

ISTANBUL TECHNICAL UNIVERSITY ★ GRADUATE SCHOOL

**THE FACTORS AFFECTING CUSTOMER ENGAGEMENT THROUGH
SOCIAL MEDIA: A RESEARCH STUDY ON ONLINE GROCERY SHOPPING
MARKET**



M.Sc. THESIS

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Department of Business Administration

Business Administration Programme

JUNE 2021

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**SOSYAL MEDYADA MÜŞTERİ KATILIMINI ETKİLEYEN FAKTÖRLER:
ONLINE MARKET ALIŞVERİŞ PAZARI ÜZERİNE BİR ÇALIŞMA**

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To my family,



FOREWORD

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ABBREVIATIONS

CAGR	: Compound Annual Growth Rate
CE	: Customer Engagement
CEB	: Customer Engagement Behavior
CEBSC	: Consumer's Engagement With Brand-Related Social Media Content
COBRAs	: Consumers' Online Brand-related Activities
COF	: Content Factors
CONF	: Consumer Factors
DoSMCE	: Dimensions of Social Media Customer Engagement
KMO	: Kaiser-Meyer-Olkin
MRT	: Media Richness Theory
SM	: Social Media
SMF	: Social Media Factors
SMCE	: Social Media Customer Engagement
UGT	: Uses and Gratification Theory



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THE FACTORS AFFECTING CUSTOMER ENGAGEMENT THROUGH SOCIAL MEDIA: A RESEARCH STUDY ON ONLINE GROCERY SHOPPING MARKET

SUMMARY

The importance of the consumer has increased in the marketing literature in recent years. Companies and brands pay more attention to concepts such as consumer expectation, consumer behavior, consumer satisfaction, and consumer loyalty. However, the major factors linking these concepts are significantly associated with consumer engagement. It is not possible to successfully analyze all these concepts in an environment where feedback is not received from the consumer and the feelings and thoughts of the consumer are not considered. Correspondingly, the importance of customer engagement in the field of marketing is increasing day by day. In addition, the widespread usage of the internet and social media has caused different expectations and behaviors in many areas. Customers use the internet or social media to obtain information about a brand/product or a service to be purchased. Today, with the increasing usage and popularity of social media, brands elaborately share up-to-date and interactive contents on their social media accounts. With the increasing use of social media and its popularity, brands focus more on making up-to-date and interactive shares on their social media accounts to engage customers. Recently, consumers prefer to communicate through social media to obtain information about the brand or product, and to reflect their requests or complaints rather than searching through internet because of up-to-date information, faster and easier communication through social media. Also, social media platforms are suitable environment for customers to interact and share their experiences and opinions. In accordance with the above-mentioned developments, the concept of "social media customer engagement" has emerged in the literature. It is crucial to analyze the factors that affect customer engagement in social media in order to turn social media into an efficient and reliable information platform for companies and brands. Various studies have been conducted on the factors affecting consumer participation in social media in the literature.

In the literature, social media customer engagement is examined under three dimensions with the help of uses and gratification theory. These are consumption, contribution and creation behavior. Consumption behavior is about following the social media account of a brand or company and reading blogs and content related to that brand. The behavior of contribution includes the actions of liking and commenting on social media posts. Creating behavior, on the other hand, consists of behaviors such as creating brand-related content, sharing it on personal social media account, writing articles containing brand and product reviews and publishing them. In this thesis, social media customer engagement is analyzed with these dimensions.

It is important to analyze the factors that affect customer engagement in social media in order to turn social media into an efficient and reliable information platform for companies and brands. Different studies have been conducted on the factors affecting consumer engagement in social media in the literature. In order to analyze the

applications and effects of these factors in the market, the online market has been chosen. The main purpose of choosing this market is to increase the need for online market shopping to meet the basic needs of people with the global pandemic that started in March 2020. With the global pandemic, the fastest growing market both in the world and in Turkey is the online grocery shopping market.

The main purpose of this study is to measure the main factors affecting the consumer engagement in social media. In line with the literature review, 3 basic factors were determined by analyzing various studies that are both popular today and pioneers in this field of study. In this context, content related factors (informative content, entertaining content, utilitarian content), consumer related factors (personal identity, social interaction) and social media related factors (media richness, social media platform selection, time period of social media activities) has been determined.

Since the research on online grocery shopping market are limited, data were collected by conducting a survey study in line with the purpose in question. A total of 630 people were reached, but 590 people shop online. Out of these 590 people, only 385 follow the online grocery company where they shop the most on social media. The data obtained from the responses of survey were analyzed through the SPSS 23 package program and worked with a 95% confidence level. As a result of the conducted analysis, Instagram is the most popular social media platform. Customers who spend 1-3 hour or 2-4 hour have a higher level of customer engagement in all dimensions than weekly 10 or more hours in social media. Also, it is observed that content and social media related factors have an impact on social media customer engagement. In the research results, rational content has a positive influence on all dimensions of social media customer engagement (SMCE), and emotional content has a positive effect on contribution and creation behavior of SMCE. Media Richness as an social media related factor has a positive influence on consumption and contribution behavior of SMCE. Contrary to expectations, consumer related factors has no significant positive effect on dimensions of SMCE.

SOSYAL MEDYADA MÜŞTERİ KATILIMINI ETKİLEYEN FAKTÖRLER: ONLINE MARKET ALIŞVERİŞ PAZARI ÜZERİNE BİR ÇALIŞMA

ÖZET

Son yıllarda pazarlama literatüründe tüketicinin önemi artmıştır. Şirketler ve markalar daha çok tüketici davranışı, tüketici tutumu, tüketici memnuniyeti, tüketici bağlılığı gibi konulara önem vermektedir. Fakat bu konuları bağlayan temel faktörler tüketici katılımından geçmektedir. Tüketiciden geri dönüt alınamayan ve tüketicinin duygu ve düşüncelerinin öğrenilmediği bir çevrede tüm bu kavramların başarılı bir şekilde analiz edilmesi mümkün değildir. Bu nedenle günümüzde pazarlama alanında tüketici katılımının önemi her geçen gün artmaktadır. Bunun yanında internetin ve sosyal medyanın yaygın kullanımı bir çok alanda farklı tutum ve davranışlara neden olmuştur. Tüketiciler bir marka/ürün veya alacağı bir hizmetle ilgili bilgi sahibi olabilmek için internetten veya sosyal medyadan faydalanmaktadır. Artan sosyal medya kullanımı ve popularitesi ile birlikte markalar sosyal medya hesaplarında daha güncel ve etkileşimli paylaşımlar yapmaya özen göstermektedir. Günümüzde sosyal medyada yayınlanan bilgiler daha güncel olduğu için tüketiciler marka veya ürün ile ilgili bilgi almak istediklerinde sosyal medyayı tercih etmektedirler. Örneğin, bir markanın sunduğu hizmetle ilgili bilgi almak için sosyal medya platformlarını kullanmak internet üzerinden yapılacak araştırmaya göre daha hızlı ve kolaydır. Bunun yanında sosyal medyanın kullanımının bir çok avantajı vardır. Tüketici herhangi bir soruyla veya sorunla karşılaşırsa markadan anlık geri bildirim alabilme avantajına sahiptir. Aynı zamanda bu sosyal medya platformları tüketicilerin birbiriyle etkileşime geçerek deneyimlerini ve görüşlerini paylaşması için de uygun bir ortamdır. Bu nedenle, tüketiciler marka veya ürün ile ilgili bilgi almak, sorun veya şikayetlerini dile getirmek için sosyal medya üzerinden iletişim kurmayı tercih etmektedirler. Bu gelişmeler ile birlikte literatürde “sosyal medyada tüketici katılımı” kavramı ortaya çıkmıştır.

Literatürde sosyal medya müşteri katılımı kullanımlar ve memnuniyet teorisi ile birlikte üç başlık altında incelenmektedir. Bunlar; tüketme, katkıda bulunma ve yaratma davranışlarıdır. Tüketme davranışı sosyal medyada bir markanın veya şirketin hesabını takip etme, o markayla ilgili bloglar ve içerikler okuma ile ilgilidir. Kattıda bulunma davranışı, markanın sosyal medya gönderilerini beğenme ve bu gönderilere yorum yapma davranışını kapsamaktadır. Yaratma davranışı ise marka ile ilgili içerik yaratma bunu kişisel sosyal medya üzerinden paylaşma, marka ve ürün eleştirileri içeren yazılar yazarak bunları yayınlamak gibi davranışlardan oluşmaktadır. Sosyal medya katılımının bu davranışlar ile birlikte açıklanması hem markaların gelecekte izleyecekleri sosyal medya politikaları, hem de tüketicinin katılım düzeyini ölçebilmek ve bunu tetikleyecek içerikler paylaşmak için önemlidir.

Sosyal medyayı şirketler ve markalar için verimli ve güvenilir bir bilgi alma platformuna dönüştürmek için sosyal medyada müşteri katılımını etkileyen faktörleri analiz etmek önemlidir. Literatürde sosyal medyada tüketici katılımını etkileyen faktörler üzerine farklı çalışmalar yapılmıştır. Bu faktörlerin pazarda uygulamalarını ve etkilerini analiz edebilmek için online market pazarı seçilmiştir. Bu pazarın seçilmesindeki temel amaç 2020 yılı mart ayında başlayan küresel salgın ile birlikte insanların temel ihtiyaçlarını karşılayabilmek için online market alışverişlerine duydukları ihtiyacın artmasıdır. Küresel salgın ile birlikte hem dünyada hem de Türkiye’de en hızlı büyüyen Pazar online market alışveriş pazarıdır.

Bu çalışmada temel amaç, online market alışverişi yapan tüketicilerin sosyal medyadaki katılımın davranışını etkileyen temel faktörleri ölçmektir. Yapılan literatür taraması ile birlikte hem günümüzde popüler olan hem de bu çalışma alanında öncülük eden farklı çalışmalar analiz edilerek 3 temel faktör belirlenmiştir. Bu kapsamda içerik ile ilgili faktörler (bilgi verici içerik, eğlenceli içerik, faydacı içerik), tüketici ile ilgili faktörler (kişisel kimlik, sosyal etkileşim) ve sosyal medya ile ilgili faktörler (medya zenginliği, sosyal medya platform seçimi, sosyal medya aktivitelerinin zaman aralığı) belirlenmiştir.

Online market alışveriş pazarı ile ilgili yapılan araştırmalar kısıtlı olduğu için söz konusu amaç doğrultusunda anket çalışması yapılarak veri toplanmıştır. Anket ile birlikte toplamda 630 kişiye ulaşılmıştır, fakat 590 kişi online market alışverişi yapmaktadır. Bu 590 kişi içerisinde yalnızca 385’i sosyal medya üzerinden en çok alışveriş yaptıkları online market şirketini takip etmektedir. Araştırmaya katılanların %93,65’i online market alışverişi yapmasına rağmen sadece %65,93’ ü en sık kullandıkları online market markasını sosyal medya üzerinden takip etmektedir. Buna göre online market alışveriş markalarının sosyal medya pazarlamalarına ve sosyal medya aracılığıyla müşteri etkileşimini arttırmaya yönelik çalışmalara önem vermeleri tavsiye edilir. Araştırmaya katılanların %88,4’ü 25-34 yaş aralığında olduğu için online market alışverişini bu yaş grubunun daha aktif olarak kullanmaktadır. Katılımcıların neredeyse yarısı ayda 1-3 kez online market alışverişi yapmaktadır ve en sık kullanılan iki online market alışveriş markaları; Migros sanal market/Migroshemen ve Getir. Araştırmada elde edilen bulgulara göre en sık kullanılan sosyal medya platformu Instagramdır. Sosyal medyada daha az zaman harcayan tüketicilerin sosyal medyaya katılımı daha aktif ve buna bağlı olarak sosyal medya müşteri katılımı daha yüksektir. İçerik ve sosyal medya ile ilgili faktörlerin sosyal medya müşteri katılımı üzerinde etkiye sahip olduğunu göstermektedir.



1. INTRODUCTION

Studies in the area of customer engagement have increased over the last decades and growing number of researches are conducted to understand the factors affecting customer engagement behavior. Especially, with the development of communication technologies and widespread use of social media, the number of users with social media accounts have been increasing day by day. Due to increasing usage and popularity of social media, the focus of customer engagement studies is through social media. Customer engagement through social media gains increasing consideration due to its potential to influence behavior (Schivinski et al., 2019). According to Uses and Gratification Theory (UGT), there are three different level of behavior in customer engagement through social media (Muntinga et al., 2011). These are consumption behavior related with viewing brand posts, following brands' social media accounts; contribution behavior involving actions such as liking, commenting; and creation behavior with more active actions such as writing brand related article, creating content or sharing content related with brands. In addition to that, companies start to invest in their social media marketing departments and search for the new ways to improve their official social media (SM) account and create more active levels of social media customer engagement (SMCE) behavior. This investment is especially recommended for companies in competitive markets to increase customer engagement in social media.

Recently, after pandemic crisis, according to emarketer (2021) global e-commerce update report, although there is a decrease by 3% in the worldwide retail sales, global e-commerce sales worldwide increase 27,6%. When this increase is analyzed, it is observed that the fastest growing market in the e-commerce is food and grocery. Online grocery shopping market gain popularity in the last 5 years in Turkey. In the market, there are both new companies or startups and the existing companies offering online grocery shopping as a new service. Therefore, the competition in the market has been increasing day by day. To take advantage from this competition, companies start to search new ways to gain more customers. As suggested in the literature, creating

customer engagement through social media is one of the best ways to influence customer behavior.

The main focus of this thesis is to understand the factors that affect customer engagement through social media and with the application of uses and gratification theory (UGT) in online grocery shopping market. There are several studies which analyzed the factors of SMCE in the marketing literature (Barger et al., 2016; Dolan et al., 2019; Buzeta et al., 2021). This thesis offers an explanation of how content related, consumer related and social media related factors may influence consumption, contribution and creation dimensions of SMCE in applying UGT.

This study includes the relevant literature review on customer engagement, social media customer engagement and dimensions of SMCE, factors which affect customer engagement through social media in the second section. Subsequently, detailed information is given about online grocery shopping market. The research model and hypotheses are developed based on the existing literature. Then, a quantitative research is designed and data are collected through online survey. In the last part of this section, the reliability, factor and multiple regression analysis of the collected data are conducted, and summary of findings are presented. According to results of findings, rational content has a positive influence on all dimensions of social media customer engagement (SMCE), and emotional content has a positive effect on contribution and creation behavior of SMCE. Media Richness as an social media related factor has a positive influence on consumption and contribution behavior of SMCE. Contrary to expectations, consumer related factors has no significant positive effect on dimensions of SMCE. Finally, the thesis concluded with theoretical and managerial implications and limitations of the study.

2. LITERATURE REVIEW

Literature searches have been conducted on Academic Search Premier (EBSCO), Social Science Index (SSCI), Emerald and SCOPUS with the key words “customer engagement”, “social media customer engagement” and “social media and customer engagement”. Firstly, the search is done through customer engagement. Since the issue of “customer engagement” is handled in many different areas such as sales, social networking, customer satisfaction, investigation is narrowed down to “social media”. In the second step, articles are sorted by most recent date and most cited criterias. Then, specified documents are analyzed according to variables and findings of the researches.

In the research conducted through Academic Search Premier (EBSCO), Social Science Index (SSCI), Emerald and SCOPUS, as can be seen in Figure 2.1, there are 1280 documents published about customer engagement. It is seen that articles related to customer engagement in the literature date back to 1993. In this first article, Alsup (1993) emphasized customer-focused communication and suggested that there are 9 different stages in the customer engagement process. Different perspectives on customer engagement have been raised by developing the first published article and introducing new research questions over the time. Therefore, the number of published articles have been increasing day by day. For example, in 2010, 17 documents were published about customer engagement, but in 2016, this number increased to 210. In that figure, it is seen that there is a rapid increase after 2016 in the number of documents published about customer engagement.

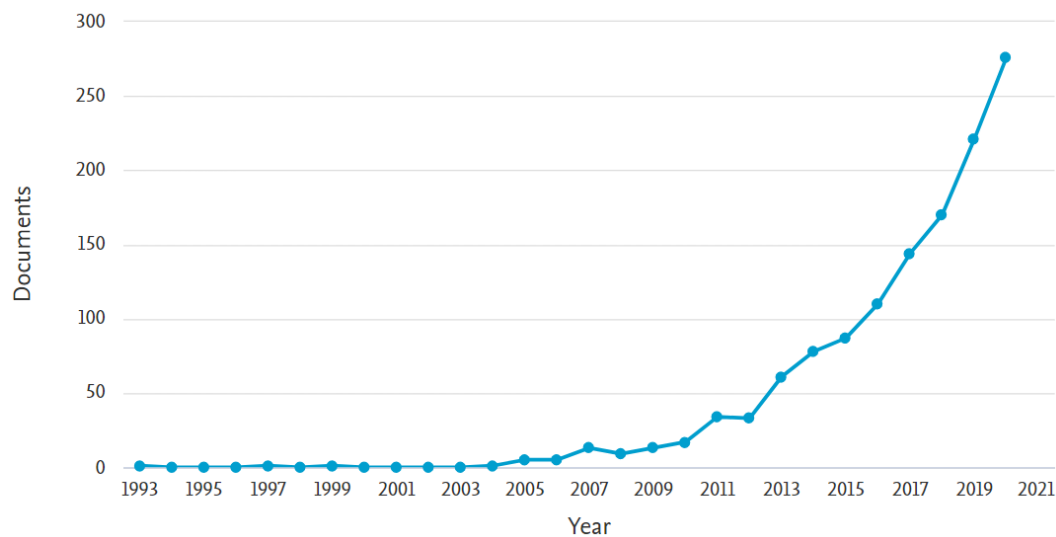


Figure 2.1: The distribution of number of studies on “customer engagement” by years

In the last decade, new media channels have emerged to create interactive communication with consumers. Unlike face-to-face communication, this new media channels are online and there is no time and place limitations, named as social media. Therefore, there is an increasing number of research conducted in social media. In the customer engagement literature, the communication channel, consumer reaction and behavior about the company or brand gain popularity with digitalization and social media. As a result of that, 2016 is considered as a breaking point. In order to find out the reason for this, detailed research is conducted on the subject and it is observed that there was an effect caused by the improvements in social media. The global number of social media users was 2,307 billion and this number continues to increase in 2016. However, there is a critical point in there. When the global social media users in the last decade are focused, 2016 is the year which has the highest increase rate, which can be seen in Figure 2.2. In that figure, although the number of social media users increases every year, the year with the highest increase rate is 2016. Therefore, this affects directly the number of research conducted in that area.

