SARA BELLESEN & LENA GLOPPEN
CANDIDATENUMBER: 9151 & 9116
SUPERVISOR: SHUAI YAN

University of Stavanger

Social Media Marketing

What factors affect consumers brand engagement towards social media marketing, and what is the effectiveness of the factors?

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Summary

It has become increasingly more important for companies to implement social media marketing in the last decade, because of the increased social media use amongst the population. Companies also have to invest more in social media as it is crucial for companies to understand what factors affect the attitude of the consumers towards social media marketing to be successful.

This study was performed to increase the knowledge of how different factors affect brand engagement. We did this by using quantitative research with a questionnaire, data analyses, and support from previous studies. The regression analysis results revealed that the independent variables motivation/intention and user behavior had a significant effect on brand engagement. The user characteristics of trust and word of mouth were also found to have a mediating effect.

The result of our thesis gives an understanding of the factors that affect brand engagement. It can be used by marketers that aim to increase the effect and success of their social media marketing. The thesis also suggests areas for further research.

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Introduction and motivation

In the last 20 years the internet has gone through a major change. With the change, new ways to communicate have sprung into life making it possible for people across the world to communicate with each other. New terms have been developed in the marketing industry with terms such as digital marketing, social media, and social media marketing. The digital evolution has changed the way firms communicate with their customers, by moving their advertising to social media which is a part of billions of people's daily life across the globe, and marketing through social media has given companies the opportunity to market their products or services at a lower cost than before. As people spend more and more time on social media, searching for information on products and services and experiences with companies, social media marketing has become an important part of any marketing plan.

Theme

Since the first social media platforms were launched, about three decades ago, social media has, with time, gained a wide acceptance (Icha & Agwu, 2015). In almost 20 years social media platforms have reached 4,67 billion users from all over the world (Datareportal, 2023). Social media networks therefore bring along the opportunity to communicate with the consumers on a more personal level (Assad & Gòmez, 2011). Data collected from SSB (2023), from the Norwegian population, shows an increase in social media use from 57% in 2011 to 88% in 2022. In all age groups it was found that there are a higher number of female users on platforms like Snapchat, Facebook and TikTok (Statistisk Sentralbyrå, 2023). Because consumers now rely more on social media to make purchase decisions (Shankar et al., 2011, retrieved from Bala & Verma 2018) it is important for companies to engage with the users (Bala & Verma, 2018).

Because of this, our aim in this thesis is to take a closer look at social media marketing and brand engagement.

Problem and research question

Based on the chosen theme of social media marketing and brand engagement we have formulated the following research problem:

What factors affect consumers brand engagement towards social media marketing, and what is the effectiveness of the factors.

With this problem we want to investigate how the different platforms of social media affect the brand engagement and if there are other variables that have an impact on the engagement, for example demographic variables, user characteristics, user behavior, word of mouth and consumers motivation/intention, and last the characteristics of the social media platforms.

Based on this problem we have chosen the following research questions:

Which characteristics cause a significant effect on the brand engagement?

Which variables affect the brand engagement the most, positive, and negative?

Which platform, based on the data from the analysis done, would be the most suitable to focus a company's social media marketing on?

Structure of the thesis

This paper is separated into eight chapters including the introduction. The areas we will cover is described below:

Chapter 2: Theory

Based on our research problem and research question, we have in this chapter chosen to focus on the theory of marketing, digital marketing, social media marketing, Facebook, Instagram, TikTok, digital marketing's influence on buyer behavior and digital marketing's influence on brand engagement.

Chapter 3: Conceptual framework

In this part we will be going over the conceptual framework of our study. Here we will look at the conceptual models and the process of developing the hypotheses.

Chapter 4: Method

In this chapter, we will go into the methodological approach we have used to in our work with this thesis. This is where we will go into research design, choice of design and survey method, sample size, and the information gathering process. In this last part we will go further into the different variables we will be looking at during our analysis and the testing methods we are using.

Chapter 5: Data

Here we will walk through the efforts made from harvesting the results of the questionnaire to finishing the last of the analyses. We will also be reviewing the processes surrounding the work of cleaning the data and our work with SPSS.

Chapter 6: Results

In this part of the thesis, we will present the results we have gotten from our analyses, and we will be testing our hypotheses.

Chapter 7: Interpretation and discussion

In chapter seven we will interpret and discuss the results of the analyses based on the literature.

Chapter 8: Conclusion

In the last chapter we will give a brief conclusion and summary of our research problem and questions. Here we will also look at practical recommendations as well as look at future research and limitations.

Theory

In this chapter we present the literature that we are going to use as a basis for the rest of this thesis. We have chosen to focus on these main areas: marketing, digital marketing, social media marketing, Facebook, Instagram, TikTok, digital marketing's influence on buyer behavior, and digital marketing's influence on brand engagement.

Marketing

Marketing can be defined in different ways, but the definitions we have decided to use state that marketing is: "the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return" (Kotler & Armstrong, 2009, p.30), and "marketing is the process, which is used to determine what product or services can be of interest to customers" (Assaad & Gòmez, 2011, p.15). Both definitions show that the idea behind the process of marketing is to capture the customer's interest and by doing that create value for the customer that again will create value for the company. According to Kotler & Keller (2007), one of the most well-known definitions is: "Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others" (retrieved from Bala & Verma, 2018, p.327). This definition also builds on the same idea as the others with the thought of creating value.

Marketing is a dynamic business activity that is constantly changing. And due to various reasons, such as technological change, economic recession, and dying industries and companies, the change has been dramatic the last few years. This has led today's marketing executives to become even more market driven in their strategic decision making, meaning they work harder to acquire information about customers, products, the marketplace, and the environment (Bala & Verma, 2018). To meet the needs of customers more precisely and therefore be more successful, businesses must combine online marketing with traditional marketing according to Parsons et al. (1996) (retrieved from Bala & Verma, 2018) as online marketing is a powerful marketing tool for accomplishing success by increasing traffic and brand building (Song, 2011, retrieved from Bala & Verma, 2018). This has only become even more true as the internet has grown even more, making internet marketing even more popular than it was when it started in the beginning of the 1990s with text-based websites with product information to now selling products, information, software, advertising and so much more (Bala & Verma, 2018).

Digital marketing

Marketing through the internet has been described as “achieving marketing objectives through applying digital technologies” (Chaffey et al., 2009, reetrieved from Bala & Verma, 2018, p.323). Hence its name. Digital marketing consists of the use of online promotional techniques, like banner advertising, search engines, email, and links or services from other web sites to gain new customers. Digital marketing is the interconnection between the site portal, search engine, customers, partner sites, other site linking, B2B partners, outsource partners and more. Therefore, no matter what kind of marketing it is, it’s essential to have a large audience (Bala & Verma, 2018). It is the marketing services or products that use digital technologies such as the internet, mobile phones, display ads, or other digital mediums that is called digital marketing, and its development has changed the way businesses and brands do marketing (Desai, 2019).

Encompassed in digital marketing is also all efforts that uses electronic devices or the internet, as well as channels that are non-internet, such as callback, mobile phones (SMS and MMS), and on-hold mobile ring tones that provide digital media (Desai, 2019). Digital channels such as social media, email, search engines, and their own websites are used by businesses to connect with potential and current customers (Desai, 2019). And it is the use of these various digital channels and tactics to connect with consumers online that defines digital marketing, which can also be referred to as “online marketing”, “internet marketing” or “web marketing” (Desai, 2019). According to Wind & Mahajan (2002) the ability to create virtual communities for consumers who share common interests is a unique aspect of digital marketing. This unique aspect comes from the fact that digital marketing is focused on how companies use digital media, mobile media, and the web to interact with their audience to achieve their marketing goals (Bala & Verma, 2018), which then again reaches a specific community of consumers who share the same interests. As a part of a broader relationship marketing strategy, companies systematically engage in multichannel relational communication, by sending personalized content to existing customers through separate channels, in an effort to build long-term, profitable relationships (Godfrey et al., 2011).

Tools that business can benefit from when using digital marketing is search engine optimization (SEO), influencer marketing, search engine marketing (SEM), content automation, e-commerce marketing, campaign marketing, social media marketing (Bala & Verma, 2018, retrieved from Desai, 2019), content marketing and data-driven marketing

among others (Desai, 2019). Because of this, technology such as e-books, social media optimization, optical disks, e-mail direct marketing, games and display advertising has become more common (Bala & Verma, 2018, retrieved from Desai, 2019). A digital marketing tool that has been tested and came out as successful in making sites more popular is the use of word of mouth (WOM) on social media (Trusov, 2009, retrieved from Bala & Verma, 2018). According to Bala & Verma (2018), word of mouth is known to increase the gain of new members and the level of traffic to a website, which in return increases a company's visibility online. Other benefits that businesses can have from digital marketing is that it is cost effective and has a great commercial impact (Bala & Verma, 2018). Digital marketing is in theory powerful enough that it can initiate possibilities for both companies and governments to function more efficiently as well as helping revive the economy (Munshi, 2012, retrieved from Bala & Verma, 2018). There are even firms in Singapore that testes how one can accomplish better results by using different digital marketing tools correctly (Teo, 2005, retrieved from Bala & Verma, 2018).

After recognizing the importance of social media, marketers have started investing significantly more financial resources in the development and implementation of it (Weinberg & Pehlivan, 2011; Zhao & Shu, 2010, retrieved from Tiago & Verìssimo, 2014). In a study done by Tiago & Verìssimo, 50% of the respondents said that digital advertising was a priority area of investments, showing that marketers have been investing more money in this area. 45% of the responding firms also stated that they intended to increase the number of employees that focuses on digital marketing, since the employees play a key role in digital marketing as it is the employees that implement the strategy of the firm (Tiago & Verìssimo, 2014). This increase in the focus on digital marketing and social media comes from the rapid increase in the number of social networks that humans interact with. The growth of the web-based platforms that facilitates for online social behavior has altered the nature of human activities, interactions, and habitats, making the social relationships from the "real" world shift to online and the virtual world, leading to online communities bringing people from all over the world together (Tiago & Verìssimo, 2014).

As a result of technological growth and customers access to it, the customer has become empowered and is now in control of the interactive online media content and its communication. Marketers have therefore been forced to operate in a complex and changing world where they don't fully control the media and its message. And again, becomes harder by the fact that the customer behavior is also changing as they are now more informed, loses

trust easier, and are more critical. Therefore, new knowledge, skills and approaches are required to understand the changes and the technology empowered marketing environment, as well as for comprehending and communication with customers (Bala & Verma, 2018). When making the decision to use digital media for the purpose of marketing in a firm 56% of the managers, in a study by Tiago & Verìssimo (2014) rated that the most important factor was the external competitive pressure. Which might be one of the reasons that when market managers fail to see the importance of the internet in their marketing strategy they will be at a disadvantage as the internet has changes both brand, distribution, pricing, promotion, and marketing strategies (Bala & Verma, 2018).

According to Bala & Verma (2018), some examples of areas of opportunities where digital marketing has advantages is:

- Digital marketing works in real time, as compared to traditional marketing where you need to wait a certain time frame before finding out the customers response.
- Because of the advantage above, it is easier to see if a marketing campaign for a product is working based on real time feedback, and it is then possible to make appropriate changes, if necessary, which would not have been possible in traditional marketing.
- It is hard for small retailers to compete with larger competitors in the market by using traditional marketing due to costs and strategy making expertise. However, with digital marketing you can reach the target audience through websites with better service assurance.
- Businesses can make low-cost digital marketing strategies and replace the high-cost advertising methods of traditional marketing such as print media, television, magazines, and radio.
- A business promotional idea has higher reach and coverage through digital marketing because it then can be seen in any part of the world with only one marketing campaign.
- With digital marketing there is also an opportunity to create options to stimulate the targeted audience to make favorable actions, visit the website, learn about the product and service, make buying decisions and corresponding feedback. With this the marketer gets an effective opportunity to engage with the customer.
- Brand development can be done better through digital marketing as a website that is well designed with quality information will target the customers and create value, and

by using digital marketing through websites and social media platforms the content and message is shared quickly to a larger audience.

Social media marketing

Social media has by Safko & Brake (2009, p.6) been defined as "activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media". Meanwhile according to Robinson (2007) "social media are the tools used for communication that have web 2.0 attributes – that is, they are participatory, collaborative, have knowledge sharing and user-empowering tools available in the Web" (retrieved from Erdoğmuş & Çiçe, 2012, p. 1354). In broad terms social media can be describes as "activities where people create content, share it, bookmark it and network at a phenomenal rate" (Bashar et al., 2012, p.89). Building on the same idea is Bashar et al. (2012) who described social media as a tool to share and discuss information, and as an online media that encourages members to give feedback and contribute. Social media is in marketing considered as a platform where people can share information and/or sentiments as well as build networks (Kaplan & Haenlein, 2010, retrieved from Li et al., 2021). According to Hamilton et al. (2016) social media has contributed to an increasing empowerment of customers as they have taken control of the marketing communication process, as well as they have become collaborators, creators, and commentators (retrieved from Li et al., 2021).

Social media has existed for about three decades and has in that time gained wide acceptance (Icha & Agwu, 2015) since the first platforms were launched. Together the social media platforms have reached 4,76 billion users from all over the world in almost 20 years (Datareportal, 2023). By 2018, more than 3,196 million people used social media worldwide, a number which is believed to grow at 13 per cent every year (Cooper, 2018, retrieved from Belanche et al., 2018). Social media has created platforms to socialize, and marketing opportunities for organizational marketers in order to reach customers, make brands more visible and to promote products and services (Icha & Agwu, 2015). In a study by Burson-Marsteller, a public relation firm, it was found that 86% of the 100 largest American companies on the Fortune 500 list use at least one social media site such as Facebook (Pradiptarini, 2011). Increasingly more companies are actively becoming involved in social media as shown in a report from Social Media Marketing Industry Report, which showed that 64% of marketers spent 5 or more hours per week on social media, and that 39% spent 10 or more hours weekly (Stelzner, 2009, retrieved from Pradiptarini, 2011).

Bala & Verma (2018) talks about how Vogus (2011) determined that large companies regard social media sites as strategic tools, and that those businesses therefore hired people to specifically handle their social media pages. They also mention how Mangold & Foulds (2009) came up with recommendations on how social media should be seen as an integral part of any organization's integrated marketing strategy and should therefore not be taken lightly. Research done by eMarketer shows that consumers use social media to keep up with brands products and campaigns (Mangold & Foulds, 2009; Leggat, 2010, retrieved from Erdoğmuş & Çiçe, 2012). This shows that having updated and relevant content is one of the most important strategies to making a successful social media for a brand (Erdoğmuş & Çiçe, 2012). Social media's role has, from being a single marketing tool, evolved to being a marketing intelligence source as firms can observe, analyse, and predict the customers behavior through social media. It has therefore become progressively important for marketers to take advantage of social media in order to achieve a competitive advantage (Lamberton & Stephen, 2016, retrieved from Li et al., 2021). An advantage when advertising to younger people is to consider using entertainment as part of the advertising campaign as it has been shown that younger people choose social media based on the criteria of entertainment, meanwhile older people consider the information value (Belanche et al., 2018). Younger people may therefore favour advertisements that are presented through Instagram stories (Hsieh et al., 2012) or by following TikTok trends.

According to Li et al., (2021) there are three fundamental shifts in the marketplace that is generated by social media:

- First, social media gives customers and firms a way to connect that was not available before.
- Second, the way customers and firms influence and interact with each other has been transformed by social media.
- Third, managing customer relationships and strengthening decision making has been made increasingly feasible by the expansion of social media (Libai et al., 2010, retrieved from Li et al., 2021).

Therefore, it is more important than ever to understand the antecedents of social influence as it is important knowledge since it can provide managerial guidance in regard to how to make virtual communities influential and useful for the participants (Dholaika et al., 2003). It has been found through research that the type of social media platform does not have any direct

impact on loyalty, but that it is the personal variables such as age and gender that makes the difference on loyalty to certain products (Belanche et al., 2018).

"Social media marketing is the use of social media platforms and websites to promote a product or service" (Ibrahim & Ganeshbabu, 2018, p.120), it is also about "understanding how technology is making it easier for people to connect socially with their social networks and how your business can profit from that understanding" (Bashar et al., 2012, p.88). Social media is also a component of online marketing, and they are therefore often used for each other (Icha & Agwu, 2015).

Using social media can bring along many advantages for a firm (Tiago & Verìssimo, 2014) as the internet is the fastest way to get more customers and their attention especially through social media (Icha & Agwu, 2015). And a key factor for online marketing to be successful is knowing which social media site is the target market for the company (Bala & Verma, 2018). Social websites make it possible for organizations, businesses, and individuals to interact and build relationships and communities online, giving the consumers the chance to interact directly with them (Ibrahim & Ganeshbabu, 2018). Social networks therefore bring along the opportunity to communicate with customers on a more personal level, which is hard to do by using traditional marketing (Assaad & Gòmez, 2011). Increasing the use of social media can create new opportunities for digital marketers to engage customers through digital platforms (Bala & Verma, 2018). And by doing this companies can increasingly involve the consumers in the advertising development process and in other marketing actions (Thompson & Malaviya, 2013).

With the internet and online social media the customers way of looking for, assessing, choosing, and buying products and services has changed (Albors et al., 2008, retrieved from Alves et al., 2016). These changes give marketers new challenges and choices to make on how to operate and it also affects the marketing practice, strategy, and tactics (Thomas, 2007, retrieved from Alves et al., 2016). Along with the challenges comes benefits that companies can achieve from social media. They can gain a better understanding of the needs of their customers and build an effective relationship with them (Assaad & Gomez, 2011). Stelzner (2014) also argued in his report that two of the best benefits of social media marketing are the increasing exposure of the brand and the increased traffic (retrieved from Icha & Agwu, 2015). These benefits might be the reason why in the last couple of years, the use of social media sites in companies marketing strategies has significantly increased (Pradiptarini, 2011).

Social media marketing is about driving traffic to your website and business through social sites such as Facebook, Instagram, Twitter, Pinterest, LinkedIn, Google and more. The content needs to be created and customized for the different social media platforms as good content often is shared and liked more. A company therefore needs to engage with the users (Bala & Verma, 2018). Managers will therefore seek out to take advantage of word of mouth (WOM) by establishing a critical mass of consumers that regularly interact with their brand on social media sites (Chatterjee, 2011). The change in marketing tactic might come from the fact that the markets are changing in relation to young audiences' access to social media, making it more important that people adopt strategic integration approaches into organization's marketing communication plans (Rohm & Hanna, 2011, retrieved from Bala & Verma, 2018). Pradiptarini's study from 2011 found that the effectiveness of social media marketing was highly influenced by the quality of the content/message, the company's involvement, and its association with other platforms for marketing. Now a day, consumers want to have information about a product before making a purchase or engaging with a brand, social media makes it very easy to keep informing and to influence customers purchase decisions, especially since users often trust other consumers opinions more than the marketing strategies (Bashar et al., 2012). Kietzmann and Canhoto (2013) argued for the same, that customers feel more comfortable when it comes to the other consumers instead of paid advertisement. This can be seen with the use of word of mouth, which is very important in marketing, even more so in online marketing (Gruen et al., 2006, retrieved from Erdoğmuş & Çiçek, 2012) as the internet brings along the ability to reach out to billions of people across the world, and this has given word of mouth an even more powerful voice (Ibrahim & Ganeshbabu, 2018).

To get a better understanding of what influences people to create content about a brand it is important to be aware of a consumer's motive. In Bala & Verma's (2018) study they found support of this in Chu (2011), who examined the connection between advertising response, Facebook brand related group participation, and the psychological factors of self-disclosure and attitudes among non-members and members of Facebook groups. Chu's (2011) found that users who are members of Facebook groups are more likely to reveal personal data than non-members are. It was also found that people who are members of Facebook groups have a more positive attitude towards advertising and social media. A tool for making customers feel exclusive, social media can offer exclusive deals or offers, as well as exclusive content (Bashar et al., 2012). But for this to work the marketing managers must have an

understanding of the online social media marketing campaigns and programs that already exists, as well as knowledge on how to do it efficiently with performance measurement indicators (Bala & Verma, 2018). According to eMarketer (2013) firms have adopted social media for different marketing actions, for example branding, market research, customer relationship management, service provision, and sales promotion, because of various studies that have found results of positive implications of using social media in firms marketing strategies (retrieved from Alves et al., 2016). Meaning that there are several uses, for brands, of being active on social media.

All these methods can be used to better communication between the firm and its customers, which again can help build stronger brand loyalty, way more so than traditional methods (Jackson, 2011; Kaplan & Haenlein, 2010, retrieved from Alves et al., 2016). Making and keeping brand loyalty is one of the most important tasks for marketers (Erdoğmuş & Çiçe, 2012). The results from a study from Erdoğmuş & Çiçe (2012) shows how customer brand loyalty is positively affected when the brand offers relevant and popular content, when the brand offers advantageous campaigns, when brands appear on different platforms and when they offer applications on social media. In return for the company brand loyalty brings market share, sales revenues, profitability and contributes to growing or maintaining their position in the marketplace (Erdoğmuş & Çiçe, 2012). Social media helps firms build brand loyalty through community building and networking (McKee, 2010, retrieved from Erdoğmuş & Çiçe, 2012). The results of Erdoğmuş and Çiçe (2012) study shows that the most powerful drivers of brand loyalty are advantageous campaigns then followed by relevant content, popularity of that content among friends, using different social media platforms, and providing applications. And it is this unprecedented reach that social media has that makes firms increasingly rely on it as a channel for communication and marketing (Kumar et al., 2016).

Facebook

Facebook is a free online social network service which is part of the multinational technology conglomerate Meta Platforms. The company was founded and launched in 2004 (Icha & Agwu, 2015) by Mark Zuckerberg, Chris Hughes, Eduardo Saverin, and Dustin Moskovitz (Hall, 2022). Facebook has become the largest social network in the world (Hall, 2022) most likely due to its characteristics that has caused it to receive a wider acceptance compared to other social medias (Icha & Agwu, 2015). According to a study on the use of social media

platforms among adults in the United States by Hruska & Maresova (2020) Facebook, along with Instagram was the dominant social medias in 2018/2019. Which makes sense since according to Trusov et al. (2009) around 150 million internet users in the USA have a Facebook profile (retrieved from Campbell et al., 2014) and that was back in 2009 and Facebook has only gotten bigger since. As of 2021 the company had nearly three billion users and almost half of those were using Facebook every day (Hall, 2022).

Facebook allows users to create profiles, upload photos and post content, join or start groups, and much more. People are also able to interact with other users' content, as well as private message and chat, and as the company is a free service, they have turned to advertisements to earn most of their money (Hall, 2022). Facebook works very well as an advertisement site as it has extensive biographical and locational data in order to target more specific consumer groups (Campbell et al., 2014).

According to Leibowitz (2018) Facebook had an advertising revenue of 6,820 million USD, which is an increase of 59% since 2015 (Leibowitz, 2018, retrieved from Belanche et al., 2018), and 2,200 million active monthly users (Kallas, 2018, retrieved from Belanche et al., 2018). According to Perrin & Anderson (2019) both Facebook and Instagram show a higher population of female users compared to male users (retrieved from Marengo et al., 2020).

Instagram

Instagram is a free online social media platform that is built around the concept of sharing photos and videos with your followers (Delfino & Antonelli, 2022). It was first launched in 2010 (Delfino & Antonelli, 2022), but was later acquired by Facebook in 2012 (McLaughlin & Holak, 2017), meaning that Instagram also is a part of Meta Platforms. The platform is also a tool for businesses where they offer companies the opportunity to promote their products and brand, and as of April 2017, Instagram had over 700 million active users (McLaughlin & Holak, 2017). In 2014 when there were only 150 million users, over 90% of them were under the age of 35, which is one of the reasons why the platform is attractive for media, entertainment and apparel brands that focus on the age group 18–34-year old's (Smith, 2014). Smith (2014) also found from Appdata that 68% of the users of Instagram were females.

According to Belanche et al (2018) Instagram was found by recent research to be a powerful tool for reaching a younger audience and for increasing a brand's reputation (Sashitta et al., 2016; Barry et al., 2016, retrieved from Belanche et al., 2018). According to Leibowitz (2018) Instagram has more than 1 million advertisers and more than 800 million active users

worldwide (retrieved from Belanche et al., 2018). Instagram is therefore not only one if the fastest growing social medias, but it is also a space where people spend longer periods of time (Sheldon & Bryant, 2016, retrieved from Belanche et al., 2018); according to Alter (2018) visitors stay 45 per cent longer on Instagram than on Facebook (retrieved from Belance et al., 2018).

TikTok

TikTok is a video-sharing application that gives users the ability to share and create short videos (Geyser, 2022). TikTok, unlike Facebook and Instagram has made it a priority to show you videos from creators you have never seen before, whereas the latter two mainly consists of posts from people or channels you already know (Chauhan, 2022). On TikTok you can find entertainment and dancing, but also educational content (Geyser, 2022). According to Choudhary et al., (2020) TikTok had more than 500 million users globally by the end of 2018 and in line with the data collected by Apptopia, the app has been installed over 3 billion times (Iqbal, 2023).

