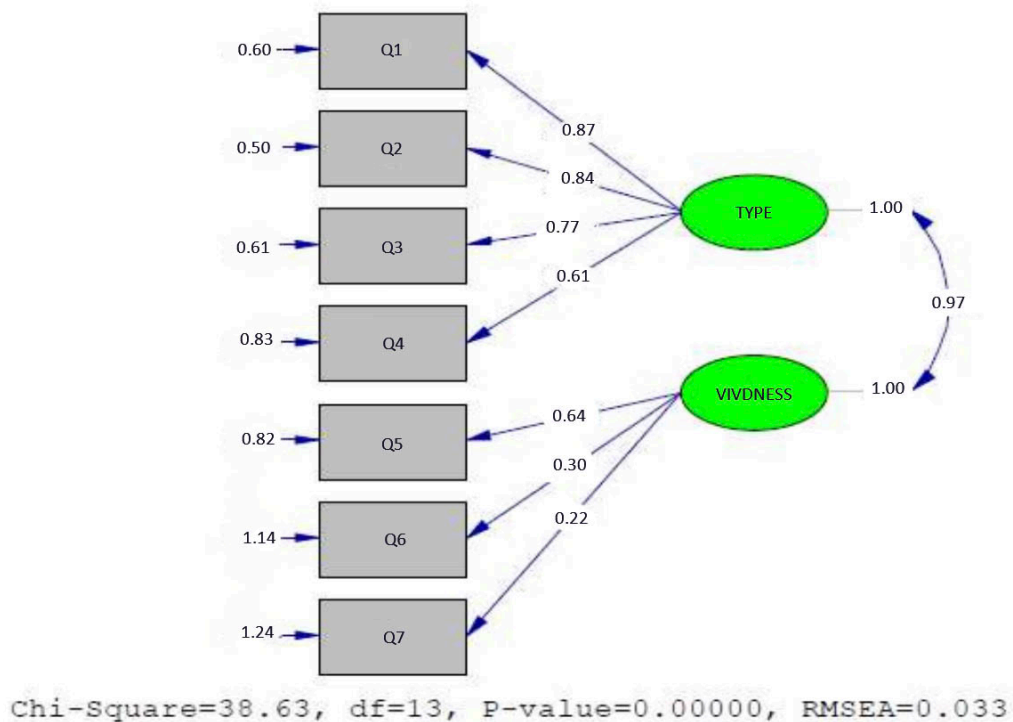


Figure 10: Non-standard estimation model based on partial correlation coefficients for the constructs of type and vividness of the advertising message content

Symbols:

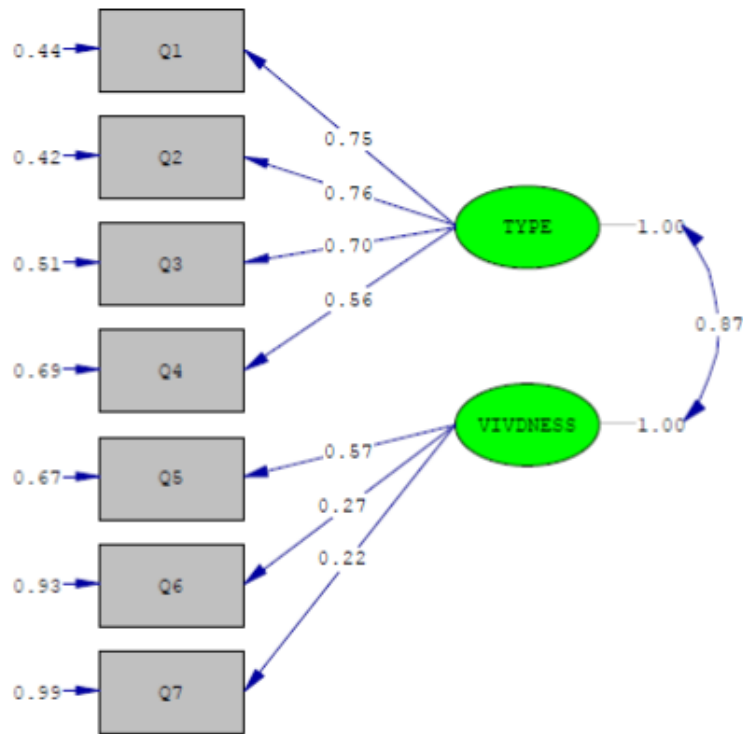
TYPE: content type

VIVIDNESS: content vividness

#### **4.9 Measurement Model Assumptions**

The conceptual model is a model that indicates the relationships between constructs, dimensions and indicators from which the following hypotheses can be deduced. There is a positive and significant correlation between the relevant latent variables and their corresponding indicators. To be valid, there must be a positive and significant correlation between construct and dimension and between dimension and indicator. The standard estimation model is a model that is obtained by matching the two covariance matrices of the data model and shows the actual estimation of the model parameters. In this model, the relationship between construct and dimension, and dimension to indicator is shown. In non-standard estimation, matching the covariance matrix is not considered and the variances are not distributed among the questions of one variable; therefore, the error of non-standard questions may be greater than the standard. If the relationship is higher than 0.3, it can be said that the questions have a higher explanatory power. As can be seen, all indicators considered for the constructs of content type and vividness have correlations higher than 0.3. This model is based on partial correlation coefficients that do not allow comparison between indicators. Therefore, the standard estimation model is presented. The model is in a relatively good status in terms of fitness indicators. The ratio of chi-square to the degree of freedom is equal to 2.97, which is less than the allowable value of 3. The RMSEA value of the model is 0.033 and less than 0.08. Also, other goodness indicators such as GFI, NFI, CFI, etc. have values higher than the allowable value of 0.9.