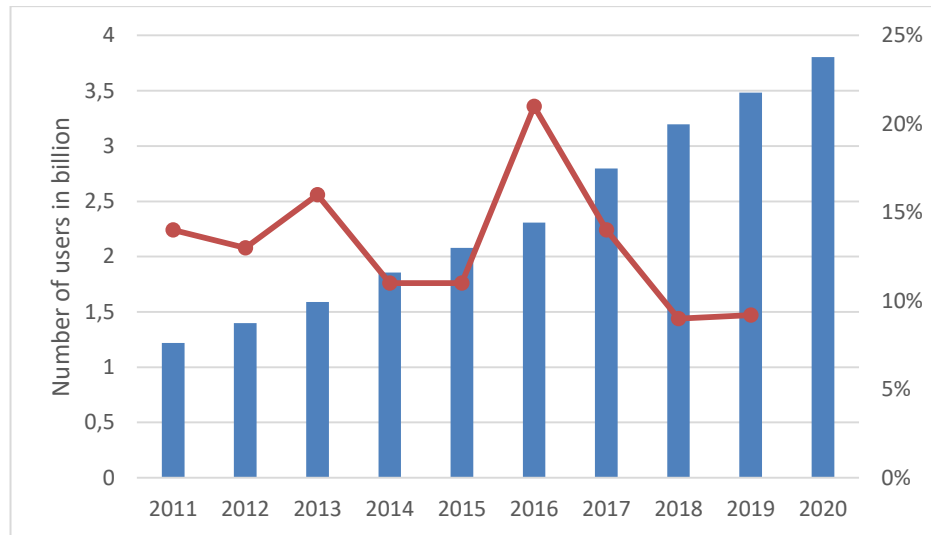


Figure 2.2: Social media user numbers over time (Wearesocial, 2020).

Moreover, according to the GlobalWebIndex (Mander, 2019) data, for the first time, daily time spent on social media is more than daily time spent on TV, which can be seen in Figure 2.3. In this figure, daily time spent on social media is 2 hour 6 minutes and this time continues to increase in 2017 (Wickerson et al, 2018). However, daily time spent on TV tends to decrease after 2016.

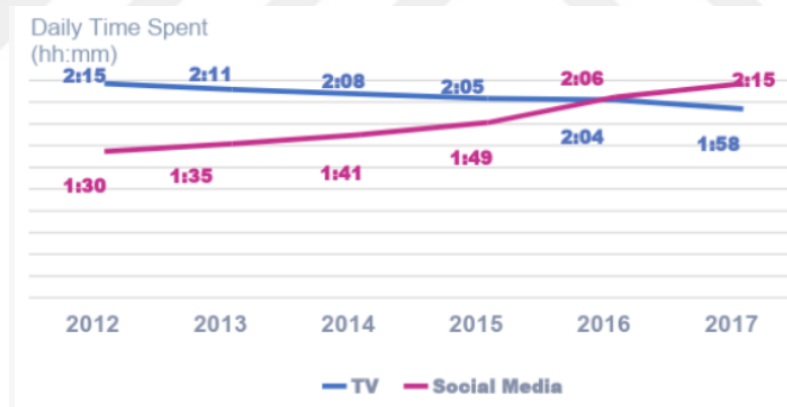


Figure 2.3: Daily time spent on TV and Social media (Wickerson et al, 2018).

Therefore, Literature review about customer engagement is analyzed before 2016 and after 2016. There are 1280 articles about customer engagement, and 359 of them is published before 2016 and 921 is published after 2016. The research areas with the higher number of published studies is determined for both time periods. It is realised that there are 6 research areas that are common in both time periods, which are sales, social media, social networking (online), customer satisfaction, commerce and marketing. As it can be seen in Figure 2.4, the first pie chart consists of the numbers of articles published about customer engagement in years between 1993 and 2015, and

the second chart contains years between 2016 and 2020. Figure shows that topics with the highest number of publications are “sales” and “social media” in both time periods. Although the highest number of published articles is related with “sales”, the popularity and the percentage increase by time period is in the “social media” area. Therefore, in this thesis, the focus is on the “social media” research area for customer engagement.

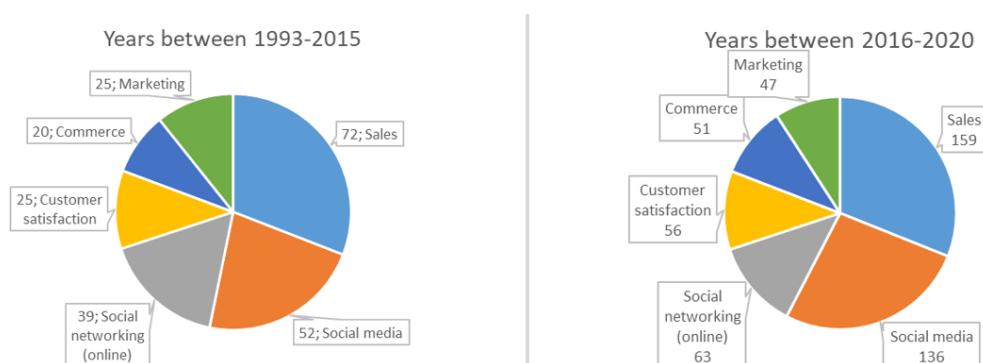


Figure 2.4: The number of published studies in specified areas in years between 1993-2015 (a), and years between 2016-2021 (b).

There are 210 articles published in the social media research area on customer engagement as a result of this analysis. Because of uncertainty about publication, the documents which are published in 2021 are excluded. According to that, there are 188 documents published in the years between 2010 and 2020 related to customer engagement in social media. In order to make more reliable analysis about the research area, certain criterias are set. Documents are listed based on two criteria; by most recent date and most cited criterias. The documents with higher citation indicate that the study is original and leads other studies in the research area. Also, it is important for research to follow up-to-date studies and learn the recommendation and limitations of these studies, so the most recent date of publication is chosen as a criteria. Then, in these documents, 8 the most cited documents and 8 the most recently published documents are selected for the deeper analysis. While choosing documents, the focus is on finding the keyword on both research questions and research models. Table 2.1 exhibits the list of articles according to this analysis. The table contains information about the author, research variables and research findings. The first 8 studies are the most cited, and the last 8 are recently published studies. In the most cited documents, content and personal identity are used as an antecedents for most documents. In the recently published documents, it is observed that type of media and interaction are

analyzed as factors which affect social media customer engagement. In addition to that, it is realized that most documents consist of post time as a control variable and it has an increasing positive influence on customer engagement through social media. Consequently, in this thesis, content type, personal identity, social interaction, media richness, type of social media platform and time frame of social media activities are specified as factors affecting customer engagement through social media.



Table 2.1: Studies on customer engagement in the social media research area.

Author(s)	Variables	Findings
Most Cited Documents		
Sashi (2012)	Connection, interaction, satisfaction, retention, commitment, advocacy, engagement	It is offered that all inputs create engagement cycle. Thanks to interactivity of social media, engaged customers become part of the process.
Gummerus et al. (2012)	Perceived benefits: economic, social, entertainment (visits, content liking, commenting, and news, and reading frequency of playing	Entertainment and social benefits are the most important in customer engagement especially in online brand communities.
De Vries et al. (2014)	Functional value (informative content), hedonic value (entertaining content), co-creation value, social interaction value, brand strength	Functional value, hedonic value and brand strength positively influence customer engagement. Social interaction value and co-creation value do not have significant positive effect on customer engagement.
Chan et al. (2014)	System support, community value, freedom of expression, rewards and recognition	All antecedents is found to be statistically significant.
Harrigan et al. (2017)	identification, attraction, absorption, interaction, enthusiasm	There is a positive relationship between Identification, absorption and interaction and customer engagement.
Lee et al. (2018)	Informative content, brand-personality related content (emotional content, humor, banter, and philanthropic content), message type (photo, video, link, status update),	Brand-personality related content is positively associated with higher customer engagement. Informative content has lower effect on customer engagement. Messages with photo get higher likes and comments from customers.
Carlson et al. (2018)	Content quality, brand-page interactivity, brand-page sociability, customer content quality	These factors affect different dimensions of customer engagement behavior. Content quality mostly affects brand learning value dimension. Brand-page sociability has higher effect on entitativity and hedonic value dimensions.
Marbach et al. (2018)	Personality traits (extraversion/introversion, agreeableness/disagreeableness, conscientiousness, openness to experiences, neuroticism, need for activity, need for learning, need for arousal, alturism),	Introversion, disagreeableness and conscientiousness are negatively related to customer engagement through social media. Openness to experiences, need for activity, need for learning, and alturism are positively connected.
Recently Published Documents		
de Oliveira Santini et al. (2020)	Convenience, type of firm, type of industry, product involvement, product value, type of social media	Low convenience and manufacturing exhibit stronger CE. Twitter appears twice as likely as other social media platforms.

Table 2.1 (Continued): Studies on customer engagement in the social media research area.

Author(s)	Variables	Findings
Chuah et al. (2020)	Functional value, hedonic value, economic value, social interaction value, brand interaction value, fan page attractiveness, fan page agility	Economic value is the most important gratifications about customer engagement on fan pages.
Bazi et al. (2020)	Social-psychological motives, brand-customer relationship, technology-related motives, aesthetics motive, hedonic value (entertainment), brand equity, perceived content relevancy,	Entertainment, brand news and content quality has more effects on customer engagement through social media.
Loo (2020)	Stimulus (types of posts, contents of posts), organism (cognitive state, affective states), responses (reactions or behavior toward the company)	The most important antecedents is types of posts (customer-oriented or brand-oriented). Surprisingly, brand-oriented posts get more negative comments from customers.
Mao et al. (2020)	Post content interactivity, post type, post length	99% of posts consist photo or video to supplement text, but visual posts do not significantly support social media customer engagement.
Aydin (2020)	Post vividness (text, fixed visual, video), post content (informative, entertaining, campaign announcement, celebratory/congratulatory), post interactivity (questions, contests, clickable links), number of likes, number of comments	Entertaining and informative content increase social media customer engagement. Interactive content such as links and Q&A increase the number of likes and comments. Posting images or short-video has positive effect on customer engagement.
Shawky et al. (2020)	Social media interactivity, brand type, platform used	Social media platform and interactivity are important factor affected customer engagement on social media.
Buzeta et al. (2020)	Entertainment, social interaction, personal identity, information, remuneration, empowerment	Empowerment and remuneration motives are the most critical ones. Personal identity has no effect on customer engagement through social media.

2.1 Customer Engagement

According to Brodie et al. (2011), the term “engagement” has been used for 17th century in many areas and in each areas, it has different meanings. However, with the emergence of new terms and notions in the literature, there are interpretations and development of these meanings in different ways.

In many different research areas such as sociology, psychology, management, and marketing, engagement has various meanings (Vivek et al., 2012). Although the engagement concept gets significant attention from different academic disciplines, there is an increasing popularity in the marketing literature (Hollebeek, 2011).

The terms “consumer engagement”, “customer engagement”, and “brand engagement” were not used very often in the marketing literature before 2005 (Brodie et al., 2011). Since 2005, the term engagement has become widespread in academic marketing literature. The reason behind that is related with the increasing importance of customers in the both before and after sales process.

Kumar et al. (2010) suggested that engagement creates a connection between company and the customer, and this connection develops over time and becomes stronger and more meaningful in the marketing literature. It is realized that connection with the customer is beyond purchase, and to create engagement between customer and brand or product, companies pay more attention to customer management.

Pansari and Kumar (2017) proposed that there are three phases in the evolution of customer management which are transaction phase (until 1990s), relationship phase (the early 2000s), and engagement phase. In the transaction phase, the focus is on the company’s profitability, and prominent terms are customer value, recency, frequency, and monetary value. In the early 2000s, because of increasing competition in the market and enhancing awareness of customers, Pansari and Kumar (2017) state that the main goal of companies was to create positive relationships with customers and enhance produce higher level of products or offer higher quality of services by satisfying the needs of customer, and the term relationship marketing started getting attention from the both managers and academicians. Venkatesan and Kumar (2004) proposed that customer lifetime value is an important predictor to create long term

relationship with customer and enable the company to be more profitable in the future for relationship marketing.

With the innovation in technology and expansion of use of the Internet, relationship marketing converts to engagement marketing for customers. It is not enough to sell products or services for profit and satisfy customers to repurchase decisions. In order for companies to be successful, engaging emotionally with the customer is also required in addition to profitability and customer satisfaction. In other words, Pansari and Kumar (2017) offered that the focus of the companies transforms from making profit and satisfy customers to engaging emotionally with customers and creating a feeling like the fact that they are part of the company. Likewise, customers' expectations from firms have also changed and Vivek et al (2012) suggest that customers have overcome passive viewer status and follow opportunities for engaging with a brand or product.

There are different definitions and conceptualizations about customer engagement. In the literature, there are three different approaches about the detailed explanation of Customer Engagement (CE). Firstly, Patterson et al. (2006), Vivek et al. (2012), Hollebeek (2011) construct CE as a psychological state. Patterson et al. (2006) propose four specific CE components, absorption which shows the level of customer concentration, dedication which demonstrates emotional attachment to brand or company, vigor which is related to customers' level of energy in engaging brand or products, and interaction which consists two way communication in engagement process (Brodie et al., 2011). In the second approach, CE is stated beyond the purchasing process and the focus is more on behavioral and emotional dimensions. Doorn et al. (2010) define it as a customer's behavioral manifestation deriving from motivational drivers. Similarly, Brodie et al. (2011) define customer engagement as a multidimensional concept which has cognitive, emotional and behavioral dimensions. The cognitive and affective elements of CE integrate the experiences and feelings of customers, and the behavioral and social elements capture the participation by current and potential customers, both within and outside of the exchange situations (Vivek et al., 2012).

On the other hand, Bowden (2009) stated that engagement is conceived as a psychological process which has different directions for the new customers and repeat customers. This conceptual process that begins with customer engagement results in

customer satisfaction and loyalty, and is supported with trust and commitment. According to Harmeling et al. (2017), defining customer engagement as a behavioral concept is preferable because the behavioral concept involves both psychological constructs such as involvement, satisfaction, brand love and behavioral constructs, and these are indirectly affect each other

While there are different definitions about customer engagement in the social science, management, and business practice literatures, there are few attempts at the systematic conceptualization of CE have been found out in the marketing literature to date (Brodie et al., 2011). Brodie et al. (2011) proposed that five fundamental propositions are used to explain the conceptual domain of CE. As a first claim, customer engagement expresses a psychological state. Based on that, customers experience a brand or a product by establishing an interactive relationship. With the help of customer engagement behavior, this relationship can affect other stakeholders about experience and co-creating value. Secondly, it is stated to be a dynamic and iterative process. By engaging with brands or products, customers become a part of that and this increases human interactions between both company-to-customer and customer-to-customer. Thirdly, CE is a central role but there are other factors such as loyalty, commitment, trust in the interaction process. The fourth claim is that customer engagement is a multidimensional concept. It originates in cognitive, emotional and behavioral dimensions. Finally, CE occurs within a specific set of situational conditions generating differing CE levels (Brodie et al., 2011). Different dimensions or different cognitive, emotional and behavioral levels can create different levels of engagement with the brand or product.

Doom et al. (2010) offered a conceptual model for customer engagement behavior. According to this conceptual model, there are three types of factors which have an effect on customer engagement behavior: customer based, firm based, and context based, which can be seen in Figure 2.5. In this figure, each of the factors can affect each other and help increase or decrease the effect of factors on Customer Engagement Behavior (CEB).

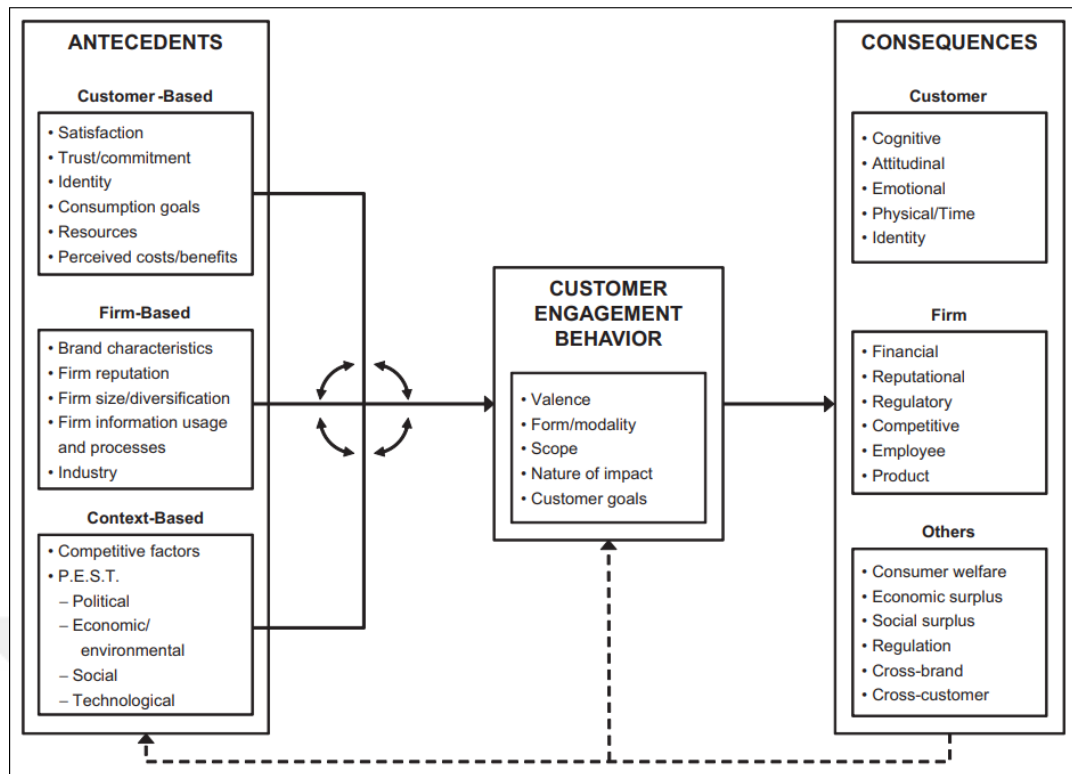


Figure 2.5 : Conceptual Model of CEB (Doorn et al., 2010).