Some of the key features and capabilities of TikTok are:

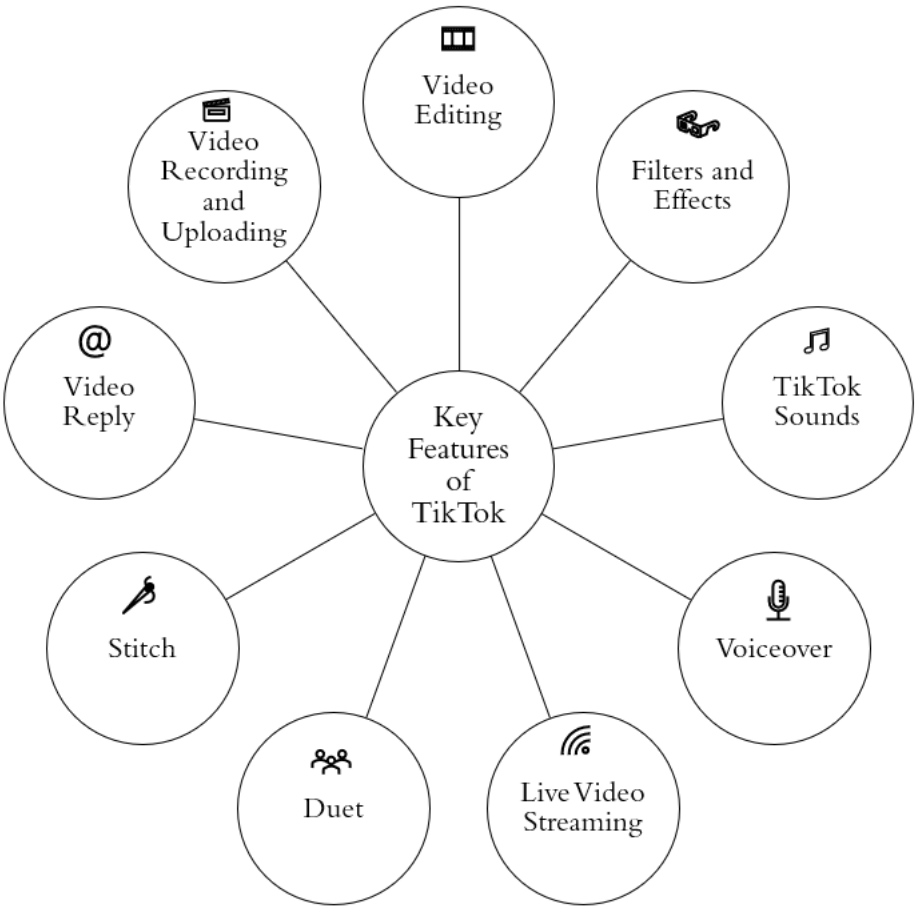

Figure 1: "Key features of TikTok", 2022, Geyser W.(What Is TikTok? – Everything You Need to Know in 2023 (influencermarketinghub.com))

Companies and small businesses have also taken to using TikTok to stand out, as it offers a unique way of engaging possible consumers. Because entertainment is one of the main reasons why people use TikTok, companies can stand out by publishing captivating content that hits the audience. As well as they can share educational content to enlighten the public in an entertaining way (Geyser, 2022). Some of the ways brands can leverage TikTok is:

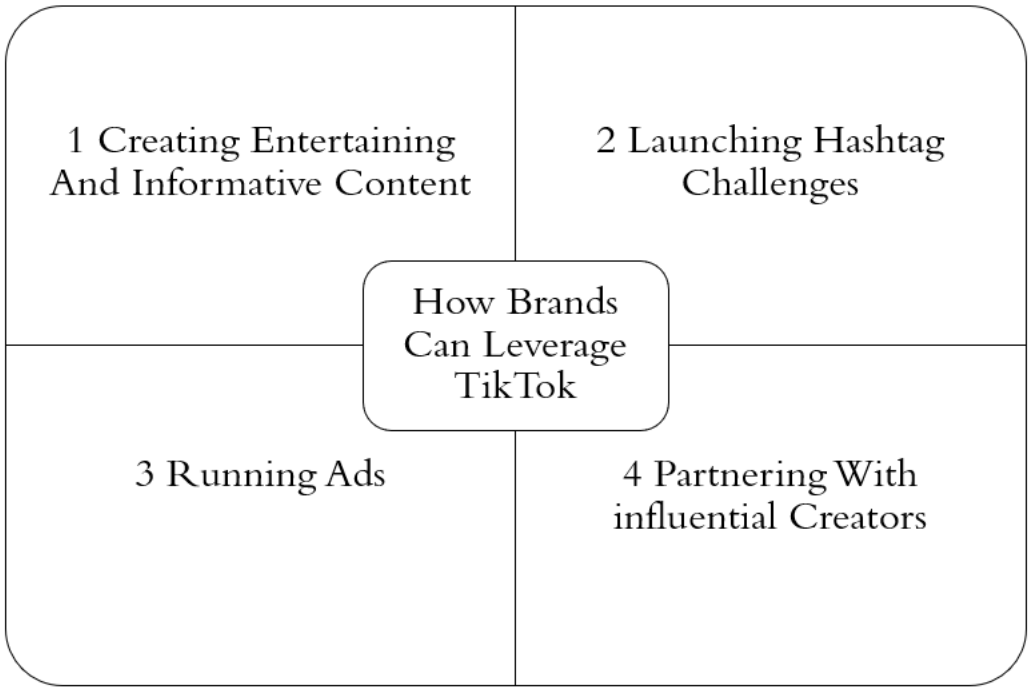

Figure 2: "How Brand Can Leverage TikTok", 2022, Geyser W, (What Is TikTok? – Everything You Need to Know in 2023 (influencermarketinghub.com))

By using brand takeovers, TikTok ads or posting videos of your product, there is a good chance that someone sees it and buy it (Chauhan, 2022). According an Adweek-Morning Consult survey 15% of all adults and 36% of Gen Z have made purchases based on TikTok (Lundstrom, 2021). The hashtag and phrase "TikTok made me buy it" has even become a social media trend (Chauhan, 2022) based around buying products that has been marketed, often by small businesses or by normal people on TikTok.

Digital marketing's influence on buyer behavior

Purchase intention can be defined as "the decision to act of psychological action that shows an individual's behaviour according to the product" (Wiest, 2011, retrieved from Ichah & Agwu, 2015, p.NA). This behavior that is performed by the customer has, with the recent technological developments, changed due to digital marketing. Some advantages that consumers now have from digital marketing is (Bala & Verma, 2018):

- Consumers can stay updated on the product or service.
- Higher engagement, through various activities, like visiting the website, reading information, making purchases, and giving feedback.

- Have access to clear information about products or services as the internet gives comprehensive information of the product to customers which they can rely on and make purchases based on.
- It's easy to make comparisons with others, because of all the companies promoting their product or service with digital marketing, giving the customers an advantage as they can compare products and services from different suppliers, without having to visit many different stores.
- Able to shop 24/7.
- Share content of the product or service with others.
- Enable instant purchase, meaning you can purchase a product or service instantly after watching the advertisement.

With the new semantic analysis technologies, marketers can through this detect buying signals from the customers, for example content shared by people and questions that is posted online. Understanding these buying signals helps salespeople target relevant prospects and helps marketers do more targeted campaigns (Ibrahim & Ganeshbabu, 2018). It is the mental process of customers that gets affected by web experiences that can enhance their buying decisions online (Cetină et al., 2012, retrieved from Bala & Verma, 2018). One of these web experiences can be when social media network sites are easy to use, according to a study by Cha (2009) people are more willing to shop for items on social media if this is the case (Bala & Verma, 2018). A study by Shankar et al. (2011) reveals that promotion through social media such as Facebook, Twitter, LinkedIn, and Myspace has become more important as shoppers are relying more on them to make a purchasing decision (Bala & Verma, 2018).

Over 80% of business managers have said that social media is now an integral part of their business, and retailers have seen an increase of 133% in revenues from social media marketing (Ibrahim & Ganeshbabu, 2018). This can be reflected in a study by Pradiptarini (2011), where participants were asked about the degree of influence between their activities/membership on social media and their buying decisions; 1% of the respondents reported being highly affected, meanwhile 20% were somewhat affected, 35% were neutral, 12% were somewhat not affected, and lastly 31% were not affected at all.

Digital marketing's influence on brand engagement

The digital marketing aims to get the consumers engaged. Digital marketing made it possible for companies to collaborate with consumers and create brand engagement (Febrian et al.,

2020). The digital environment and interaction create a value process where the consumers develop brand engagement. Evidence has been found that digital influence has an impact on brand engagement, it was found that engagement is facilitated through social media, this contributes to explore the effectiveness social media has on creating consumer engagement (Jimènez-Castillo & Sànchez-Fernàndez, 2019). Brand engagement is also a problem in the digital marketing process when it comes to the digital communication that the customers are involved in (Febrian et al., 2020). The introduction of digital marketing is done to make customers involve or engage with the brands (Taiminen & Ranaweera, 2019). When using digital content marketing the aim is not necessarily at sales but rather to get the customers engaged on a long-term basis (Baumöl, Hollebeek, & Jung, 2016). Brand engagement needs to be seen as important by the companies because brand engagement means that the customers interact with the brands products (Hazari et al., 2016).

Social media makes way for brand engagement, because of the possibilities of interactions and connectedness between the brands and consumers (Gòmez et al., 2019). Social media brand engagement is often described as including trust, commitment, involvement, and communication (Manser et al., 2017). “Brand managers can significantly improve the effectiveness of their brand engagement by enhancing the social media communications generated by their firms and users” (Gòmez et al., 2019, p.8). User generated content has a big impact on social media brand engagement (Gòmez et al., 2019).

Conceptual framework

In this chapter we will be going through the conceptual framework in our study. Here we will look at the conceptual model as well as be going through the hypothesis development process and the explanations behind each of our hypotheses.

The conceptual model

The conceptual model in this study aims to explain the purpose of our research as well as to help us build our hypotheses that we will use to answer the research question. Since our main ambition with this study is to investigate how marketing on different social media channels affects customers brand engagement, the conceptual map will help investigate whether trust, word of mouth, participation, openness, conversation, connectedness, community, gender,

age, or education have an impact on brand engagement. The conceptual model is built on the literature.

The purpose of the conceptual model is in our case to demonstrate how the independent variables, which are user behavior, characteristics of social media, motivation/intention, and usage affect the dependent variable, brand engagement. Also, the connections between trust, word of mouth, gender, age, education, and brand engagement.

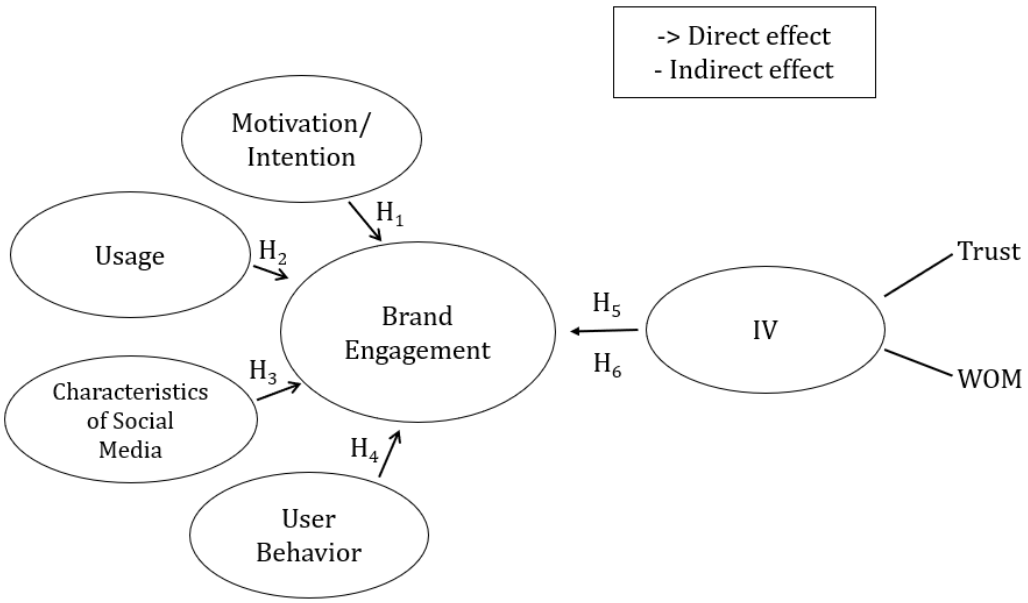

Figure 3 Hypothesis framework 1

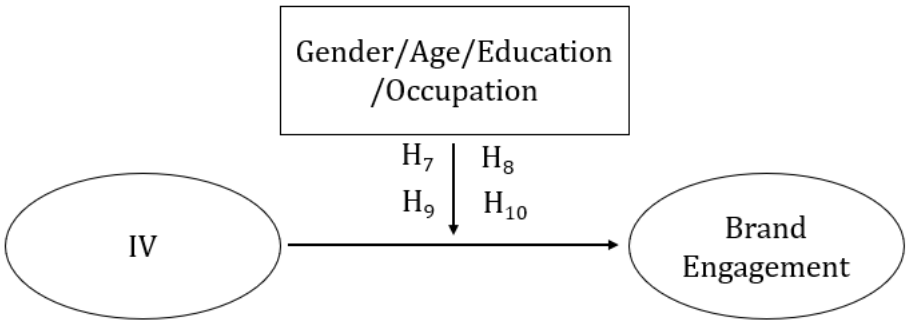

Figure 4 Hypothesis framework 2

Hypothesis development

The hypotheses in this study are based on the research questions presented earlier in the introduction. Together with the theoretical findings in the previous chapter, additional

literature and the research questions the hypotheses has been developed. We chose the hypotheses based on the following literature.

Segmentation

Both classic advertising research and recent social media studies has suggested that factors such as gender and age are factors that can alter commercial processing (Alalwan et al., 2017; Katz et al., 1974, retrieved from Belanche et al., 2018). In marketing, segmentation based on gender is already a key variable for shaping customers' evaluation of services and products (Holbrook, 1986, retrieved from Belanche et al., 2018). A company can therefore better develop their brand by having a greater understanding of the segmentation variables, such as age, gender, occupation, or education, which have an impact on commercial processing.

According to a study by Hruska & Maresova (2020), the use of social media decreases with age in adults in the United States. It was also found by Ilakkuvan et al. (2019) that a total of 88% of 18-to-29-year-olds reported that they used social media, in comparison only 78-37% of older age groups reported the same (retrieved from Hruska & Maresova, 2020). The same study also found that people with higher education tend to use social media the most. Going back to look at age, Belanche et al. (2018) found that millennials tend to be more loyal to Instagram than Facebook. Based on the information above we have therefore made the following hypotheses:

H1: Motivation/intention will have a positive or negative effect on brand engagement.

H2: Usage will have a positive or negative effect on brand engagement.

Social media characteristics

Mayfield (2008) found five main characteristics for social media: Openness, Participation, Community, Conversation and Connectedness (retrieved from Chan-Olmsted et al., 2013). Participation can be seen as an action of interactivity (Chan-Olmsted et al., 2013), meanwhile conversation is the ability to have conversations on platforms (Pilch, 2009, retrieved from Chan-Olmsted et al., 2013). Connectedness is the "interpersonal community and general social ties" (Teixeira, 1992, p.36), while community is the possibility for people and organizations to communicate and identify with others, and lastly openness is the possibility for user feedback and participation by having few barriers to comment to access information (Chan-Olmsted et al., 2013). It is based on this information we have developed the next hypothesis:

H3: Characteristics of social media will have a positive or negative effect on brand engagement.

User characteristics

Based on research from both Jukka et al. (2018) and Buchanan (2020) engagement, usage frequency, trust, motivation, and preferences are the areas to focus on for user characteristics. Being a low or high "truster" makes a difference in how people are persuaded in the brand engagement and according to Tillery & McGill (2015) low "trusters" are more aware of a messages nature and believe that humans, more than partial humans, lack goodwill. They also mention that high "trusters" care less about who is trying to influence them, and they therefore respond similarly to human and anthropomorphized messengers. Yahia et al. (2018) found through literature reviews that trust plays a crucial role in stimulating online purchases (Wang et al., 2016; Cyr et al., 2010; Quelch & Klein, 1996, retrieved from Yahia et al., 2018). Yahia et al. (2018) also found evidence of this is Featherman & Hajili (2015) where they found that trust is a crucial issue in online shopping as well as on social commerce platforms as the consumers capability to perceive as trustworthy and informative can create positive consumer engagement. Based on this argument we have developed these hypotheses to be tested:

H4: User behavior will have a positive or negative effect on brand engagement.

H5: Trust will have a mediating effect on the relationships between the independent variables and brand engagement.

H6: Word of mouth will have a mediating effect on the relationships between the IVs and the DV, brand engagement.

We also developed the following hypotheses based on the studies who found differences in age, gender, education, and occupation towards social media to test for moderation:

H7: Age has a moderating effect on the relationships between the IV's and the DV.

H8: Gender has a moderating effect on the relationships between the IV's and the DV.

H9: Education has a moderating effect on the relationships between the IV's and the DV.

H10: Occupation has a moderating effect on the relationships between the IV's and the DV.

Method

In this chapter we explain the methodological approach of our thesis. First, we are going to present what a methodological approach is before we explain what our choice of approach is. Afterwards we are going to clarify how we have collected our quantitative data in order to get the best possible results for our analysis. Furthermore, we are going to distinguish between quantitative and qualitative methods before we describe how we are doing our analysis. Then in the end we are going to evaluate the data's validity and reliability in addition to considering some ethical considerations.

Research Design

After coming up with the research problem we had to consider how we wanted to perform our study to answer our research problem and our research questions. It is the choice of research perspective and how one approaches theory and empiricism that determines whether one needs quantitative or qualitative data to illuminate and answer the questions. The type of data we then need determines whether we must choose a qualitative or quantitative method to collect and analyze the data.

The aspects that differ from each other when it comes to quantitative and qualitative research is that quantitative research can be defined as "an inquiry into a social or human problem, based on testing a theory composed of variables, measured with numbers, and analyzes with statistical procedures, in order to determine whether the predictive generalization of the theory hold true" (Creswell, 1994, p.1-2, retrieved from Sogunro, 2002, p.3). Quantitative research can also be defined as "empirical research where the data are in the form of numbers" (Punch, 1998, p.4, retrieved from Sogunro, 2002, p.3) or as "the collection of numerical data in order to explain, predict and/or control phenomena of interest" (Guy & Airasian, 2000, p.627, retrieved from Sogunro, 2002, p.3).

Qualitative research on the other hand can be defined as "an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting" (Creswell, 1994, p.1-2, retrieved from Sogunro, 2002, p.3). Qualitative research can also be defined as "empirical research where the data are not in the form of numbers" (Punch, 1998, p.4, retrieved from Sogunro, 2002, p.3) or as "the collection of extensive data on many variables over an extended period of time, in naturalistic setting, in order to gain insights not possible

using other types of research" (Guy & Airasian, 2000, p.627, retrieved from Sogunro, 2002, p.4).

The main difference between quantitative and qualitative research is that quantitative research relies much on numerical data and statistical analysis, while qualitative research doesn't have much use of numerical data, and rather relies on verbal data and subjective analysis (Gall et al., 1999, retrieved from Sogunro, 2002).

After choosing between a quantitative and qualitative research method, we must also look at which approach to take. Here we can choose between an inductive approach or a deductive approach. The difference between these is if the reasoning goes from general to specific or the other way around. The inductive approach means going from general theories to specific observations, while deductive approaches imply forming a specific conclusion from general premises (Dictionary, 2021).

Furthermore, we also have to choose between descriptive research and explanatory research. "The object of descriptive research is to portray an accurate profile of persons, events or situations" (Robson, 2002, p.59, retrieved from Saunders et al., 2009, p.140). Descriptive research can be an expansion of, or precursor to, a part of exploratory research or explanatory research. It is important to have a clear understanding of the phenomena before the collection of data (Saunders et al., 2009).

"An explanatory study is a valuable means of finding out what is happening, to seek new insights, to ask questions and to assess phenomena in new light" (Robson, 2002, p.59, retrieved from Saunders et al., 2009, p.139). Exploratory research is helpful if the point is to clarify the understanding of a problem, for example if you are unsure of the nature of a problem (Saunders et al., 2009). There are three principal ways to perform exploratory research, the first one is to do a literature search, then one must interview experts on the subject before one in the end perform focus group interviews (Saunders et al., 2009). When performing exploratory research, you must be prepared to change the direction of the research if new data and insights presents (Saunders et al., 2009).

"Studies that establish causal relationships between variables may be termed explanatory research" (Saunders et al., 2009, p.140). Explanatory research involves studying a problem or situation to be able to explain the relationship between the variables (Saunders et al., 2009). Most management and business research data that is collected with questionnaires will be used for explanatory research (Saunders et al., 2009).

Choice of research design and survey method

As our research problem is w*hat factors affect consumers brand engagement towards social media marketing, and what is the effectiveness of the factors*, we decided to use a quantitative research approach for this study because of Punch (retrieved from Sogunro, 2002) and Guy & Airasian (retrieved from Sogunro, 2002) definitions. Because we are using a data collection technique that goes as passive interaction, as it is a questionnaire, our focus is on collecting data. The questionnaire is aimed at a large population, and we are going to use a statistical analysis. Our research findings are also deductive through inference from data characterizing it as quantitative research. The reason it has a deductive approach is because we first make up hypothesis based on general premises, then we test the hypothesis, and based on the test we form a conclusion about the hypothesis.

This study also has exploratory research since we aim to provide new insights on social media marketing. Exploratory research explains the new phenomenon of how social media influences a customer's brand engagement.

Sample Size

Before going ahead with the data collection, it is necessary to choose who we are going to study. This means who we want to send out our survey to so that we get the information we wish to receive. In our case, as we are doing a study, our aim is to get around 500 people to respond as it is not an advantage to have too big or too small of a sample size since that can create different types of problems for the study such as time consuming or use of wrong respondents, or missing out on valuable insights (Quantilope, 2022). As the sample size of a quantitative study is the amount of people that complete the survey, it also represents a sample of the target audience in which we are interested (Quantilope, 2022), the number 500 is therefore our sample of the target audience that we worked out with our supervisor. The extent of the sample size should be determined so one is sure that the quantitative data from the survey is reflective of the target population, and that the decisions made based on research have a solid foundation (Quantilope, 2022). The choice of a sample size of 500 came because it is an ambitious number we hope to achieve since there will always be inadequate answers and outliers that will be removed during the analysis.

To find out what the correct sample size is for the study, there are some variables to keep in mind like population size, confidence interval, confidence level, standard deviation, population variability and project scope. To make an ideal sample size you should use a random sample of people that fit in the group of people you are interested in using. Since it is almost impossible to interview all people in the interesting group of people confidence intervals is helpful, before starting the research it should be decided how large margin of error that will be allowed between the mean number of the sample and the mean number of the total population of the group. The confidence level shows how likely it is, if the study was repeated several times with other random samples, that the results would fall in the same confidence interval. The confidence level chosen depends on whether the study demands a level that is almost completely reliable, or it would be fine to accept a broadly accurate set of data. The standard deviation tells you how much the results can vary from the mean number and from each other, if it is high, it means that it is a wide range of responses to the research questions and if it is low, it means that the response is more like each other and the mean number. A standard deviation of 0,5 is a good level to have to make sure that you have a large enough sample size.

If you know something about your targeted population, you should see in what degree their opinions vary, population variability. The objectives and scope of the research will influence how big the population sample is. (Quantilope, 2022)

It is important in a market research project to consider the sample size. A correct sample size will result in findings that can be used confidently when putting them into actions. Many factors are involved when determining the sample size like z-scores, confidence level, standard deviations, and margins of error. (Quantilope, 2022)

The information gathering process

For us to get the answers we are looking for in this thesis, we decided to a quantitative method by doing a survey to collect data as well as using literature to build our reasoning and find additional information surrounding our research problem. In our work we have chosen some areas to focus more on, such as segmentation of users and characteristics of users as well as we have chosen some subcategories under both to focus extra on, in order to get the data we need to do our analysis.

To properly collect the data, we published our survey on our Facebook walls, had our mothers share it on their walls, sent it to work chats, published it on the Facebook and

messenger groups of our sports teams, published it on the universities Facebook page, shared it on the Facebook page "Survey Sharing – Survey Exchange/Swap – Find More Survey Participants", shared it on "Surveyswap" and on "surveycircle", and shared it on LinkedIn. We also asked people to share it with their networks as well.

Segmentation of users

For segmentation of users, we decided based on the literature in the theory chapter as well as the literature in the hypotheses chapter, that our focus areas was going to be on age, gender, occupation, and education. Reasons for choosing age and gender are because there are studies that are both recent social media studies as well as classic advertising research that has suggested that these factors can alter a person's commercial processing (Alalwan et al., 2017; Katz et al., 1974, retrieved from Belanche et al., 2018). Another reason for choosing gender is because gender can play an intricate part in a customers' evaluation of products and services as it is considered a key segmentation variable in marketing (Holbrook, 1986, retrieved from Belanche et al., 2018). Companies and advertisers can therefore, by understanding the differences in gender, develop more precise marketing and segmentation strategies that can better meet customers' needs (Lee, 2011; Shi et al, 2016; Zhang et al., 2015, retrieved from Belanche et al., 2018).

We decided to segment based on age because there are several studies that show the effect age can have on use of social media. A study from Hruska & Maresova (2020) shows that among adults in the United States, social media use decreases with age. Which also lines up with what we have experienced ourselves. This means that we can get quite different results, depending on who our respondents are. Therefore, we must take that into account when looking at our results later in the thesis. Based on our networks, chances are big that our respondents will be young adults in the age group 20-24. This might even be a good thing as another study by Ilakkuvan et al. (2019) found that a total of 88% of 18-to-29-year-olds reported using social media, in comparison to 78-34% of older age groups (retrieved from Hruska & Maresova, 2020). The same study also showed that people with higher education are amongst the segments that use social media the most, which is why we have chosen to ask about education level in our questionnaire. Another reason we chose to look at age is because Belanche et al., (2018) found that millennials tend to be more loyal towards Instagram compared to Facebook, which might be another aspect that can affect the results of our study, as well as older people tend to be more concerned about manipulation of advertisements (Gregorio & Sung, 2010).