Chi-Square=38.63, df=13, P-value=0.00000, RMSEA=0.033

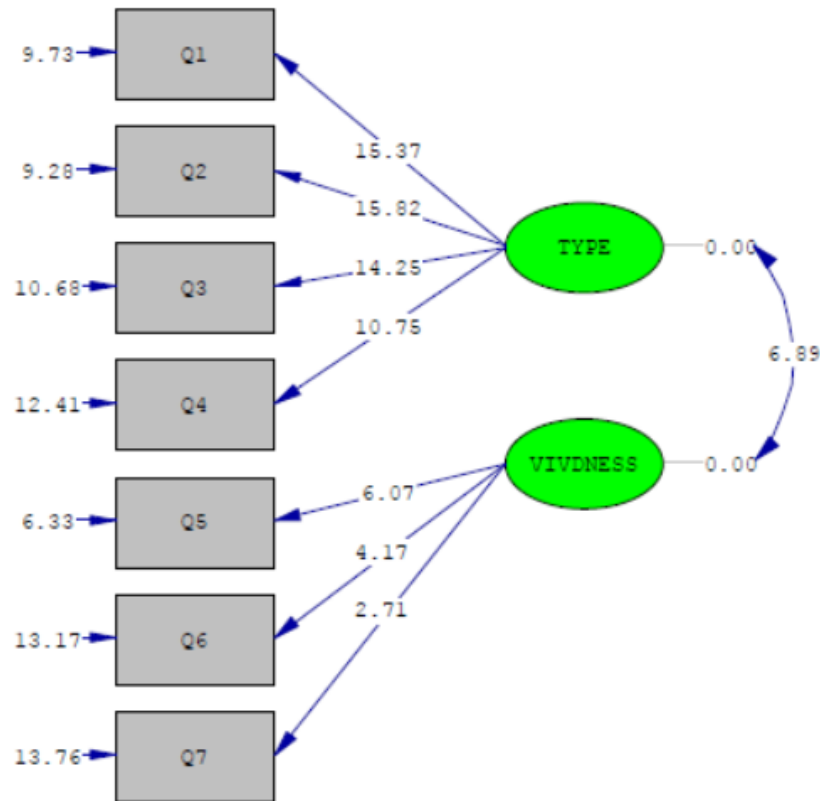
Figure 11: Standard estimation models based on binary correlation coefficients for constructs of type and vividness of advertising message content

The standard estimation model is presented because having double correlation coefficients allows comparison between indicators and between dimensions. Therefore, the scales of standard variables are the same. The standard estimation model shows that:

- Among the observed variables of the content type, the second index has the highest correlation with the latent variable of the content type.
- Among the observed variables of the content vividness, the first index has the highest correlation with the latent variable of the content vividness.

After the standard and non-standard estimation model, the model of significance numbers is presented. This model is presented to know whether the relationship between construct and dimension and the relationship between dimension and index is significant.

Considering that all significance numbers of all model parameters are greater than 8.06, the model assumptions of the relevant variable are confirmed.



Chi-Square=38.63, df=13, P-value=0.00000, RMSEA=0.033  
 Figure 12: The significance number model for the constructs of type and vividness of advertising message content

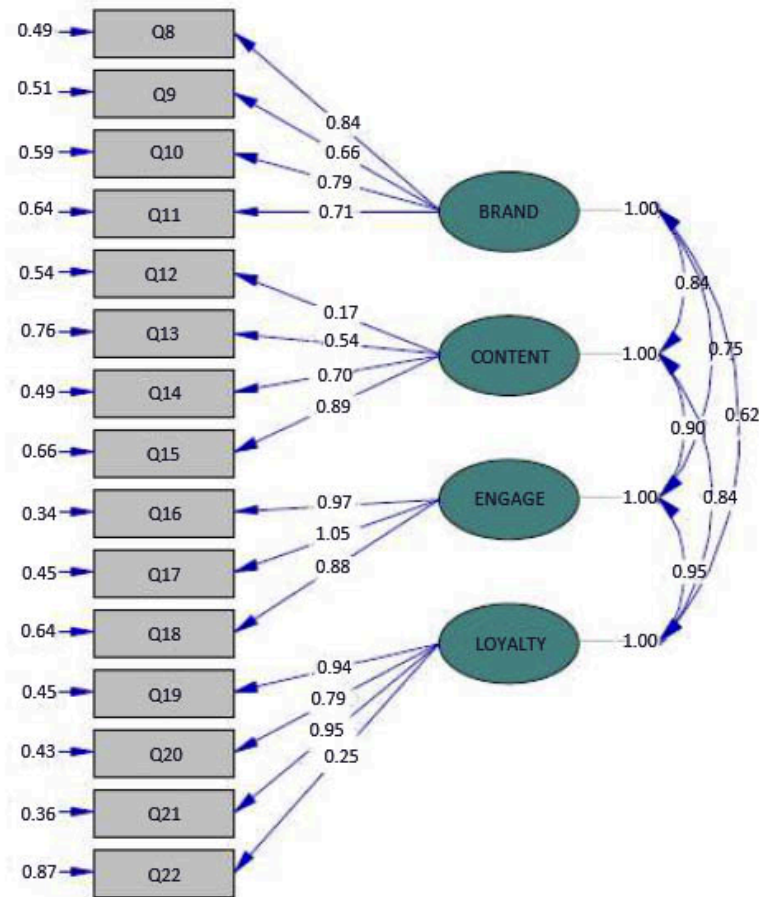
Considering that all the significance numbers of all model parameters are bigger than 1.96, then the measurement model assumptions of the related variable is confirmed.