With the innovation in technology and expansion of the use of the Internet, these conceptualizations and definitions are not enough to explain the CE concepts. According to Statista (2019), over 4.33 billion people were active Internet users as of July 2019 and this encompasses 56% of the global population. The numbers are increasing along with the speed of technology development. Customers and companies gain a wide variety of platforms through the accessibility of the Internet. The geographical limitations between customers extinguish and they communicate with each other easily. Thanks to unlimited communication, customers share their experiences with more people without time and place limitations. Therefore, customers spend much more time more time learning about others' experiences or ideas before making a decision.

2.2 Social Media Customer Engagement

The internet, which has been widespread since the 1990s and has moved to a more advanced stage worldwide with the transition from Web 1.0 technology to Web 2.0 technology in 2004, is covering email and simple internet site applications with Web 1.0 technology, and with the development of Web 2.0 technology, it allows users to

create content containing different applications (Berners-Lee, and Fischetti, 1999; Tengilimoğlu et al., 2015).

According to Kaplan and Henlein (2010), in 2004, the term Web 2.0 was introduced and with this platform, contents and applications are arranged and organized by all users and there is a collaboration between the end-users and publishers. As a result of that, development in the Internet allows people to create their own contents and intercommunicate with each other easily unlike traditional media channels. With the help of independence in technology, people feel more free about sharing their ideas and experiences, and this led to the emergence of social media.

Kaplan and Haenlein (2010) state that social media (SM) is a platform where users create content, photos and videos, and share them with others. The user-generated content can be related to many subjects such as education, technology and social events, brands. Social media users communicate and share information faster by creating groups in the SM channels they use such as Facebook, Twitter, Instagram, Pinterest, YouTube, and LinkedIn. With the help of these channels, users can follow each other, share their personal contents and like or comment on other users' posts.

Facebook is the most popular social media channel and it has a monthly 2,740 million active users in January 2021 (Statista, 2021). Similarly, the number of monthly active Instagram users has increased from 90 million in January 2013 to 1,221 million in January 2021 (Statista, 2021). Due to increasing usage and popularity of social media, companies start to invest in their social media marketing departments and search for new ways to improve their official SM account. With the help of SM, companies follow their customers' reactions, expectations and feedback about products or services. Based on that, companies or brands try to catch and comply with the emerging trends among customers, and differentiate themselves to engage more customers. Cao et al. (2021) state that the use of social media platforms such as Facebook, Twitter, Instagram, Pinterest, and YouTube are an effective way to engage customers.

With this widespread use of the SM, there have been improvements about customer engagement. According to Malthouse et al. (2013), with the interactive qualification of social media, customers create more active behavior through social media such as commenting, sharing and connecting with companies through direct message.

Customers can share their experiences, expectations and positive or negative feedback about brands or products faster through social media.

Every social media channel has different attributes to affect customers. For example, Instagram offers photo, short and long video options as high quality visual content and with the updates, there is new video type named as reels, which is only available in Instagram. Pentani et al. (2018) state that customers engage more easily and intensely with these high quality contents. Therefore, companies and brands need to understand which social media platform is suitable for their target customers and how media richness affect their customer engagement through social media. Companies should be more careful and attentive in the selection of social media channels and in the management of the target customers that this channel addresses. People in the United States spent 470 minutes per day with digital media and 347 minutes in traditional media in 2020 (Statista, 2021). Based on that, in the next 2 years, it is expected that the gap between traditional media and digital media will increase. Therefore, communicating with customers through social media is becoming more important as companies shift their focus from traditional marketing channels to digital channels (Batra and Keller, 2016). Unlike traditional marketing channels, consumers can communicate easily with brands through social media channels and thanks to that brands have designed their social media platforms to engage more customers (Hollebeek et al., 2014; Pezzuti et al., 2021).

Social media platforms offer different ways which allow customer brand interactions. For instance, customers can write comment as a feedback on shared posts of brand or company, or they can send direct messages to the company or brand. According to Pentani et al. (2018), the activities which consist of direct interaction with brands such as following the SM account of a brand, commenting through SM posts, or using hashtags in SM, has the lowest effect on the brand meaning. On the other hand, activities which are related with customers' social networks or personal experiences such as liking, tagging and sharing their emotions about a brand or products in SM, are more likely to affect the brand meaning. To increase the activities in SM related with customers' personal experiences, many companies start to organize campaign through SM to engage more customers. For example, Harmeling et al. (2017) proposed that in the #SpeakBeautiful campaign of Dove as a brand, negative tweets posted on Twitter related to beauty and body image were determined and customers shared these

negative tweets with more positive and creative comments by using the hashtag #SpeakBeautiful.

With these developments in the SM channels, new perspectives about the conceptualization of customer engagement have emerged in the literature. Pentina et al. (2018) offered a framework measuring customer social media engagement behavior with different levels of engagement effort and creativity, which can be seen in Figure 2.6. In that study, 30 interviews were conducted by semistructured interviews with luxury customers in Paris designer stores and malls and as a result 11 discrete behavior offered as a level of social media engagement behavior. In each level of behavior, the outstanding activities are different and customers show different levels of behavior to different brands.

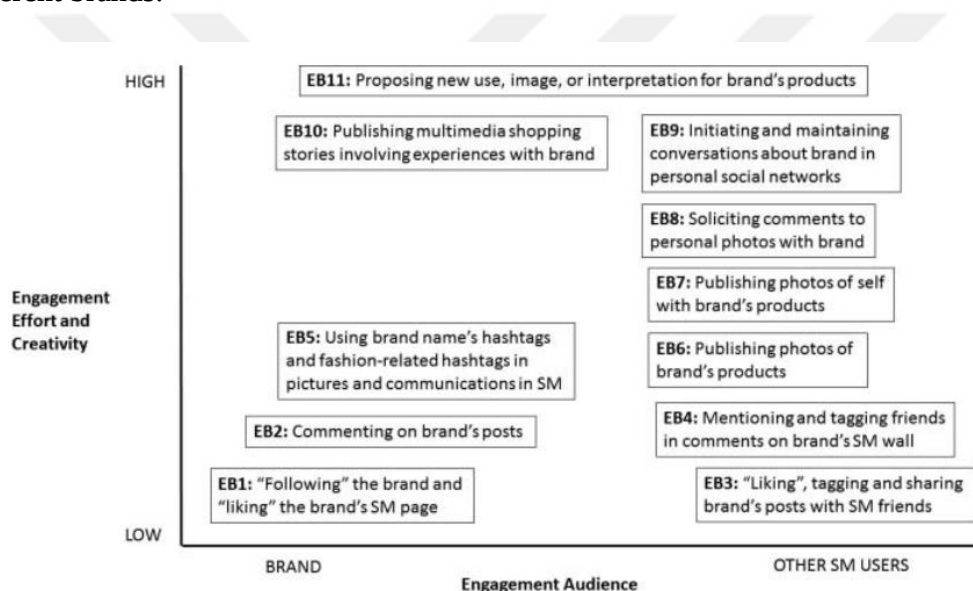


Figure 2.6 : Customer social media engagement framework (Pentina et al., 2018).

On the other hand, Barger et al. (2016) improved Doorn et al. (2010)'s conceptual model of customer engagement behavior and offered a conceptual framework to understand the antecedents and consequences of consumer engagement on social media, which can be seen in Figure 2.7. In this figure, Barger et al. (2016) proposed that there are five factors which affect customer engagement through social media, which are brand, product, consumer, content and social media. Customers are affected from these factors and they give different reactions on social media like liking posts, commenting on content, sharing of brand related posts and posting through social media.

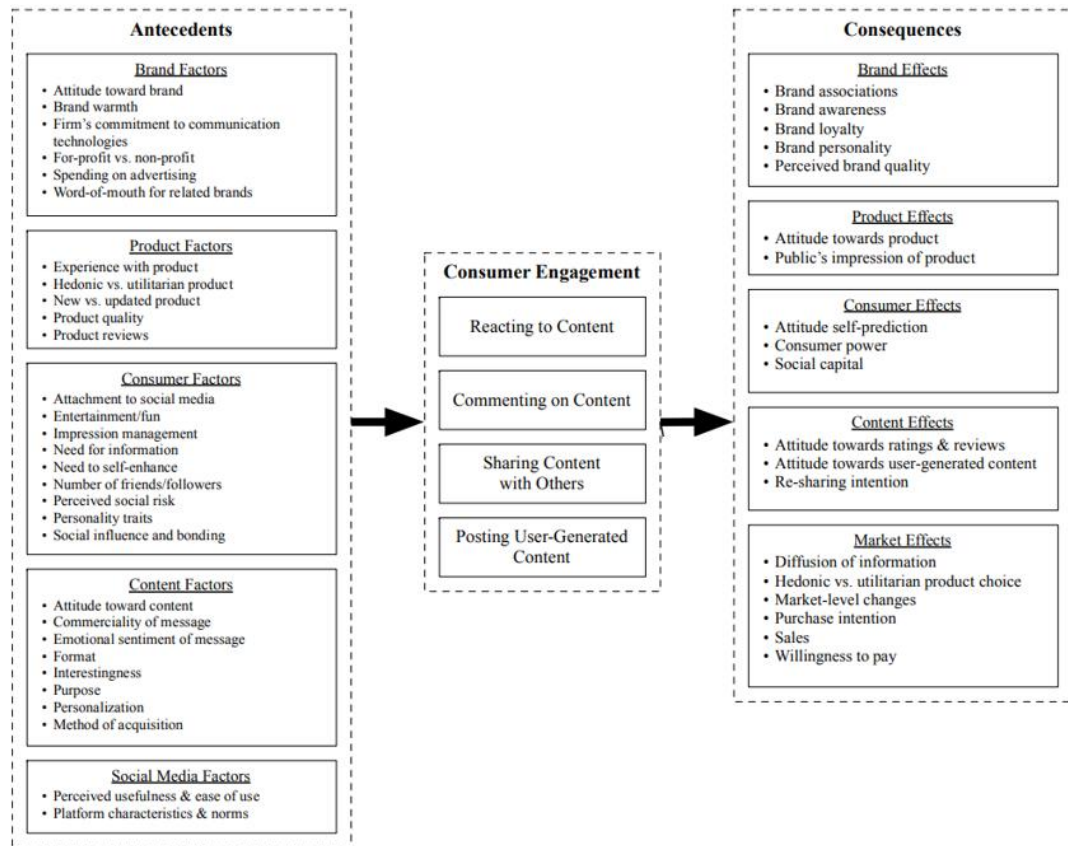


Figure 2.7 :Antecedents and consequences of consumer engagement on social media (Barger et al., 2016).

2.2.1 Dimensions of social media customer engagement

In the literature, there are different aspects about the dimensions of customer engagement. It is generally observed that there is a multidimensional nature of customer engagement and the expression of specific engagement dimensions may vary across contexts (Brodie et al., 2011). Hollebek (2011), Brodie et al. (2011), and Vivek et al. (2012) defined three dimensions to understand customer engagement, which are cognitive, emotional and behavioral. Moreover, Doorn et al. (2010) defined customer engagement as a behavioral manifestation and it is suggested that there are five dimensions which are valence, form of modality, scope, nature of its impact and customer goals.

With the expanding use of the internet and social media, these dimensions are not enough to understand customer engagement. Therefore, there need to be different dimensions to explain social media customer engagement.

Recently, there is a significant amount of information provided to both customers and companies or brands through social media platforms such as customers comments,

reviews and shared information online (Dolan et al., 2016). Customers watch brand-related videos on Youtube, talk about tweets sent through Twitter, and brands share the posts or stories about their new products and customers share their experiences by commenting on these posts. Therefore, customers are exposed to too much information on social media, and companies should be careful about understanding how to effectively design their content and official SM accounts to facilitate engagement.

With the increasing importance of communication on social media, it is observed that controlling social media activities of a brand is not enough to engage customers, so there should be the items to measure the level of social media customer engagement (Schivinski et al., 2016). The levels of customer engagement differentiate based on the needs and usage goal of customers in the social media. Uses and Gratification Theory (UGT) is a well-established theoretical perspective to analyze these levels. UGT explains how individuals choose media that satisfies their needs, allowing one to realise gratifications (Ko et al., 2005; Dolan et al., 2016). Moreover, UGT enhances understanding of the reasons that consumers use social media to meet different goals that they have set (Ozanne et al., 2017; Bailey et al., 2021).

Muntinga et al. (2011) categorized Consumers' Online Brand-related Activities (COBRAs) into three levels based on social media usage types by using UGT, which can be seen in the Figure 2.8. These levels are consuming, contributing, and creating. There are different activities and in each level, specific activities can be used by consumers.

COBRA type		Examples of brand-related social media use
Level of brand related-activeness ↓	Consuming	• Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Following threads on online brand community forums • Reading comments on brand profiles on social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
	Contributing	• Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
	Creating	• Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Note: this list of examples of brand-related social media use is not exhaustive – COBRAs come in countless forms. The examples mentioned are both literature (e.g. Li & Bernoff 2008) and author generated.

Figure 2.8 :COBRA typology as a continuum of three usage types-consuming, contributing and creating (Muntinga et al., 2011).

Schivinski et al. (2016) have expanded the same three factor framework by introducing Consumer's Engagement With Brand-Related Social-Media Content (CEBSC) scale. Consumption is a beginning of the engagement behavior and customers represents a lower level of engagement when it is compared to other dimensions (Cao et al., 2021). In consumption behavior, customers watch the brand-related videos that companies or other people create, and view the product ratings and reviews that others post, and the dialogues between members of online brand forums (Muntinga et al., 2011). Pentina et al. (2018) proposed that in this level of engagement behavior, customers have following or liking actions depending on the social media platform which represents that customers spend minimum effort to engage company or brand. In the contribution level, it involves both customer-to-brand and customer-to-customer interactions. Schivinski et al. (2016) stated that customers contribute to created brand related posts and contents by liking and commenting and they are not create a new content or posts. According to Dolan et al. (2019), rating products or brands, liking and commenting on brand related content are examples for that level. Lastly, creation refers to the producing and sharing of brand-related contents regularly. It is the highest level of

engagement, in which consumer-generated content is published on social media platforms (Cao et al., 2021). People that create brand-related weblogs, post product reviews, produce and upload branded videos, music and pictures, or write articles on brands (Muntinga et al., 2011). Schivinski et al. (2016) proposed that customers can have different levels of social media engagement with different brands or products at the same time. For example, a customer can share a post related to the experience of a new product, and follow the reviews about another product. In this thesis, all three levels of social media customer engagement will be evaluated.

2.3 Factors Affecting Customer Engagement Through Social Media

In this section, factors which affect customer engagement through social media will be analyzed with the help of academic literature. Today's business environment has become more interactive, where customers are continuously engaged with offerings and activities of companies (Dolan et al., 2019). Recently, there is an increase in active users of the SM, and the areas affected by this are expanding. Therefore, the research about social media engagement is also growing. Shahbaznezhad et al. (2021) and Dolan et al. (2019) utilize content related factors to understand social media customer engagement. Blazevic et al. (2014) used social integration as a central factor which affects engagement behavior. Kim et al. (2015) and Shahbaznezhad et al. (2021) measured engagement levels with the media richness theory and type of social media platform. As a result of that, content types which are rational, emotional, transactional, personal identity, social interaction, media richness, type of social media platform and time frame of social media activities are accepted as factors which affect social media engagement in this thesis.

2.3.1 Content related factors

Content is generated both by companies and other consumers, and generally, people consume these contents both consciously and unconsciously in social media. For example, when consumers log in to social media accounts, there are some posts by unfollowed brands which contain information about these brand's new products and these posts are shown as an advertisement to consumers, in other words, consumers are exposed to the information of the brand. This situation affects consumer engagement. After seeing these posts, consumers can start following the brand, liking

posts, or creating posts about the brands or products. In social media, content should be created to attract customers and to enhance level of engagement between brand and customer (Malthouse et al., 2013).

There are different studies about the types of content which affect consumer engagement in the literature. Kim et al. (2015) classified three types of content which are task-oriented, interaction-oriented, and self-oriented. In the task oriented content, the goal of the brand is to increase sales by sharing promotional and informational contents. Likewise, interaction-oriented contents aim to create reciprocal communication with consumers through SM. The self-oriented content was defined as posts that discuss corporate news or various facts about its brands, services, stores, events or employees, which may not engage the interest of regular consumers (Kim et al., 2015). In addition to that, Dolan et al. (2016) offered four types of content which are informational, entertaining, remunerative, and relational. Shahbaznezhad et al. (2021) developed this study and conceptualized social media content which influences engagement into three main categories, which are rational, emotional and transactional content. In this thesis, content factors will be analyzed with the subcategories of Shahbaznezhad et al. (2021) study. Content is one of the factors which affects customer engagement through social media. As discussed below, the effects of consumer engagement differentiate based on types of content and level of engagement.

2.3.1.1 Rational content

Rational content refers to product specifications, features, performance, and other tangible cues (Swani et al., 2014). Rational contents generally include information about the product or brands, so it is also called informative content. In the social media, rational content covers posts related to information about direct brand and product mentions, product prices, information on product availability and comparisons on price or price match guarantees (Lee et al., 2013). Informative content helps to decrease the uncertainty about products or brands by sharing relevant information to the customers (Rietveld et al., 2020). Informative content can be present both in the visual format and in the textual format as an explanation of image (Rietveld et al., 2020). Brands or customers can add a hashtags to the caption on the Instagram. With the help of these hashtags, images categorized based on the product, brand, image and customers can express their feelings and experiences under these hashtags.

In the literature, there are different aspects about the effect of rational content on customer engagement. Dolan et al. (2019) found out that in the consuming level of engagement behavior, informational content positively affects social media engagement by reading and liking posts. However, in the creation and contribution levels of engagement, informational content has no influence which means that when customers see informational content, they do not intend to comment on or share content about it. Likewise, in Khan (2017) study, on Youtube, consumers who have information-seeking motivation are likely to engage rational content by liking or disliking videos and the consumers generally do not attend to the creation and contribution level of engagement which are commenting videos creating and uploading videos to Youtube. Moreover, Coelho et al. (2016) investigated that posts with informational photos and videos in Facebook and Instagram take likes and comments from customers. In Shahbaznezhad et al. (2021) study, posting rational content with photos generate more likes than comments and this may be good for enhancing popularity of a post, yet if the need of consumers is to find comments or feedback on posts, this may not be enough to create long run engagement behavior. However, in Lee et al. (2013) study, there is a negative relationship between informative content and engagement and this negativity continues until persuasive messages or words are added to this informative content.