Characteristics of social media

For studying the characteristics of social media, we decided to use the five characteristics of social media found by Mayfield (2008), which are Openness, Participation, Community, Conversation and Connectedness (retrieved from Chan-Olmsted et al., 2013). We will be using these characteristics to see which variables affect consumers use of social media platforms, their attitude towards social media marketing and how they affect brand engagement.

Participation:

Participation has been defined as "the extent to which senders and receivers are actively engaged in the interaction as opposed to giving monologues, passively observing, or lurking" (Burgoon et al., 1999, p.36). Participation can therefore be seen as the action of interactivity (Chan-Olmsted et al., 2013). One of the most important characteristics of social media is its participatory culture allowing interested consumers the opportunity to engage in an interaction (Chan-Olmsted et al., 2013). Drury (2008) actually concluded that social media gives people an opportunity to share and engage with others and by doing that makes it possible to share content and make it more democratized. There are also several organizations that have joined social media in order to open the door for a participative culture (Chan-Olmsted et al., 2013).

Conversation:

Traditional media is a one directional transmission of information to the audience, while social media offers a two-way communication environment, a non-linear environment (Rowley, 2004). Web 2.0 makes conversations a big theme of social media because of the capacity and speed of dialogs (Chan-Olmsted et al., 2013). Rafaeli (1988) claimed that "conversationality" is the ideal of interactivity, and thus an important virtue of social media (retrieved from Chan-Olmsted et al., 2013). The ability to have conversations varies depending on the different social media platforms. Facebook offers many communication components for users to have conversations between them, while blogging sites such as Twitter and YouTube have limited opportunities to have conversations and two-ways communication based on the structure of the social media platform (Pilch, 2009, retrieved from Chan-Olmsted et al., 2013).

Connectedness:

Social connectedness can be defined as “interpersonal, community and general social ties” (Teixeira, 1992, p.36). It can be seen as a form of active and trustful interpersonal behavior where people who feel high levels of connectedness have feelings of being close to others, as they identify with them and engage in social groups. Connectedness lets people connect to the outside world and expand their horizons (Ha & James, 1998). Connectedness can be offered by linking to other websites, resources, or people. A social media platform can in this way give the users an opportunity to move from one point to another in the cyberspace (Chan-Olmsted et al., 2013).

Community:

Social media makes it possible for people and organizations to communicate and identify with others, which contributes to forming communities and developing relationships with others quickly. Social media is therefore an effective way of developing communities, as it is a tool that links individuals and organizations with individuals that have a commonality (Chan-Olmsted et al., 2013).

Openness:

A characteristic of social media is openness which is being open to user feedback and participation by not having many barriers that stands in the way of accessing information or commenting (Chan-Olmsted et al., 2013). The web is a “near-frictionless media channel along which anything can flow” (Meadows-Klue, 2008, p.246). Most of the social media channels have few flow barriers when it comes to application and technological transferability, making it easy for information to travel between sources and users (Meadows-Klue, 2008). The openness of a social media platform is connected to the level of easy-to-use mechanisms for sharing and creating content. Some platforms of social media are more open than others. Online messaging sites and forums made by specific communities can be seen as less open, than for example Twitter, where anyone can sign up. Openness involves three kinds of behavior according to Roger (1987), requesting information, receiving information, and acting on the information received. To conclude openness can be seen as how easy it is to give and receive information, content, and comments for the users.

Characteristics of users

For characteristics of users we decided, based on research by Jukka et al. (2018) and Buchanan (2020), that the best areas to focus on in this category are engagement, usage

frequency, trust, motivation, and preferences. When it comes to behavioral variables, we are going to be looking at the behavioral outcome of a customer after exposure to advertising on a social media site.

For brand engagement we are going to measure the variable using the seven-item scale, adapted from Keller's (2001) study on brand equity and adapted from Campbell's (2014) study. In our questionnaire respondents are asked to what degree they agree or disagree with various statements of their engagement with social media advertising, where 1 = strongly disagree and 7 = strongly agree.

To measure word of mouth we are going to be using the seven-item scale adapted from Campbell's (2014) study, who again adapted their survey from a study by Smith et al. (2007). The questionnaire is made so that the respondents are asked to answer how likely they are to share a social media advertisement with others, where 1 = very unlikely and 7 = very likely. We also made a scale like that for purchase intention when exposed to social media advertisements.

We used motivational variables as covariates, which can be used to find information about their subsequent behavior (Campbell et al., 2014). We also adapted our measuring of motivation of information, convenience, and entertainment from Ko et al. (2005) and Campbell's (2014) studies, measuring this as well with the seven-item scale. Asking the respondents to choose between 1= strongly disagree to 7 = strongly agree.

We measure trust as there is a difference in how people are persuaded in the brand engagement based on if they are low or high "trusters". According to Tillery and McGill (2015) people that are skeptical in trusting other people are more influenced by anthropomorphizes messengers than by other human spokespeople because they care more about the nature of the messenger and they believe that humans, more than partial humans, have an absence of goodwill. They also mentioned that people that are more trusting are less caring about who is trying to influence them and therefore respond similarly to both anthropomorphized and human messengers. Yahia et al. (2018) found that trust plays a crucial role in stimulating online purchases (Wang et al., 2016; Cyr et al., 2010; Quelch & Klein, 1996, retrieved from Yahia et al., 2018). Yahia et al. (2018) also found evidence of this in Featherman & Hajili (2015) where it was found that trust is a crucial issue in online shopping as well as on social commerce platforms, as the consumers capability to perceive information as trustworthy and informative can create positive consumer engagement.

Dependent Variable

For the dependent variable we landed on brand engagement as the best option for this analysis. From the research and analyses, we found brand engagement to be the most suitable dependent variable, as there were significant changes in the relationships between the independent variables and brand engagement, and more significant effects in the regression and from mediators and moderators. The choice also ended on brand engagement to be able to see what companies can do to get people to engage more with their brand, since exposure and engagement is what companies often want from a social media advertisement.

Evaluation of data

Within the quantitative realm of research, we are going to be looking at the reliability and validity of our thesis as these are criteria for good quality. We will also be having an ethical discussion surrounding the data collection in order to assess that we have followed ethical guidelines while working with our thesis.

Reliability

The reliability of our thesis is based on whether our result can be replicated by other researchers by using the same method as us. When writing and working on our thesis, we have put in extra work to be able to give a detailed description of our work throughout our analyses and the process with data collection so that it can be possible to replicate the processes and the analyses. We have also explained how and where we published our questionnaire so that it can be possible to see if one can get somewhat the same results by posting it on the same pages as the ones we chose. Because we have chosen to be highly descriptive of our processes, we would say that the reliability of our thesis is relatively good.

Validity

The validity of our thesis is based on the accuracy of our measurements, whether our results represent what they are supposed to measure. As part of our work with the data we have put in extra time to make sure we measure and analyze correctly in order to get the correct results. The methods used are targeted to measure exactly what we wanted to know to complete the analyses and based on existing knowledge as you can see in the questionnaire table (**table 13** in the appendix) where previous studies were used to form our questions. We have put in time to check how the results correspond to already published theories of the

same topic and analyses. This study clearly defines the population we have based the research on, as stated in the limitations part of the introduction.

Ethical discussion

While working on a research project there are always certain ethical requirements that one should follow in order not to cause harm. As we did a quantitative data collection, we made sure that our questionnaire was completely anonymous and that we did not collect any personal information. It was voluntary to participate in the questionnaire and one could exit before finishing the questionnaire if one changed their mind about participating. Because of this we reckon that our data collection holds an ethical standard.

Data

In this chapter we are going to walk through the efforts made from harvesting the results of the questionnaire to finishing the last of the analyses. We are going to review the processes surrounding the work of cleaning the results of the questionnaire as well as the work with the analyses in SPSS.

Questionnaire data

After having our questionnaire out for almost a month we managed to collect a total of 259 answers. A 100 of these came from the webpage Surveycircle while 88 come from the page Surveyswap. The rest of the answers came from either Facebook or LinkedIn. After closing the questionnaire, we had to start cleaning our answers. Since we had an attention question, we first started by removing all answers that belonged to respondents that chose wrong on that question. In total we had to remove 33 answers, 32 from answering the attention question wrong, and one answer that was blank. After cleaning our answers, we converted the results to Excel so that we could prepare the data. In excel we converted our non-numerical data into numerical data.

Analytical software

In SPSS we first conducted a frequency analysis on the data and variables surrounding social media usage and demographics before we performed descriptive statistics analysis on the rest of the data using the questions as variables to find the mean and standard deviation in total and by gender.

Continuing we performed a factor analysis of the descriptive data using dimension reduction and then choosing factor. The settings we used for descriptive were initial solution and coefficients, for extraction it was the principal component method, analyzing the correlation matrix, displaying the unrotated factor solution and the scree plot, extracted based on Eigenvalue and had the maximum iteration for convergence at 25. We suppress small coefficients and have an absolute value below .60.

By doing this we got 6 factors loading. By looking at the total variance explained table we also found the Eigenvalue and percentage of variance of these factor loadings. To find the Cronbach's Alpha of these factor loadings we had to do a reliability analysis. For the analysis we chose the variables for each factor loading to find the Cronbach's Alpha. In the output we then looked at the Reliability statistics table in order to find each factor loadings Cronbach's Alpha.

After completing the factor analysis, we started on the regression analysis. We ran the factor analysis to find out if any of the factors had a significant effect on the dependent variable purchase intention.

To see if there was an explanation on how or why two variables were related, we completed some mediator analysis. We also investigated if there was any moderator affecting the strength or direction of the relationship of the variables.

Results

The purpose of this chapter is to systemize the analyzed results gathered from our survey. We will first present the results of our analysis and then test our hypotheses.

Analyses

In this part of the thesis, we are going to walk through all the analyses we have performed. We will be looking at the results of the sample demographics, the descriptive statistics, the correlation matrix, the factor analysis, the regression analysis, and the mediation analysis summary.

Sample demographics

Looking at the sample demographics table we can see that we had a total of 167 females (73,9%) that answered our analysis and a total of 56 males, which corresponds to a

percentage of 24,8%. The age group with the most respondents is 20–24-year old's which make up 49,6%. When looking at occupation a total of 62,4% of the respondents were university students. Lastly the biggest educational group in our questionnaire is people with college or university degrees with 53,1%.

TABLE 1
Sample Demographics

	N	%
Gender		
Female	167	73,9
Male	56	24,8
Age (years)		
15-19	18	8
20-24	112	49,6
25-34	66	29,2
35-44	17	7,5
45-54	11	4,9
55-64	2	0,9
65+	0	0
Occupation		
High school student	8	3,5
University student	141	62,4
Employed	58	25,7
Unemployed but looking for work	3	1,3
Self-employed	14	6,2
Unable to work for healt or other reasons	1	0,4
Retired	1	0,4
Education		
High School	45	19,9
College or University degree	120	53,1
Master's degree	60	26,5
Doctoral degree	1	0,4

Descriptive statistics

The descriptive statistics summarize the data and present it in a way that is easy to understand. Our tables (**TABLE 14, 15, 16 in the appendix**) present the mean, the average of the response for each question in our study. The standard deviation also presented in our table indicates how spread the data is from the mean. If the standard deviation is high, the bigger spread there is in the data. As you can see from our tables, we have also compared the data from different groups, female, and male. We did so to see the difference in the mean and

the spread of data for each gender. You can see the results of the different groups in the tables in the appendix. We have also divided the analysis into three parts, one for Facebook, one for Instagram and one for TikTok, to look at the differences in the social media platforms.

Correlation matrix

The correlation test gives a number between -1 and 1 that shows to what extent two quantitative variables are linearly related. A correlation of -1 means there is a perfect linear declining relationship, meaning higher values of one variable leads to lower values on the other. A correlation of 0 indicates there is no linear relationship between the two variables, but there can still be a non-linear relationship. If the correlation is 1 this means there is a perfect linear relationship, the higher on one variable is associated with higher values on the other variable. The correlation is statistically significant if the value is <0.05.

Our tables show the Pearson correlation and the ones that are significant are shown in **Bold** writing. The significant value is not included in our tables as we have just marked the correlation values in **Bold** if they have a significant p-value. We have divided the correlation analysis into three groups, one for each of the social media platforms that we have been researching.

The correlations that are significant for Facebook in **TABLE 2** are between age and usage, education and age, and occupation and age. The correlation between age and education and occupation is not relevant for our study, as this correlation just shows that the higher the age, the higher education the respondents have and the higher the age the more people are working or eventually retiring. The relationship between age and usage is relevant to our study as this shows that the higher the score for age, the higher the usage is for Facebook, with a correlation of 0.241.

On the correlation matrix for Instagram in **TABLE 3**, a significant correlation between age and motivation/intention, gender and motivation, age and usage, age and user behavior, education and age, and occupation and age are present. Again, the correlation between age and education or occupation is not relevant for our study. The negative correlation of age and motivation/intention of -0.139 indicated that the older a person is, the less motivation/intention they have for social media. As gender has the value of 0 for female and 1 for male, the correlation of -0.16 with motivation/intention shows that males have less motivation/intention on social media compared to females. The negative correlation of -0.149 between age and usage means that the older a person is the less they use Instagram for

different purposes. There is a positive correlation between age and user behavior of 0.144, which means as a person gets older the behavior of the user on Instagram changes.

Correlation **TABLE 4** for TikTok shows that there is significant correlation between usage and motivation/intention, age and motivation/intention, usage and purchase intention, age and usage, occupation and usage, age and user behavior, education and user behavior, education and age, and occupation and age. The higher score for either usage or motivation/intention impacts the other negative with -0.235. Same with age and motivation/intention by a score of -0.215. The higher level of usage positively correlates with purchase intention, meaning that the higher the usage of TikTok is, the more likely they are to purchase a product they see from a brand on the platform. Age correlates to usage negatively with a correlation of -0.204, the older a person is the less likely they are to use TikTok. Occupation also correlates to usage negatively. From our scale, that can be explained with the fact that the lowest occupations are different types of students, and they are the people that are uses TikTok the most, and when the occupation changes to being employed or retired, the less these people use TikTok. The higher the age also correlates negatively with the user behavior, with -0.325, the behavior changes for the use of TikTok the older the people are. Education has a negative correlation with user behavior with the same explanation as occupation and usage. Showing again that it is the youngest and students that use TikTok more for different purposes giving us a negative correlation when people get older. As the previous analysis, the education and occupation correlations with the age is not relevant.

TABLE 2

Correlation Matrix Facebook

	Construct	1	2	3	4	5	6	7	8	9	10	11
1	Motivation/intention	1,000										
2	Brand engagement	0,005	1,000									
3	Purchase intention	0,038	0,007	1,000								
4	Characteristics	-0,010	0,003	-0,020	1,000							
5	Usage	-0,126	0,078	0,049	-0,021	1,000						
6	User behavior	0,000	-0,006	-0,019	-0,004	0,035	1,000					
7	Age	0,010	0,088	0,040	0,010	**0,241**	-0,015	1,000				
8	Gender	0,012	-0,055	-0,008	0,090	-0,026	-0,042	0,050	1,000			
9	Education	-0,090	0,117	0,041	0,109	0,089	0,011	**0,346**	0,018	1,000		
10	Occupation	0,023	0,039	-0,042	0,046	0,086	-0,016	**0,233**	0,026	-0,013	1,000	
11	Introvert/extrovert	-0,005	0,044	0,012	-0,050	-0,070	-0,002	-0,012	0,073	-0,049	-0,040	1,000

Correlation is significant at the 0.01 level (2-tailed) (Bold)

TABLE 3

Correlation Matrix Instagram

	Construct	1	2	3	4	5	6	7	8	9	10	11
1	Motivation/intention	1,000										
2	Brand engagement	-0,020	1,000									
3	Purchase intention	0,022	0,026	1,000								
4	Characteristics	-0,016	-0,006	0,042	1,000							
5	Usage	-0,066	0,047	0,042	-0,071	1,000						
6	User behavior	-0,004	-0,007	-0,011	-0,026	0,014	1,000					
7	Age	**-0,139**	-0,019	0,040	0,030	**-0,149**	**0,144**	1,000				
8	Gender	**-0,16**	-0,130	-0,048	0,134	-0,131	-0,094	0,050	1,000			
9	Education	-0,124	0,099	0,048	0,041	-0,039	0,088	***0,346***	0,018	1,000		
10	Occupation	0,085	-0,072	-0,009	0,033	-0,122	-0,023	**0,233**	0,026	-0,013	1,000	
11	Introvert/extrovert	0,048	0,067	0,017	-0,013	0,001	-0,025	-0,012	0,073	-0,049	-0,040	1,000

Correlation is significant at the 0.05 level (2-tailed) (Bold)

Correlation is significant at the 0.01 level (2-tailed) (Bold & Underlined)

TABLE 4

Correlation Matrix TikTok

	Construct	1	2	3	4	5	6	7	8	9	10
1	Motivation/intention	1,000									
2	Brand engagement	-0,047	1,000								
3	Purchase intention	0,065	0,002	1,000							
4	Usage	**-0,235**	-0,032	**0,0178**	1,000						
5	User behavior	0,063	0,041	-0,028	0,008	1,000					
6	Age	**-0,215**	-0,051	0,077	**-0,204**	**-0,325**	1,000				
7	Gender	-0,064	-0,134	-0,092	-0,093	-0,040	0,050	1,000			
8	Education	-0,078	0,087	0,083	-0,026	**-0,237**	**0,346**	0,018	1,000		
9	Occupation	0,112	-0,027	0,058	**-0,203**	0,153	**0,233**	0,026	-0,013	1,000	
10	Introvert/extrovert	0,021	-0,013	-0,099	-0,106	0,064	-0,012	0,073	-0,049	-0,040	1,000

Correlation is significant at the 0,01 level (2-tailed) (Bold & Underlined)

Correlation is significant at the 0,05 level (2-tailed) (Bold)

Factor analysis

The rotated factor table contains the rotated factor loadings, using the varimax rotation, which is easier to interpretate compared to the table that is not rotated, as it reduces the number of factors where the variable has high loadings, representing how that variable is weighted for each factor, as well as the correlation between the variables and the factor. In our study we excluded the values below 0.60 making the output easier to read by removing the low correlations that are not as meaningful.

The tables give us a clear view of which factor describes which item, as we have used the rotated matrix where all the items only fall under the factor, they have the highest loading for. The first factor is called motivation/intention with items like, *I feel I can help and support communities I care about, I feel I can offer useful information* and *I feel I can find and interact with people* has high loadings on this factor. Next, we have called brand engagement as the items with high loadings in this second factor is, *I enjoy talking about brands that are advertised, I am interested in gaining more knowledge about brands on social media* and *I use social media to browse through looking for brands and advertisements*. The third factor we call purchase intention. The reason for this is because all the "I am likely to buy" questions have high loadings in this factor. Usage is the next factor, the items in focus here are targeting the use of the platforms, if it is easy to use, or why they use the social media platforms. We have a factor called Characteristics of social media. The last factor is user behavior, and the only item under this factor is *time spent on social media.*

The percentage of variance determines the amount of variance that the factor explains. The percentage of variance in our tables are shown at the bottom of each of the factor analyses.

The Cronbach Alpha measures the internal consistency, measuring how closely related items are as a group. If the Cronbach Alpha is $\alpha > 0.70$ it is good and the higher the better.

Cronbach's Alpha	Internal consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Figure 5 Cronbach Alpha Reliability table

The Cronbach Alpha is also treated as a measure of scale reliability. For the analysis of the platform's factors (see **TABLE 5**) 1,2,3 and 5 have good Cronbach Alpha scores, as all these factors have a value over 0.8 as well. High values indicate that the questionnaire is more reliable, it also indicates that the response value for each participant throughout the questionnaire is consistent. The closer our Cronbach Alpha is to 1, the greater the internal consistency of the variables in the scale is. If all the items have a high covariance, the closer the Cronbach Alpha will be to 1. In other words, the higher Cronbach Alpha values in those factors, the more of the items have shared covariance and measure the same category. Factor 4 of the analysis collected in **TABLE 5** has a Cronbach Alpha of 0.647. The factors that have a Cronbach Alpha value of 0.00 are caused by the fact that they only have one item included in the factor, and therefore it cannot be any relation between items.

TABLE 5

All platforms

Factor Analysis & Cronbach's Alpha

Scale items	Factors					
	Motivation/Intention	Brand engagement	Purchase intention	Usage	Characteristics of social media	User behavior
I feel I have two-way communication with other users	0,809					
I feel I can find and interact with people like me	0,798					
I feel I can share my value and common goals with others	0,792					
I feel I can offer feedback to other users	0,791					
I feel I can share common interests and ideas with others	0,763					
I feel I can help and support the communities I care about	0,757					
I feel I can offer useful information to communities I care about	0,745					
I feel I can engage in meaningful dialogs	0,738					
I feel I can take an active part in communities I care about	0,723					
I feel related to people	0,713					
I feel connected to the world around me	0,626					
I trust all advertisements enough to make a purchase		0,773				
I enjoy talking about brands that are advertised		0,761				
I am interested in gaining more knowledge about brands on soocial media		0,756				
I use social media to browse through looking for brands and advertisements		0,711				
I am open to advertisement from brands		0,705				
I trust information shared with me		0,656				
Social media is a good way to do research on products and brands		0,634				
I am likely to buy products I see advertised on social media			0,916			
I am likely to buy products I see other customers talking about			0,911			
I am likely to buy products that I see if it is a new or existing product			0,893			
I am likely to buy products I see if it is an upgrade to a product I already have			0,832			
Visiting social media				0,776		
Social media is easy to use				0,731		
I use social media to pass time				0,675		

I feel I can express my opinions easily on social media					0,777	
I feel I can exchange new ideas with others openly on social media					0,638	
I feel I can receive other peoples comments easily on social media					0,61	
Time on social media						0,781
Percentage of Variance	38,081	13,119	6,472	5,695	3,82	3,174
Eigenvalue	12,567	4,329	2,136	1,879	1,261	1,047
Cronbach Alpha	0,9500	0,908	0,926	0,647	0,805	0,000

Multiple regression analysis

TABLE 6
Multiple Regression Analysis:
Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	Sig.
1 (Constant)	-1,863	0,165		<0,001
Motivation/Intention	-0,138	0,026	-0,221 *	**<0,001**
Characteristics of social media	-0,042	0,027	-0,061	0,128
Usage	-0,03	0,026	-0,041	0,261
User behavior	0,477	0,029	0,676 *	**<0,001**

DV= Brand engagement

Each b-coefficient indicates the average change in brand engagement with an increase of one unit in the predictor. As seen in the table above an increase of one unit on the seven-item scale of motivation/intention will decrease the brand engagement by 0,138 on the seven-item scale. A one increase of the characteristics of the social media, described in the method chapter, the brand engagement will decrease with -0,042 on the scale. As the usage of social media increases with one unit the brand engagement is lowered with -0,03 on the seven-item scale. A user behavior increase with one unit will increase the brand engagement with 0,477 on the seven-item scale

The significance in the coefficient table shows the p-value for each b-coefficient, which is statistically significant if the significance is $p<0.05$. The p-value determines if the relationship observed in our study exists in the larger population. The p-value for the independent variables tests the null hypothesis that the variable has no correlation with the dependent variables, meaning there is no association between the change in the independent

variables and the change in the dependent variable. There is no evidence to conclude that there is an effect at the population level. If our p-value for the variables is less than 0.05 the data provides enough evidence to reject the null hypothesis, supporting that there is a non-zero correlation. Change in the independent variables changes the dependent variable. Motivation/intention and user behavior is, as you can see in the table above, statistically significant with p-values of 0.001. Characteristics of social media and usage are not significant as their p-value equals 0.128 and 0.261, which is greater than $p<0.05$. A change in motivation/intention or user behavior will therefore lead to changes in the dependent variable, brand engagement.

The reason there is a significant relationship between motivation/intention and brand engagement is that the higher the motivation/intention to do something else or specific on social media is, the less they will engage in an advertisement from a brand that appears. As our result of the questionary support, most people use the different social media platforms to pass time, especially TikTok being used for entertainment purposes. The question about if people use the platforms to look for advertisements or brands strongly concludes that people does not have the intention to find brands and advertisements on social media, with only an average of 3,4% that strongly agree that they use social media to look for brands and advertisements.

There is a significant relationship between user behavior and brand engagement. User behavior does affect brand engagement positively. Previous research supports this relationship. As seen in the method chapter a user behavior such as positive word of mouth affects people to engage more with a brand as people find other customers more believable and trustworthy. Word of mouth also contributes to a brand reaching out to more potential customers, leading to more brand engagement. The positive effect of user behavior on brand engagement is also supported by previous studies by the user behavior trust. Previous studies present that the more people trust a brand the more they will engage with it. If people find the brand reliable and trustworthy people will engage with it more.

The negative relationship between characteristics of social media and usage on brand engagement cannot be used for the larger population as it is not significant. In our research, the relationship can be explained by the fact that when people find more characteristics like openness, participation, communality, conversation, or connectedness on the platforms it does not make them engage more with a brand, the more connected they feel to a community

the less they engage with brands on social media as they have another purpose of the platform. Therefore, social media usage does not affect brand engagement positively, caused by the fact that they use social media to, for example, pass time, entertainment, or connect with a community.