#### 4.9.1 The Result of Testing Hypotheses of the Constructs of Type and Vividness of Content

According to the results of confirmatory factor analysis and also the significance of the coefficients of the model for measuring the constructs of type and vividness of advertising message content, it can be said that the measurement of these structures has been done correctly.

## 4.9.2 Confirmatory Factor Analysis of Attitude, Brand Engagement, and Loyalty Constructs

The attitude (towards brand and content), brand engagement and loyalty constructs measurement model:



Chi-Square= 160.47, df=84, P-value=0.00000, RMSEA=0.064

Figure 13: The non-standard estimation model based on the partial correlation coefficient for the attitude, brand engagement and loyalty constructs

Symbols:

Brand: Brand attitude

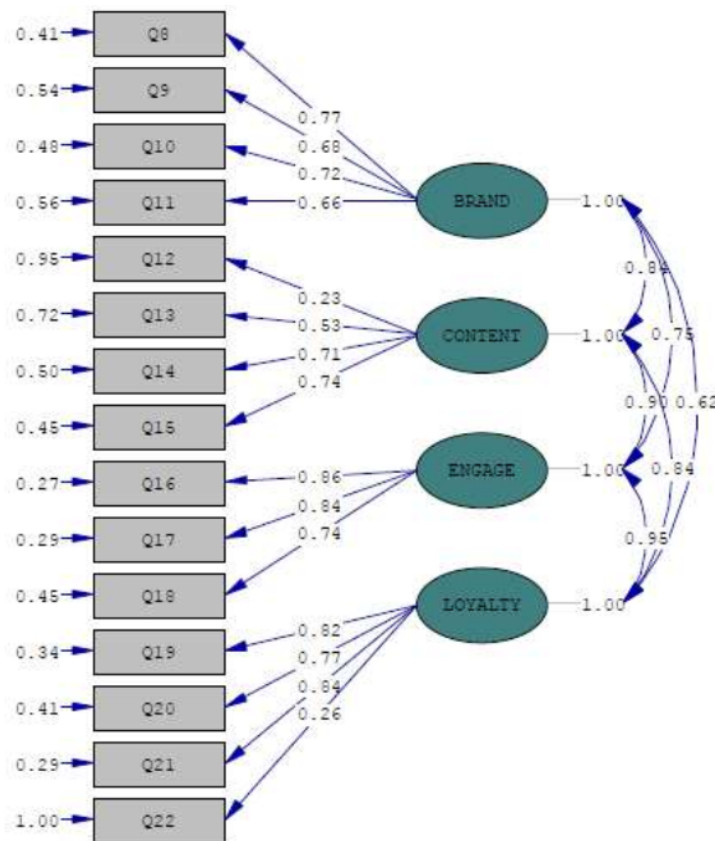
ENGAGE: Brand engagement

CONTENT: Content attitude

LOYALTY: Brand Loyalty

#### 4.10 Measurement Model Assumptions

There is a positive and significant correlation between the latent variables and their corresponding indicators. The model is in a relatively good position in terms of fit indices. The value of chi-square ratio on the degree of freedom is equal to 1.91, which is slightly different from the allowable value of 3. The model RMSEA value is 0.064 and approximately equal to the acceptable level of 0.08. Furthermore, other goodness indicators such as GFI, NFI, CFI, etc. have values greater than the allowable value of 0.90.



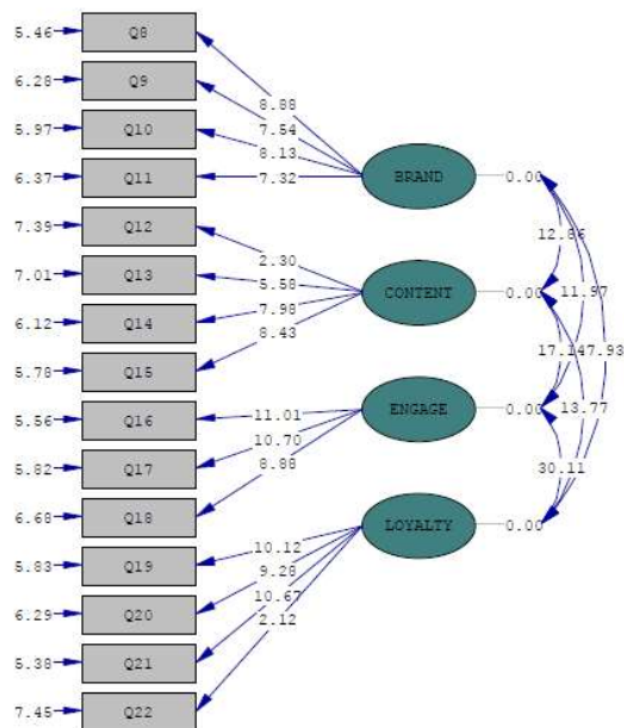
Chi-Square= 160.47, df=84, P-value=0.00000, RMSEA=0.064

Figure 14: Standard estimation model based on binary correlation coefficients for attitude, brand engagement and loyalty constructs

The standard estimation model indicates that:

- Among the observed variables of the content attitude, the fourth index has the highest correlation and relationship with the latent variable of content attitude.
- Among the observed variables of brand attitude, the first index has the highest correlation and relationship with the latent variable of the brand attitude.
- Among the observed variables of brand engagement, the first index has the highest correlation and relation to the latent variable of brand engagement.
- Among the observed variables of brand loyalty, the third index has the highest correlation and relationship with the latent variable of brand loyalty.