2.3.1.2 Emotional content

Emotional contents are designed to make the consumer feel good about the brand or product and can lead to positive reactions (Goldberg and Gorn, 1987) and higher levels of recall compared to rational contents (Choi and Thorson, 1983; Rietveld et al., 2020). According to Swani et al. (2013), using emotional content may motivate customers to express their feelings. In emotional content, the focus is on the social and psychological need of customers to engage through social media. Dolan et al. (2019) offered two content types which can be analyzed under the emotional content, which are relational and entertaining. Lee et al. (2013) stated that in social media, brand personality is emphasized by using entertaining content such as the expression of emotion, mentions of holidays and humor to increase engagement. Dolan et al. (2016) found out that entertaining content enhance engagement motivation of customers and as a result this increase the positive reactions of consumers through social media. In

Buzeta et al. (2020) study, entertaining content is more suitable to create consumption levels of engagement on Facebook, Instagram, and Twitter.

In addition to being entertaining, in Lee et al. (2013) study, relational content such as posing questions and discussion topics to followers and using small talk or banter also increase social interaction with customers through social media. According to Swani et al. (2017), with relational content, customers are encouraged to express their feelings and give feedback or comment on posts through social media. Kim et al. (2015) conduct a research based on major brands' Facebook accounts and it is found that most frequently posted content is emotional content. Moreover, Tafesse (2015) conducted a study with the official Facebook pages of five top-selling automotive brands. As a result of this study, in the consuming level of engagement, emotional content positively affects social media customer engagement than a more serious content involving product and prices (informational content).

In the emotional content, both the text format and visual format of the content has a significant impact on social media customer engagement. Images might evoke strong emotions along the dimensions of arousal and valence, which can impact social media customer engagement in a positive or negative manner (Rietveld et al., 2020). In Rietveld et al. (2020) study, four types of emotional appeals and examples for each type can be seen in Figure 2.9. In this figure, emotional content posted by brands are classified under the visual arousal, the emotion that is intended to be expressed in the image, and visual valence, affective (positive or negative) information to be transmitted in the image. The study findings indicate that in highly aroused appeals, customers need to challenge their positive and negative emotions to create a consuming level of social media engagement. Also, negative low-arousal positively affects consuming and contributing levels of social media customer engagement. However, Shahbaznezhad et al. (2021) explored that emotional content with photos has a reverse effect on liking behavior, whereas emotional content with video enhances active engagement (commenting).

	High arousal	Low arousal
Positive		
	Lululemon	BMW
Negative		
	Adidas	Under Armor

Figure 2.9 :Emotional content examples posted by brands on Instagram (R. Rietveld et al., 2020).

2.3.1.3 Transactional content

The idea of transactional content focuses on the use of direct calls to purchase and the promotional approach (Swani et al., 2013) within social media content. In the marketing, promotion is one of the effective way to attract customers. In the transactional content, the focus of the content is to explain the promotional information about products or services. In the social media, there are some customers who follow the brands or companies' social media accounts to be informed about promotions and incentives. According to Muntinga et al. (2011), customers often engage in social media expecting to gain an economic incentive, a job-related benefit, or personal gain. Customers expect to gain some form of rewards such as discount when they involve the activities of brands or companies through social media (Harmeling et al., 2017). To increase the engagement of customers and to get more positive feedback, companies reward their customers and give them some incentives. For example, in the social media, before the special days such as black friday, Valentine's day, new year week, there are many contents related to these days and these contents usually state

that some privileges or rewards will be made in return for customers to like, comment or share this post.

Swani et al. (2013) stated that the use of transactional content has a negative effect on consuming level of engagement such as decreasing the number of likes, but at the contribution and creation level, transactional content increases the number of comments, and posts. However, Dolan et al. (2019) observed conflicting results, transactional content a headline with such as win, share or like can take immediate reaction from customers in the all three engagement levels (liking, sharing or commenting), but customers do not actually read the posts or follow the brand in the long-run. Therefore, transactional content creates short-run or instant customer engagement in social media.

2.3.2 Consumer related factors

With the expanding use of social media, the number of content created by both customers and brands has increased and this caused information overload through social media. Also, information overload has made it increasingly difficult to attract customers' attention and motivate them to engage with brand content (Xu et al., 2014). Therefore, to create different levels of social media customer engagement, it is needed to understand the different experiences that customers have in connecting with social media (Calder et al., 2009). According to Barger et al. (2016), attachment to social media, entertainment, impression management, need to self-enhance, number of friends/followers, personality traits, social influence and bonding are some consumer factors which affect social media customer engagement. Kumar et al. (2019) used social interaction and social identification as a social factor. Furthermore, in Muntinga et al. (2011) study, entertainment, integration and social interaction, personal identity, and information motivations have been used as motivational factors. Consequently, personal identity, and social interaction are accepted as consumer related factors in this thesis.

2.3.2.1 Personal identity

Personal identity is the need for shaping one's identity by providing an image of one's personality and by receiving peer recognition (Jensen Schau and Gilly, 2003). In the literature, personal identity term is supported with impression management. Likewise, impression management involves taking the perspective of others, anticipating their

likely reactions to one's own possible conduct, and adjusting one's behavior accordingly (Schlenker and Pontari, 2000; Wirtz et al., 2019). According to Hollenbeck and Kaikati (2012), social media is used as a personal branding platform and people create different personality on these platforms because they are followed by many people and they should be careful about the content, photos, videos and information they shared to engage more people. Recently, there are many social media influencers who gain popularity with their social media profiles and they shape their social media personality based on followers. There are motivations to share this personal identity information. Muntinga et al. (2011) categorized personal identity in three sub-motivations to explain dimensions of social media engagement, which are self-presentation, self-expression and self-assurance. The focus of self presentation is that customers have an intention to control behavior about how others see him/her on social media and this behavior creates a controlled social self-image (Leary, 1995; Leary and Kowalski, 1990). For example, in Muntinga et al. (2011) study, which is conducted through interviews with consumers, one of consumer follows a beer brand on social media in order to show others that he is a kind of person who prefers beer to water. Self-expression is that people state and shape their identity with a brand or product. Self-assurance denotes people contributing to brand-related content in order to receive other members' recognition and gain self-assurance (Lampel and Bhalla, 2007). For instance, Muntinga et al. (2011) proposed that if customers get positive feedback to the direct message or brand related question from brand or company, this increase the self-confidence of customer and as a result of that, the customer's level of engagement with the brand or company is enhanced. Vale and Fernandes (2017) explored that personal identity has an effect on only the creation dimension of engagement. According to Swani and Labrecque (2020), the motivation to share a brand post and commenting posts are primarily motivated by self-presentation. Hinson et al. (2019) conducted a study with data collected from customers with a Facebook account and it was concluded that personal identity drives social media engagement. However, Buzeta et al. (2020) proposed that there is no effect of personal identity motives on any social media engagement dimensions. In the literature, there exists limited research about the effect of personal identity on social media engagement.

2.3.2.2 Social interaction

Social interaction is the interpersonal relationship between a person and others (Wang, and Wang, 2013). With the increasing use of the internet and widespread use of social media, face-to-face communication has been placed with the social interaction conducted through online or social media. With the social interaction, customers can contact other customers and they can share their experiences, information about brands or products through social media. Thanks to this transformation, customers can contact more customers without time and place limitations. In addition to that, social interaction can be between both customer-to-customer and customer-to-brand. According to Dessart et al. (2015), customers can contact with the brand easily through social media and thanks to this communication, consumers have higher level of engagement behavior to the brand through social media. In the social interaction concept, willingness-to-communicate is important to enhance customer engagement through social media. Therefore, customers should first have willingness-to-communicate in order to initiate social interaction. However, although customers have a desire to communicate, problems may arise in this communication due to individual differences in social interaction. Blazevic et al. (2014) suggested a one-factor, eight-item measure called “GOSIP” to find out personal differences in online interaction when all condition is stable. Blazevic et al. (2014) suggested that there are individual differences in the personality of customers in the GOSIP concept and due to these differences, customers have different levels of engagement and interaction behavior through online and social media. In addition to that, some researches observed that customers need to have social interaction with their network in order to enhance social belonging, which makes them committed and feel they are part of the community (Hajli, 2014; Busalim et al., 2020). Therefore, social interaction encourages customers to contribute on social media platforms to find like-minded customers, and interact and have a conversation with them about a particular brand or product. In this study, social interaction is defined as the strength of the willingness-to-communicate, interaction preferences and communication frequency between customers and brands. According to Hinson et al. (2019), it is suggested that having close social interaction with customers through social media enhances customer engagement to the brand, and customers attend more actively through social media and present more active behavior on social media like commenting posts, sharing brand related posts and the like that.

Muntinga et al. (2011) stated that social interaction has a positive effect on both the contributing and the creating level of customer engagement. Likewise, Cheung et al. (2015) identify the significant relationship between social interaction and customer engagement. According to Luo et al. (2019), when consumers participate in social interaction with other consumers or brands, they are more likely to be active on social media platforms by commenting posts, sharing brand related events. There exists limited research taking into account social interaction while exploring the impacts of different dimensions on social media engagement.

2.3.3 Social media related factors

With the increasing usage of social media, the importance of communication effectiveness and efficiency is enhancing day by day. Social media platforms offer different ways for both companies and customers to communicate. In this communication process, satisfaction of customers through social media is fundamental because when customers are satisfied, they are more actively engaged through social media. Media richness theory (MRT) by Daft and Lengel (1986) is a useful tool in the adaptation process of social media to customer engagement to create more active social media engagement. According to Shahbaznezhad et al. (2021), the level of media richness and types of social media platforms are two factors influencing social media customer engagement. In addition to that, the time frame of social media activities is mostly used as a control variable in studies, but in Yost et al. (2021) study, it has a significant effect on customer engagement through social media. Consequently, media richness, types of social media platforms, time frame of social media activities are accepted as social media factors in this thesis.

2.3.3.1 Media richness

Media richness theory is a widely cited information processing theory that explains media usage and communication effectiveness (Cao et al., 2021). According to Shahbaznezhad et al. (2021), the focus of this theory is to create efficient communication by understanding the needs of people and meeting these needs with the appropriate media channel. Each media channel has a different level of media richness and the media richness level of the medium directly affects the communication efficiency. Cao et al. (2021) proposed that the theory consists of four factors that affect the efficiency of communication and media richness level which are feedback

capability of the medium, the number of channels, the source of information, and language variety. In the selection of medium, companies and brands should consider these factors to create more effective communication and engage more actively with customers. In this study, media richness theory is applied to analyze the effects of engagement through social media platforms.

The term rich media means that social media content has multimedia elements such as video, links which are directed to the website (Shaw et al., 2009). Social media platforms with high visual quality like Instagram and Facebook offer different tools to share video and photos. For example, on Facebook and Instagram, there is an option to open a live broadcast and on Instagram, with the new updates, there is a private video format, reels, which is creating a story by adding short videos to each other.

According to Kim et al. (2015), low media richness such as posts with photos on social media has a positive effect on customer engagement (in forms of likes, comments, and shares), compared to content with richer visual expression such as video posts. Posts with photos are liked and commented by more customers or followers and it positively influences customer engagement in Sabate et al. (2014), because reacting to a photo in the social media takes less time than reacting to the video or text. However, Shahbaznezhad et al. (2021) suggest that video posts with high media richness encourage customers to engage in the contribution and creation level of social media engagement by sharing their opinion and comments toward posts, while photo formatted posts with lower media richness affect on consuming level of customer engagement by liking posts and contents. Likewise, Cao et al. (2021) study suggests that there is a positive relationship between the richness of social media and dimensions of customer engagement through social media. In this thesis, it is argued that media richness positively influences social media engagement in all three dimensions.

2.3.3.2 Types of social media platform

Recently, there are many social media platforms and each of them offer different services and different qualities to the users. According to Buzeta et al. (2020), customers have different needs and priority to use social media and to engage customers more actively through social media, companies and brands should offer the optimal content for these needs. In every social media platform, the purpose of the

consumer to use that platform may differ and in order to meet the needs of the consumers, it is necessary to consider the attitude of the consumer while using that platform. To find the best matches, selection of the social media platform is so important.

Facebook, youtube, instagram, and twitter are popular social media platforms around the world (Statista, 2021). According to Cao et al. (2021), social media platforms present different qualifications when analyzed by media richness factor which are feedback capability, multiple information cues, available communication tools and language variety. Facebook has the highest number of active users and because of the user friendly options, it is thought that customers engage more easily through Facebook in Wang et al. (2017) study. Twitter is a less rich medium as it is mostly a platform for verbal explanations and dialogues and has character limitations. Kim et al. (2017) suggests that Instagram offers high visual quality contents, but it offers less textual content options especially for the direct messages and instant feedback when it is compared to Twitter.

According to this view, each SM platform provides unique qualifications and therefore each of them satisfies different customer needs and wants through social media (Pentina et al., 2018). According to Shahbaznezhad et al. (2021), because of widespread use and user-friendly options, customers engage more actively through Facebook than Instagram. In Khoros (2020) research, most Facebook users (96%) connect with applications on mobile devices, and 25% of Facebook users connect via websites on desktops or laptops. Because of easy use of the website, customers may more likely engage contribution and creation levels of engagement by writing comments and sharing posts through Facebook. However, Instagram is mostly suitable for connection via the application, and some specifications of Instagram are not used through the website such as sharing posts. In other words, Instagram as an application offers easy ways to customers such as double tap for liking (Sheldon and Bryant, 2016), and customers prefer to like more on Instagram than for the same posts on Facebook. Shahbaznezhad et al. (2021) proposed that customers prefer to like posts more than commenting or sharing them on Instagram, which means that customers show higher level of consuming behavior of SMCE. According to Jansen et al. (2009), Twitter is used to get information and news about product information and customer opinions, so customers demonstrate passive engagement such as following brands and

liking tweets. In this thesis, type of social media platform is a factor which affect social media customer engagement.

2.3.3.3 Time frame of social media activities

In social media, the flow page of customers are constantly updated with content coming from multiple sources, posting time is a relevant aspect that should be considered (Sabate et al., 2014). In social media, there are some time periods in which customers are more active and their levels of social media engagement enhance in these time periods. According to Sproutsocial analysis conducted by Arens (2020), the best time to post on social media differs based on the social media platform. As it can be seen in Figure 2.10, customer engagement level changes based on the day and the time of the post shared through social media. For example, in this figure, for all social media platforms, the best day to post on social media is Wednesday or Friday, and the best time changes between 9 am and 2 pm. However, Yost et al. (2021) analyzed one food and beverage services company's Facebook, Instagram and Twitter accounts and found out that Tuesday is the peak day for all social media platforms.

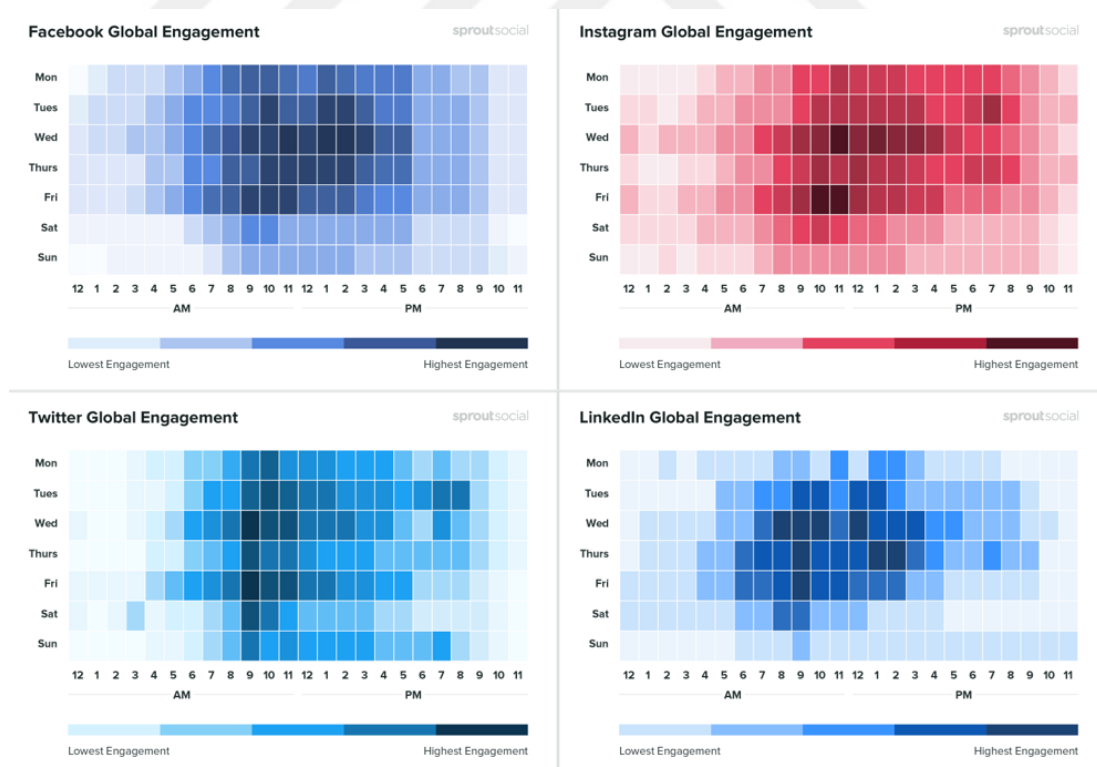


Figure 2.10: The best times to post on social media 2020 (Arens, 2020).

Cvijikj and Michahelles (2013) conducted a study with fast moving consumer good (FMCG) Facebook brand pages, it is analyzed that at the weekdays, customers show

more consuming and contribution level of social media engagement (liking and commenting), but there is no evidence about the creation level of engagement. Likewise, according to Dolan et al. (2019), customer social media engagements is higher on Fridays and there is more liking behavior through social media. Moreover, in Tafesse (2015) study, 85 percent of the Facebook posts of five top selling automotive brands in the UK published during weekdays. Kanuri et al. (2018), customers present a more consuming level of social media engagement in the morning which is the hours between 6 am and 12 pm. According to Cvijikj and Michahelles (2013), peak activity hours for customers is specified as between 4 pm and 4 am, but in these hours customers have a lower contribution level of social media engagement. The reason behind that is customers spend their peak activity hours for their personal life and personal development. In this thesis, weekdays and weekend are used to analyze the day factor of time frame, and morning (6 am-12 pm), afternoon (12 pm- 6 pm), evening (6 pm – 12 am), and night (12 am – 6 am) are used to explain time factor of social media customer engagement (Kanuri et al., 2018). Therefore, there is a positive relationship between the weekdays and consuming level of social media customer engagement.