The Beta coefficient is used for comparing the relative strengths of our predictors. The strongest predictor in our table is word of mouth with a beta of 0.676, then trust with a beta of 0.459 and motivation/intention with a beta value of -0.221.

The standard error (Std. Error) indicates the average distance that the observed values fall from the regression line, telling us how wrong the regression model is on average using the units of the response variables. The lower the standard error is the better, with our standard error variables being relatively low from 0.165 to 0.026, indicating that our regression values are close to the true values.

We have also studied if there is a difference between female and male effects and relationships, with the results being presented in the **TABLE 7** below:

TABLE 7
Multiple Regression Analysis: Brand engagement by Gender

Coefficients

Model	Female Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	Sig.	Male Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.
1 (Constant)	-1,687	0,214		<0,001	-0,829	0,682		0,23
Motivation/Intention	-0,115	0,032	-0,179 *	**<0,001**	-0,216	0,042	-0,372 *	**<0,001**
Characteristics of social media	-0,033	0,033	-0,048	0,32	-0,043	0,049	-0,065	0,384
Usage	-0,048	0,033	-0,066	0,141	-0,006	0,049	-0,007	0,908
User behavior	0,473	0,034	0,678 *	**<0,001**	0,482	0,062	0,681 *	**<0,001**

The results from each of the genders do not differ immensely from each other. The same relationships are significant, the coefficients showing the change in the dependent variable with a one unit increase in the independent variables does still have the same positive and

negative effect between the genders compared to the total coefficient table. And the coefficient beta is still relatively low even though there are some small changes. The same also goes for the standard error.

Mediation analysis summary

In this analysis we want to examine if the independent variables motivation/intention, usage, characteristics of social media and user behavior have an indirect effect through trust or word of mouth on the dependent variable, brand engagement. In a mediation analysis, the goal is to test if there is a statistical significance for the indirect effect, which is a relationship that flows from an independent variable to a mediator, and then to the dependent variable. To test if the indirect effect is statistically significant, we need to use the Sobel Test, which is a method used to estimate the statistical significance of indirect effect in a mediation analysis (Sobel, 1982). In the Sobel Test we add the unstandardized coefficient beta and the standards error coefficient. The test will then calculate the p-value for the indirect effect $X \rightarrow M \rightarrow Y$. X is the independent variable, M the mediator and Y the dependent variable. If the p-value is less than 0.05 we can conclude that the indirect effect between the independent variable and the dependent variable via the mediator is statistically significant (p-value < 0.05).

It is possible for the indirect effect to be positive when the direct effect is negative because the indirect effect is the product of two or more regression coefficients, and indirect effect is calculated by multiplying the paths of two effects. If the direct effect of X on Y is negative, while the mediation effect is positive, it will result in a weak positive or negative total effect.

When we have different directions between the direct and indirect effect, we have competitive mediation. The direct effect might have a negative influence, while the indirect effect has a positive effect. With this type of mediation, the presence of the mediator can change the influences directionality (Research with Fawad[1], 2023). A negative indirect effect, however, means that X is negatively related to Y through its effect on a positive M. The indirect effects are negative because $X \rightarrow M$ is negative, but $M \rightarrow Y$ is positive.

TABLE 8

Mediation Analysis Summary

Relationship	Indirect Effect	X on Y via M
Motivation/Intention → trust → Brand engagement	0,2497 *	**0,00000132**
Usage → trust → Brand engagement	0,1301 *	**0,00598665**
Characteristics of social media → trust → Brand engagement	0,0525	0,23767604
User behavior → trust → Brand engagement	-0,156 *	**0,00106171**
Motivation/Intention → word of mouth → Brand engagement	0,2398 *	**0,00001826**
Usage → word of mouth → Brand engagement	0,1069 *	**0,04377154**
Characteristics of social media → word of mouth → Brand engagement	0,0448	0,37970694
User behavior → word of mouth → Brand engagement	0,1547 *	**0,00378389**

X = independent variable
M = mediator
Y = dependent variable
*** Mediation is significant at the 0,05 level**

As can be seen in **TABLE 8** as well as in the explanation above is that there are mediation effects on several of the relationships. The relationships that are affected by mediation can be seen in **TABLE 8**, a more comprehensive table of the mediation can be found in the appendix, **TABLE 23**. As described, all these relationships have a statistically significant p-value on the relationship X on Y via M, meaning there is mediation. The mediation, however, is only a partial mediation because the p-value of the direct effect of X on Y is also significant (Research with Fawad[2], 2023). Meaning that trust and word of mouth are both mediators in the relationships between the IV's and DV's mentioned. It is also competitive mediation as the direct effect and the indirect effects are with opposite signs. It is important to note that the effect between X on Y is the direct effect of the independent variable on the dependent variable with the mediator present, but not via the mediator.

In our study we found that motivation/intention has a negative effect on brand engagement (direct effect), while motivation/intention via trust has a positive effect on brand engagement (indirect effect). The p-value is also significant for both motivation/intention on brand

engagement, and for motivation/intention via trust to brand engagement. This can be explained by the fact that there is competitive mediation because one effect is positive and the other negative. Motivation/intention is negatively related to brand engagement, the higher the motivation/intention to do something specific on social media the lower the brand engagement is, this can be explained by if the intention is to check something specific on social media, the user is less likely to engage with advertisements from brands, and rather just do what they had planned to do before entering. As the results of our questionnaire shows, most people do not use social media platforms with the motivation or intent to engage with brands or advertisements. The response to the question *I use Facebook/Instagram/TikTok to browse through looking for brands and advertisements* show that on average 45% strongly disagree to have intentions to engage with a brand, and only 3,4% strongly agree. The indirect effect from motivation/intention via trust to brand engagement is positive meaning that one variable transmits an effect onto others through the mediator. The Motivation/intention via trust gives higher brand engagement, which can be caused by the fact that the more people trust a brand the more likely they are to have an intention to engage with it, as described in the paragraph about how trusts effect as a mediator.

Usage has a negative effect on brand engagement (direct effect), and usage via trust has a positive effect on brand engagement (indirect effect), with a significant p-value for usage on brand engagement, and usage via trust on brand engagement. This has the same explanation as with motivation/intention as the independent variable with the competitive mediation. An explanation of why usage has a negative effect on brand engagement can be that the user just scrolls quickly by or just clicks past the advertisement without looking or clicking on it. The more people use social media, the more they use social media looking for entertainment to pass time as shown by our research. The results from our question *I use Facebook/Instagram/TikTok to pass time* shows that on average 53% somewhat agree, agree, or strongly agree to use social media to pass time for entertainment purposes. On average 31% either strongly disagree, disagree, or somewhat disagree that they use social media to pass time. The reason usage via trust of a brand leads to more brand engagement is again that the more they use social media the more they trust the brand and therefore they are more likely to engage with the brand on social media.

Characteristics of social media has a negative effect on brand engagement, but characteristics of social media via trust has a positive effect on brand engagement, but the p-value for characteristics of social media on brand engagement, and characteristics of social media via

trust on brand engagement is not significant. And since the confidence interval has a 0 between the lower and upper bound there is no mediation. The characteristics of social media affects brand engagement negatively, but it is not significant. The positive indirect effect between characteristics of social media and more trust on brand engagement is not significant either. The more characteristics or features people find on a social media platform does not lead to more brand engagement. The feeling of openness, participation, connectedness, conversation, and communality of the social media platform with trust to the platform has no significant effect on the engagement of a brand.

User behavior has positive effect on brand engagement (direct effect), while user behavior via trust has negative effect on brand engagement (indirect effect), with a significant p-value for user behavior on brand engagement, and user behavior via trust on brand engagement. User behavior is negative related to brand engagement through its effect on trust, The indirect effect is negative because user behavior on trust is negative, while trust on brand engagement is positive. User behavior affects the brand engagement positively. An explanation for this is that the more the user uses social media to look for brands or use social media to interact with brands the higher the brand engagement is, because people find the social media platforms easy to use and therefore use it to engage with the brand. Our question, *Facebook/Instagram/TikTok is easy to use,* find that on average 73% of the respondents either somewhat agree, agree, or strongly agree to the platforms being easy to use. Trust does not affect the relationship leading to more brand engagement, as the level of trust of a brand will not affect, for example, time spent on social media.

Motivation via word of mouth has a positive effect on brand engagement. The indirect effect is positive, and the p-value is significant. An explanation of this effect is that the motivation and intention to a user can change to be more engaged to a brand, if another person comments about a brand or product the more likely the person exposed to the word of mouth is to investigate the product or brand leading to a higher level of brand engagement. Our question about how people feel they can receive other people's comments on social media shows that on average 61% somewhat agree, agree, or strongly agree to it. This shows how social media can spread WOM and social media can be used to influence people's intentions.

Usage via word of mouth has a positive effect on brand engagement. The indirect effect is positive, and the p-value is significant. The explanation for this effect is similar to the previous with motivation/intention. The more a person hears about a product or brand on

social media from another, the more likely they are to use more time on social media to find what they have been told about from others, the higher the level of brand engagement will get. Our question about how likely people is to buy products when they see other people talking about them on social media shows how people get more engaged with a brand when others have provided feedback. An average of 46% are on some level likely to engage with and buy a product if they see others talking about it, meanwhile 35% are more unlikely to.

Characteristics of social media via word of mouth have a positive effect on brand engagement. The indirect effect is positive, but the p-value is not significant, there is no mediation from word of mouth on the relationship between characteristics of social media and brand engagement as seen on the confidence interval as it has 0 between the lower and the upper bound. Word of mouth will not have a significant effect on the characteristics of social medias relationship with brand engagement, the higher level of word of mouth will not make people feel that a social media has more characteristics and will not lead to more the brand.

User behavior via word of mouth has a positive effect on brand engagement. The indirect effect is positive, and the p-value is significant. As mentioned, the relationship of the behavior of a user and brand engagement can change when exposed to word of mouth to use social media more for the purpose of engaging with a brand. As to our question of how likely people are to share Facebook/Instagram/TikTok advertisements with others, on average 31% is very likely to, while 17% is very unlikely to do so.

Trusts effect as a mediator

Companies nowadays have a greater focus on customer brand engagement and are therefore more aware of the potential benefits that a customer relationship has on the consumers marketplace behavior (Guerreiro & Pacheco, 2021). An important benefit connected to customer brand engagement is higher effectiveness of advertising (Bodie et al., 2011). They aim to increase trust among the customers as trust improves the brand engagement and loyalty of consumers (Guerreiro & Pacheco, 2021). “When customers believe a brand is trustworthy, they will show more brand engagement and loyalty” (Gurreiro & Pacheco, 2021, p.4). Customers that engage with a brand tend to be more trustworthy of the brand (Gurreiro & Pacheco, 2021).

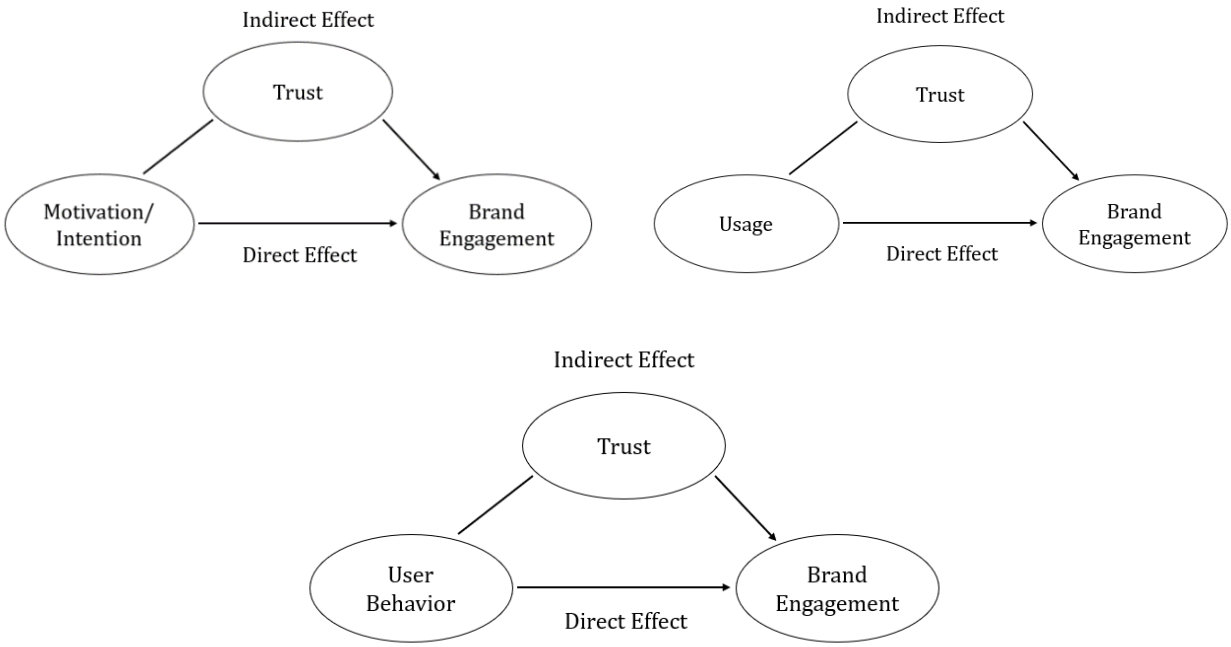

Figure 6 Trusts effect as a mediator

WOM’s effect as a mediator

The more customers engage with brands the more likely they are to spread a positive word of mouth. Word of mouth can have a great impact on consumers as people tend to look for word of mouth to either engage with or avoid a brand or product (Gurreiro & Pacheco, 2012). Higher brand engagement makes consumers more interested in recommending and discussing

the brand or product with others. A positive WOM is one of the main causes of brand engagement (Abbas et al., 2018).

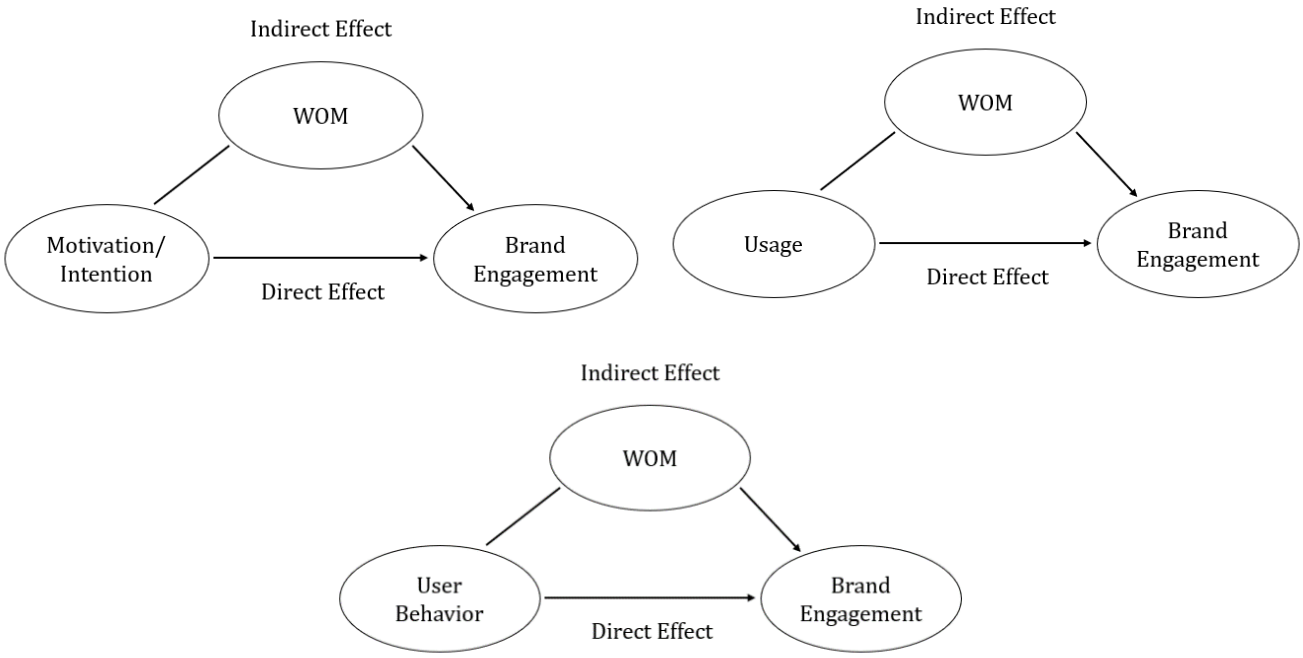

Figure 7 WOM's effect as a mediator

Age, gender, education, and occupation as moderators

Age and gender are shown to have no significant effect as a moderator of motivation/intention, usage, and user behavior on brand engagement. None of the p-values are below 0.05, and therefore we don't have sufficient evidence that the groups are different. The presence of the third variable does not change the nature of the relationship between the independent and dependent variable. This does not correspond to the theory from previous studies, as they show younger groups use social media more, and that females are more open for advertisements from brands opposed to men.

Education and occupation show some significant moderating effect of usage, education also shows significant moderation between user behavior and brand engagement, as seen in **TABLE 26** and **27** in the appendix. This corresponds to the previous studies that people with higher education use social media the most. Occupation has a significant negative moderating effect of usage to brand engagement, the explanation for this can be, based on the measuring scale in our study (0 = university student, 1 = employed, 2 = unemployed, but looking for work, 3 = self-employed, 4 = high school, 5 = retired, 6 = unable to work), that the highest

groups on this scale is also the oldest people which uses social media the least according to previous research.

Test of hypotheses

To inspect whether our hypotheses can be accepted or must be rejected, we must perform a hypothesis test by using the multiple regression analyses. In the hypotheses tests, it is the null hypothesis that is the one to be tested, but if it is rejected it is the alternative hypothesis that is accepted.

TABLE 6
Multiple Regression Analysis:
Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	Sig.
1 (Constant)	-1,863	0,165		<0,001
Motivation/Intention	-0,138	0,026	-0,221 *	**<0,001**
Characteristics of social media	-0,042	0,027	-0,061	0,128
Usage	-0,03	0,026	-0,041	0,261
User behavior	0,477	0,029	0,676 *	**<0,001**

DV= Brand engagement

TABLE 9

Summary of Hypothesis Testing

Independent variable	Unstandardized B	P-value
Motivation/intention	-0,138	< 0,001
Characteristics of social media	-0,042	0,128
Usage	-0,03	0,261
User behavior	0,477	< 0,001

Hypothesis 1: ***Motivation/intention will have a positive or negative effect on brand engagement.***

The significance level of the independent variable motivation/intention is <0.001, it is acceptable at <99.9%, and the unstandardized effect is -0.138, therefore we reject the null hypothesis and accept the alternative hypothesis, H1.

Hypothesis 2: ***Usage will have a positive or negative effect on brand engagement.***

The p-value of usage is not significant with a value of 0,261 and the unstandardized coefficient is low at –0,03. Which means we can't make any conclusions about this variable, making us accept the null hypothesis and reject the alternative hypothesis H2.

Hypothesis 3: ***Characteristics of social media will have a positive or negative effect on brand engagement.***

The significant level of the independent variable characteristics of social media is 0,128 and the unstandardized coefficient is low at a value of –0,042. Therefore, we must reject the alternative hypothesis here as well and accept the null hypothesis instead.

Hypothesis 4: ***User behavior will have a positive or negative effect on brand engagement.***

The significance level of the independent variable user behavior is <0.001, it is acceptable at <99.9%, and the unstandardized effect is 0.477, we will reject the null hypothesis and accept the alternative hypothesis, H4.

TABLE 10

Summary of subhypotheses trust

Independent variable	Unstandardized B	P-value
Motivation/intention - trust -> brand engagement	0,2497	< 0,001
Characteristics of social media - trust -> brand engagement	0,0525	0,2377
Usage - trust -> brand engagement	0,1301	0,006
User behavior - trust -> brand engagement	-0,156	0,001

Hypothesis 5: ***Trust will have a meditating effect on the relationships between the independent variables and brand engagement.***

Trust has a mediating effect on three out of four relationships between the independent variables and brand engagement. We therefore need to split the hypothesis into four sub-hypotheses.

Hypothesis 5.1: Trust will have a meditating effect on the relationship between motivation/intention and brand engagement.

Hypothesis 5.2: Trust will have a meditating effect on the relationship between usage and brand engagement.

Hypothesis 5.3: Trust will have a meditating effect on the relationship between characteristics of social media and brand engagement.

Hypothesis 5.4: Trust will have a meditating effect on the relationship between user behavior and brand engagement.

There is a significant mediation effect of trust on the relationship between motivation/intention and brand engagement ($p<0.001$, effect of 0,2497), usage and brand engagement ($p=0.006$, effect of 0,1301), and between user behavior and brand engagement ($p=0.001$, effect of –0,156). Therefor we can reject the null hypothesis and accept the alternative hypothesis of H5.1, H5.2 and H5.4. While we need to accept the null hypothesis and reject the hypothesis of H5.3 as the p-value is not significant at a level of 0,238.

TABLE 11

Summary of subhypotheses WOM

Independent variable	Unstandardized B	P-value
Motivation/intention - WOM -> brand engagement	0,2398	< 0,001
Characteristics of social media - trust - brand engagement	0,0448	0,3797
Usage - trust -> brand engagement	0,1069	0,04
User behavior - trust -> brand engagement	0,1547	0,004

Hypothesis 6: ***Word of mouth will have a mediating effect on the relationships between the IV's and the DV, brand engagement.***

Word of mouth has a mediating effect on three out of four relationships. We split the hypothesis into four sub-hypotheses.

Hypothesis 6.1: Word of mouth will have a meditating effect on the relationship between motivation/intention and brand engagement.

Hypothesis 6.2: Word of mouth will have a meditating effect on the relationship between usage and brand engagement.

Hypothesis 6.3: Word of mouth will have a meditating effect on the relationship between characteristics of social media and brand engagement.

Hypothesis 6.4: Word of mouth will have a meditating effect on the relationship between user behavior and brand engagement.

From the mediation analysis table in the results, we could see that there was a significant mediation effect of word of mouth on the relationship between motivation/intention and brand engagement ($p<0.001$, effect of 0,2398), usage and brand engagement ($p=0.04$, effect of 0,1069), and between user behavior and brand engagement ($p=0.003$, effect of 0,1547). Therefor we can reject the null hypothesis and accept the alternative hypothesis of H6.1, H6.2 and H6.4. While we need to accept the null hypothesis and reject the hypothesis of H6.3 since the p-value is 0.3797, not significant.

Hypothesis 7: ***Age has a moderating effect on the relationships between the IV's (motivation/intention, usage, and user behavior) and the DV (brand engagement).***

Age has no significant moderating effect with p-values of 0,96 for motivation/intention, 0,18 for usage and 0,46 for user behavior. We need to accept the null hypothesis and reject the alternative hypothesis H7.

Hypothesis ***8: Gender has a moderating effect on the relationships between the IV's and the DV.***

Gender does not have a significant moderating effect with p-values of 0,65 of motivation/intention, 0,36 of usage and 0,18 of user behavior. We need to accept the null hypothesis and reject the alternative hypothesis H8.

Hypothesis 9: ***Education has a moderating effect on the relationships between the IV's and the DV.***

For this hypothesis we will create some sub-hypotheses.

Hypothesis 9.1: ***Education has a moderating effect on the relationship motivation/intention and brand engagement.***

The moderation of education has a significance value of 0,35 on the relationship between motivation/intention and brand engagement, and the value of the unstandardized coefficient is 0,0482. This makes us accept the null hypothesis and reject the alternative hypothesis H9.1.

Hypothesis 9.2: ***Education has a moderating effect on the relationship usage and brand engagement.***

The significance level of the education as a moderator of usage and brand engagement is 95% and the unstandardized coefficient is 0,0932. Therefore, we will reject the null hypothesis and accept the alternative hypothesis H9.2.

Hypothesis 9.3: ***Education has a moderating effect on the relationship user behavior and brand engagement.***

The significance level of the education as a moderator of user behavior and brand engagement is 0,03 (97%) and the unstandardized coefficient is 0,1164. We will reject the null hypothesis and accept the alternative hypothesis H9.3 based on these values.

Hypothesis ***10: Occupation has a moderating effect on the relationships between the IV's and the DV.***

For this hypothesis we will also create some sub-hypotheses as there is moderation for some of the relationships.

Hypothesis 10.1: ***Occupation has a moderating effect on the relationship motivation/intention and brand engagement.***

The moderation of occupation has a significance value of 0,58 of the relationship between motivation/intention and brand engagement, and the value of the unstandardized coefficient is –0,0182. Therefore, we are accepting the null hypothesis and reject the alternative hypothesis H10.1.

Hypothesis 10.2: ***Occupation has a moderating effect on the relationship usage and brand engagement.***

Occupation as a moderator of usage and brand engagement has a significance level of 0,04 (96%) and the unstandardized coefficient is –0,0708. Therefore, we will reject the null hypothesis and accept the alternative hypothesis H10.2.

Hypothesis 10.3: ***Occupation has a moderating effect on the relationship user behavior and brand engagement.***

The moderation of occupation has a significance value of 0,26 of the relationship between user behavior and brand engagement, and the value of the unstandardized coefficient is 0,0427. Making us accept the null hypothesis and reject the alternative hypothesis H10.3.