After the standard and non-standard estimation model, the model of significance numbers is presented. This model is presented to know whether the relationship between construct and dimension and the relationship between dimension and index is significant.



Chi-Square= 160.47, df=84, P-value=0.00000, RMSEA=0.064

Figure 15: The significance numbers model for the attitude, brand engagement and loyalty constructs

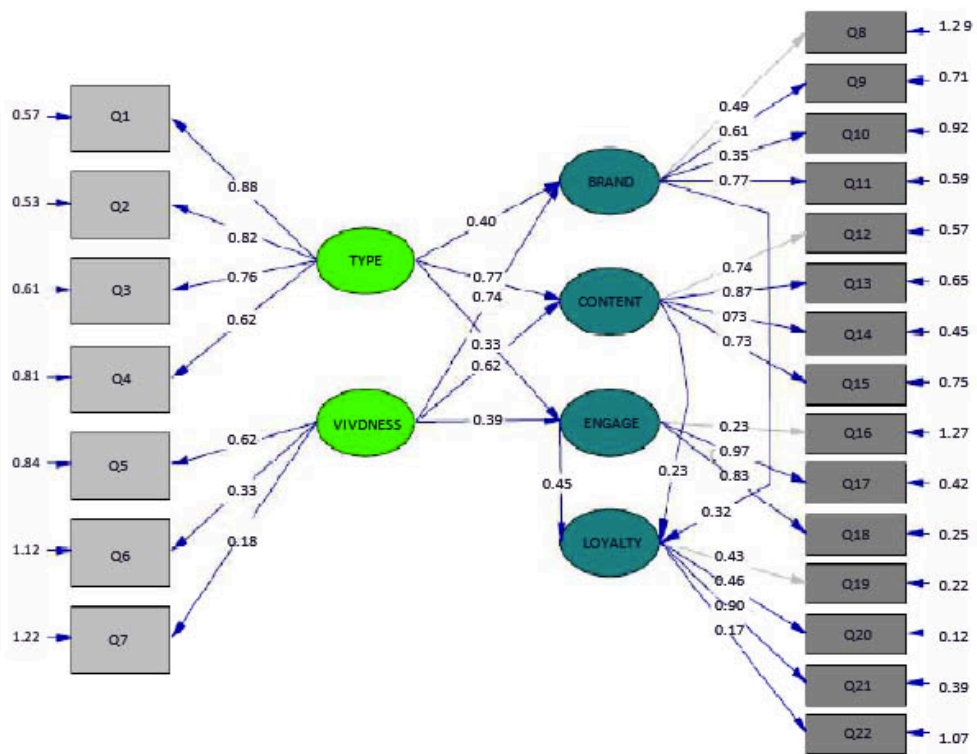
Given that all significance numbers of all model parameters are bigger than 1.96, the model assumptions of the respective variable are confirmed.

#### **4.10.1 The Result of Testing Hypotheses of Attitude, Brand Engagement and Brand Loyalty Constructs**

According to the results of confirmatory factor analysis and also the significance of the coefficients of the measurement model the brand attitude, content attitude, brand engagement, and brand loyalty constructs, it can be said that the measurement of these constructs has been done correctly.

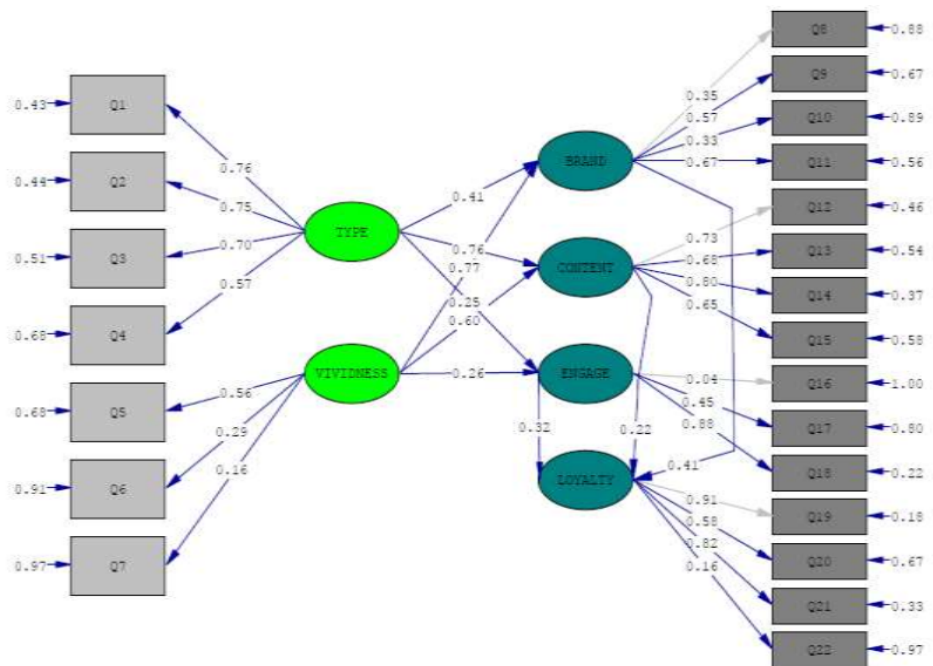
#### **4.11 Path Analysis for the Total Model (Testing Hypotheses)**