Consequently, in this thesis, the content related, consumer related and social media related factors which affect customer engagement through social media will be analyzed by application of UGT. In order to limit the research area and get more reliable analysis, specific market or industry should be determined. In the literature, there are many research about hospitality industry, automobile industry, fast moving consumer goods companies. Since the COVID-19 pandemic had negative effects on most of industries worldwide, a research is conducted to find the industry which was not affected heavily from pandemic to reach reliable outputs.

3. A RESEARCH STUDY ON ONLINE GROCERY SHOPPING MARKET

This study aims to identify the factors affecting customer engagement through social media and the industry to apply to buy for the study is the online grocery shopping industry. This industry has been chosen because after the pandemic declaration, it has the highest growth rate of all industries. Therefore, the digitalization of the industry and the adaptation of consumers is important. In that adaptation process, customer engagement is the key element to increase sales and keep this growth rate. In the first section, both the global and local online shopping industry is analyzed. Second section demonstrates research objectives along with the research model, and research hypotheses developed according to this model. Then, data collection method and variables of the research are given. Lastly, conducted analyses are described in depth, and the results are discussed.

3.1 Online Grocery Shopping Market

In december 2019, the pandemic was declared by the World Health Organization. The coronavirus which is known as COVID-19 has negatively affected countries in the world economically. Most sectors faced supply chain, production or transportation problems. While the COVID-19 negatively affects all sectors it is seen that there is an increase in e-commerce. Global e-commerce update 2021 report, although there is a decrease by 3% in the worldwide retail sales, global e-commerce sales worldwide increase 27.6% (Emarketer, 2021). Moreover, in 2019, global e-commerce sales are \$3354 trillion and growth rate is 20.2%, but in 2020, there is a Covid-19 Pandemic crisis worldwide, and many governments have imposed restrictions and lockdown rules to reduce the spread of pandemic. Therefore, there is a sharp increase in the growth rate of global e-commerce by 27.6%. However, it is expected that this growth rate will decrease in the following years.

Recently, with the growth in e-commerce and pandemic restrictions, there is a change in customer shopping habits globally. Customers have limited choices in shopping

because there is a time and customer limitations in retails, and customers have safety concerns related with pandemic. As a result of that, they choose to buy goods and services through electronic or digital channels and this causes some changes in the growth of the e commerce categories. As it can be seen in Figure 3.1, according to Wearesocial (2021) digital 2021 global overview report, there is a 51% decrease in the travel, mobility and accommodation industry. However, the highest increase was experienced in the food and personal care industry with 41%. Therefore, to analyze the effect of the pandemic crisis on customer shopping habits, the focus is on the food and personal care industry.

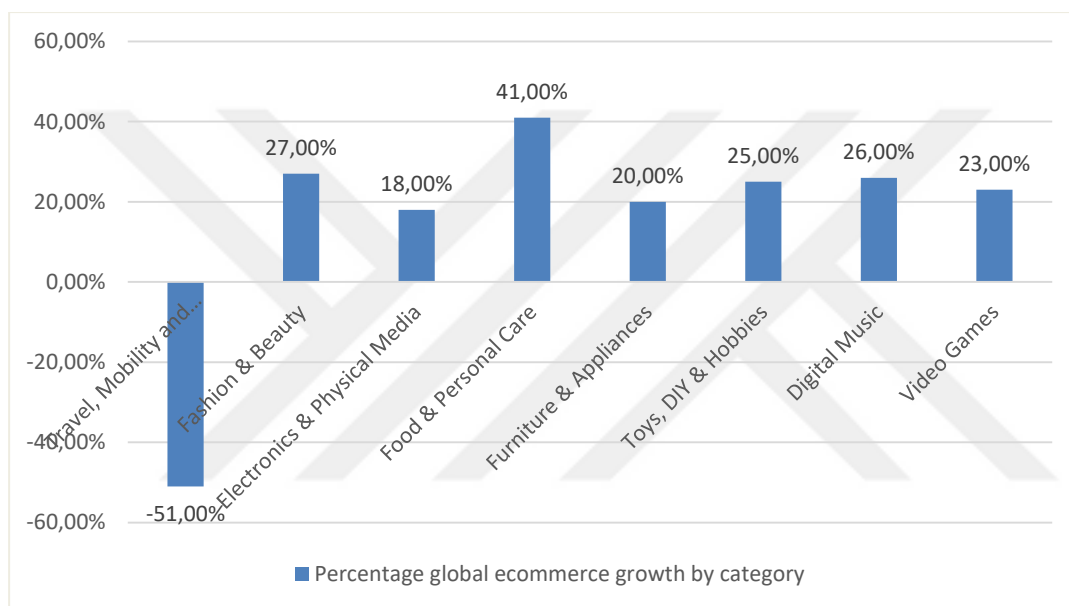


Figure 3.1: Global e-commerce growth by category (Wearesocial, 2021).

In addition to that, in 2019, online grocery shopping market sales in the US is 62,2 billions USD, and in 2020 this increases to 95,8 billions USD which can be seen in in Figure 3.2 (Emarketer, 2021). There is a 54% change between years and the reason behind that is the pandemic crisis. Moreover, it is expected that this increase will continue to the year of 2024.

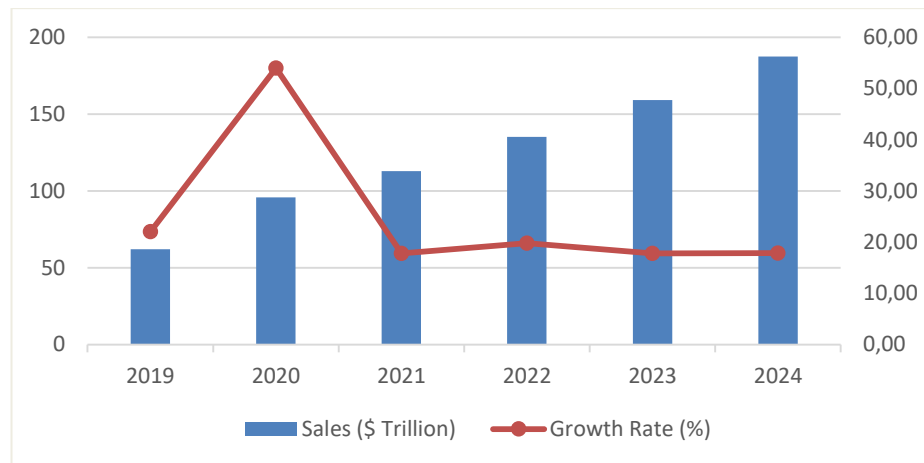


Figure 3.2: US online grocery shopping sales and % change (2019 to 2024) (Emarketer, 2021).

Retail e-commerce sales worldwide is 4,28 trillion USD, and as it can be seen in Figure 3.3, the global Compound Annual Growth Rate (CAGR) is 8.1% (Statista, 2020). Also, according to Statista data (2020), the retail e-commerce market consists of the product categories of clothes and shoes, consumer electronics and physical media, food, cosmetics and pharmaceuticals, furniture and home appliances, and special interest. In this figure, although there are many developed countries which have more stable and stronger economic conditions, Turkey has the highest retail e-commerce sales CAGR. In figure, Turkey has 20,2% CAGR which is more than twice the global average. As a result of that, the popularity of online shopping in Turkey is expected to increase in the years between 2020 and 2024.

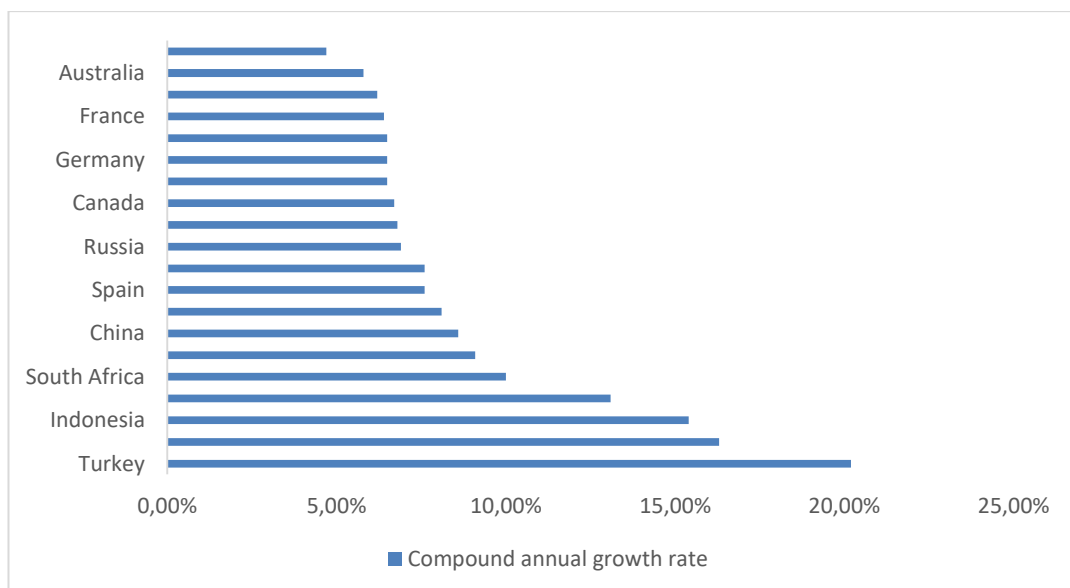


Figure 3.3: Retail e-commerce sales CAGR forecast in selected countries from 2020 to 2024 (Statista, 2020).

In Turkey, after the covid-19 pandemic crisis, the expenditure of consumers through e-commerce has changed. As it can be seen in Figure 3.4, according to 2020 e-commerce data by Republic of Turkey Ministry of Trade, the total billion TL spend on e-commerce differentiates by the categories in 2019 and 2020. Although the more billion TL spend on furniture and appliances category of e-commerce, the highest growth rate is in the grocery shopping category with 283% growth rate.

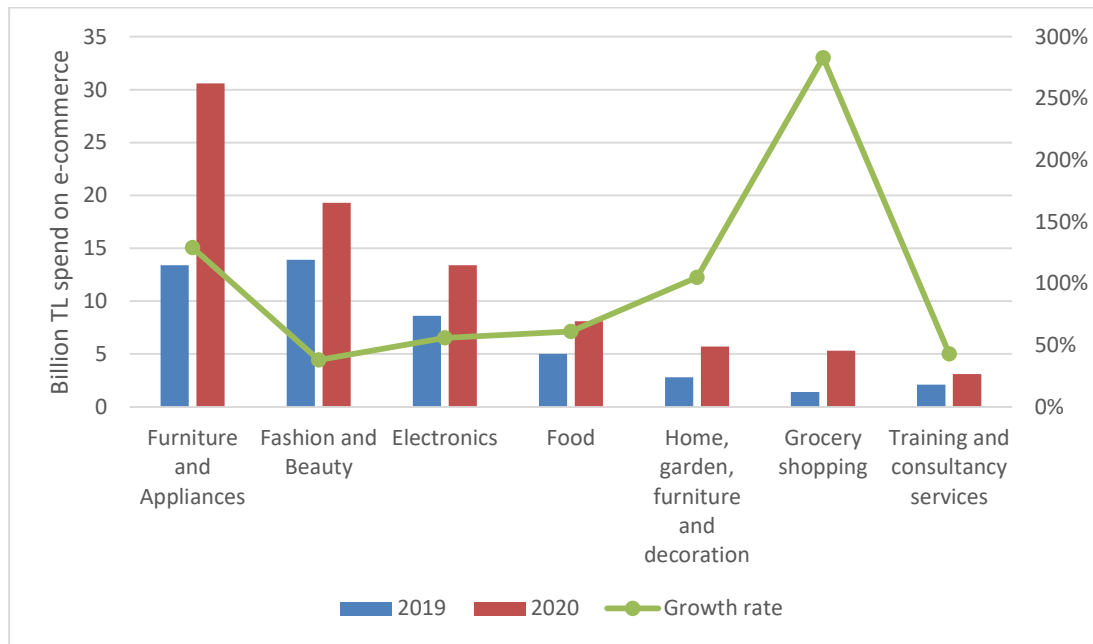


Figure 3.4: Industry comparison with the highest increase in e-commerce (Republic of Turkey Ministry of Trade, 2021)

Because of increasing usage of e-commerce and sharp increase in the grocery shopping market growth rate, the online shopping market industry in Turkey is chosen for this study. The market has high competition, and in the last 5 years, many startup companies have been launched and some shopping retailers have moved their services online to take advantage of this competitive market.

“Getir” is a startup company that started to give service in 2015. The aim of the company is to deliver orders to the customers in the fastest way possible, and to do that there are many warehouses which consists of different types of products. Today, the company offer three different types of services, which are “getir” for the most consumed everyday products, “getirbüyük” for weekly or monthly grocery shopping, “getiryemek” for food delivery (Retrieved at 18.04.2021 from <https://getir.com/en/about/>). “Getir” stands out with its simultaneous notifications

about lead time and time of delivery. Customers can check the place of their orders on maps and get information about the delivery.

“Banabi” is offered by “Yemeksepeti” as a new startup in 2019. “Yemeksepeti” started a service in 2001 as an online food delivery company. It spends the first 5 years of the first 10 years without earning any money. However, at the beginning of 2011, the company started to increase the amount of orders received daily, and this is a breaking point for the company. In 2015, the company started to make investments. After “getir” offered service in the online grocery shopping market, the competition increased, and the company took advantage of being an experienced company and offered “Banabi” in 2019.

“İstegelsin” first served in 2018 as a competitor of “Getir”. The focus of company is on delivering fresh foods. It serves in the 7 cities of Turkey which are İstanbul, Ankara, Kocaeli, Bodrum, Eskişehir, İzmir and Manisa. When it is compared with other online grocery shopping companies, it serves in a restricted area.

“Migros sanal market” is one of example for shopping retailers offering both retail and online services. The establishment of “Migros” goes back to the 1950s. In 1974, Koç Group acquired most of Migros’s shares and then it spread to many cities in Turkey (Retrieved at 19.04.2021 from <https://www.migroskurumsal.com/en/about-us/our-history>). In the “migros” history, there are many mergers and acquisitions with companies such as Tansaş, Kipa, Tazedirekt. Also, the company offered new ways in the retail market such as “migros jet” as the most practical and fastest supermarket. In 2019, to follow the changes and digitalization in the market, “Migros” launched “Migros hemen” as an online grocery application. Despite other online grocery shopping companies, “Migros” has both online and retail options for consumers.

“Trendyol hızlı market” is a subgroup of “Trendyol” which is an e-commerce company established in 2010. “Trendyol” offers four different service which are “Dolap”, second hand platform, “TrendyolExpress”, a delivery network, “Trendyol Tech” R&D center, and “Trendyol hızlı market”. “Trendyol hızlı market” is launched in 2020 and it has a different service model. The company cooperates with the local markets, market chains or retail shops serving in specified regions and sends the products from these retailers directly to customers. There is one disadvantage about the company, which is that it offers services only in some regions of İstanbul.

The e-commerce company “Hepsiburada” launched “Hepsiexpress” in 2016 for a online grocery shopping. The company has many loyal customers and in the market, there is a demand to this service and company want to take advantage of its current loyal customers. While the competition in market has been increasing day by day, there are different agreements and partnerships in the market such as opening Migros online shop under the “Trendyol”, and establishing “Banabi” by “Yemeksepeti”. As a result of that, “hepsiburada” sign an agreement with “CarrefourSA”, retail company in Turkey in 2019. “Hepsiexpress” offers delivery service in 16 main points in Turkey.

Most of these companies are startups and have less experience than other established retail companies in the industry. However, thanks to digitalization, they have more information about customers, such as how often they shop, the products and brands they prefer, what payment type they choose, their address and personal information and the like that. They can take advantage of this situation and use this information to increase customer engagement. Due to widespread use of social media today, the most suitable channel for this is social media.

3.2 Research Objectives

The main objective of this thesis is to investigate factors that affect social media customer engagement. While analyzing all factors, the level of social media customer engagement is considered according to Uses and Gratification theory. It is aimed to find out how the content of the social media posts influences social media customer engagement. This thesis intends to research which types of content are more effective to engage customers through social media and to explore customers’ reactions to rational, emotional and transactional types of content. Consumer related factors are analyzed under the two factors which are personal identity and social interaction. However, there is a limited research about the effects of personal identity and social interaction on social media customer engagement. Both of these factors vary from customer to customer, and each customer's engagement reaction on social media will be different. The critical part is to find out how customers show their engagement levels through social media. Therefore, another objective of this thesis is to find out how personal identity and social interaction affect social media customer engagement. Finally, this thesis analyzes social media factors which cover media richness, types of social media platforms, time frame of social media related activities.

3.3 Research Methodology

In this part, the research model, hypotheses, determination of the population and sampling frame, data collection method, sampling method and data analysis will be presented.

3.3.1 Research model

The literature has been comprehensively reviewed, and factors affecting social media customer engagement have been identified in accordance with research objectives. After this extensive literature review process, a conceptual model is developed as in the Figure 3.5.

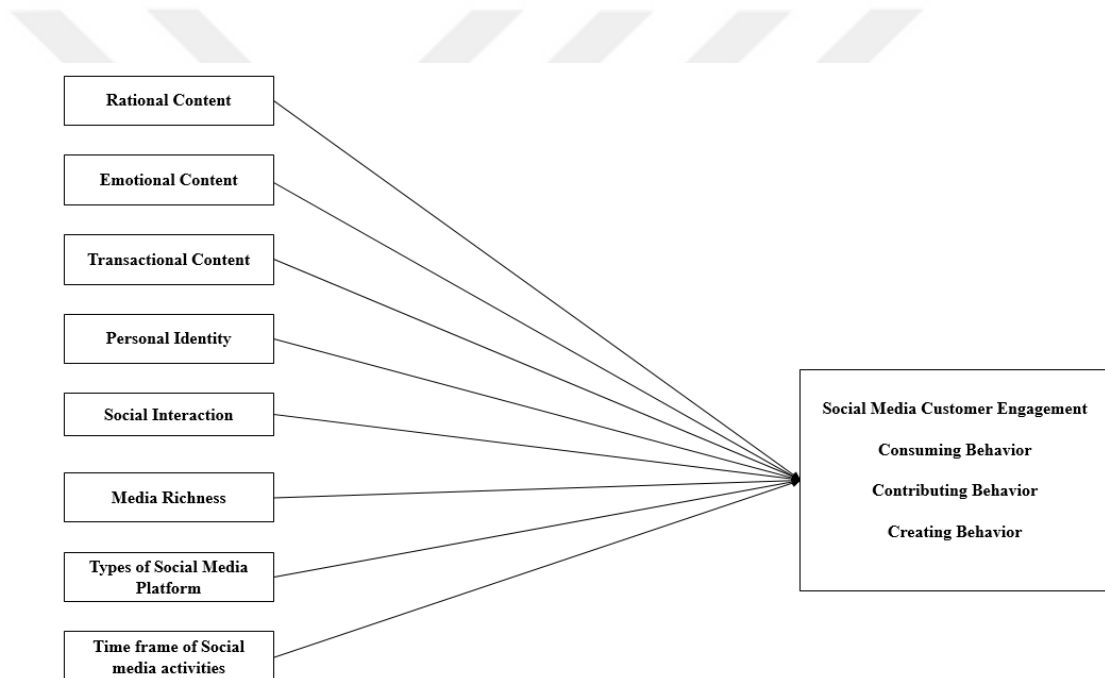


Figure 3.5: Research Model

H1a: Rational content positively influences social media customer engagement in the form of consuming (follows).