Interpretation and discussion

The purpose of this chapter is to systemize and discuss the findings from our analyses based on the theory we collected. The goal of the research is to increase the understanding of how marketing on different social media channels can affect customers brand engagement. First, we will discuss the results based on the three social media sites we have been studying, and then we will also take a closer look at all three platforms as a whole. Afterwards we will look closer at how our results affect what we know of marketing in social media as well as how it can be affected by what we found. We will also discuss our research question and problems.

Discussion of social media results

Our data material consists of the direct results we got from the questionnaire we performed as well as the analyses we executed with the results from the questionnaire. We will here present and discuss the results from each social media channel before we also discuss them together as social media platforms instead of just individual platforms.

Facebook

Facebook is according to Hall (2022) the largest social network in the world with nearly three billion users where half of those use the platform every day. According to our result however, only a percentage of 38,5% of our respondents use Facebook several times a day and 13,7% use it once a day, which makes a percentage of 52,2% that uses Facebook daily. Because we only have 226 answers this statistic may change if you have a bigger response group. Other factors that can have been attributed to this is the fact that the biggest age group in this study were university students between the ages of 20-24. Even if Facebook, along with Instagram

were the dominant social media channels in 2018 and 2019 (Hruska & Maresova, 2020), this might depend on the age of the users as the younger generations tend to move away from social medias that the older generation uses. We have found evidence for this in our study. In the correlation matrix we found that there was a significant correlation between age and usage, showing that the higher the age, the higher the usage of Facebook. From this we can understand that it is the older generations that mainly use Facebook, while the younger generations mainly use other social media. The literature also finds trough Perrin & Anderson (2019) that Facebook has a higher population of female users compared to male users (retrieved from Marengo et al., 2020).

Instagram

In 2014 there were 150 million users on Instagram, with 90% of them being under the age of 35 (Smith, 2014). According to our findings we can see that there is a negative correlation between age and motivation/intention which indicates that the older a person gets, the less motivation/intention they have for social media. If we look at motivation/intention for gender, we can also see that males have less motivation/intention than females. As there is also a negative correlation between age and usage, we found that older people use Instagram for less purposes. Which can be supported by the correlation between age and user behavior that shows that with older age the behavior of the user on Instagram changes.

Therefore, it makes sense that the platform is attractive to media, entertainment and apparel brands that focus on the age group 18–34-year old's (Smith, 2014). Smith (2014) also wrote that according to Appdata, 68% of Instagram users are female, this can be seen in our correlation matrix which shows that the usage of Instagram decreases with -0,131 units when going from female to male. Which means that in our questionnaire more females than males use Instagram.

Instagram is a place where people spend longer periods of time (Sheldon & Bryant, 2016, retrieved form Belanche et al., 2018); according to Alter (2018) visitors stay 45% longer on Instagram than on Facebook (retrieved from Belanche et al., 2018). According to our study people also spend more time on Instagram than Facebook. When asked how much time the respondents used on Facebook and Instagram, 61% of the respondents answered under 5 minutes on Facebook, meanwhile only 23,9% on Instagram. There is therefore a bigger percentage of 59,2% that answered between 5-30 minutes on Instagram compared to the 33,2% on Facebook.

TikTok

In our correlation matrix we found that there is a negative correlation between age and use. This means that our findings show that the older a person is the less likely they are to use TikTok, something that fits with the theory that says that entertainment is one of the main reasons people use TikTok, and normally it is younger people that use social media for entertainment rather than for other purposes.

As our findings on the theory chapter show, entertainment is one of the main reasons why people use TikTok, and that's why brands that make this type of content often hit their audiences the best.

Our results show that usage correlates positively with purchase intention, which can be correlated to the findings from the Adweek-Morning Consult survey which states that 15% of all adults and 36% of Gen Z have made purchases based on TikTok (Lundstrom, 2021). This is because the positive correlations indicate that the higher the usage of TikTok is the more likely one is to purchase a product they see from a brand on the platform. Which again can be connected to the negative correlation mentioned earlier between age and use.

Occupation has a negative correlation with usage, which shows that if you are any kind of student, you are more likely to use TikTok more than if you are employed or retired. This also has a connection with the fact that age and user behavior have a negative correlation. Showing that with age the users behavior changes when it comes to TikTok, here there can be several reasons such as older people do not use TikTok, and if they use it, it is often for other reasons than the younger users. Parents may use it to understand and regulate what their kids watch on there or watch TikTok's with their kids.

As with occupation, education also has a negative correlation, but with user behavior. This again shows that it is the youngest along with the students that use TikTok for more purposes than the older generations do.

Brand engagement

In our analysis we found that there is a significant relationship between motivation/intention and brand engagement, the reason for this, is as mentioned, that the more focused you are on a specific goal when using social media, the less you will engage with advertisements. Since we found in the questionnaire that most people use social media to pass time, TikTok especially when it comes to entertainment. When advertising, using entertainment as a part of

the advertising campaign has been shown to be an advantage because younger people choose social media based on the criteria of entertainment, instead of the criteria information value as the older people do (Belanche et al., 2018). Because of this it might be advantageous to advertise through Instagram stories (Hsieh et al. 2012) or through TikTok. Since our questionnaire shows that on average only 3,4% strongly agree to having the intention to look for brands and advertisements on social media, it makes it even clearer that advertisers need to know their audiences in order to get their messages through, because if not there will be no brand engagement. Brands should therefore try to communicate with their customers on a more personal level, something that is hard to do using traditional marketing (Assaad & Gòmez, 2011). Therefore, by increasing the use of social media, digital marketers can create new opportunities for themselves where they can engage customers through digital platforms (Bala & Verma, 2018). Unlike other studies, seen under the discussion of each platform, our analysis show that age and gender does not have a statistically significant effect as moderators on the relationship between the independent variables and brand engagement. Which is probably caused by the fact that most of our respondents were in the same, or in close age groups and mostly female respondents. As discussed under each of the platform's, education and occupation has been found to influence social media use and brand engagement. This is supported by our study which shows that education and occupation have some significant moderating effect on some of the independent and dependent variables relationships making it stronger or weaker.

During our analyses we also found that there is a significant positive relationship between user behavior and brand engagement. One type of user behavior is word of mouth which affects people to engage more with a brand because people have more trust in other customers opinions than just the information from the brand. According to the literature one of the digital marketing tools that comes out successful in tests for social media is word of mouth (Trusov, 2009, retrieved from Bala & Verma, 2018). So therefore, just as Bala & Verma (2018) found, word of mouth will increase the gain of new members and therefore the websites level of traffic, which again will increase a company’s visibility online, leading to more brand engagement. Consumers tend to look for word of mouth to either engage or avoid brands or products as word of mouth has a greater impact on their decision making (Guerreiro & Pacheco, 2021). Previous studies also found that the more people trust a brand the more they will engage with it, therefore if people find a brand reliable and trustworthy, they will engage more with it. Guerreiro & Pacheco (2021) found that trust improves the

brand engagement and loyalty of consumers, but also that customers that engage with a brand tend to be more trustworthy of said brand. As our research shows, trust and word of mouth have a mediator effect on the relationship between some of the independent variables and brand engagement. As the mentioned studies indicated, trust and word of mouth do lead to more brand engagement. Our study supports this as trust and word of mouth works as mediators for the relationship between some independent variables and brand engagement changing the effect of the relation and the direction of the effect on some of them.

When it comes to brand engagement and characteristics of social media there is no significance, which can be explained by various reasons, but one of them can be, as mentioned earlier, that when people belong to a community, they use the platform to engage with that community, not necessarily engaging with brands or companies.

Conclusion

In this last chapter we will go through the most important findings of our thesis, and this will therefore be the conclusion of our paper. We will also look at practical recommendations, limitations, and ideas for further research.

Through our research and analyses our conclusion should answer the following research problem and research questions:

Research problem

What factors affect consumers brand engagement towards social media marketing, and what is the effectiveness of the factors.

To answer the research problem, motivation/intention and user behavior does affect consumers brand engagement towards social media marketing. Motivation/intention consists of multiple variables, information, convenience, and entertainment, it can therefore be difficult to see which contributes the most to the effect, future studies should try to investigate all variables.

Research questions

Which characteristics cause a significant effect on the brand engagement?

Which variables affect the brand engagement the most, positive, and negative?

Which platform, based on the data from the analysis done, would be the most suitable to focus a company's social media marketing on?

In our work we found that some characteristics have an effect on brand engagement, more specifically we found that user behavior, word of mouth affects brand engagement positively, meanwhile motivation/intention affect it negatively. Trust is mostly positive, as it is positive when in relation to motivation/intention, and usage on brand engagement, this is illustrated in figure 6. This is also supported in hypotheses 1, 4, 5.1, 5.2, 5.4, 6.1, 6.2 and 6.4 where we found proof for the significance effect of the mentioned variables through the regression and mediation analysis. Some characteristics of the user are also shown to have a significant effect on brand engagement. When education is used as a moderator the relationship between brand engagement and two independent variables, usage, and user behavior and also occupation as a moderator for the relationship between usage and brand engagement. Which is why the alternative hypothesis of 9.2, 9.3 and 10.2 was kept.

The second research question is also answered by the same hypotheses as the first research question. By looking at the regression analysis we found that user behavior has the highest positive impact on brand engagement with a significance of 0,477. The variable with the highest negative impact in the regression analysis is motivation/intention with an effect of -0,138. By looking at the mediation analysis the relationship that has the most negative impact is user behavior to brand engagement with trust as a mediator with a significance of -0,156. User behavior is negative related to brand engagement through its effect on trust, it is negative because user behavior on trust is negative, while trust on brand engagement is positive. The most positive here is motivation/intention on brand engagement via trust which has an indirect effect of 0,2497. The highest positive moderating effect comes from education with user behavior and brand engagement of 0.1164, while the most negative moderation effect comes from occupation with usage and brand engagement, with a value of –0,0708. To summarize, user behavior has the highest impact on brand engagement, and it has a positive impact.

The answer to the last research question of which platform is the best to do the social marketing on we have found that it depends on which target group the advertisement is supposed to target. Our results prove that user behavior has the biggest impact on brand engagement, user behavior includes time spent on the social media platforms.

If the advertisement is meant for the younger age groups TikTok would therefore be the best option, because the younger age group uses TikTok the most and since that has the biggest effect on brand engagement this would be the best option. This can be seen from **TABLE 17** in the appendix of the descriptive statistics split between the age groups where age group 15-19 responded they use the most time on TikTok. The youngest group also uses TikTok and Instagram the most to look for advertisements, and the older people are the less they use TikTok to look for advertisements. From the correlation matrix of TikTok we can see that an increase in age predicts a decrease in usage and user behavior. A decrease in user behavior by the age being higher is shown to lower the brand engagement as we talked about earlier. These findings and previous studies support the advice for companies to focus their advertising targeting the younger population to be done on TikTok.

Altogether, the platform that should be the main focus for a company's advertisements is the one where user behavior is the highest, for example time spent on the platform. From the descriptive statistics we can see that Instagram is the most visited platform up to the age of 34, time spent on Instagram is also the highest among the platforms of the people who are between 25-34 years, Instagram is the second highest platform for people between age 15-24 to spend the most time on. The descriptive statistics demonstrate that Instagram is the platform people have a higher likelihood to use to look for ads or brands in the age gap 15-44. A company should also aim for the platform that creates the most word of mouth, since WOM makes the relationship between the independent variables and brand engagement turn to having a positive effect. From the mediation analysis we found that word of mouth creates a motivation/intention to engage with brands, it also created more usage of social media to interact with brands and more user behavior towards brand engagement on social media which again is the variable that creates the most brand engagement. Trust has the same effect; companies should therefore have a brand that is trustworthy but also use a platform where the consumers trust the social media platform as well. The result from the descriptive analysis presents Instagram as the most trusted platform, respondents also like talking about advertisements on Instagram the most. Comparing the results from the descriptive tables of each platform, all variables under brand engagement for Instagram have higher values compared to Facebook and TikTok.

Practical recommendations

Based on the results of our study we would recommend companies to take into consideration which target group they are aiming for when choosing social media platforms for advertising. The most suitable platform for advertising depends on who the target audience is and what type of advertising one wants to do. There is therefore no correct answer that applies for every company and all kinds of advertising, it is rather based on target audience. Based on the results we found, after doing our analysis, that we recommend using Instagram advertising for most target groups. Our recommendation for the youngest group would, on the other hand be, to use TikTok for advertisements as they are more inclined to enjoy entertainment rather than informational videos. Our study also shows that the two oldest age groups do not really use Instagram or TikTok so if they are the targeted audience for an advertisement, one should rather use Facebook, as it is more likely they would see it there. For the oldest group at 55-64 the use of social media is so low among these groups social media marketing may not be the best option. We would recommend using social media marketing for the generations that use social media in their everyday life as this would be most effective. Our study can be used as a guide for companies to find out which social media platform to advertise on in order to get the highest brand engagement. Using the analyses and tables that we present in our thesis one can see that young people engage more with ads, and females are more likely than males, and if students are your targeted audience our study may be representative of answering enough of the marketing questions that a company might have regarding brand engagement.

Limitations

Even though the findings in our thesis can help both practitioners and researchers working with marketing it still has its limitations.

Firstly, our thesis only has a sample size of 226 usable answers, which means to get even better and more precise results one would have to have a bigger sample size, with a bigger range when it comes to demographics. Given that our questionnaire was distributed through social media and through survey sharing sites, it made it difficult to gather a large enough sample size as well as it made it harder to make sure the respondents covered a large enough demographic. Also because of time restraints it was hard to gather enough respondents, seeing as we only had time to have our questionnaire out for about a month. If given more time, we would have been able to gather more respondents and therefore also gained a larger usable sample size than 226.

Second, the respondent's demographic was also a limiting factor, as it restricts the generalizability of our study. Because our social circle consists of mostly people our own age, it was hard to gather respondents outside this age group, as well as when posting the questionnaire on online survey sites it is mostly other students answering in exchange of you answering their surveys. Which is why our questionnaire mostly got answered by females ages 20-24 where a majority are university students. This restricts our findings because the results will not be representative for the whole population.

Based on our research problem and questions our thesis will only cover the social media platforms Facebook, Instagram and TikTok with no attention to all the other platforms. We have focused our thesis on areas surrounding digital marketing in social media by looking at the variables that may affect one's trust and brand engagement on three social media platforms as we have experience with these and there are a lot of advertising happening on them. We also must take into account that the results may be affected by the possibility to answer neutral on most of the questions in the questionnaire.

Future research

Future research should look at the variation across other social media platforms and the optimal portfolio of social media channels. Future research could focus on how companies can affect consumers behavior and brand engagement through different actions. Our research does not focus on the effect of personalized advertising, future studies should focus on factors affecting the use of personalized advertising. Our study does also not look at the use of influencers by companies, which is common to use now, therefore research can be done to find out the effects on use of influencers by companies, and what factors affect the success of influencers. Our study does not take culture into account, future research should explore the use of social media marketing in different cultures. The respondents to our research were mostly between 20-24 with 49,6% and 25-34 with 29,2%, and 73,9% female, most of them were also students, future research should therefor focus on other groups of consumers.

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Appendix

TABLE 12
Literature Review

Author	Context	Theory	Independent Variable	Dependent Variable	Moderators	Mediators	Key Findings
Wind & Mahajan (2002)	The digital revolution	• Literature review					By understanding the new global digital reality and focusing on the new rules of marketing, marketing professionals can begin to reclaim some of their lost ground and corporate executives can increase their likelihood of success in the turbulent, chaotic, changing global digital environment.
Dholaika et al. (2003)	Examines two key group-level determinants of virtual community participation, group norms and social identity, and consider their motivational antecedents and mediators	• Explanatory research	• Purposive value, self-discovery, maintainging interpersonal interconnectivity, social enhancement, entertainment value	• Participation behvior	• Mutual agreement, group norms, mutual accommodation, social identity	• Desire, we-intention	Marketers have tended to view virtual communities narrowly. Conceptualization of intentional social action in virtual communities, where the communities influence on members stem from an understanding of various benefits that practitioners seek to obtain
Safko & Brake (2009)	A guide to social media or Web 2.0	• Qualitative research					There are many opportunities for an enterprising business to take advantage of social media tools and create a strategy that will engage employees, customers and prospects.
Assaad & Gòmez (2011)	Opportunities and risks in companies that used social networks in their marketing	• Literature review					The social network marketing is flourishing in the era of Web 2.0 end-user interaction.
Chatterjee (2011)	Examines the role of an influencer's activity on social networking sites	• Empirical analysis of clickstream data from SNSs at a commercial website	• Influencer's participation in social network site, brand message source, recipient's SNS relationship	• Recommend-referral	• INTERCEPT (OTC brands), INTERCEPT (Supplement brands), CUSTOMER-GENERATED (0/1), CUSTOMER-GENERATED * DURATION NMEMBER (0/1), NMEMBER * CUSTOMER-GENERATED, DURATION, SOP, CUSTOMER-GENERATED * SOP, NwkSize, CUSTOMER-GENERATED * NwkSize	• Video link, weekends	Marketer- and consumer-generated brand ads differ in their impact on recommending propensity for high share-of-post and long-term influencers
Pradiptarini (2011)	Identifying the correlation between companies involvment on the social media sites and their financial outcomes, and determining whether generation Y is the main audience of the social media marketing	• Literature review, analysis of Twitter revenues and revenue data, online survey	• Length of Twitter membership, number of followers, tweet (an its type), number of tmes included in another Twitter user's list, and the quantity of other Twitter users you have chosen to follow				Social media marketing effectiveness is highly influences by its messages/contents quality, the company's involvment, and its associatin with the other marketing platforms.
Godfrey et al. (2011)	Examines three key drivers of relational communication effectiveness: volume of communication, mix of communication channels, and alignment of those channels with customers' preferences	• Empirical testing	• Telephone channel preference, e-mail channel preference, mail channel preference, telephone contact volume, e-mail contact volume, mail contact volume	• Repurchase visits, repurchase spending	• Quarter, lagged repurchase spendings, lagged repurchase visits warranty work, vehicle ownership, household income, moved address		The findings suggest that the complex effects of multichannel communication can actually drive customers away from rather than closer to a company

Erdoğmuş & Çiçe (2012)	Identifying the effect of social media marketing on brand loyalty of the consumers	• Literature review, questionnaire		• Band loyalty			Brand loyalty of the customers is positively affected when brands offer advantageous campaigns, offer relevant content, offers popular content and when it appears on various social medias and platforms
Hsieh et al. (2012)	Investigate the persuasiveness of online video	• Experimental research	• Awareness of persuasive intent, perceived humor and multimedia effect	• Attitude, intention	• Worry caused by file size, gender, age, education		E-marketers should reshape video clips to be humorous, use multimedia effects, and disguise their commercial intent to attract recipients' attention and pesuade them to disseminate an online video
Bashar et al. (2012)	Understanding the effectiveness of social media as a marketing tool	• Empirical research •Descriptive research design	• Gender & age	• Buying decision			It is more critical now, than ever, that successful businesses use Engagement Marketing principles to plan for successfully engaging their prospects and customers before, during and after their purchase cycle
Kietzmann & Canhoto (2013)	Discusses eWoM as a coping response dependent on positive, neutral or negative experiences mady by potential, actual, or former consumers of products, services and brands	• Disconfirmation perspective	• Expected customer experience, comparison standards, actual customer experience, discomfirmation & satisfaction, likelihood to create eWoM				The findings show that SM users have clear preferences regarding which platforms to use, how, and when.
Thompson & Malaviya (2013)	Looks at what effect advertisement cocreated by customer and brand have on the consumer		• Ad label, ad replicate, previous exposure to the ad, perceived similarity, critical thoughts	• Ad creator competence, ad evaluations, brand evaluations	• Brand loyalty	• Ad creator competence	Customers do not perceive consumer ads as more trustworthy, challenging the notion that such ads are processed as WOM communication. Soliciting consumer input can enhance the relationship between audience and the organization
Tiago & Verissimo (2014)	Understanding of digital marketin and social media usage and its benefits and inhibitors	• Survey of marketing managers					Firms face internal and external pressure to adopt a digital presence in social media plaforms.
Campbell et al. (2014)	Segmenting consumer reactions to social network marketing	Quantitative research and latent-class analysis	• Brand engagement, word of mouth, purchase intention	• Customer behaviour	• Age, gender, income, education		The findings show evidence of two segments that are highly impacted by social network marketing in terms of of brand engagement, purchase intention and WOM referral intention.
Icha & Agwu (2015)	Benefits and limitations of social media as a strategic tool for organizational marketing management	• Literature review					Social media marketing is effective even if it is relatively new to the marketing world, it is just as useful and effective if not more than other traditional forms of marketing.
Tillery & McGill (2015)	Participants in three studies read advertisements in which messages were delivered either by people or by anthropomorphized agents - specifically, "talking" products	• Experiment testing	• Messenger type	• Persuasion	• Interpersonal trust, attentiveness		The results indicate that people low in interpersonal trust are more persuaded by anthropomorphized messengers than by human spokespeople because low trusters are more attentive to the nature of the messenger and believe that humans, more than partial humans (i.e., anthropomorphized agents), lack goodwill.
Kumar et al. (2016)	Examines the effect of firm-generated content (FGC) in social media on three key consumer metrics: spending, cross-buying, and customer profitability	• Quantitative research	• firm generated content, customer participation, television advertising, e-mail advertising, spendning behvior, promotion depth index, cross-category promotion	• two customer behaviors: customer spending and customer cross-buying	• digital media communication, traditional media marketing communicantion (TV), time spent on social network, online social profile, age, distance, attitudinal variables, gender, race		The authors find that whereas all three components of FGC have a positive impact, the effect of FGC receptivity is the largest.

Alves et al. (2016)	Content analysis and systemizes articles on social media marketing in the Web of Science database.	•Literature review of quantitative studies and exploratory analysis				Most of the studies analyzed focus on the consumer perspective in terms of usage, share, and influence of social media on consumer decisions, and perceptions.
Bala & Verma (2018)	Current and future trends in marketing based on recent literature	• Literature review, exploratory research, quantitative and qualitative analysis				Digital marketing is cost effectiv and have a great commercial impact on business.
Yahia et al. (2018)	Sheds light on the drivers of social commerce in social media platforms	• Literature review, qualitative study	• Behavioral intentions, social support, hedonic motives, ease of use, facilitating conditions, habits, trust			Results show that reputation and price advantage have the strongest influence on trust, although those effects are weakened by habits.
Ibrahim & Ganeshbabu (2018)	Studying social media marketing, digital marketing and digital marketing trends with the aim t analyze the different issues related to digital marketing	• Descriptive research through secondary data				The most important aspect of digital marketing is to connect with the users
Jukka et al. (2018)	Research report on the Finland in the digital age - survey	• descriptive findings			• gender, age, education, media usage	The data provides a valuable picture of the relationship between Finns and different aspects of digitalization, such as social media
Belanche et al. (2019)	Investigate advertising effectiveness in Instagram and Facebook.	• Online survey	• Age, gender, social media format	•Ad attitude, ad intusiveness, loyalty intentions	• Age, gender	Instagram Stories not only enhances consumer attitude towards ads but also increases perceived intrusiveness, compare to Facebook Wall.
Marengo et al. (2020)	Identify the relative prevalence of different patterns of social media use and evaluate potential between group differences in the distibution of age, gender, education and Big Five personality traits	• Cross sectional design	• Age, gender, education, use of Facebook-owned social media platforms, Big Five personality traits			Individuals using at least one social media platform were generally younger, more often female, and more extraverted than non-users.
Hruska & Maresova (2020)	Investigates the social media use of 2002 respondents in the United States.	• Statistical analyses	• Age, education, household income, gender, marital status, number of people in household	• Social media use, Social media precence, number of social media used,		The overall conclusion is that Facebook and Instagram were the dominant social media in 2019/2019, and that companie should focus their marketing mainly on those networks if they want to boost sales, promote content, go viral, learn more about their customers, or keep an eye on competition.
Buchanan (2020)	Predictors of likelihood of sharing disinformation on social media 2019-2020	This dataset was collected as part of a project evaluating the effect of a number of predictors on the likelihood of individuals onward-sharing of disinformation on social media platforms.	personality (lower Agreeableness and Conscientiousness, higher Extraversion and Neuroticism)	likelihood of sharing	age, gender, education	These findings have implications for strategies more or less likely to work in countering disinformation in social media.
Li et al. (2021)	Defines and conceptualize SMMS, develop a model conceptualizing the SMMS developmental process and proposes a taxonomy on SMMSs based on their level of strategis maturity	• Descriptive research	• Customer motivation, activities, capabilities/resources & outcomes			Firms first need to recognize customers' motivation to engange in brand-related social media activities and encourage their voluntary contributions