The model hypotheses were explained in detail in Chapter 3, and in this section, these hypotheses are tested using path analysis. Structural equation modeling is one of the methods of covariance analysis that can be calculated using LISREL software. The output of this analysis is presented in three non-standard, standard and significant modes in the following figures. The non-standard estimation model includes non-standard regression coefficients (B), the standard model includes standard regression coefficients ( $\beta$ ), and the model in significance mode represents the t value, which is the basis for confirming and rejecting the research hypotheses. According to scholars, if the t value is in the range of -1.96 and 1.96, the hypothesis is rejected and if this statistic is out of the mentioned range, it means that the research hypothesis is confirmed. As can be seen in the following figures, standard and non-standard regression coefficients as well as significance numbers are shown on the existing paths in the research.



Chi-Square=619.64, df=199, P-value=0.00000, RMSEA=0.074

Figure 16: The non-standard estimation model of path analysis for the total model



Chi-Square=619.64, df=199, P-value=0.00000, RMSEA=0.074

Figure 17: Standard estimation model of path analysis for the total model

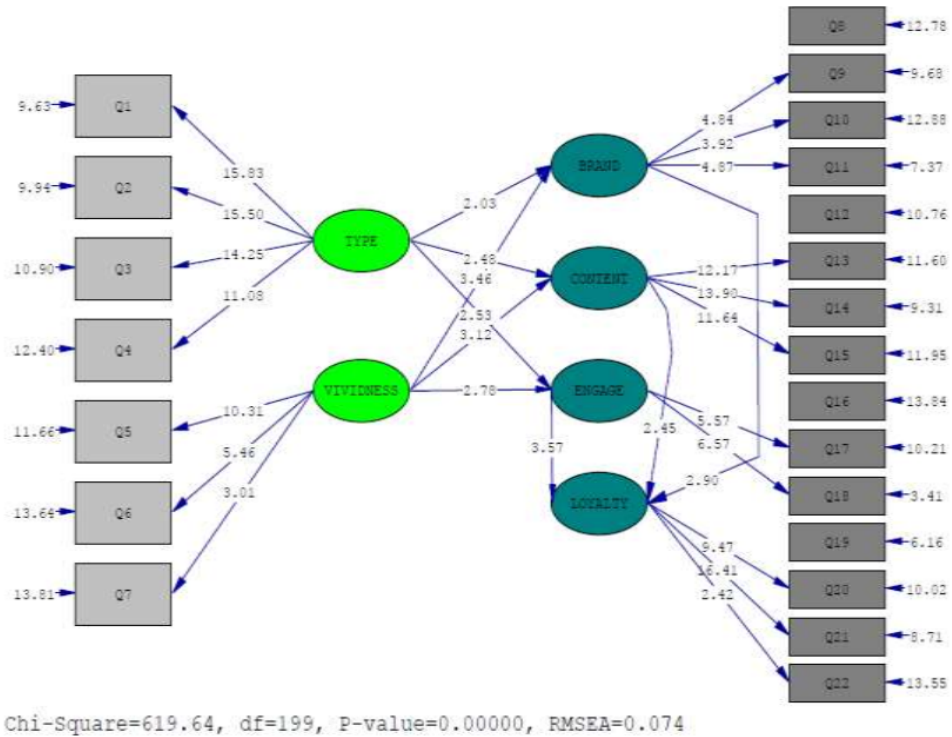


Figure 18: Significance model of path analysis for the total model

According to the table below, all fitting indices have acceptable values and are significant at the level of 5%. The RMSEA value is equal to 0.074, which is equal to the desired level (less than or equal to 0.08). In fact, the results of structural equations show a complete fit of the proposed research model.

Table 6: General indicators of model fit

| Indicator                                 | Estimated Value | Acceptable value |
|---|-----------------|------------------|
| Normed Fit Index (NFI)                    | 0.95            | ≥ 0.9            |
| Non-Normed Fit Index (NNFI)               | 0.96            | ≥ 0.9            |
| Comparative Fit Index (CFI)               | 0.96            | ≥ 0.9            |
| Incremental Fit Index (IFI)               | 0.96            | ≥ 0.9            |
| Relative Fit Index (RFI)                  | 0.95            | ≥ 0.9            |
| Goodness of Fit Index (GFI)               | 0.93            | ≥ 0.9            |
| Adjusted Goodness of Fit Index (AGFI)     | 0.29            | ≥ 0.5            |
| Root Mean Square of Approximation (RMSEA) | 0.074           | ≤ 0.8            |



## 4.12 Results of Test Model Hypothesis

In this section, the results of the path analysis performed to check the rejection or confirmation of the hypotheses are given briefly in the table, and as can be seen, all the hypotheses have been confirmed.