H1b: Rational content positively influences social media customer engagement in the form of contributing (likes and comments).

H1c: Rational content positively influences social media customer engagement in the form of creating (shares).

H2a: Emotional content positively influences social media customer engagement in the form of consuming (follows).

H2b: Emotional content positively influences social media customer engagement in the form of contributing (likes and comments).

H2c: Emotional content positively influences social media customer engagement in the form of creating (shares).

H3a: Transactional content positively influences social media customer engagement in the form of consuming (follows).

H3b: Transactional content positively influences social media customer engagement in the form of contributing (likes and comments).

H3c: Transactional content positively influences social media customer engagement in the form of creating (shares).

H4a: Self-presentation through social media positively affects social media customer engagement in the form of consuming (follows).

H4b: Self-presentation through social media positively affects social media customer engagement in the form of contributing (likes and comments).

H4c: Self-presentation through social media positively affects social media customer engagement in the form of creating (shares).

H4d: Self-expression through social media positively affects social media customer engagement in the form of consuming (follows).

H4e: Self-expression through social media positively affects social media customer engagement in the form of contributing (likes and comments).

H4f: Self-expression through social media positively affects social media customer engagement in the form of creating (shares).

H4g: Self-assurance through social media positively affects social media customer engagement in the form of consuming (follows).

H4h: Self-assurance through social media positively affects social media customer engagement in the form of contributing (likes and comments).

H4i: Self-assurance through social media positively affects social media customer engagement in the form of creating (shares).

H5a: Social interaction is positively associated with consumption level of social media customer engagement (follows).

H5b: Social interaction is positively associated with contribution level of social media customer engagement (likes and comments).

H5c: Social interaction is positively associated with creation level of social media customer engagement (shares).

H6a: Media richness is positively related to consumption level of social media customer engagement (follows).

H6b: Media richness is positively related to contribution level of social media customer engagement (likes and comments).

H6c: Media richness is positively related to creation level of social media customer engagement (shares).

H7: Social media customer engagement varies depending on types of social media platform (Facebook vs. Instagram).

H8: Posts created on weekdays result in higher level of social media customer engagement .

H9: Posts created during morning result in higher level of social media customer engagement.

3.3.2 Data collection method and sampling

The data were collected via surveys created on google forms and sent over 500 potential respondents via e-mail, social media platforms (instagram, facebook and whatsapp) between 16.04.2021 and 05.05.2021. The main population of the research is customers who follow the online grocery shopping brands from any of their social media accounts. In Turkey, 70,8% of the population which is 60 million are active social media users (Wearesocial Digital Global overview report, 2021). Because of this large size of population, an accurate sampling method is used to disseminate the survey questionnaire. To reach more reliable and consistent data, questionnaire was sent to people who have already liked and commented online grocery shopping brands on social media through direct messages.

Before the survey questionnaire was directed to a sample population, it has been controlled by marketing academics to assure the suitability of measurement items. Then, a questionnaire was sent to a small number of individuals to test the understandability of the questions. A total of 630 respondents participated in the survey, 590 of them do online grocery shopping but only 389 of them follow their favorite online grocery shopping brand through social media platforms. 4 of them removed from the data set, and 385 of responses are valid for this study.

3.3.3 Data collection tool

The questionnaire includes 4 different parts (see Appendix A). It starts with a brief explanation of research; respondents who do not have any social media account were not allowed to go further through the survey. Then questions relating to social media platforms, such as types of social media platforms used, the favorite social media platform used, total weekly time spent on the favorite social media platform, the most actively used time period of social media during the day. In addition to that there is a question related to online grocery shopping usage and respondents who do not use online grocery shopping service were not allowed to continue the survey. In the third part of the survey, there are questions related to online grocery shopping such as monthly frequency of shopping, favorite online grocery shopping brand, and respondents who do not follow their favorite grocery shopping brand on their favorite social media platform were not allowed to go to the last part of the questionnaire. Finally, respondents are asked questions related to dimensions of SMCE (DoSMCE), content factors (COF), consumer factors (CONF), and social media factors (SMF). Moreover, there are questions related to socio-demographic information about respondents such as gender, age, job and education. The survey questionnaire can be found in Appendix A. As it can be seen in Table 3.1, constructs and measurements are taken primarily from extant literature and adapted to the research context of online grocery shopping customer engagement through social media and five point likert were used for measurements where 1 represent strongly disagree and 5 demonstrates strongly agree. In the table, there is detailed information about constructs, measurement items and sources.

Table 3.1:Research constructs, items and sources.

Construct	Factor		Measurement Item	Sources
Dimensions of SMCE	Consuming 1	C1	I read posts related to Brand X on social media	Schivinski et al (2016)
	Consuming 2	C2	I read fan page(s) related to Brand X on social media platforms	
	Consuming 3	C3	I watch pictures/graphics related to Brand X	
	Consuming 4	C4	I follow blogs related to brand X	
	Consuming 5	C5	I follow brand X social media platforms	
Dimensions of SMCE	Contributing 1	CT1	I like posts related to Brand X	Schivinski et al (2016)
	Contributing 2	CT2	I like pictures/graphics related to Brand X	
	Contributing 3	CT3	I comment on posts related to brand X	
	Contributing 4	CT4	I comment on videos related to brand X	
	Contributing 5	CT5	I comment on pictures/graphics related to Brand X	
	Contributing 6	CT6	I share Brand X related posts	
Dimensions of SMCE	Creating 1	CR1	I initiate posts related to Brand X on social media platforms	Schivinski et al (2016)
	Creating 2	CR2	I post pictures/graphics related to Brand X	
	Creating 3	CR3	I post videos that show Brand X	
	Creating 4	CR4	I write brand-related reviews about products or services of Brand X I try or use	
Content	Rational Content 1	RC1	I use [social medium] to get information on different topics	Bailey et al (2021) Buzeta et al, (2020)
	Rational Content 2	RC2	[Social medium] gives me something to talk about with my friends	
	Rational Content 3	RC3	I use [social medium] when I want advice on how to carry out some task	
	Rational Content 4	RC4	I use [social medium] to remember something important	
Content	Emotional Content 1	EC1	I use [social medium] because it is entertaining	Buzeta et al, 2020
	Emotional Content 2	EC2	I use [social medium] because it relaxes me	
Content	Transactional Content 1	TC1	I use [social medium] to take part in a competition	Buzeta et al, (2020)
	Transactional Content 2	TC2	I use [social medium] to access discounts and promotions	
Personal Identity	Self-Presentation 1	SP1	On [social media platform], I can make a good impression on others	De Veirman et al. (2017); Jahn and Kunz (2012)
	Self-Presentation 2	SP2	On [social media platform], I can present to others who I am	
	Self-Presentation 3	SP3	On [social media platform], I can present to others who I want to be	
	Self-Presentation 4	SP4	I engage with social media posts so that my friends/followers would like me.	Swani et al (2020)
Personal Identity	Self-expression 1	SE1	[Social media platform] allows me to express my opinions freely	Rathnayake and Winter (2018):
	Self-expression 2	SE2	[Social media platform] allows me to assert my identity freely	
	Self-expression 3	SE3	[Social media platform] allows me to have my say	

Table 3.1 (Continued):Research constructs, items and sources.

Construct	Factor		Measurement Item	Sources
Personal Identity	Self-assurance 1	SA1	If people post that they see you doing the right things, it makes me feel proud and happy	Muntinga et al (2011)
Social Interaction	Social Interaction 1	SI1	I can interact with people like me on [social medium]	Buzeta et al (2020) Hinson et al (2019)
	Social Interaction 2	SI2	I use [social medium] to belong to a group with the same interests as mine	
	Social Interaction 3	SI3	I have made connections to other people on [social medium]	
	Social Interaction 4	SI4	Interacting with brands on [social medium] makes me emotionally attached to them	
	Social Interaction 5	SI5	Interacting with brands on [social medium]enhances my social relationships with them.	
Media Richness	Media Richness 1	MR1	When the social media platform enables instant feedback, I engage more.	Cao et al (2021)
	Media Richness 2	MR2	When the social media platform provides rich and varied communication and response tools such as 'like', 'comment', 'post' or 'share', I engage more.	
	Media Richness 3	MR3	When the social media platform enables a variety of message cues such as video, audio, picture, or text, I engage more.	
Time Frame	Time Frame 1	TF1	On social media Brand X posts more at weekdays.	Kanuri et al (2018)
	Time Frame 2	TF2	On social media Brand X posts more at weekends.	

3.3.4 Data analysis

In the data analysis process, SPSS 23 Statistical program was used to analyze the data of 385 responses obtained from the online questionnaire. Different methods of analysis were used to get reliable and consistent results. The frequency analysis was applied to evaluate demographic characteristics of the sample and to determine the most preferred online grocery shopping brands and to evaluate social media usage habits. Then, reliability analysis was applied to measure consistency and reliability of the measurement items. After that, Factor analysis was applied and according to the results of that analysis, there were changes in the research model, so a modified research model was proposed. Then, multiple regression analysis was applied to this new proposed model.

3.4 Research Findings

In this part of the study, the findings of the frequency analysis, reliability analysis, factor analysis and multiple regression analysis are discussed.

3.4.1 Sample characteristics

Demographic characteristics of respondents such as gender, age, education and work were collected at the last part of the questionnaire, which can be seen in Table 3.2. Among the total 385 participants, 48.3% are female and 51.7% are male. According to wearesocial digital 2021 global overview report, people with the age range 25-34 have the highest social media usage rate and that is supported by the results of a conducted survey. In Table 3.2, under the age category, 25-34 has the highest frequency (88.6%). As for the education category, most of the participants (70.9%) have a bachelor's degree. In terms of work category, more than half of the respondents (50.9%) are employed in the private sector.

Table 3.2: Demographic characteristics of the sample.

Category	Value	Frequency	Percentage
Gender	Female	186	48.3
	Male	199	51.7
Age	18-24	34	8.8
	25-34	341	88.6
	35-44	10	2.6
Education	High school	46	11.9
	Bachelor's degree	273	70.9
	Master's degree	61	15.8
	Doctorate degree	5	1.3
Work	Student	51	13.2
	Employed in public sector	79	20.5
	Employed in private sector	196	50.9
	Self-employment	56	14.5
	Unemployed	3	0.8

3.4.2 Social media usage and preferences

In the questionnaire, there are questions related to social media usage at the beginning of the survey. As it can be seen Table 3.3, Instagram is the most popular social media platform in this sample with 62.1%. In addition to that, more than half of the participants spend 10 or more hours in a week on their favorite social media platform (51.4%). Also, 89.6% of participants use social media actively in the evening.

Table 3.3: Descriptive statistics of participants' social media usage habits.

Category	Value	Frequency	Percentage
Favorite social media platform	Facebook	18	4.7
	Instagram	239	62.1
	Twitter	97	25.2
	Youtube	31	8.1
Weekly time spend on favorite social media platform	1-3 hours	90	23.4
	4-6 hours	71	18.4
	7-9 hours	26	6.8
	10 or more hours	198	51.4
The period of the most active social media usage during the day	Morning (06:00-12:00)	4	1
	Afternoon (12:00-18:00)	20	5.2
	Evening (18:00-00:00)	345	89.6
	Night (00:00-06:00)	16	4.2

Moreover, the participants were also asked the questions related to their online grocery shopping habits. As it can be seen in Table 3.4, almost half of the participants (47%) do 1-3 times online grocery shopping in a month. The most preferred online grocery shopping brands are migros sanal market (40.8%) and getir (31.9%).

Table 3.4: Participants' frequency of online grocery shopping and distribution of the online grocery shopping brands.

Category	Value	Frequency	Percentage
Monthly frequency of online grocery shopping	Never	1	0.3
	1-3 times	181	47
	4-6 times	145	37.7
	7-9 times	49	12.7
	10 or more times	9	2.3
Online grocery shopping brand	Banabi	50	13
	Getir	123	31.9
	Hepsiexpress (Hepsiburada)	25	6.5
	İstegelsin	3	0.8
	Migros Sanal Market/Migros Hemen	157	40.8
	Trendyol Hızlı Market	27	7

Also, to analyze relationships between multiple variables, cross tabulation is an effective tool. It is also known as contingency tables or cross tabs. When the cross tab of the time spent weekly on social media and social media platform variables are analyzed in Table 3.5, respondents who use instagram and facebook as a favorite social media platform spend weekly 10 or more hours on these social media platforms. Whereas, twitter and youtube users spend mostly 1-3 or 4-6 hours weekly.

Table 3.5: Relationship between time spent weekly on social media and social media platform.

		Time spend weekly on social media				Total
		1-3 hours	4-6 hours	7-9 hours	10 or more hours	
Facebook	Count	1	1	1	15	18
	% within type of SM platform	5.6%	5.6%	5.6%	83.3%	100.0%
	% time spend weekly on SM	1.1%	1.4%	3.8%	7.6%	4.7%
	% of total	0.3%	0.3%	0.3%	3.9%	4.7%
Instagram	Count	40	29	21	149	239
	% within type of SM platform	16.7%	12.1%	8.8%	62.3%	100.0%
	% time spend weekly on SM	44.4%	40.8%	80.8%	75.3%	62.1%
	% of total	10.4%	7.5%	5.5%	38.7%	62.1%
Twitter	Count	36	28	3	30	97
	% within type of SM platform	37.1%	28.9%	3.1%	30.9%	100.0%
	% time spend weekly on SM	40.0%	39.4%	11.5%	15.2%	25.2%
	% of total	9.4%	7.3%	0.8%	7.8%	25.2%
Youtube	Count	13	13	1	4	31
	% within type of SM platform	41.9%	41.9%	3.2%	12.9%	100.0%
	% time spend weekly on SM	14.4%	18.3%	3.8%	2.0%	8.1%
	% of total	3.4%	3.4%	0.3%	1.0%	8.1%
Total	Count	90	71	26	198	385
	% within type of SM platform	23.4%	18.4%	6.8%	51.4%	100.0%
	% time spend weekly on SM	100.0%	100.0%	100.0%	100.0%	100.0%
	% of total	23.4%	18.4%	6.8%	51.4%	100.0%

In Table 3.6, cross tab of variables daily most active social media usage time period and social media platform are demonstrated. For all social media platforms users, the daily most active social media usage time period is evening which covers the time between 18:00 and 20:00. Therefore, it can be concluded that for brands or companies, the most effective time for sharing posts or pictures is in the evening via Instagram.

Table 3.6: Relationship between daily most active social media usage time period and social media platform.

		Daily most active social media usage time period				Total
		Morning (06:00-12:00)	Afternoon (12:00-18:00)	Evening (18:00-00:00)	Night (00:00-06:00)	
Facebook	Count	0	1	17	0	18
	% within type of SM platform	0.0%	5.6%	94.4%	0,0%	100.0%
	% Daily most active SM usage time period	0.0%	5.0%	4.9%	0,0%	4.7%
	% of total	0.0%	0.3%	4.4%	0,0%	4.7%
Instagram	Count	4	15	211	9	239
	% within type of SM platform	1.7%	6.3%	88.3%	3,8%	100.0%
	% Daily most active SM usage time period	100.0%	75.0%	61.2%	56,3%	62.1%
	% of total	1.0%	3.9%	54.8%	2,3%	62.1%
Twitter	Count	0	3	90	4	97
	% within type of SM platform	0.0%	3.1%	92.8%	4,1%	100.0%
	% Daily most active SM usage time period	0.0%	15.0%	26,1%	25.0%	25.2%
	% of total	0.0%	0.8%	23,4%	1.0%	25.2%

Table 3.6 (Continued): Relationship between daily most active social media usage time period and social media platform.

		Daily most active social media usage time period				Total
		Morning (06:00-12:00)	Afternoon (12:00-18:00)	Evening (18:00-00:00)	Night (00:00-06:00)	
Youtube	Count	0	1	27	3	31
	% within type of SM platform	0,0%	3,2%	87,1%	9,7%	100,0%
	% Daily most active SM usage time period	0,0%	5,0%	7,8%	18,8%	8,1%
	% of total	0,0%	0,3%	7,0%	0,8%	8,1%
Total	Count	4	20	345	16	385
	% within type of SM platform	1,0%	5,2%	89,6%	4,2%	100,0%
	% Daily most active SM usage time period	100,0%	100,0%	100,0%	100,0%	100,0%
	% of total	1,0%	5,2%	89,6%	4,2%	100,0%

3.4.3 Reliability analysis

Reliability analysis shows the consistency of answers given to the questionnaire as a result of repeated measures. In the reliability analysis, the most widely used reliability model is Cronbach's alpha which depends on the internal consistency of items. The Cronbach's alpha value higher than 0.5 is accepted as reliable (Santos, 1999).

The Cronbach's alpha values of each category under the factors calculated by using SPSS tool, which can be seen in Table 3.7. Based on the explanation above, the time frame factor under the social media factor category has lower Cronbach's alpha value than stated. Therefore, TF1 and TF2 was removed from the data set.

Table 3.7: Reliability analysis of factors.