TABLE 13
Questionnaire table

Construct	Variable	Scale Item from literature	Scale item in this study	Source of referances
Demographic	Age	What is your age in years?	How old are you/What is your age?	(Buchanan, 2020)
	Gender	What is your gender?	What gender do you identify as?	(Buchanan, 2020)
	Education	What is the highets level of education you have completed?	What is the highest level of education you have completed?	(Buchanan, 2020)
	Occupational status	Which of these best describes your main current occupational status?	Which of these describes your current occupational status	(Buchanan, 2020)
User characteristics	Usage frequency (each platform)	About how often do you visit or use Facebook?	How often do you visit Facebook/Instagram/TikTok?	(Buchanan, 2020)
			How much time do you spend on Facebook/Instagram/TikTok when first visiting?	
	Introvert/extrovert		How do you consider yourself?	
	Trust	Belive that others have good intentions		(Buchanan, 2020)
		I trust the information shared with me on social media	I trust information shared with me on Facebook/Instagram/TikTok	(Jukka et al. 2018)
			I trust all advertisements on Facebook/Instagram/TikTok, enough to make a purchase	
			I am more likely to trust an advertisement from Facebook than from Instagram or TikTok	
			I am more likely to trust an advertisement from Instagram than from Facebook and TikTok	
			I am more likely to trust an advertisement from TikTok than from Instagram and Facebook	
	Brand engagement	I like to talk about brands/organizations that are advertised on social networking sites	I enjoy talking about brands that are advertised on Facebook/Instagram/TikTok	(Campbell et al., 2014)
		I am always interested in learning more about brands/organizations that are present online	I am interested in gaining more knowledge about the brand that are present on Facebook/Instagram/TikTok	(Campbell et al., 2014)
		I would be interested in receiving communications from a brand/organization via social networking sites	I am open to advertising from brands on Facebook/Instagram/TikTok	(Campbell et al., 2014)
		I am accepting of communications from brands/organizations poviding they seek my permission		(Campbell et al., 2014)
		I am proud to have others know which brands/organizations I affiliate with via social networking sites		(Campbell et al., 2014)
		I like to browse through social networking related to brands/organizations	I use Facebook/Instagram/TikTok to browse through looking for brands and advertisements	(Campbell et al., 2014)
		Compared to other people, I closely follow news about brands/organizations		(Campbell et al., 2014)
	Word of mouth	How likely is it that you would share a social networking advertisement with others if an advertisement offers a discount or coupon for a particular product?		(Campbell et al., 2014)
		How likely is it that you would share a social networking advertisement with others if you see an advertisement about a product that you think would be useful to someone you know?	I am likely to share a Facebook/Instagram/TikTok advertisement with others	(Campbell et al., 2014)
		How likely is it that you would share a social networking advertisement with others if you see an advertisement that focuses on how easy a product is to use?		(Campbell et al., 2014)

		How likely is it that you would share a social networking advertisement with others if you see an advertisement that focuses on a specific problem or issue that may be experienced by someone you know?		(Campbell et al., 2014)
		How likely is it that you would share a social networking advertisement with others if you see an advertisement that focuses on the positive benefits of a product or service?		(Campbell et al., 2014)
		How likely is it that you would share a social networking advertisement with others if you see an advertisement that focuses on how to better deal with a specific problem or issue?		(Campbell et al., 2014)
		How likely is it that you would share a social networking advertisement with others if you see an advertisement that mentions how other people are getting good results from a product?		(Campbell et al., 2014)
	Motivation/intention (information)	I use social networking to learn about unknown things		(Campbell et al., 2014)
		I use social networking to learn about useful things		(Campbell et al., 2014)
		Social networking is a good way to do research for product/ brand information	Facebook/Instagram/TikTok is a good way to do research on products and brands	(Campbell et al., 2014)
	Motivation/intention (convenience)	Social networking is easy to use	Facebook/Instagram/TikTok is easy to use	(Campbell et al., 2014)
		Social networking sites are convenient to use		(Campbell et al., 2014)
	Motivation/intention (entertainment)	I use social networking to pass time	I use Facebook/Instagram/TikTok to pass time	(Campbell et al., 2014)
		I use social networking because I just like to browse the internet		(Campbell et al., 2014)
	Purchase intention	I am likely to buy products that I see advertised on social networking sites	I am likely to buy products that I see advertised on Facebook/Instagram/TikTok	(Campbell et al., 2014)
		I am likely to buy products that I see on social networking sites if the price is appealing		(Campbell et al., 2014)
		I am likely to buy products that I see on social networking sites if the delivery period is satisfactory		(Campbell et al., 2014)
		I am likely to buy products that I see other consumers talking about on social networking sites	I am likely to buy products I see other customers talking about on Facebook/Instagram/TikTok	(Campbell et al., 2014)
		I am likely to buy products that I see on social networking sites if it is a brand I know and trust	I am likely to buy products that I see on Facebook/Instagram/TikTok if it is a brand I know and trust	(Campbell et al., 2014)
		I am likely to buy products that I see on social networking sites if it is a new and exciting product	I am likely to buy products that I see on Facebook/Instagram/TikTok if it is a new or existing product	(Campbell et al., 2014)
		I am likely to buy products that I see on social networking sites if it is an upgrade to a product I already have	I am likely to buy products that I see on Facebook/Instagram/TikTok if it is an upgrade to a product that I already have	(Campbell et al., 2014)
		Have you purchased from the following services?	I have made a purchase from Facebook/Instagram/TikTok	(Jukka et al. 2018)
			If yes. How many times?	
Characteristics of social media platforms	Openness	Openness involves three types of behavior: requesting information, receiving information, and acting on information received.		(Chan-Olmsted et al., 2013)
		I use social media so I can get new information		(Jukka et al. 2018)
		I use social media so I can get more information about things I already know		(Jukka et al. 2018)

	I use social media so I can share useful information with others		(Jukka et al. 2018)
Participation	Participation can be measured through the OCB (organizational citizenship behaviours) engagement of social media users as the frequency of visits, lenght of stay in social media.		(Chan-Olmsted et al., 2013)
Community	I use social media so I can participate in activities of a certain internet community		(Jukka et al. 2018)
	I belong to a community on social media		(Jukka et al. 2018)
openness	I feel I can receive other people's comments easily.	I feel I can receive other people's comments easily on Facebook/Instagram/TikTok	(Chan-Olmsted et al., 2013)
	I feel I can express my opinions easily	I feel I can express my opinions easily on Facebook/Instagram/TikTok	
	I feel I can exchange new ideas with others openly.	I feel I can exchange new ideas with others openly on Facebook/Instagram/TikTok	
	I feel I can exchange information openly.	I feel I can exchange information openly on Facebook/Instagram/TikTok	
participation	I feel I can take an active part in the communities I care about	I feel I can take an active part in the communities I care about on Facebook/Instagram/TikTok	
	I feel I can do my best to stimulate the communities I care about		
	I feel I can offer useful information to the communities I care about.	I feel I can offer useful information to the communities I care about on Facebook/Instagram/TikTok	
	I feel I can help and support the communities I care about	I feel I can help and support the communities I care about on Facebook/Instagram/TikTok	
connectedness	I feel connected with the world around me.	I feel connected with the world around me on Facebook/Instagram/TikTok	
	I feel related to people	I feel related to people on Facebook/Instagram/TikTok	
conversationality	I feel I can engage in meaningful dialogs.	I feel I can engage in meaningful dialogs on Facebook/Instagram/TikTok	
	I feel I have to-way communication with other users.	I feel I have to-way communication with other users on Facebook/Instagram/TikTok	
	(Chan-Olmsted et al., 2013)	I feel I can offer feedback to other users on Facebook/Instagram/TikTok	
commonality	I feel I can share common interests and ideas with others.	I feel I can share common interests and ideas with others on Facebook/Instagram/TikTok	
	I feel I can find and interact with people like me.	I feel I can find and interact with people like me on Facebook/Instagram/TikTok	
	I feel I can share my value and common goals with others.	I feel I can share my value and common goals with others on Facebook/Instagram/TikTok	

*All scale items with no questions to the right has been merged or modified to one of the other questions

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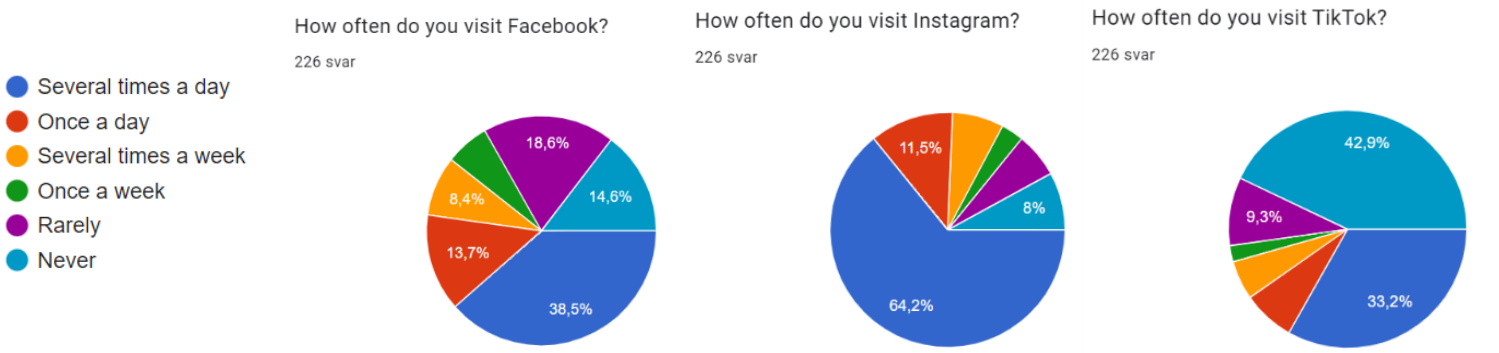
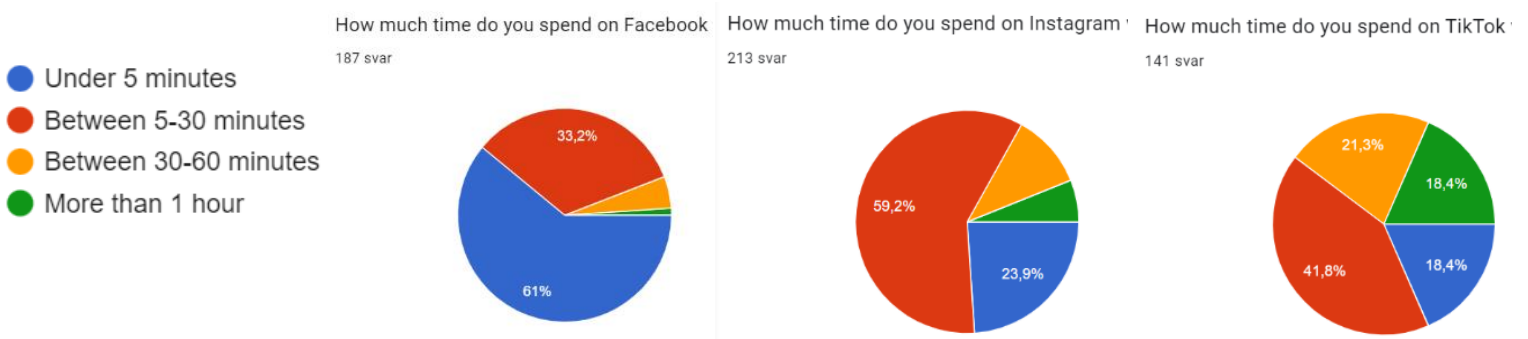
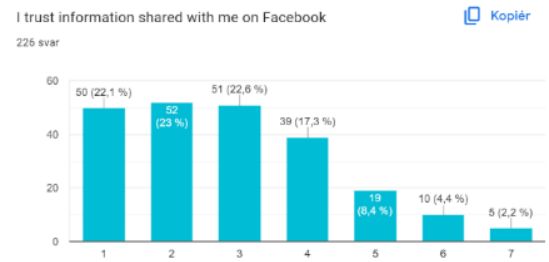
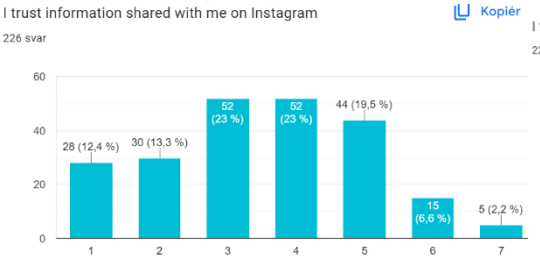
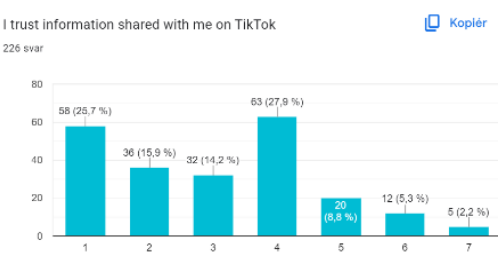
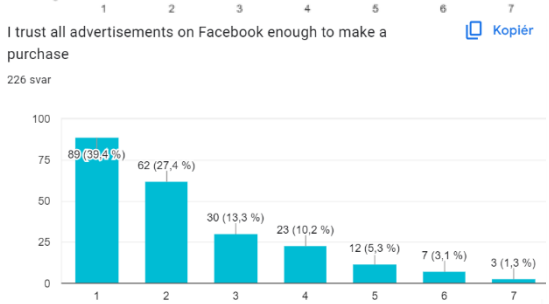


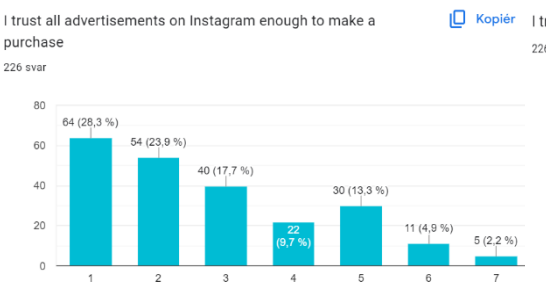


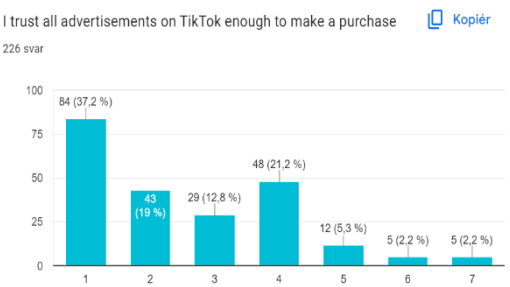


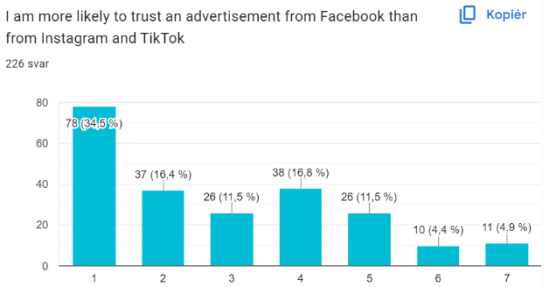


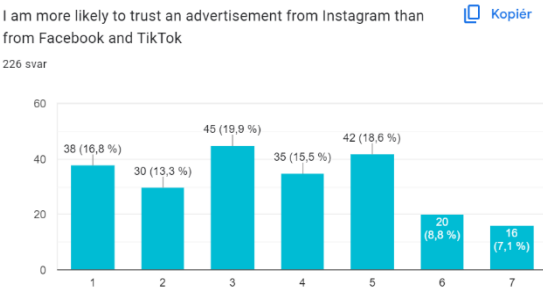


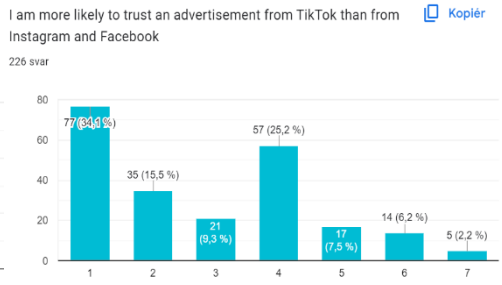








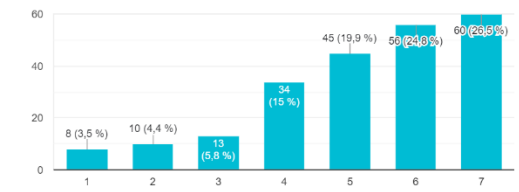




Facebook is easy to use

Kopiér

226 svar



I enjoy talking about brands that are advertised on Facebook

Kopiér

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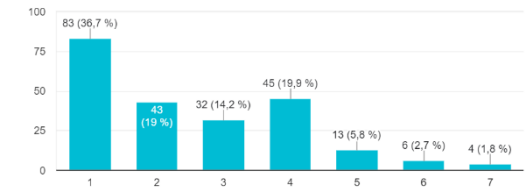

I am interested in gaining more knowledge about brands that are present on Facebook

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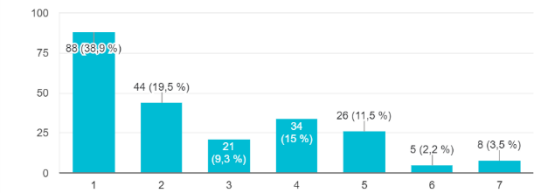

I am open to advertising from brands on Facebook

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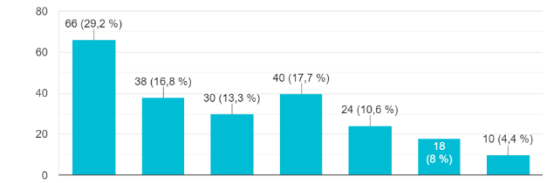

Facebook is a good way to do research on products and brands

Kopiér

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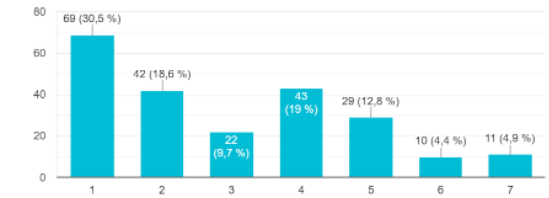

I use Facebook to pass time

Kopiér

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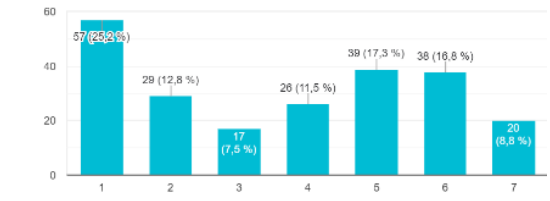

Instagram is easy to use

Kopiér

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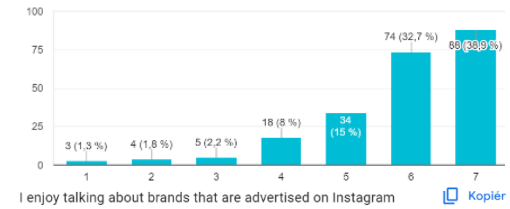

I enjoy talking about brands that are advertised on Instagram

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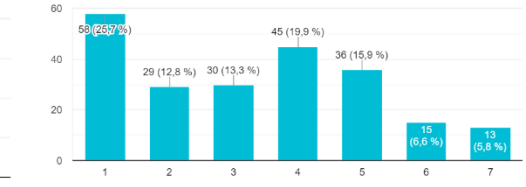

I am interested in gaining more knowledge about brands that are present on Instagram

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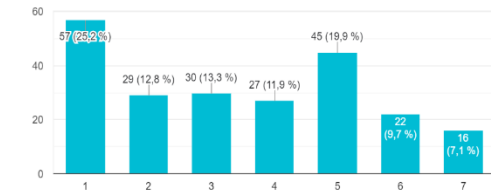

I am open to advertising from brands on Instagram

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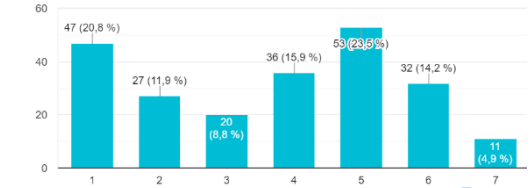

Instagram is a good way to do research on products and brands

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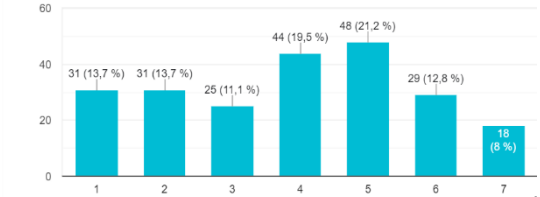

I use Instagram to pass time

Kopiér

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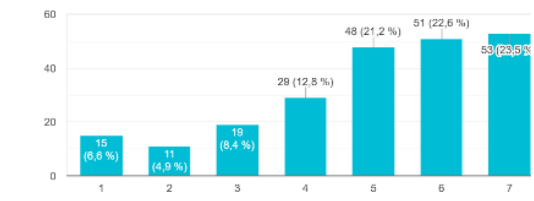

TikTok is easy to use

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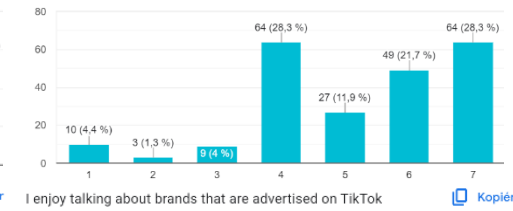

I enjoy talking about brands that are advertised on TikTok

Kopiér

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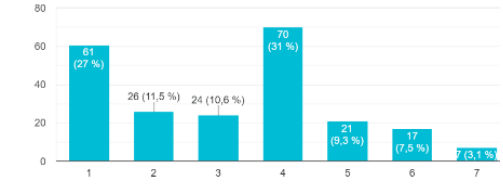

I am interested in gaining more knowledge about brands that are present on TikTok

Kopiér

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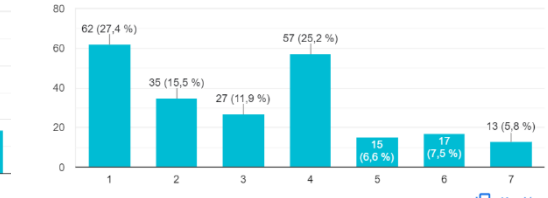

I am open to advertising from brands on TikTok

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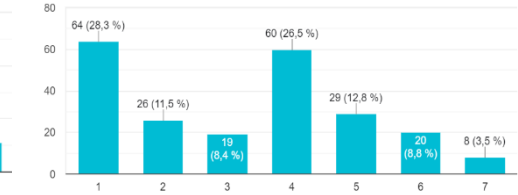

TikTok is a good way to do research on products and brands

Kopiér

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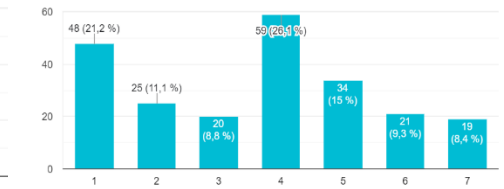

I use TikTok to pass time

Kopiér

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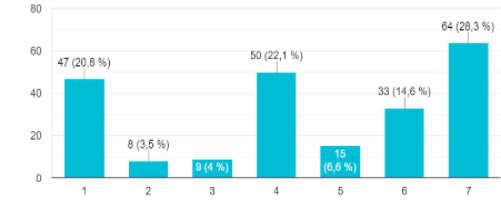

I use Facebook to browse through looking for brands and advertisements

Kopiér

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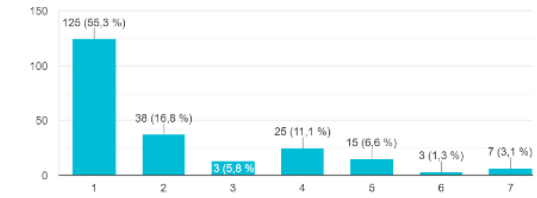

I use Instagram to browse through looking for brands and advertisements

Kopiér

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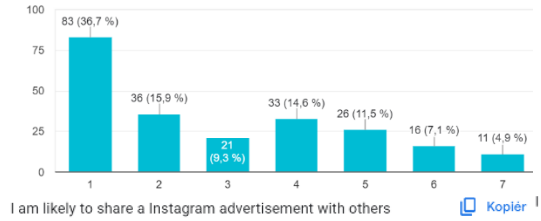

I use TikTok to browse through looking for brands and advertisements

Kopiér

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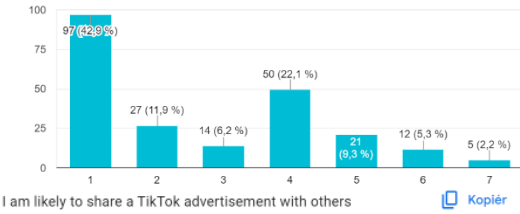
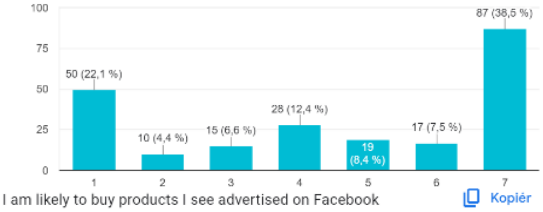