Table 7: Summary of the results of hypotheses testing

| Row | Hypothesis   | Standard Estimated Value | Observed Sig. Value | Critical Value | Result    |
|-----|--|--------------------------|---------------------|----------------|-----------|
| 1   | The effect of content vividness on customers' attitude towards the brand   | 0.77                     | 3.46                | 1.96           | Confirmed |
| 2   | The effect of content vividness on customers' attitude towards content     | 0.6                      | 3.12                | 1.96           | Confirmed |
| 3   | The effect of content vividness on customer brand engagement               | 0.26                     | 2.78                | 1.96           | Confirmed |
| 4   | The effect of the content type on customers' attitude towards the brand    | 0.41                     | 2.03                | 1.96           | Confirmed |
| 5   | The effect of the content type on customers' attitudes towards the content | 0.76                     | 2.48                | 1.96           | Confirmed |
| 6   | The effect of the content type on customer brand participation             | 0.25                     | 2.53                | 1.96           | Confirmed |
| 7   | The effect of customers' attitude towards the brand on their brand loyalty | 0.41                     | 2.90                | 1.96           | Confirmed |
| 8   | The effect of customers' attitudes towards content on their brand loyalty  | 0.22                     | 2.45                | 1.96           | Confirmed |
| 9   | The effect of customer brand engagement on their brand loyalty             | 0.32                     | 3.57                | 1.96           | Confirmed |

#### **4.13 Interpretation of the Model Hypothesis Testing:**

1. The hypothesis of “content vividness affects the customers' brand attitude”, is confirmed (the effect of 0.77 and the significance number of 3.46). It is agreed that for one unit improvement in the vividness of the advertisement content, 0.77 units of improvement can be found in customers' brand attitude, which is a relatively large effect (more than 0.6).
2. The hypothesis of “content vividness affects customers' attitude towards the content”, is confirmed (the effect of 0.6 and the significance number of 3.12). It is agreed that for one-unit improvement in the vividness of the advertisement content, there is 0.6 units of improvement in customers' brand attitude, which is a medium effect (between 0.3 than 0.6).
3. The hypothesis of “content vividness affects the customers' brand engagement”, is confirmed (the effect of 0.26 and the significance number of 2.78). It is agreed that for one-unit improvement in the vividness of the advertisement content, there is 0.26 units of improvement in customers' brand engagement, which is a relatively low effect (lower than 0.3).
4. The hypothesis of “the content type affects customers' brand attitudes' is confirmed (the effect of 0.41 and the significance number of 2.03). It is agreed that for one-unit improvement in the type of the advertisement content, there is 0.41 units of improvement in customers' brand attitude, which is a medium effect (between 0.3 and 0.6).
5. The hypothesis of “the content type affects the customers' attitudes towards the content”, is confirmed (the effect of 0.76 and the significance number of 2.48). It is agreed that for one-unit improvement in the type of the advertisement content, there is

0.76 units of improvement in customers' attitude towards content, which is a relatively high effect (more than 0.6).

6. The hypothesis of "the content type affects customer brand engagement", is approved (the effect of 0.25 and the significance number of 2.53). It is agreed that for one-unit improvement in the type of the advertisement content, there is 0.25 units of improvement in customers' brand engagement, which is a low effect (less than 0.3).

7. The hypothesis of "the customers' brand attitude affects their brand loyalty" - is confirmed (the effect of 0.41 and the significance number of 2.9). It is agreed that for one unit improvement in the customers' brand attitude, there is 0.41 units of improvement in customers' brand engagement, which is a medium effect (between 0.3 and 0.6).

8. The hypothesis of "the customers' content attitude affects their brand loyalty", is confirmed (the effect of 0.22 and the significance number of 2.45). It is agreed that for one-unit improvement in the customers' attitude towards content, there is 0.22 units of improvement in customers' brand loyalty, which is a relatively low (less than 0.3).

9. The hypothesis of "the customer brand engagement affects their brand loyalty", is confirmed (the effect of 0.32 and the significance number of 3.57). It is agreed that for one-unit improvement in the customers' brand engagement, there is 0.32 units of improvement in customers' brand loyalty, which is a medium effect (between 0.3 and 0.6).

#### **4.14 Summary**

The issues of this chapter are presented in two parts. In the first part, the general features of the respondents were described. These features included gender, marital status, age, level of education, occupation, and purchase experience of Parasteh Gallery products. The total number of respondents was 407, of which 22.4% were men

and 77.6% were women. In addition, 32.8% of customers were married and 67.2% were single. In terms of age distribution, the majority of respondents were under 30 years old (48.3%) and between 30 and 39 years old (37.9%). In terms of education level, the majority of respondents had a bachelor's degree (44.8%). In addition, employees (22.4%) and business owners and students (31% each) had the highest share of respondents. Finally, 36.2% of respondents had purchased Parasteh Gallery products more than five times, 13.8% between 2 and 5 times, and 20.7% once, and 29.3% had never purchased Parasteh Gallery products. In the second part of this chapter, confirmatory factor analysis and structural equation modeling were used to test the hypotheses. According to the findings from path analysis, all nine research hypotheses were confirmed.

## Chapter 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Chapter Description

In this chapter, the results of the hypothesis testing, which are examined in the fourth chapter, will be presented. Then, the research limitations are considered. Finally, at the end of this chapter, in addition to expressing practical recommendations based on research findings, some suggestions and recommendations are presented for the future research.