Category	Value	Cronbach's Alpha	N of item
Dimensions of SMCE	Consumption	0.829	5
	Contribution	0.934	6
	Creation	0.836	4
Content Related Factors	Rational Content	0.851	4
	Emotional Content	0.650	2
	Transactional Content	0.689	2
Consumer Related Factors	Self-presentation	0.758	4
	Self-expression and self-assurance	0.904	4
	Social interaction	0.755	5
Social Media Related Factors	Media richness	0.916	3
	Time frame	-1.061	2

3.4.4 Factor analysis

Before testing the research hypotheses, factory analysis was conducted to identify the appropriate items for the analysis. In the scope of the study, there are 40 scales; 15 of them are related to dependent variables and 25 of them are related to independent variables. Factor analysis of the dependent and independent variables were conducted separately. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were implemented to the data set. A principle component analysis with direct oblimin rotation method was applied because it is assumed that there is a correlation between factors. Before factor analysis is conducted, the KMO test values and Bartlett's Test p values are used to check the appropriateness of variables to the factor analysis. A KMO test value higher than 0.50 indicates that the sample is suitable for factor analysis, and for Bartlett test p value is less than 0.05 shows that it is sufficient for factor analysis (Jeong, 2004).

The results of KMO and Bartlett's test for independent variables are shown in Table 3.8. KMO values for the factors have been found as 0.873 for rational content, 0.500 for emotional content, 0.656 for self-presentation, 0.807 for self-expression and self-assurance, 0.698 for social interaction and 0.760 for media richness. Even though the KMO value for emotional content was relatively low, it was included in the factor analysis because it has significant Bartlett test p value. According to analysis results, KMO values of all factors are greater than 0.500 and Bartlett's test results of all factors are found to be significant.

Table 3.8: KMO and Bartlett's test results for the factors.

Rational content factors-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.873
Bartlett's Test of Sphericity	Approx. Chi-Square	1259.954
	df	15
	Sig.	.000
Emotional content factors-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.500
Bartlett's Test of Sphericity	Approx. Chi-Square	106.212
	df	1
	Sig.	.000

Table 3.8 (Continued): KMO and Bartlett's test results for the factors.

Self-Presentation Factors-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.656
Bartlett's Test of Sphericity	Approx. Chi-Square	571.926
	df	6
	Sig.	.000
Self-expression and self-assurance Factors KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.807
Bartlett's Test of Sphericity	Approx. Chi-Square	1287.041
	df	66
	Sig.	.000
Social interaction factors-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.698
Bartlett's Test of Sphericity	Approx. Chi-Square	706.715
	df	10
	Sig.	.000
Media richness factors-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.760
Bartlett's Test of Sphericity	Approx. Chi-Square	815.399
	df	3
	Sig.	.000

Table 3.9: KMO and Bartlett's test results of dependent variables.

Consumption dimension of SMCE-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.747
Bartlett's Test of Sphericity	Approx. Chi-Square	1073.602
	df	10
	Sig.	.000
Contribution dimension of SMCE-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.900
Bartlett's Test of Sphericity	Approx. Chi-Square	2153.843
	df	15
	Sig.	.000
Creation dimension of SMCE-KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.812
Bartlett's Test of Sphericity	Approx. Chi-Square	638.432
	df	6
	Sig.	.000

Moreover, the results of KMO and Bartlett's test for dependent variables are shown in Table 3.9. KMO values of dependent variables are found as 0.747 for consumption

dimension, 0.900 for contribution dimension and 0.812 for creation dimension and all of them are significant for factor analysis.

The result of factor analysis for independent variables is shown in Table 3.10. In the content scale, there are 8 statements and contrary to the suggested research model, it is observed that there are 2 factors of content which are rational and emotional. Transactional content variable is analyzed under the rational content factor. The percentage of explaining the total variance is 64.037% for rational content, 74.420% for emotional content. The total reliability coefficient of the content scale is 0.813.

In the consumer scale, there are 13 statements and 3 factors. 60.189% of total variance is explained by self-presentation, 78.017% of it is explained by self-expression and self-assurance and 76.098% of it explained by social interaction factor. The total reliability coefficient of the customer scale is 0.912.

In social media scale, there are 3 statements and contrary to the suggested research model, it is observed that there is 1 dimension of social media which is media richness. The percentage of explaining the total variance is 85.666%, The total reliability coefficient of the social media scale is 0.916.

Table 3.10: Results of factor analysis for independent variables.

Scale item	Factor Loading	Variance Explained (%)	Cronbach's Alpha
Scale 1: Content Scale			
Rational Content Factor			
I use [social medium] to get information on different topics	0.816	64.037	0.883
[Social medium] gives me something to talk about with my friends	0.865		
I use [social medium] when I want advice on how to carry out some task	0.871		
I use [social medium] to remember something important	0.677		
I use [social medium] to take part in a competition	0.844		
I use [social medium] to access discounts and promotions	0.706		
Emotional Content Factors			
I use [social medium] because it is entertaining	0.864	74.620	0.650
I use [social medium] because it relaxes me	0.864		
Scale 2: Customer Scale			
Self-Presentation Factor			
On [social media platform], I can make a good impression on others	0.875	60.189	0.758
On [social media platform], I can present to others who I am	0.760		
On [social media platform], I can present to others who I want to be	0.841		
I engage with social media posts so that my friends/followers would like me	0.596		

Table 3.10 (Continued): Results of factor analysis for independent variables.

Scale item	Factor Loading	Variance Explained (%)	Cronbach's Alpha
Self-expression and self-assurance Factor			
[Social media platform] allows me to express my opinions freely	0,945	78,017	0,904
[Social media platform] allows me to assert my identity freely	0,930		
[Social media platform] allows me to have my say	0,924		
If people post that they see you doing the right things, it makes me feel proud and happy	0,714		
Social Interaction Factor			
I can interact with people like me on [social medium]	0,825	76,098	0,755
I use [social medium] to belong to a group with the same interests as mine	0,787		
I have made connections to other people on [social medium]	0,706		
Interacting with brands on [social medium] makes me emotionally attached to them	0,911		
Interacting with brands on [social medium]enhances my social relationships with them.	0,921		
Scale 3: Social Media Scale			
Media Richness Factor			
When the social media platform enables instant feedback, I engage more.	0,922	85,666	0,916
When the social media platform provides rich and varied communication and response tools such as 'like', 'comment', 'post' or 'share', I engage more.	0,930		
When the social media platform enables a variety of message cues such as video, audio, picture, or text, I engage more.	0,924		

Moreover, the result of factor analysis for dependent variables can be seen in Table 3.11. In dimensions of SMCE scale, there are 15 statements and as suggested by the research model, it is observed that there are 3 dimensions of SMCE. In the factor analysis, items with multiple loading on different scales were dropped. When statements under each dimension were analyzed, in consumption scale, the item with C5 label was removed from analysis because of cross loading. The percentage of explaining the total variance is 63.065% for consumption dimension, 77.580% for contribution dimension and 68.829% for creation dimension. Total reliability of SMCE dimensions is 0.951.

Table 3.11: Results of factor analysis for dependent variables.

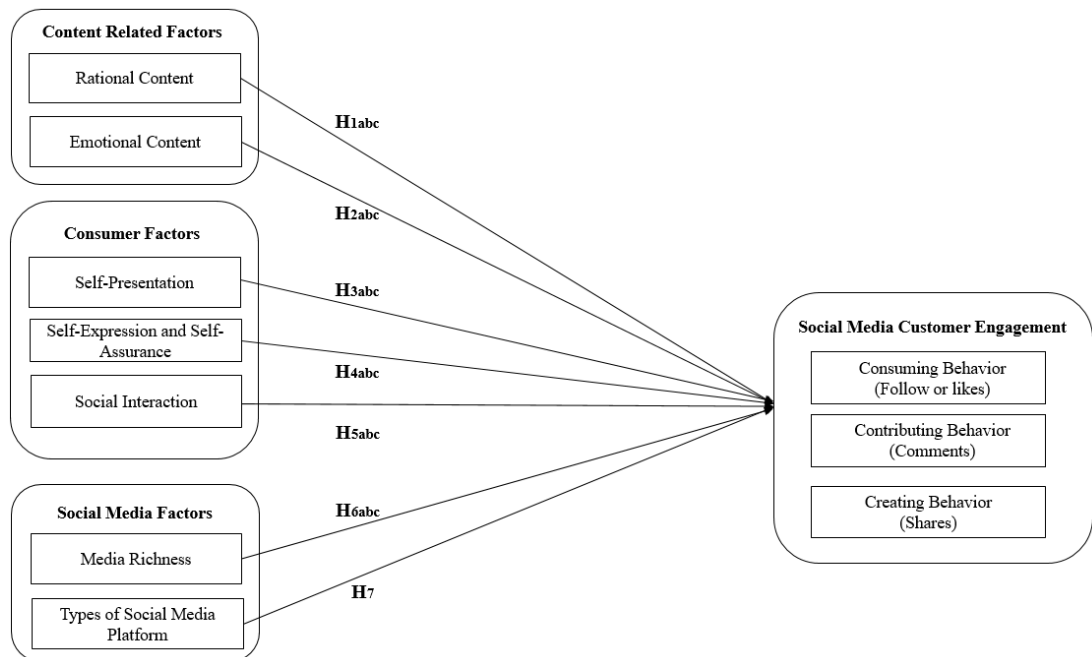
Scale item	Factor Loading	Variance Explained (%)	Cronbach's Alpha
Consumption			
I read posts related to Brand X on social media	0.875	63.065	0.878
I read fan page(s) related to Brand X on social media platforms	0.835		
I watch pictures/graphics related to Brand X	0.828		
I follow blogs related to brand X	0.895		

Table 3.11 (Continued): Results of factor analysis for dependent variables.

Scale item	Factor Loading	Variance Explained (%)	Cronbach's Alpha
Contribution			
I like posts related to Brand X	0.851	77.580	0.934
I like pictures/graphics related to Brand X	0.856		
I comment on posts related to brand X	0.928		
I comment on videos related to brand X	0.911		
I comment on pictures/graphics related to Brand X	0.897		
I share Brand X related posts	0.838		
Creation			
I initiate posts related to Brand X on social media platforms	0.853	68.829	0.836
I post pictures/graphics related to Brand X	0.848		
I post videos that show Brand X	0.836		
I write brand-related reviews about products or services of Brand X I try or use	0.779		

3.4.5 Proposed research model and hypotheses after factor analyses

After factor analysis, there are some changes in independent variables. Transactional content factor statements are placed under the rational content factors. The analyses conducted after this part will be performed based on the proposed research model which is shown in Figure 3.6.

**Figure 3.6:** Proposed research model after factor analyses.

The revised research hypotheses after factor analyses are concluded below:

H1a: Rational content positively influences social media customer engagement in the form of consuming behavior (follows).

H1b: Rational content positively influences social media customer engagement in the form of contributing behavior (likes and comments).

H1c: Rational content positively influences social media customer engagement in the form of creating behavior (shares).

H2a: Emotional content positively influences social media customer engagement in the form of consuming behavior (follows).

H2b: Emotional content positively influences social media customer engagement in the form of contributing behavior (likes and comments).

H2c: Emotional content positively influences social media customer engagement in the form of creating behavior (shares).

H3a: Self-presentation through social media positively affects social media customer engagement in the form of consuming behavior (follows).

H3b: Self-presentation through social media positively affects social media customer engagement in the form of contributing behavior (likes and comments).

H3c: Self-presentation through social media positively affects social media customer engagement in the form of creating behavior (shares).

H4a: Self-expression through social media positively affects social media customer engagement in the form of consuming behavior (follows).

H4b: Self-expression through social media positively affects social media customer engagement in the form of contributing behavior (likes and comments).

H4c: Self-expression through social media positively affects social media customer engagement in the form of creating behavior (shares).

H5a: Social interaction is positively associated with consumption behavior of social media customer engagement (follows).

H5b: Social interaction is positively associated with contribution behavior of social media customer engagement (likes and comments).

H5c: Social interaction is positively associated with creation behavior of social media customer engagement (shares).

H6a: Media richness is positively related to consumption behavior of social media customer engagement (follows).

H6b: Media richness is positively related to contribution behavior of social media customer engagement (likes and comments).

H6c: Media richness is positively related to creation behavior of social media customer engagement (shares).

H7: Social media customer engagement varies depending on types of social media platform (Facebook vs. Instagram).

3.4.6 Multiple regression analyses

Linear multiple regression is one of the most common methods of linear regression analysis. It is used to find out the relationship between factors as independent variables and social media customer engagement as an dependent variable. Thanks to this analysis, the univariate relationships are analyzed in different linear regression models that handle each consumption, contribution and creation engagement behavior as dependent variables separately (Dolan et al., 2019). Before linear multiple regression analysis is conducted, normality of dependent and independent variables and multicollinearity of independent variables have to be checked. Skewness and kurtosis values are used to check normality of data. In the literature, there are different assumptions about the range of skewness and kurtosis for normal distribution. According to George and Mallery (2010), skewness and kurtosis values between -2 to +2 are considered sufficient for normal distribution. Whereas, there are also studies that offer the upper limit of the kurtosis values as between -7 and +7 (Bollen, 1988). Descriptive statistics of dependent and independent variables are shown in Table 3.12. All skewness values are between -2 and +2, and all kurtosis values are between -7 and +7. Accordingly, it was accepted that both dependent and independent variables are normally distributed.

Table 3.12: Descriptive statistics of independent variables.

	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis	Variance
Independent variables							
Rational Content	1.50	5.00	4.171	0.610	-1.570	3.467	0.372
Emotional Content	1.00	5.00	2.165	0.701	1.215	2.332	0.492
Self-presentation	1.00	5.00	2.803	0.743	0.388	-0.43	0.552
Self-expression and self-assurance	1.00	5.00	3.564	0.872	-0.775	-0.223	0.761
Social Interaction	1.00	5.00	3.153	0.741	0.385	-0.390	0.549
Media Richness	1.00	5.00	4.455	0.640	-1.924	6.930	0.410
Dependent variables							
Consumption	2.40	5.00	4.24	0.510	-1.125	1.181	0.260
Contribution	1.33	5.00	3.166	0.582	-0.346	-0.454	0.339
Creation	1.00	5.00	1.750	0.611	1.572	5.330	0.374

In addition to that, multicollinearity of independent variables have to be analyzed. The correlation matrix for independent variables is given in Appendix B. To check the existence of multicollinearity, Pearson correlation is considered and if it is greater than 0.8, collinearity is very likely to exist. According to that, multicollinearity likely does not exist.

The results of multiple regression analysis for independent variables and consumption behavior as a dependent variable are summarized in Table 3.13. The result of p value shows that the proposed regression model is significant, and the result of adjusted $R^2=0.739$ which means that the multiple linear regression explains 73.9% of the variance in the data. Moreover, it is suggested that if variance inflation factor (VIF) are below 10, it is concluded that there is no severity of multicollinearity between the variables (Neter et al, 1989). In our analysis, all VIF values of independent variables are below 10. When p statistical significance values are less than 0.05, the standardized beta coefficients demonstrate the individual effects of independent variables on consumption behavior of SMCE. From the results, 3 out of 6 factors had statistically significant effects at 0.05 level on consumption behavior of SMCE.

As shown in Table 3.13, rational content has a positive effect on consumption behavior of social media customer engagement. Hence, H1a supported and rational content factor 63.0% positively affects consumption behavior of SMCE. Moreover, although, self-expression factor has a significant effect on consumption behavior, the standardized coefficient of that is negative contrary to the proposed hypothesis.

Therefore, H4a is not supported. In addition, media richness has a significant effect on consumption behavior, so H6a is supported. It is determined that media richness factor 24.1% positively influences consumption behavior of SMCE. Lastly, as for independent variables related to emotional content, self-presentation and social interaction are not statistically significant, which means that all of them have a higher p statistical significance value than 0.05. Hence, H2a, H3a and H5a are not supported.

Table 3.13: The results of multiple regression analysis (Dependent variable: Consumption Behavior).

		R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.		
		0.743	0.739	0.28776	182.428	0.000		
Hypo	Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficient	Sig.	VIF	
			B	Std. Err.	Beta			
H1a	RC	Consumption	0.582	0.049	0.630	0.000	4.123	
H2a	EC	Consumption	0.19	0.026	0.024	0.464	1.568	
H3a	SP	Consumption	0.39	0.033	0.052	0.230	2.749	
H4a	SE	Consumption	-0.095	0.026	-0.147	0.000	2.404	
H5a	SI	Consumption	0.011	0.029	0.017	0.706	3.160	
H6a	MR	Consumption	0.212	0.047	0.241	0.000	4.137	

The results of multiple regression analysis for independent variables and contribution behavior of SMCE as a dependent variable are summarized in Table 3.14. The result of p value demonstrates that the regression model is significant, and the result of adjusted $R^2 = 0.727$ which means that 72.7% of the variance in the data is explained by the multiple linear regression. Moreover, in our analysis, all VIF values of independent variables are below 10. According to the results of p statistical significance values, 5 out of 6 factors had statistically significant effect at 0.05 level on contribution behavior of SMCE.

As shown in Table 3.14, both rational content and emotional content have a positive effect on contribution behavior of social media customer engagement. Hence, H1b and H2b are supported and rational content factor 64.3%, and emotional content factor

23.2% positively influence contribution behavior of SMCE. Moreover, in customer scale, although self-presentation and self-expression factors have significant effects on contribution behavior, the standardized coefficient of self-expression is negative contrary to the proposed hypothesis. Therefore, H3b is supported, whereas H4b is not supported. In addition, media richness has a significant effect on contribution behavior, so H6b is supported, and it 14.3% positively influences contribution behavior of SMCE. Lastly, the social interaction variable is not statistically significant, which means that it has a higher p statistical significance value than 0.05. Hence, H5b is not supported.

Table 3.14: The results of multiple regression analysis (Dependent variable: Contribution Behavior).

R Square		Adjusted R Square	Std. Error of the Estimate	F		Sig.	
0.727		0.722	0.30678	167.613		0.000	
Hypo	Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficient	Sig.	VIF
			B	Std. Err.	Beta		
H1b	RC	Contribution	0.614	0.052	0.643	0.000	4.123
H2b	EC	Contribution	0.193	0.028	0.232	0.000	1.568
H3b	SP	Contribution	0.098	0.035	0.125	0.005	2.749
H4b	SE	Contribution	-0.154	0.028	-0.231	0.000	2.404
H5b	SI	Contribution	-0.046	0.031	-0.071	0.137	3.160
H6b	MR	Contribution	0.130	0.050	0.143	0.009	4.137

The results of multiple regression analysis for independent variables and creation behavior of SMCE as a dependent variable are summarized in Table 3.15. The result of adjusted $R^2 = 0.441$ demonstrates that multiple linear regression explains 44.1% of the variance in the data. Moreover, all VIF values of independent variables are below 10. According to the results of p statistical significance values, 4 out of 6 factors had statistically significant effect at 0.05 level on contribution behavior of SMCE.