I am likely to share a Facebook advertisement with others

Kopiér

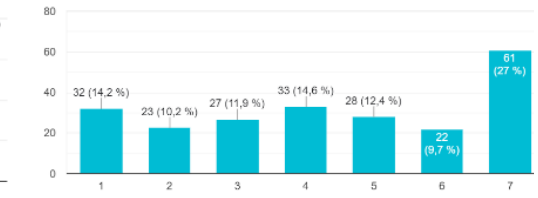
226 svar



I am likely to share a Instagram advertisement with others

Kopiér

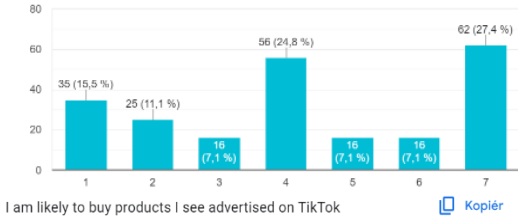
226 svar



I am likely to share a TikTok advertisement with others

Kopiér

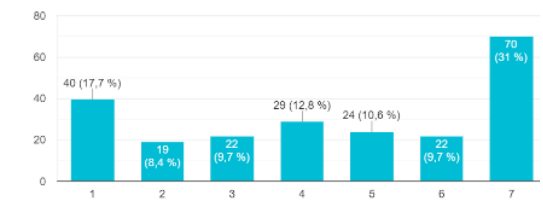
226 svar



I am likely to buy products I see advertised on Facebook

Kopiér

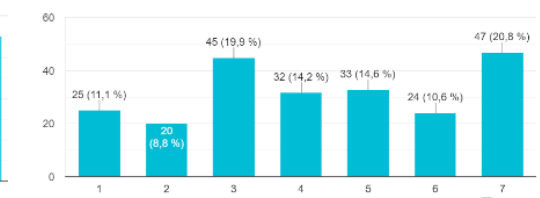
226 svar



I am likely to buy products I see advertised on Instagram

Kopiér

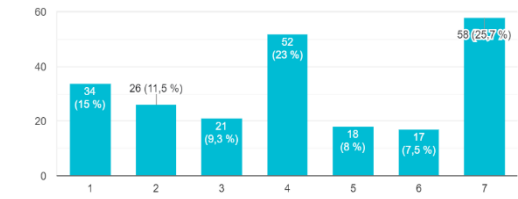
226 svar



I am likely to buy products I see advertised on TikTok

Kopiér

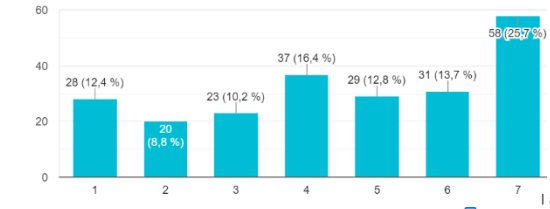
226 svar



I am likely to buy products I see other customers talking about on Facebook

Kopiér

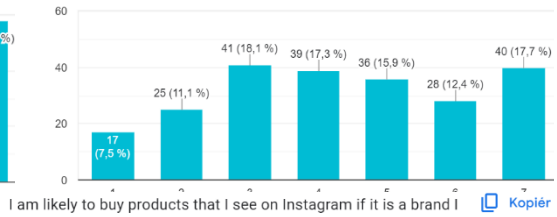
226 svar



I am likely to buy products I see other customers talking about on Instagram

Kopiér

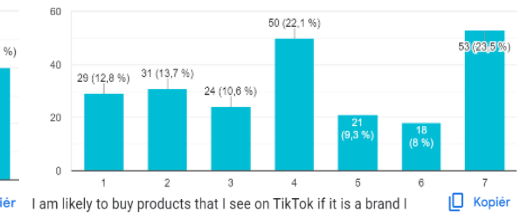
226 svar



I am likely to buy products I see other customers talking about on TikTok

Kopiér

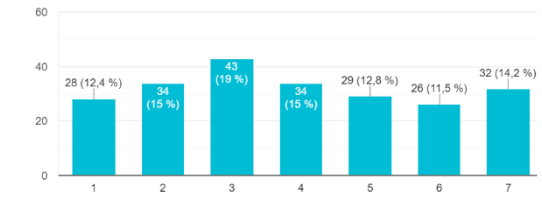
226 svar



I am likely to buy products that I see on Facebook if it is a brand I know and trust

Kopiér

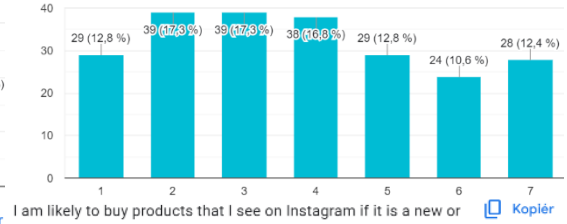
226 svar



I am likely to buy products that I see on Instagram if it is a brand I know and trust

Kopiér

226 svar



I am likely to buy products that I see on TikTok if it is a brand I know and trust

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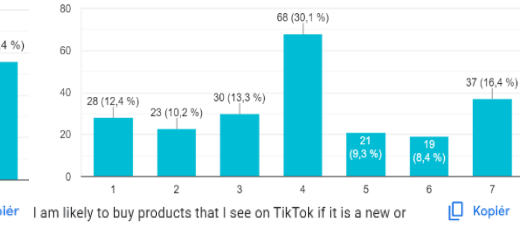
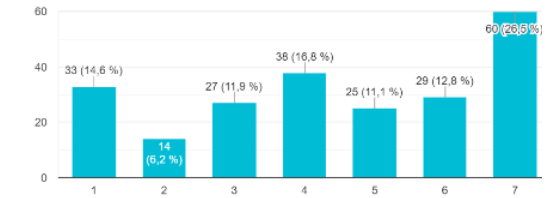
226 svar



I am likely to buy products that I see on Facebook if it is a new or existing product

Kopiér

226 svar



I am likely to buy products that I see on Instagram if it is a new or existing product

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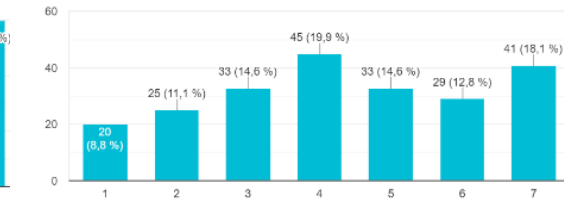
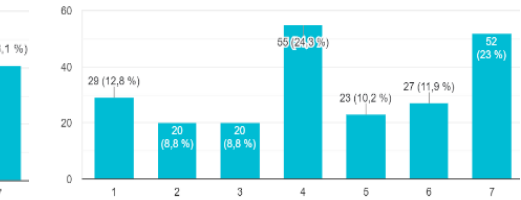
226 svar



I am likely to buy products that I see on TikTok if it is a new or existing product

Kopiér

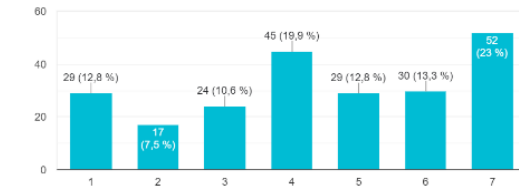
226 svar



I am likely to buy products that I see on Facebook if it is an upgrade to a product that I already have

Kopiér

226 svar



I am likely to buy products that I see on Instagram if it is an upgrade to a product that I already have

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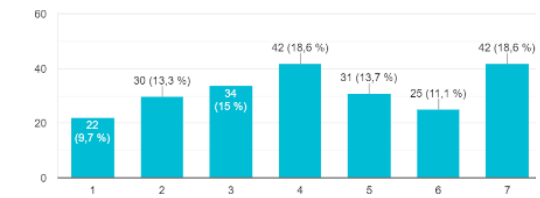
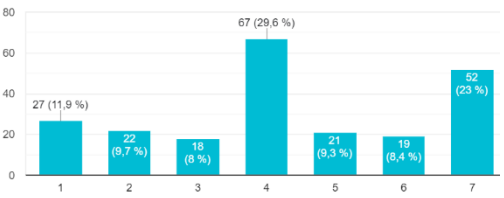
226 svar



I am likely to buy products that I see on TikTok if it is an upgrade to a product that I already have

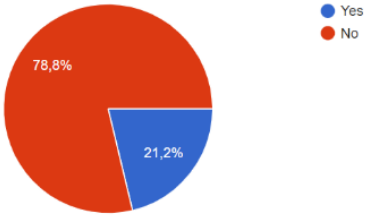
Kopiér

226 svar



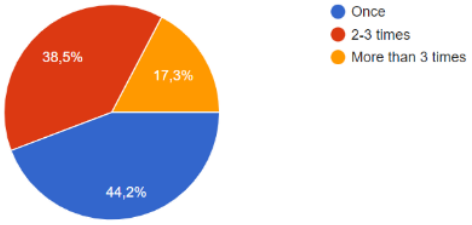
I have made a purchase from Facebook

226 svar



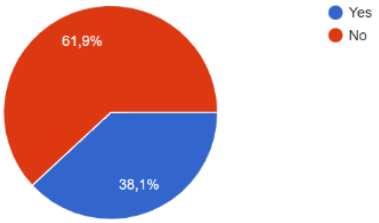
If yes. How many times?

52 svar



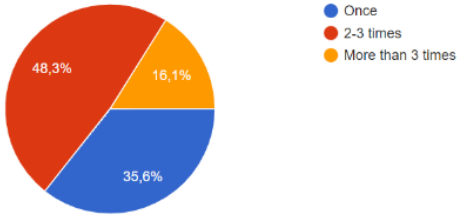
I have made a purchase from Instagram

226 svar



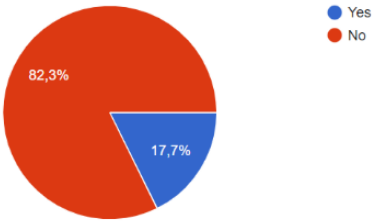
If yes. How many times?

87 svar



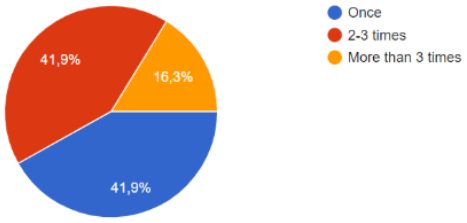
I have made a purchase from TikTok

226 svar



If yes. How many times?

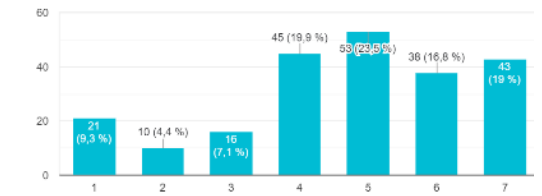
43 svar



I feel I can receive other people's comments easily on Facebook

Kopiér

226 svar



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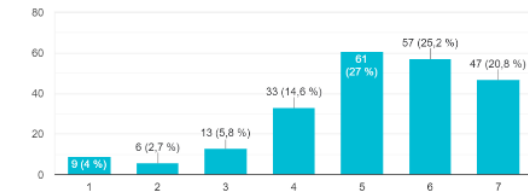
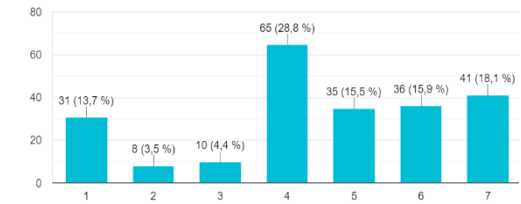
226 svar



I feel I can receive other people's comments easily on TikTok

Kopiér

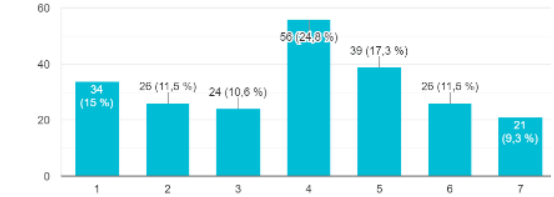
226 svar



I feel I can express my opinions easily on Facebook

Kopiér

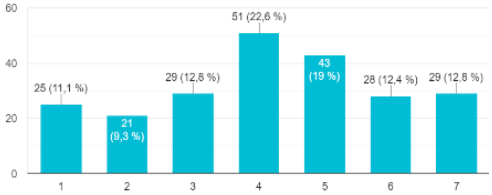
226 svar



I feel I can express my opinions easily on Instagram

Kopiér

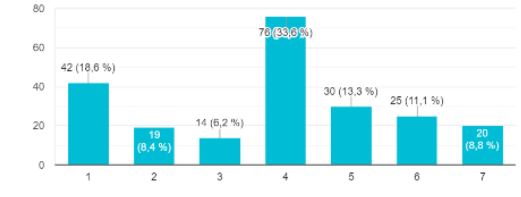
226 svar



I feel I can express my opinions easily on TikTok

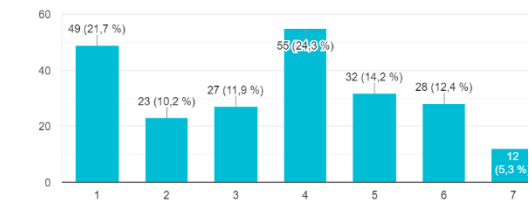
Kopiér

226 svar



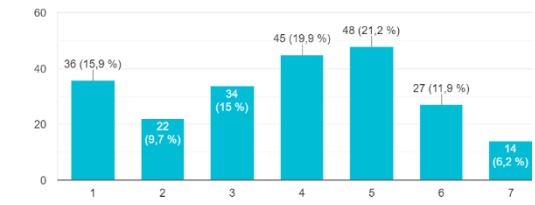
I feel I can exchange new ideas with others openly on Facebook Kopié

226 svar



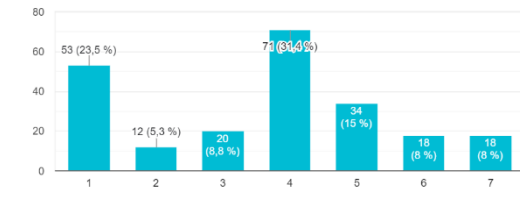
I feel I can exchange new ideas with others openly on Instagram Kopiér

226 svar



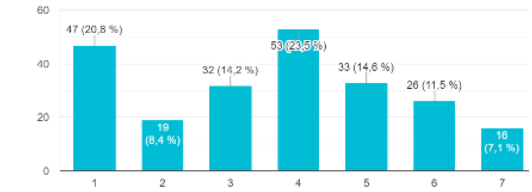
I feel I can exchange new ideas with others openly on TikTok Kopiér

226 svar



I feel I can exchange information openly on Facebook Kopiér

226 svar



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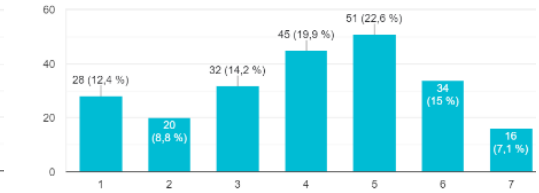
226 svar



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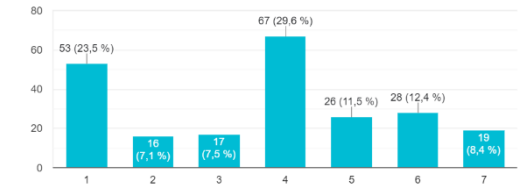
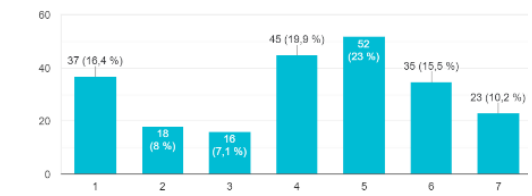


I feel I can take an active part in the communities I care about on Facebook Kopiér

226 svar



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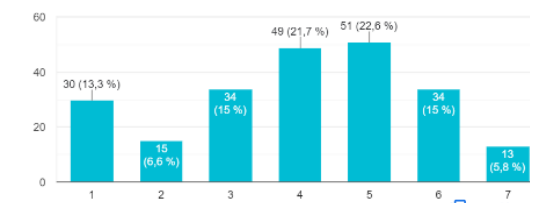
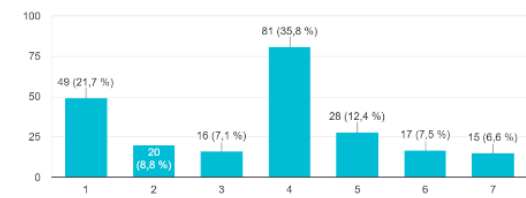
226 svar



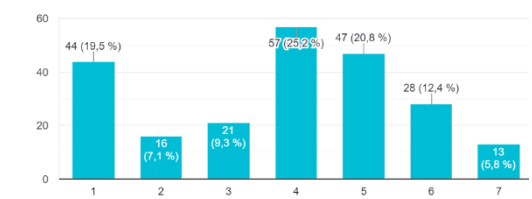
I feel I can take an active part in the communities I care about on TikTok Kopiér

226 svar



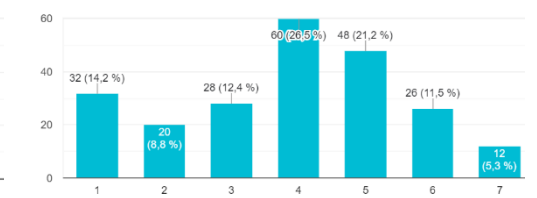
I feel I can offer useful information to the communities I care about on Facebook Kopiér

226 svar



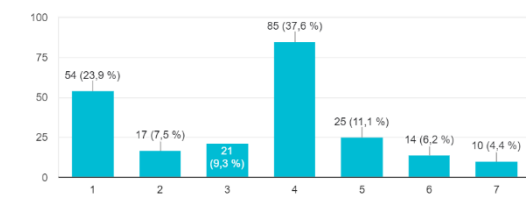
I feel I can offer useful information to the communities I care about on Instagram Kopiér

226 svar



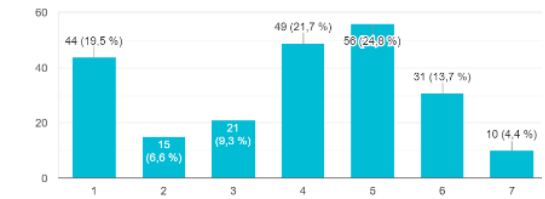
I feel I can offer useful information to the communities I care about on TikTok Kopiér

226 svar



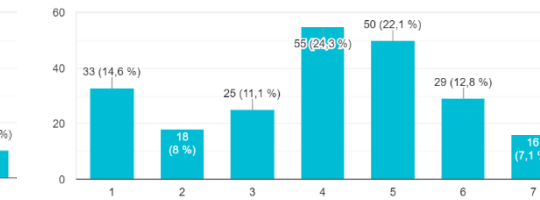
I feel I can help and support the communities I care about on Facebook Kopiér

226 svar



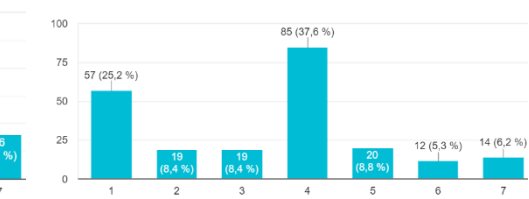
I feel I can help and support the communities I care about on Instagram Kopiér

226 svar



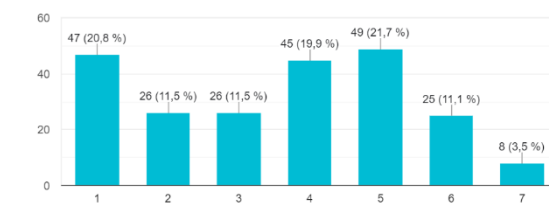
I feel I can help and support the communities I care about on TikTok Kopiér

226 svar



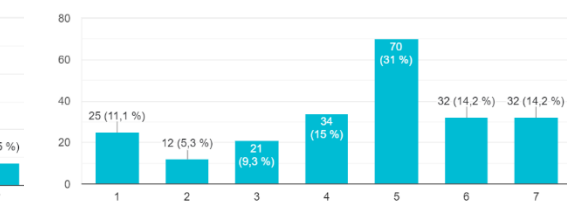
I feel connected with the world around me on Facebook Kopiér

226 svar



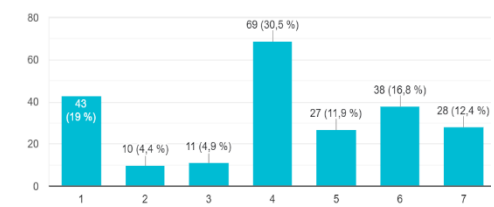
I feel connected with the world around me on Instagram Kopiér

226 svar



I feel connected with the world around me on TikTok Kopiér

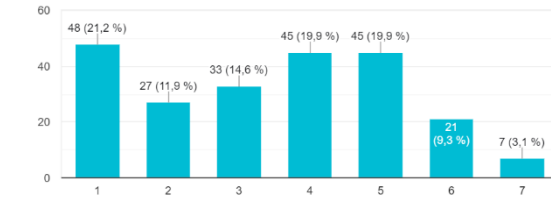
226 svar



I feel related to people on Facebook

Kopiér

226 svar



I feel related to people on Instagram

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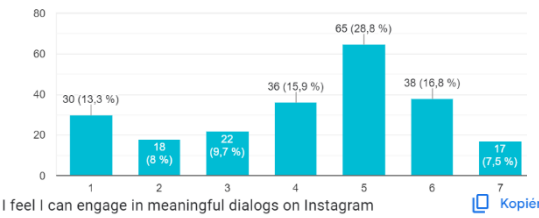

I feel related to people on TikTok

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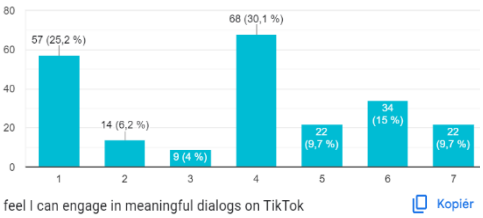

I feel I can engage in meaningful dialogs on Facebook

Kopiér

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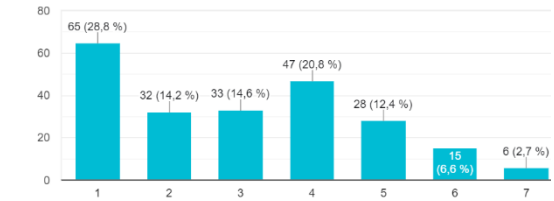

I feel I can engage in meaningful dialogs on Instagram

Kopiér

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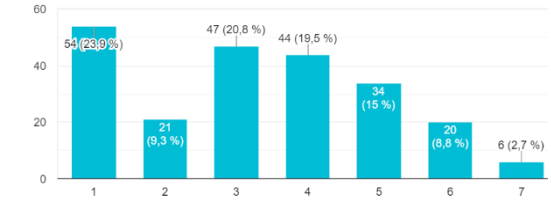

I feel I can engage in meaningful dialogs on TikTok

Kopiér

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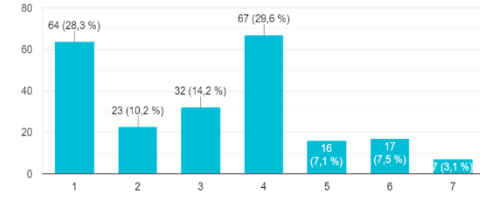

I feel I have two-way communication with other users on Facebook

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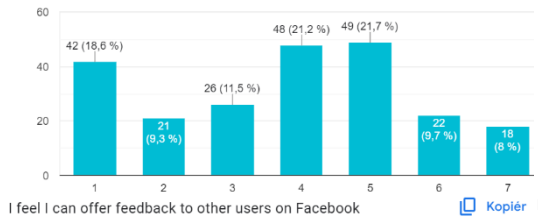

I feel I have two-way communication with other users on Instagram

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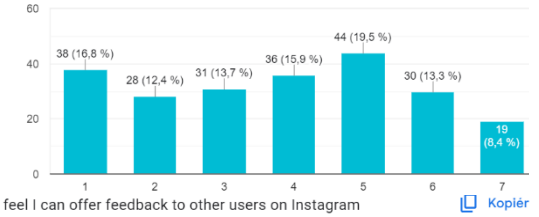

I feel I have two-way communication with other users on TikTok

Kopiér

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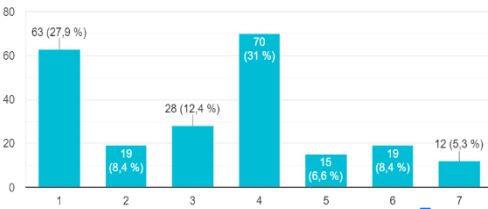

I feel I can offer feedback to other users on Facebook

Kopiér

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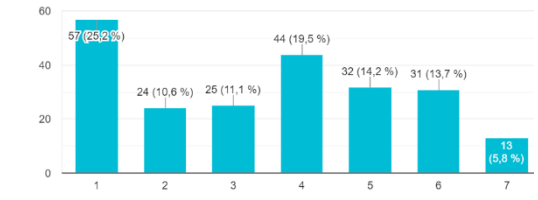

I feel I can offer feedback to other users on Instagram

Kopiér

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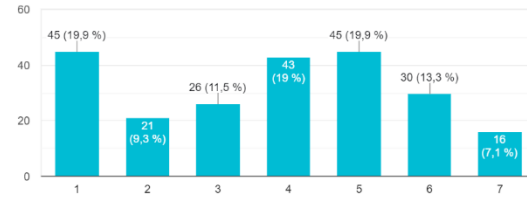

I feel I can offer feedback to other users on TikTok

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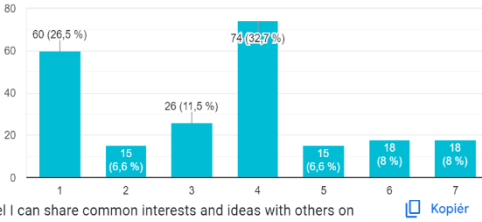

I feel I can share common interests and ideas with others on Facebook

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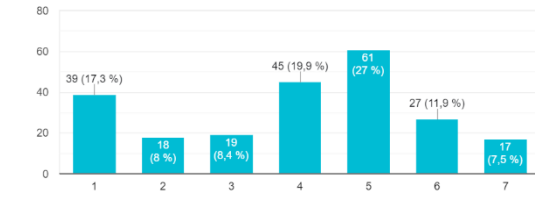

I feel I can share common interests and ideas with others on Instagram

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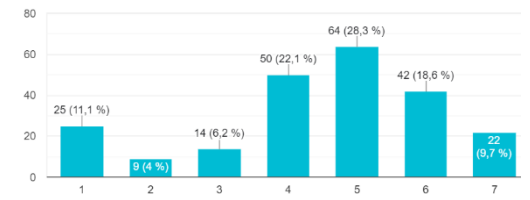