#### 5.2 Research Findings Analysis

1. Hypothesis 1: “The content vividness affects customers' brand attitudes”; this hypothesis has been confirmed. In other words, by improving the content vividness, there is an improvement in customers' brand attitudes. This result is consistent with Verschueren (2017) study that the content vividness on social media affect consumers' brand attitudes. In fact, if customers consider the content published on cyberspace to be vivid, then they will have a more favorable attitude towards the advertised brand.
2. Hypothesis 2: “The content vividness affects the attitude of customers towards the content”; this hypothesis was also confirmed. In other words, for one unit of improvement in the content vividness, we can see an improvement in customers' attitudes toward content. This finding was in line with the Verschueren (2017) that the content vividness can affect consumers' attitudes toward content. If online customers receive promotional messages from brands that have a vividness feature, then they will have a more positive brand attitude that produces such vividness content.

3. Hypothesis 3: “The content vividness affects the customers’ brand engagement”. This hypothesis was confirmed. According to the finding, for one unit of improvement in the content vividness, we can see an increase in customer brand engagement. This result is consistent with Verschueren (2017) study, which show that the content vividness on social networks leads to more user participation on the account of a particular brand. It seems that the more vividness messages (non-static messages, or mere use of text), published by the brand on the relevant account, the more it leads to the growth of the followers’ participation on the account of that particular brand.

4. Hypothesis 4: “The content type affects customers' brand attitudes”; this hypothesis was confirmed. Based on the research findings, for one unit of improvement in the content type, we can see an improvement in customers' brand attitudes. Verschueren (2017) also found that the content type on social networks can lead to the formation of positive or negative attitudes of users and followers of a brand. Thus, if the content on social media contains information about a product or service, or contains specific training on how to use those products or services, then more positive attitudes can be expected among the followers of the account, which is likely to lead to decisions to buy from the brand products or services.

5. Hypothesis 5: “The content type affects customers' attitudes toward content”; this hypothesis was confirmed. What can be deduced from this finding is that for one unit of improvement in the content type, we can see an improvement in customers' attitudes toward content. According to Verschueren (2017), the type of content on social networks can create and shape customers' attitudes toward content. In fact, if the content of the promotional messages contains information about the product or service category, or has specific training for it, or in some way leads to entertaining

the brand followers on the social network, then it creates a more favorable attitude towards the content provided by the brand.

6. Hypothesis 6: “The type of content affects customer brand engagement”. Data analysis confirmed this hypothesis. In other words, for one unit of improvement in the type of content, we can see an increase in customer brand engagement. This finding is consistent with Verschueren (2017) that the type of content used on social networks has a significant effect on user participation in the brand account. Therefore, the more the content used in the message (informative, educational, news, or entertainment) appealing to the followers of an account, we will see an increase in their brand engagement.

7. Hypothesis 7: “Customers' brand attitudes affect their brand loyalty”. This hypothesis was confirmed. In other words, for one unit of improvement in customers' brand attitude, we can see an increase in customer brand loyalty. This finding was in line with research such as Mafe et al. (2014) that the favorable attitude of customers to a particular brand in cyberspace leads to the formation of loyalty in them to that brand. In fact, loyal followers are users who have a positive attitude towards the providers of products or services, introduce and recommend it to other users, and repurchase themselves.

8. Hypothesis 8: “Customers' attitudes toward content affect their brand loyalty”. This hypothesis was also confirmed. In other words, for every unit of improvement in customers' attitudes toward content, we can see an improvement in their brand loyalty. Mafe et al. (2014) also showed that the attitude of social media users towards the content produced and published on the account of a particular brand leads to a positive tendency on their part to reuse the products and services of that brand in the future. Accordingly, it can be expected that the more favorable views the customers have

towards the content of the brand advertisement, the more they will be inclined to recommend that brand to others and to use the branded products and services frequently.

9. Hypothesis 9: Customer brand engagement affects their brand loyalty. According to this finding, it can be concluded that for one unit of increase in brand engagement, customers can see an increase in their brand loyalty. The results of this hypothesis confirm the results of the study of Mafe et al. (2014) on the effect of brand engagement on customer loyalty to that brand.

### **5.3 Research Limitations**

1) Questionnaires were sent via link to Parasteh Gallery brand followers. While some customers may not necessarily be followers of the brand on its social media, they often buy the brand's products. Therefore, this group of customers was left out and their opinions were not used. In addition, the generalizability of the findings is limited due to the study of Parasteh Gallery brand customers. Because customers of other brands, depending on the type of products or services, will probably behave differently with the followers of Parasteh Gallery brand account (only gold and jewelry), which can affect the results.

2) The electronic questionnaires sent to the followers of the Parasteh Gallery account have the limitation in comparison with the in person questionnaires that in such a status, it was not possible to have a face-to-face interview between the researcher and the respondent (due to COVID-19 outbreak). This can affect the results of research to some extent.

3) It should be noted that the majority of Parasteh Gallery customers are people who prefer to buy Parasteh Gallery products traditionally and in person, or offline. These traditional customers have a different perspective from online customers. In the



present study, traditional customers were not surveyed and their views on the Parasteh Gallery account and the features of its advertisement were not evaluated and analyzed.