I feel I can share common interests and ideas with others on TikTok

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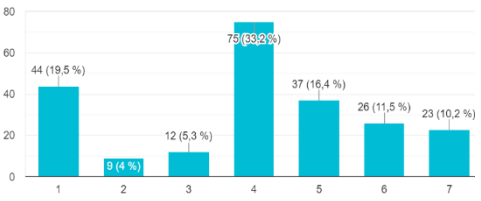

I feel I can find and interact with people like me on Facebook

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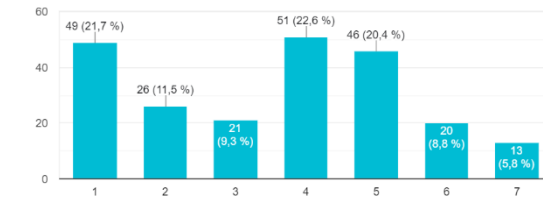

I feel I can find and interact with people like me on Instagram

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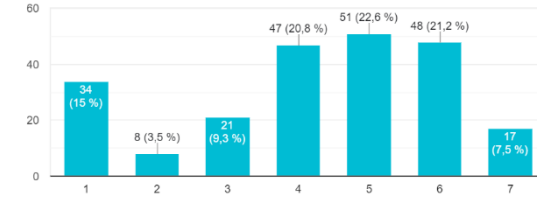

I feel I can find and interact with people like me on TikTok

Kopiér

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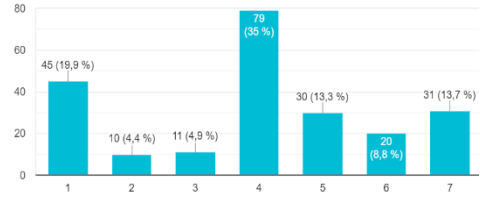
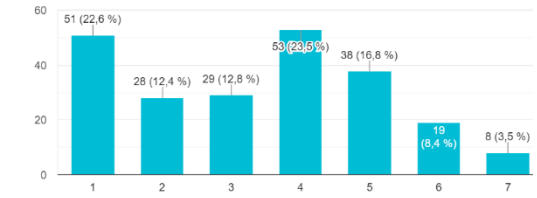


I feel I can share my value and common goals with others on Facebook

Kopiér

226 svar



I feel I can share my value and common goals with others on Instagram

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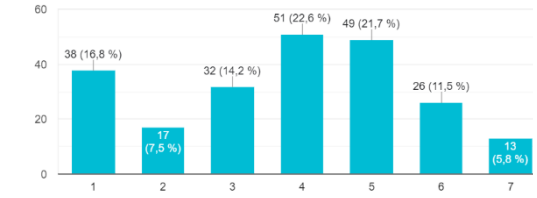

I feel I can share my value and common goals with others on TikTok

Kopiér

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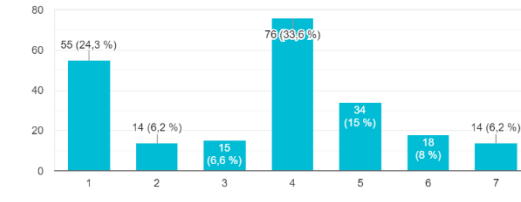

Descriptive statistics:

TABLE 14

Descriptive Statistics Facebook

Variables		Total		Female		Male	
		Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Brand engagment	I enjoy talking about brand that are advertised on Facebook	2,540	1,552	2,560	1,515	2,550	1,683
	I am interested in gaining more knowledge about brands that are present on Facebook	2,620	1,730	2,610	1,689	2,680	1,879
	I am open to advertising from brands on Facebook	3,050	1,837	2,980	1,765	3,360	2,031
	Facebook is a good way to do research on products and brands	2,980	1,817	2,960	1,740	3,140	2,031
	I use Facebook to browse through looking for brands and advertisements	2,130	1,622	2,140	1,588	2,160	1,756
	I trust all advertisements on Facebook enough to make a purchase	2,290	1,471	2,290	1,411	2,340	1,665
	I trust information shared with me on Facebook	2,890	1,541	2,870	1,514	3,000	1,640
	I am more likely to trust an advertisement from Facebook than from Instagram and TikTok	2,870	1,830	2,720	1,704	3,410	2,104
Motivation/Intention	I feel I can help and support the communities I care about on Facebook	3,850	1,815	3,820	1,791	3,950	1,901
	I feel I can share common interests and ideas with others on Facebook	3,970	1,843	3,920	1,790	4,090	1,984
	I feel I have two-way communication with other users on Facebook	3,790	1,859	3,780	1,814	3,790	1,988
	I feel I can offer useful information to the communities I care about on Facebook	3,810	1,824	3,670	1,778	4,140	1,920
	I feel I can share my value and common goals with others on Facebook	3,390	1,766	3,320	1,715	3,590	1,895
	I feel I can offer feedback to other users on Facebook	3,510	1,946	3,520	1,897	3,550	2,097
	I feel I can find and interact with people like me on Facebook	3,580	1,849	3,630	1,799	3,550	1,981
	I feel I can take an active part in the communities I care about on Facebook	4,120	1,905	4,040	1,890	4,320	1,983
	I feel I can engage in meaningful dialogs on Facebook	3,040	1,740	3,060	1,685	3,070	1,915
	I feel related to people on Facebook	3,460	1,761	3,400	1,714	3,660	1,822
	I feel connected with the world around me on Facebook	3,580	1,805	3,560	1,762	3,680	1,936

Purchase intention	I am likely to buy products I see other customers talking about on Facebook	4,520	2,075	4,540	2,020	4,520	2,232
	I am likely to buy products I see advertised on Facebook	4,430	2,268	4,510	2,211	4,250	2,406
	I am likely to buy products that I see on Facebook if it is a new or existing product	4,480	2,117	4,540	2,079	4,390	2,172
	I am likely to buy products that I see on Facebook if it is an upgrade to a product that I already have	4,440	2,028	4,430	1,968	4,500	2,191
	I am likely to share a Facebook advertisement with others	4,570	2,405	4,680	2,319	4,340	2,603
	I am likely to buy products that I see on Facebook if it is a brand I know and trust	3,920	1,944	3,850	1,881	4,160	2,130
Characteristics of social media, openness	I feel I can express my opinions easily on Facebook	3,890	1,842	3,840	1,863	4,020	1,834
	I feel I can exchange new ideas with others openly on Facebook	3,580	1,851	3,540	1,832	3,680	1,927
	I feel I can exchange information openly on Facebook	3,650	1,868	3,580	1,818	3,790	2,006
	I feel I can receive other people's comments easily on Facebook	4,700	1,795	4,680	1,763	4,700	1,916
Usage	Facebook is easy to use	5,240	1,615	5,210	1,668	5,270	1,471
	Visiting Facebook	2,280	1,445	2,250	1,454	2,360	1,445
	I use Facebook to pass time	3,690	2,103	3,810	2,133	3,320	2,001

Score indicators: 1 - strongly disagree, 4 - neutral, 7 strongly agree

TABLE 15
Descriptive Statistics Instagram

		Total		Female		Male	
	Variables	**Mean**	**Std. Deviation**	**Mean**	**Std. Deviation**	**Mean**	**Std. Deviation**
Motivation/Intention	I feel I have two-way communication with other users on Instagram	3,820	1,901	4,000	1,800	3,380	2,120
	I feel I can find and interact with people like me on Instagram	4,260	1,813	4,480	1,609	3,700	2,174
	I feel I can engage in meaningful dialogs on Instagram	3,300	1,730	3,500	1,642	2,790	1,866
	I feel I can share my value and common goals with others on Instagram	3,820	1,770	3,940	1,645	3,430	2,088
	I feel I can offer feedback to other users on Instagram	3,780	1,901	3,890	1,802	3,550	2,148
	I feel I can share common interests and ideas with others on Instagram	4,470	1,705	4,620	1,527	4,040	2,106
	I feel related to people on Instagram	4,190	1,796	4,360	1,669	3,800	2,040
	I feel I can help and support the communities I care about on Instagram	3,980	1,769	4,200	1,670	3,340	1,890
	I feel I can take an active part in the communities I care about on Instagram	4,020	1,723	4,190	1,620	3,520	1,907
	I feel connected with the world around me on Instagram	4,490	1,797	4,720	1,604	3,910	2,117
	I feel I can offer useful information to the communities I care about on Instagram	3,880	1,703	3,990	1,630	3,540	1,897
Brand engagement	I am interested in gaining more knowledge about brands that are present on Instagram	3,460	1,967	3,630	1,934	3,040	2,009

	I enjoy talking about brands that are advertised on Instagram	3,310	1,852	3,440	1,852	2,960	1,819
	I am open to advertising from brands on Instagram	3,710	1,900	3,760	1,841	3,660	2,065
	I trust all advertisements on Instagram enough to make a purchase	2,790	1,662	2,840	1,621	2,700	1,798
	I use Instagram to browse through looking for brands and advertisements	2,890	1,912	3,060	1,865	2,480	2,000
	I am more likely to trust an advertisement from Instagram than from Facebook and TikTok	3,610	1,811	3,690	1,776	3,450	1,897
	Instagram is a good way to do research on products and brands	3,910	1,828	4,130	1,685	3,390	2,077
	I trust information shared with me on Instagram	3,530	1,524	3,580	1,490	3,390	1,626
Purchase intention	I am likely to buy products I see other customers talking about on Instagram	4,310	1,862	4,310	1,725	4,340	2,226
	I am likely to buy products I see advertised on Instagram	4,270	1,983	4,290	1,866	4,290	2,270
	I am likely to buy products I see on Instagram if it is a new or existing product	4,310	1,896	4,360	1,767	4,250	2,176
	I am likely to buy products that I see on Instagram if it is an upgrade to a product that I already have	4,210	1,945	4,210	1,846	4,200	2,203
	I am likely to share a Instagram advertisement with others	4,380	2,149	4,430	2,066	4,300	2,358
	I am likely to buy products that I see on Instagram if it is a brand I know and trust	3,810	1,915	3,690	1,817	4,180	2,158
Characteristics off social media, openness	I feel I can express my opinions easily on Instagram	4,180	1,822	4,220	1,757	4,000	2,018
	I feel I can exchange information openly on Instagram	4,050	1,757	4,100	1,662	3,890	2,060
	I feel I can exchange new ideas with others openly on Instagram	3,810	1,789	3,910	1,675	3,550	2,088
	I feel I can receive other people's comments easily on Instagram	5,170	1,523	5,350	1,276	4,570	2,008
Usage	Visiting Instagram	2,690	1,143	2,750	1,044	2,540	1,414
	I use Instagram to pass time	4,990	1,773	5,170	1,656	4,500	2,045
	Instagram is easy to use	5,880	1,290	5,970	1,244	5,590	1,411

Score indicators: 1 - strongly disagree, 4 - neutral, 7 strongly agree

TABLE 16
Descriptive Statistics TikTok

		Total		Female		Male	
	Variables	**Mean**	**Std. Deviation**	**Mean**	**Std. Deviation**	**Mean**	**Std. Deviation**
Motivtion/Intention	I feel I can offer feedback to other users on TikTok	3,420	1,885	3,530	1,829	3,160	2,025
	I feel I can exchange information openly on TikTok	3,690	1,939	3,800	1,855	3,410	2,172
	I feel I can offer useful information to the communities I care about on TikTok	3,410	1,721	3,530	1,685	3,040	1,788
	I feel I have two-way communication with other users on TikTok	3,270	1,823	3,400	1,766	2,950	1,976
	I feel I can engage in meaningful dialogs on TikTok	3,120	1,728	3,210	1,689	2,890	1,846
	I feel I can share my value and common goals with others on TikTok	3,580	1,835	3,640	1,788	3,270	1,921
	I feel I can exchange new ideas with others openly on TikTok	3,650	1,868	3,810	1,839	3,140	1,920
	I feel I can help and support the communities I care about on TikTok	3,370	1,780	3,480	1,721	3,050	1,930

	I feel I can share common interests and ideas with others on TikTok	3,980	1,876	4,070	1,825	3,700	2,017
	I feel I can take an active part in the communities I care about on TikTok	3,580	1,798	3,640	1,771	3,290	1,846
	I feel I can find and interact with people like me on TikTok	3,990	1,938	4,100	1,874	3,620	2,059
	I feel I can express my opinions easily on TikTok	3,830	1,852	3,990	1,815	3,380	1,903
	I feel related to people on TikTok	3,770	2,024	3,980	1,995	3,290	1,988
	I feel connected with the world around me on TikTok	4,120	1,962	4,330	1,877	3,590	2,113
Brand engagement	I trust all advertisements on TikTok enough to make a purchase	2,540	1,567	2,620	1,524	2,320	1,696
	I am interested in gaining more knowledge about brands that are present on TikTok	3,140	1,834	3,280	1,853	2,770	1,737
	I enjoy talking about brands that are advertised on TikTok	3,190	1,740	3,300	1,765	2,890	1,659
	I am more likely to trust an advertisement from TikTok than from Facebook and Instagram	2,840	1,723	3,040	1,721	2,290	1,637
	I trust information shared with me on TikTok	3,030	1,631	3,190	1,597	2,610	1,691
	I use TikTok to browse through looking for brands and advertisements	2,680	1,781	2,830	1,779	2,300	1,747
	I am open to advertising from brands on TikTok	3,250	1,828	3,250	1,793	3,270	1,968
	TikTok is a good way to do research on products and brands	3,640	1,900	3,840	1,872	3,160	1,876
Purchase intention	I am likely to buy products I see advertised on TikTok	4,230	2,137	4,350	2,042	3,960	2,389
	I am likely to buy products I see on TikTok if it is a new or existing product	4,380	2,030	4,500	1,923	4,130	2,273
	I am likely to buy products I see other customers talking about on TikTok	4,190	2,077	4,270	1,983	4,070	2,334
	I am likely to share a TikTok advertisement with others	4,280	2,162	4,390	2,065	4,000	2,389
	I am likely to buy products that I see on TikTok if it is an upgrade to a product that I already have	4,320	1,990	4,400	1,895	4,090	2,226
	I am likely to buy products that I see on TikTok if it is a brand I know and trust	4,040	1,890	4,030	1,808	4,180	2,116
Usage	Visiting TikTok	1,580	1,596	1,690	1,593	1,230	1,595
	I use TikTok to pass time	4,470	2,247	4,800	2,099	3,520	2,427
	TikTok is easy to use	5,200	1,609	5,310	1,539	4,840	1,787
	I feel I can receive other people's comments easily on TikTok	4,490	1,903	4,640	1,808	3,960	2,106

Score indicators: 1 - strongly disagree, 4 - neutral, 7 strongly agree

TABLE 17

Descriptive Statistics Social media, by age

Variables	15-19		20-24		25-34		35-44		45-54		55-64	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Visiting Facebook	1,33	1,414	2,27	1,495	2,17	1,365	3,18	1,131	3,18	0,751	3	0
Visiting Instagram	3	0,907	2,77	0,977	2,65	1,376	2,47	1,375	2,09	1,136	2,5	0,707
Visiting TikTok	2,28	1,526	1,9	1,501	1,21	1,584	1,06	1,713	0,55	1,508	0	0
Time on Facebook	0,6	0,843	0,39	0,591	0,52	0,693	0,5	0,632	0,64	0,674	0	0
Time on Instagam	1,11	0,832	1,06	0,771	0,95	0,723	0,93	0,884	0,6	0,699	0	0
Time on TikTok	2,15	1,068	1,46	0,919	1,24	0,955	0,75	1,035	0,25	5		
I use Facebook to pass time	2,39	2,033	3,48	2,066	3,94	2,082	4,47	1,94	5	1,844	4,5	2,121
I use Instagram to pass time	5,22	1,629	5,23	1,611	4,68	2,032	4,76	1,751	4,45	1,695	4	2,828
I use TikTok to pass time	5,72	1,873	5,16	2,047	3,23	2,279	3,94	1,749	3,82	1,779	4	0
I use Facebook to browse through looking for brands and advertisement	2,22	1,768	2,14	1,616	2,15	1,774	1,94	1,298	2,09	1,221	2	1,414
I use Instagram to browse through looking for brands and advertisement	3,11	1,711	3,05	1,898	2,73	2,065	2,47	1,772	2,45	1,635	3	2,828
I use TikTok to browse through looking for brands and advertisement	3	2,086	2,93	1,799	2,23	1,744	2,35	1,455	2,55	1,44	4	0

TABLE 18

Descriptive Statistics Social media, by education

Variables	High school		College or university degree		Master degree		Doctoral degree	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Visiting Facebook	2,04	1,566	2,28	1,462	2,5	1,282	0	
Visiting Instagram	2,6	1,095	2,85	1,097	2,5	1,2	0	
Visiting TikTok	1,96	1,595	1,45	1,5	1,58	1,769	1	
Time on Facebook	0,42	0,614	0,46	0,608	0,47	0,731	1	
Time on Instagam	0,98	0,886	0,99	0,719	1,02	0,789	0	
Time on TikTok	1,77	1,165	1,25	0,911	1,41	0,957	1	
I use Facebook to pass time	3,38	2,219	3,56	2,045	4,22	2,059	1	
I use Instagram to pass time	5,24	1,667	5,13	1,634	4,57	1,995	1	
I use TikTok to pass time	5,07	2,06	4,48	2,249	4,07	2,291	1	
I use Facebook to browse through looking for brands and advertisement	2,09	1,474	2,05	1,587	2,35	1,802	1	
I use Instagram to browse through looking for brands and advertisement	2,89	1,584	2,86	1,976	2,98	2,029	1	
I use TikTok to browse through looking for brands and advertisement	2,67	1,846	2,66	1,727	2,75	1,865	1	

TABLE 19

Descriptive Statistics Social media, by occupation

Variables	University student		Employed		Unemployed but looking for work		Self-employed		Highschool student		Retired		Unable to work for health or other reasons	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Visiting Facebook	2,16	1,452	2,5	1,43	2,33	2,309	2,64	0,929	1,75	1,669	3		5	
Visiting Instagram	2,8	1,064	2,48	1,314	4	1	2,29	1,267	2,63	0,518	3		2	
Visiting TikTok	1,74	1,538	1,59	1,777	1	1,732	0,14	0,363	2	1,414	0		0	
Time on Facebook	0,42	0,592	0,55	0,73	0,67	1,155	0,5	0,674	0,25	0,5	1		0	
Time on Instagam	1,04	0,754	0,96	0,759	0,67	1,155	0,64	0,924	1	0,926	1		1	
Time on TikTok	1,5	0,962	1,11	0,963	1		0	0	2,17	0,983				
I use Facebook to pass time	3,49	2,034	4,1	2,198	4	2,646	4,36	1,865	2,38	2,326	5		6	
I use Instagram to pass time	5,11	1,772	4,69	1,866	4,67	0,577	4,71	1,773	5,5	1,512	5		6	
I use TikTok to pass time	4,76	2,286	4,09	2,13	4	3	3,07	1,492	5,38	2,134	1		4	
I use Facebook to browse through looking for brands and advertisement	2,23	1,726	1,78	1,415	2,33	2,309	2,43	1,284	2,25	1,581	3		2	
I use Instagram to browse through looking for brands and advertisement	2,95	1,883	2,64	2,075	2,33	2,309	3,29	1,773	3,13	1,642	4		2	
I use TikTok to browse through looking for brands and advertisement	2,71	1,791	2,41	1,758	3	1,732	3,21	1,477	3	2,39	1		4	

TABLE 20

Multiple Regression Analysis: Brand engagement by age

Coefficients

Model	15-19 Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	Sig.	20-24 Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.	25-34 Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.
1 (Constant)	-1,78	0,729		0,031	-1,858	0,213		<0,001	-1,706	0,254		<0,001
Motivation/Intention	-0,197	0,093	-0,307	0,055	-0,105	0,035	-0,171 *	**0,003**	-0,189	0,058	-0,3 *	**0,002**
Characteristics of social media	-0,013	0,130	0,049	0,92	-0,015	0,037	-0,022	0,691	-0,044	0,054	-0,066	0,426
Usage	0,039	0,118	0,049	0,745	-0,063	0,041	-0,083	0,124	-0,015	0,046	-0,022	0,744
User behavior	0,52	0,1	0,777 *	**<0,001**	0,454	0,041	0,648 *	**<0,001**	0,536	0,063	0,749 *	**<0,001**

35-44 Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.	45-54 Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.
-2,302	0,727		0,009	-2,37	0,553		0,008
-0,339	0,124	-0,588 *	**0,019**	-0,191	0,184	-0,281	0,346
0,149	0,131	0,241	0,281	-0,247	0,187	-0,349	0,243
0,02	0,111	0,03	0,863	0,072	0,12	0,092	0,577
0,183	0,169	0,227	0,301	0,641	0,108	0,87 *	**0,002**

TABLE 21

Multiple Regression Analysis: Brand engagement by education

Coefficients

Model	High school Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	Sig.	College or university degree Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.	Master degree Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.
1 (Constant)	-1,483	0,407		<0,001	-1,776	0,199		<0,001	-1,945	0,279		<0,001
Motivation/Intention	-0,128	0,06	-0,229 *	**0,039**	-0,129	0,035	-0,212 *	**<0,001**	-0,190	0,062	-0,282 *	**0,004**
Characteristics of social media	-0,025	0,065	-0,043	0,701	-0,053	0,036	-0,08	0,144	0,001	0,071	0,001	0,991
Usage	-0,065	0,064	-0,108	0,314	-0,037	0,04	-0,045	0,358	0,005	0,048	0,008	0,911
User behavior	0,456	0,078	0,689 *	**<0,001**	0,471	0,039	0,675 *	**<0,001**	0,467	0,062	0,638 *	**<0,001**

TABLE 22

Multiple Regression Analysis: Brand engagement by occupation

Coefficients

Model	University student Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	Sig.	Employed Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.	Unemployed but looking for work Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.
1 (Constant)	-1,853	0,181		<0,001	-1,518	0,265		<0,001	-2,609	0		
Motivation/Intention	-0,119	0,034	-0,19 *	**<0,001**	-0,222	0,046	-0,383 *	**<0,001**				
Characteristics of social media	-0,023	0,037	-0,033	0,536	-0,053	0,048	-0,087	0,272				
Usage	-0,027	0,038	-0,036	0,47	-0,101	0,046	-0,15 *	**0,034**	-0,539	0	-0,283	
User behavior	0,493	0,038	0,702 *	**<0,001**	0,477	0,056	0,706 *	**<0,001**				

Self-employed Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.	Highschool student Unstandardized Coefficients B	Std. Error	Standardized Beta	Sig.
-1,569	0,434		0,009	-3,784	2,611		0,284
-0,069	0,09	-0,076	0,468	-0,220	0,164	-0,427	0,313
-0,14	0,081	-0,171	0,128	-0,1	0,164	-0,183	0,604
0,013	0,059	0,018	0,837	0,356	0,379	0,614	0,447
0,217	0,115	0,297	0,1	0,407	0,210	0,47	0,193

TABLE 23

Mediation Analysis Summary DV=Brand engagement

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		t-statistics	Conclusion	p-value		
				Lower Bound	Upper Bound			X on Y	M on Y	X on Y via M
Motivation/Intention -> trust -> Brand engagement	-0,0023	-0,2519	0,2497	0,1313	0,3845	0,0159808	Mediation	0,000	0,000 *	**0,00000132**
Usage -> trust -> Brand engagement	0,0232	-0,107	0,1301	0,0431	0,2235	2,86563877	Mediation	0,042	0,000 *	**0,00598665**
Characteristics of social media -> trust -> Brand engagement	0,0028	-0,0497	0,0525	-0,031	0,151	1,13636364	No mediation	0,327	0,000	0,23767604
User behavior -> trust -> Brand engagement	-0,0026	0,1534	-0,156	-0,274	-0,0426	-2,65306122	Medition	0,003	0,000 *	**0,00106171**
Motivation/Intention -> word of mouth -> Brand engagement	-0,0023	-0,242	0,2398	0,1154	0,3673	3,68356375	Mediation	0,000	0,000 *	**0,00001826**
Usage -> word of mouth -> Brand engagement	0,0232	-0,0838	0,1069	0,004	0,2168	1,97597043	Medition	0,063	0,000 *	**0,04377154**
Characteristics of social media -> word of mouth -> Brand engagement	0,0028	-0,0436	0,0448	-0,0504	0,1597	0,84210526	No mediation	0,337	0,000	0,37970694
User behavior -> word of mouth -> Brand engagement	-0,0026	-0,1573	0,1547	0,0406	0,2671	2,68110919	Mediation	0,000	0,000 *	**0,00378389**

TABLE 24

Moderator analysis age

	Moderating role	
Relationship	coefficient	p-value
Motivation/intention -> brand engagement	-0,002	0,96
Usage -> Brand engagement	0,0517	0,18
User behavior -> Brand engagement	0,0313	0,46

TABLE 25

Moderator analysis gender

	Moderating role	
Relationship	coefficient	p-value
Motivation/intention -> brand engagement	0,0303	0,65
Usage -> Brand engagement	0,0623	0,36
User behavior -> Brand engagement	0,1088	0,18

TABLE 26

Moderator analysis education

	Moderating role	
Relationship	coefficient	p-value
Motivation/intention -> brand engagement	0,0482	0,35
Usage -> Brand engagement	0,0932	0,05
User behavior -> Brand engagement	0,1164	0,03

TABLE 27

Moderator analysis occupation

	Moderating role	
Relationship	coefficient	p-value
Motivation/intention -> brand engagement	-0,0182	0,58
Usage -> Brand engagement	-0,0708	0,04
User behavior -> Brand engagement	0,0427	0,2562