#### **5.4 Suggestions Based on Research Results**

Suggestions to brands active on social media (especially Parasteh Gallery):

1. According to the obtained results, the vividness of content affects customers' attitudes towards the brand and also their attitude towards the content (subject of the first and second hypotheses). This means that managers and marketers of the Parasteh Gallery brand must strive for the vividness of content such as high graphics video clips, attractive and motivating audio messages, using celebrities and influencers, as well as professional animations to the target audience. This is important because such vividness is more appealing to the audience than static messages (text-only / text-only) and may create a positive brand sense. On the other hand, some followers do not have the opportunity and patience to read static text messages and prefer vivid content such as videos because it is more enjoyable and interesting for them. As a result, the production of vivid content through the combination of animation, the use of funny faces, interesting sounds, images and videos is to strengthen the motivation of the learner to produce more attractive and successful content.
2. According to the obtained results, vividness of content affects customer brand engagement (the subject of the third hypothesis). It should be noted that the method of interaction between customers and companies and the way of customer participation in activities related to brand promotion is shaped due to changes in communication technologies and especially social medium like Instagram for interacting, informing and transforming counseling and we can see the participation of brand followers through. For instance, liking video clips, audio or animation, share it with other users and also comment on this genre of vivid content. It is thus suggested that brand

managers and marketers pay special attention to accurately design intelligent content (video clips, audio and animation). Many customers prefer conversational and visual content than static content. Therefore, paying attention to the format and features of conversational content, such as the use of various advertising attractions in the transmission of brand content, can lead to a high degree of interaction and participation of the audience and brand followers.

3. According to the findings, the type of content had an effect on customers' brand attitudes as well as their attitudes towards the content (subject of the fourth and fifth hypotheses). One of the problems of brands in content marketing is creating content that can enable the brand to attract and interact with customers and audiences. As a result, content needs to have certain characteristics in order to achieve marketing goals and program, excellent ranking in Google, increase in click through rate (CTR) and also increase followers on social media.

4. Type of content was effective on customer brand engagement (subject of Hypothesis 6). Therefore, managers and marketers in social networks are advised to be creative in producing electronic content since the production of creative content increases the level of user's engagement. For instance, educational and entertaining content about the brand can be combined using gamification tool. Proper combination of several game mechanisms can make the idea of increasing user engagement more efficient and vice versa. For instance, a survey conducted by Deloitte found that 15 percent of users feel that education is more effective if the content is game-like.

5. According to the findings, customers' brand attitudes affect their brand loyalty (subject of Hypothesis 7). Undoubtedly, traditional business advertisements as well as advertisements on social media lead to a positive attitude of customers towards the company's brand and the effectiveness of social media is more than traditional

advertisements. Hence, the presence of the brand on various social media platforms is another measure that should be considered, because of the breadth and diversity of social media and the various capabilities of each of them, the presence of the brand on different platforms increase the chance to reach customers and creates various ways of interaction with existing customers, which in turn affects the level of brand awareness and also creates a more favorable brand attitude. In addition, paying attention to product customization on brand social media can affect brand loyalty because it affects users' brand attitudes and their feelings, which in turn leads to repetitive consumer buying behavior. This is considered in the existing competitive environment as a competitive advantage for the brand in the digital space.

6. According to structural model results, customers' attitudes toward content affect their brand loyalty (the subject of the hypothesis 8). Accordingly, it is suggested that by identifying the leaders of opinion or influential people on social media, their cooperation and participation can be attracted. These people critique the content of the message and lead to a positive brand attitude content in other users. Also, the high number of followers of these influencers causes the introduction of a brand or the twist of a brand in social media to identify the brand and the content produced by it, and as a result, recommended advertisements are spread in cyberspace.

7. Finally, it was found that customer brand engagement affects their brand loyalty (the subject of the hypothesis 9). Hence, managers and marketers of social networks should seek to increase the level of engagement of brand account followers in activities such as posting content about branded products and services, comment on branded products, or share content on the brand account on the social media. Increasing the level of participation is possible through the use of participation incentives such as awarding prizes and rewards or discounts on purchases

recommended by the followers of the brand user account on the social media. The approach of voluntary customers' engagement in affairs and getting their feedback through various social networks allows the brand to offer newer and more diverse products with higher speed and quality and in accordance with customer expectations. The goal of participation is to improve people's access to information and to promote participation in the dissemination of content produced by the brand.

### **5.5 Suggestions for Future Research**

Based on the experiences gained during this research, the following suggestions can be presented for the future research:

- Some of the variables which were proposed in previous researches as key factors affecting the users' behavior on social media were not addressed in this study. Therefore, some researches are needed on other variables that can affect the characteristics of the brand account. There are some concepts that are previously mentioned in traditional marketing which should be studied again on social media platforms. For instance, the concept of relationship quality and mental image with the dimensions of functional mental image and emotional mental image.
- The construct of loyalty was generally examined in this study in order to avoid the complexity of the research model. Therefore, it is suggested that in future researches focus on the dimensions of this construct, which in the research literature include attitude loyalty, emotional loyalty, and behavioral loyalty. In addition, beside the type of content and the vividness of the content, the construct of engagement can be affected by other factors such as brand-related factors (identification and symbolic function), social factors (social benefits and social identity,) product-related factors. (Involvement and participation in the product, product complexity,) and functional

factors (reward, information quality). Therefore, it is suggested that future researches analyze the construct of brand engagement with emphasis on the factors affecting it.

- The effect of the brand account followers' behaviors on social media (such as the purpose of using social networks, the frequency of financial transactions, the amount of time spent on social networks, etc.), their attitudes towards the brand and brand engagement were not examined in this study. Therefore, it is suggested that the account followers' behaviors in social networks be examined as a moderating variable in relation to the variables of brand attitude and brand engagement.

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