As shown in Table 3.15, both rational content and emotional content positively influence the creation behavior of social media customer engagement. Hence, H1c and

H2c are supported and rational content factor 52.6%, and emotional content factor 34.9% positively affect creation behavior of SMCE. Moreover, in customer scale, although self-presentation and self-expression factors have significant effects on creation behavior, the standardized coefficient of self-expression is negative contrary to the proposed research model. Therefore, H3c is supported, whereas H4c is not supported. Lastly, as for social interaction and media richness variables are not statistically significant, which means that they have a higher p statistical significance value than 0.05. Hence, H5c and H6c are not supported.

Table 3.15: The results of multiple regression analysis (Dependent variable: Creation Behavior).

R Square		Adjusted R Square	Std. Error of the Estimate	F		Sig.	
0.450		0.441	0.45741	51.456		0.000	
			Unstandardized Coefficients		Standardized Coefficient		
Hypo	Independent Variable	Dependent Variable	B	Std. Err.	Beta	Sig.	VIF
H1c	RC	Creation	0.527	0.078	0.526	0.000	3.409
H2c	EC	Creation	0.305	0.042	0.349	0.000	1.572
H4c	SP	Creation	0.132	0.052	0.161	0.011	2.749
H4f	SE	Creation	-0.192	0.042	-0.274	0.000	2.386
H5c	SI	Creation	0.012	0.046	0.018	0.796	3.170
H6c	MR	Creation	-0.047	0.074	-0.049	0.529	3.402

3.4.7 Testing equality of means

The proposed research model consists of a hypothesis related with the effect of type of social media platform on SMCE. In the type of social media platform scale, there are 4 different types of platforms which are Instagram, Facebook, Twitter, Youtube. Before analyzing significant differences in dimensions of social media customer engagement among types of social media platforms, the Levene test is used to check the variance of homogeneity. Levene statistics is found 0.000 which means that the assumption of homogeneity of variance is violated ($0.00 < 0.05$). Therefore, the Welch

test is appropriate when the data set has unequal sample sizes and heterogeneity of variances. Descriptive statistics and test of equality of means for the dependent variable of each type of social media platform is shown in Table 3.16. In the consumption behavior of SMCE, social media platforms have higher means than other dimensions of SMCE. Also, in the creation dimension of SMCE, platforms have the least means. Moreover, It is determined that the significance level is less than 0.05 for all dependent variables and, hence, there is a statistically significant difference in the mean consumption, contribution and creation behavior of SMCE among types of social media platforms. This means that type of social media platform influences SMCE behavior. Therefore, H7 is supported.

Table 3.16: Descriptive statistics and test of equality of means for the dependent variable of each type of social media platform.

Dependent variables	Type of social media platform	Descriptive			Test of equality of means	
		N	Mean	Std. Dev.	Welch	p
Consumption Behavior of SMCE	Facebook	18	4.542	0.530	9.899	0.000
	Instagram	239	4.414	0.560		
	Twitter	97	4.735	0.447		
	Youtube	31	4.566	0.730		
Contribution Behavior of SMCE	Facebook	18	3.213	0.585	10.750	0.000
	Instagram	239	3.050	0.598		
	Twitter	97	3.395	0.476		
	Youtube	31	3.328	0.523		
Cretation Behavior of SMCE	Facebook	18	1.680	0.635	4.420	0.007
	Instagram	239	1.533	0.671		
	Twitter	97	1.737	0.474		
	Youtube	31	1.766	0.370		

Table 3.17, comparisons on consumption, contribution and creation behavior of SMCE across types of social media platforms, demonstrates that which type of platform differs from each other. The Games-Howel post-hoc test is reported because it is designed for unequal variances and unequal sample sizes and is based on the q statistics distribution (Games, 1971). As it can be seen in the table, in the consumption behavior of SMCE, there is a significant difference between Instagram and Twitter platforms. In the contribution and creation behavior of SMCE, there is a difference between Instagram and Twitter, as well as between Instagram and Youtube.

Table 3.17: Comparisons on consumption, contribution and creation behavior of SMCE across types of social media platform.

Dependent variables	Type of social media platform		Games-Howell		
			Mean Difference	Std. Error	Sig.
Consumption Behavior of SMCE	Facebook	Instagram	0.12744	0.13015	0.763
		Twitter	-0.19287	0.13300	0.483
		Youtube	-0.02285	0.18118	0.999
	Instagram	Facebook	-0.12744	0.13015	0.763
		Twitter	-0.032031*	0.05813	0.000
		Youtube	-0.15029	0.13607	0.689
	Twitter	Facebook	0.19287	0.13300	0.483
		Instagram	0.32031*	0.05813	0.000
		Youtube	0.17002	0.13880	0.615
	Youtube	Facebook	0.02285	0.18118	0.999
		Instagram	0.15029	0.13607	0.689
		Twitter	-0.17002	0.13880	0.615
Contribution Behavior of SMCE	Facebook	Instagram	0.16206	0.14328	0.675
		Twitter	-0.18223	0.14616	0.605
		Youtube	-0.11499	0.16685	0.900
	Instagram	Facebook	-0.16206	0.14328	0.675
		Twitter	-0.034428*	0.06193	0.000
		Youtube	-0.027705*	0.10154	0.044
	Twitter	Facebook	0.18223	0.14616	0.605
		Instagram	0.34428*	0.06193	0.000
		Youtube	0.06723	0.10557	0.920
	Youtube	Facebook	0.11499	0.16685	0.900
		Instagram	0.27705*	0.10154	0.044
		Twitter	-0.06723	0.10557	0.920
Creation Behavior of SMCE	Facebook	Instagram	0.14708	0.15581	0.782
		Twitter	-0.05656	0.15717	0.984
		Youtube	-0.08557	0.16375	0.953
	Instagram	Facebook	-0.14708	0.15581	0.782
		Twitter	-0.20364*	0.06482	0.010
		Youtube	-0.23266*	0.07946	0.024
	Twitter	Facebook	0.05656	0.15717	0.984
		Instagram	0.20364*	0.06482	0.010
		Youtube	-0.02902	0.08210	0.985
	Youtube	Facebook	0.08557	0.16375	0.953
		Instagram	0.23266*	0.07946	0.024
		Twitter	0.02902	0.08210	0.985

As for the difference in dimensions of SMCE among groups of customers based on weekly time spent on social media, before analyzing, homogeneity of variance is checked. Levene statistic is reported 0.00 which means homogeneity of variance is not met, so Welch ratio is used. Table 3.18 demonstrates descriptive statistics and test of equality means in dimensions of SMCE as a dependent variable of each group of customers based on weekly time spent on social media. Based on Welch's result, there is a significant difference in all dimensions of SMCE among groups of customers based on weekly time spent on social media.

Table 3.18: Descriptive statistics and test of equality of means for the dependent variables across groups of customers based on weekly time spent on social media.

Dependent variables	Weekly time spending on SM	Descriptive			Test of equality of means	
		N	Mean	Std. Dev.	Welch	p
Consumption Behavior of SMCE	1-3 hours	90	4.650	0.0532	9.073	0.000
	4-6 hours	71	4.715	0.484		
	7-9 hours	26	4.385	0.589		
	10 or more hours	198	4.395	0.564		
Contribution Behavior of SMCE	1-3 hours	90	3.369	0.358	19.271	0.000
	4-6 hours	71	3.441	0.566		
	7-9 hours	26	2.985	0.722		
	10 or more hours	198	3.168	0.586		
Cretaiion Behavior of SMCE	1-3 hours	90	1.764	0.390	11.906	0.000
	4-6 hours	71	1.863	0.597		
	7-9 hours	26	1.558	0.861		
	10 or more hours	198	1.457	0.618		

Comparisons on consumption, contribution and creation behavior of SMCE across weekly time spent on SM is shown in Table 3.19. According to results of Games-Howell post-hoc test, there is a significant difference in all dimensions of SMCE between the groups weekly 1-3 hours spent on SM and 10 or more hours, as well as between the groups 4-6 hours and 10 or more hours. This means that customers who spend weekly 1-3 hours on social media has higher level of consumption behavior than customers who spend 10 or more hours on social media. Also, customers who spend weekly 4-6 hours on social media have a higher level of consumption behavior than customers who spend 10 or more hours on social media.

Table 3.19: Comparisons on consumption, contribution and creation behavior of SMCE across weekly time spent on SM.

Dependent variables	Weekly time spending on SM		Games-Howell		
			Mean Difference	Std. Error	Sig.
Consumption Behavior of SMCE	1-3 hours	4-6 hours	-0.06479	0.08032	0.851
		7-9 hours	0.26538	0.12831	0.182
		10 or more hours	0.25480*	0.06919	0.002
	4-6 hours	1-3 hours	0.06479	0.08032	0.851
		7-9 hours	0.33017	0.12890	0.066
		10 or more hours	0.31959*	0.07029	0.000
	7-9 hours	1-3 hours	-0.26538	0.12831	0.182
		4-6 hours	-0.33017	0.12890	0.066
		10 or more hours	-0.01059	0.12228	1.000
	10 or more hours	1-3 hours	-0.25480*	0.06919	0.002
		4-6 hours	-0.31959*	0.07029	0.000
		7-9 hours	0.01059	0.12228	1.000
Contribution Behavior of SMCE	1-3 hours	4-6 hours	-0.07280	0.07709	0.781
		7-9 hours	0.25313	0.14660	0.329
		10 or more hours	0.38367*	0.05622	0.000
	4-6 hours	1-3 hours	0.07280	0.07709	0.781
		7-9 hours	0.32593	0.15679	0.179
		10 or more hours	0.45647*	0.07907	0.000

Table 3.19 (Continued): Comparisons on consumption, contribution and creation behavior of SMCE across weekly time spent on SM.

Dependent variables	Weekly time spending on SM		Games-Howell		
			Mean Difference	Std. Error	Sig.
Contribution Behavior of SMCE	7-9 hours	1-3 hours	-0.25313	0.14660	0.329
		4-6 hours	-0.32593	0.15679	0.179
		10 or more hours	0.13054	0.14765	0.813
	10 or more hours	1-3 hours	-0.38367*	0.05622	0.000
		4-6 hours	-0.45647*	0.07907	0.000
Creation Behavior of SMCE	1-3 hours	7-9 hours	-0.13054	0.14765	0.813
		4-6 hours	-0.09879	0.08195	0.625
		7-9 hours	0.20620	0.17382	0.640
		10 or more hours	0.30682	0.06017	0.000
	4-6 hours	1-3 hours	0.09879	0.08195	0.625
		7-9 hours	0.30498	0.18315	0.357
		10 or more hours	0.40561	0.08339	0.000
	7-9 hours	1-3 hours	-0.20620	0.17382	0.640
		4-6 hours	-0.30498	0.18315	0.357
		10 or more hours	0.10062	0.17450	0.938
	10 or more hours	1-3 hours	-0.30682	0.06017	0.000
		4-6 hours	-0.40561	0.08339	0.000
		7-9 hours	-0.10062	0.17450	0.938

As for difference in dimensions of SMCE across groups of customers based on the period of the most active social media usage during the day, descriptive statistics and test of equality of means for them is shown in Table 3.20. Levene statistics are reported 0.129 for consumption behavior and 0.135 for contribution and 0.000 for creation behavior which means homogeneity of variance is met by consumption and contribution behavior but it is not met by creation behavior. Therefore, ANOVA is used for consumption and contribution behavior, whereas Welch ratio is used for creation behavior. The results of ANOVA test based on the period of the most active social media usage during the day for consumption and contribution behavior of SMCE is shown in Table 3.21. It can be said that the significance level 0.664 for consumption behavior, and 0.074 for contribution behavior is higher than 0.05, therefore there is not statistically significant difference in the mean consumption and contribution behavior of SMCE across groups of customers based on the period of the most active social media usage during the day. Moreover, for creation behavior Welch ratio is 0.118 which is higher than 0.05, so there is not statistically significant difference in the mean creation behavior of SMCE across groups of customers based on the period of the most active social media usage during the day.

Table 3.20: Descriptive statistics and test of equality of means for the dependent variables across groups of customers based on the period of the most active social media usage during the day.

Dependent variables	The period of the most active social media usage during the day	Descriptive			Test of equality of means	
		N	Mean	Std. Dev.	Levene statisitc	p
Consumption Behavior of SMCE	Morning (06:00-12:00)	4	4.1875	0.55434	1.898	0.129
	Afternoon (12:00-18:00)	20	4.5375	0.76638		
	Evening (18:00-00:00)	345	4.5123	0.55546		
	Night (00:00-06:00)	16	4.5781	0.46295		
Contribution Behavior of SMCE	Morning (06:00-12:00)	4	4.5130	0.56351	1.865	0.135
	Afternoon (12:00-18:00)	20	3.3750	1.09185		
	Evening (18:00-00:00)	345	3.3250	0.64089		
	Night (00:00-06:00)	16	3.1420	0.56687		
Cretaiion Behavior of SMCE	Morning (06:00-12:00)	4	3.4688	0.63016	8.986	0.000
	Afternoon (12:00-18:00)	20	3.1675	0.58234		
	Evening (18:00-00:00)	345	2.2500	1.89297		
	Night (00:00-06:00)	16	1.9500	0.66689		

Table 3.21: The results of ANOVA test based on the period of the most active social media usage during the day.

		Sum of Squares	df	Mean Square	F	Sig.
Consumption Behavior of SMCE	Between Groups	0.504	3	0.168	0.527	0.664
	Within Groups	121.431	381	0.319		
	Total	121.935	384			
Contribution Behavior of SMCE	Between Groups	2.344	3	0.781	2.328	0.074
	Within Groups	127.878	381	0.336		
	Total	130.222	384			

3.5 Summary Of The Research Findings

This thesis has examined the factors which affect customer engagement through social media in the online grocery shopping market, proposing both hypotheses and research model. The hypotheses analyzed within the scope of the research model and the results of the hypothesis are given in Table 3.22. According to that table, rational content, as a content factor, positively affects consumption, contribution and creation behavior of customers' engagement through social media in the online grocery shopping market. For emotional content, there is a positive influence on contribution and creation behavior of SMCE, whereas in consumption behavior, there is no significant effect. Considering that, in the content scale, H1a, H1b, H1c, H2b, H2c are supported, and H2a is not supported.

Table 3.22: The results of hypotheses.

Hypotheses	Result
H1a: Rational content positively influences social media customer engagement in the form of consuming behavior (follows or likes).	Supported
H1b: Rational content positively influences social media customer engagement in the form of contributing behavior (comments).	Supported
H1c: Rational content positively influences social media customer engagement in the form of creating behavior (shares).	Supported
H2a: Emotional content positively influences social media customer engagement in the form of consuming behavior (follows or likes).	Not Supported
H2b: Emotional content positively influences social media customer engagement in the form of contributing behavior (comments).	Supported
H2c: Emotional content positively influences social media customer engagement in the form of creating behavior (shares).	Supported
H3a: Self-presentation through social media positively affects social media customer engagement in the form of consuming behavior (follows or likes).	Not Supported
H3b: Self-presentation through social media positively affects social media customer engagement in the form of contributing behavior (comments).	Supported
H3c: Self-presentation through social media positively affects social media customer engagement in the form of creating behavior (shares).	Supported
H4a: Self-expression through social media positively affects social media customer engagement in the form of consuming behavior (follows or likes).	Not Supported
H4b: Self-expression through social media positively affects social media customer engagement in the form of contributing behavior (comments).	Not Supported
H4c: Self-expression through social media positively affects social media customer engagement in the form of creating behavior (shares).	Supported

Table 3.22 (Continued): The results of hypotheses.

H5a: Social interaction is positively associated with consumption behavior of social media customer engagement (follows or likes).	Not Supported
H5b: Social interaction is positively associated with contribution behavior of social media customer engagement (comments).	Not Supported
H5c: Social interaction is positively associated with creation behavior of social media customer engagement (shares).	Not Supported
H6a: Media richness is positively related to consumption behavior of social media customer engagement (follows or likes).	Supported
H6b: Media richness is positively related to contribution behavior of social media customer engagement (comments).	Supported
H6c: Media richness is positively related to creation behavior of social media customer engagement (shares).	Not Supported
H7: Social media customer engagement varies depending on types of social media platform (Facebook vs. Instagram).	Supported

4. CONCLUSION AND RECOMMENDATIONS

In this thesis, the main focus is to analyze the factors which affect customer engagement through social media in the online grocery shopping market in Turkey. According to responses to the questionnaire, although 93.65% of respondents do online grocery shopping, only 65.93% of them follow their favorite online grocery shopping brand through social media. Moreover, Instagram is the most popular social media platform as a result of research surveys, and customers have a higher level of engagement in all dimensions through Instagram. The reason behind is that 62.35% of Instagram users spend more hours on social media. However, surprisingly, customers who spend 1-3 hour or 2-4 hour have a higher level of customer engagement in all dimensions of SMCE than weekly 10 or more hours in social media. As Dolan et al. (2019) suggested, there is no evidence of a significant relationship between the period of the most active social media usage during the day and social media customer engagement.

In social media, as suggested in the research model, brands share two different types of content with their customers. The first one is rational content, which gives information about brands, brand policies, brand's product prices or information about discounts and rewards. According to our results of study, rational content positively influences all dimensions of SMCE. In the consumption and contribution dimensions of SMCE, rational content has a higher level of positive effect than creation dimension, with 63% in consumption behavior, 64.3% in contribution behavior, whereas 52.6% in creation behavior. Similarly, Dolan et al. (2019) find out that rational content has positive effects in all consumption, contribution and creation behavior of SMCE. Secondly, emotional content is related with entertainment and relaxation of the social media content. In our results, there is a positive influence of emotional content on contribution and creation behavior, whereas there is not any significant effect on consumption behavior. Emotional content has a relatively weaker influence on contribution and creation behavior than rational content, which are 23.2% for

contribution behavior and 34.9% for creation behavior. According to Muntinga et al. (2011), entertaining and relaxing content are found to influence positively the consuming, contributing and creating behavior of customers through social media. Notably, in Buzeta et al. (2021) study, emotional content positively influences only consumption behavior of SMCE. Therefore, there are both supported and rejected studies of the results of this research in literature.

About personal identity factors, Muntinga et al. (2011) offered three different sub-factors which are self-presentation, self-expression and self-assurance. In our research model, self-assurance is analyzed under self-expression after factor analysis. According to the results of study, self-presentation has positive influence on contribution and creation behavior of SMCE, whereas it has not a significant effect on consumption behavior of SMCE. This result is supported by Muntinga et al. (2011) study which found out that there is a positive relationship between self-presentation and contribution and creation behavior of SMCE. Moreover, in self-expression factor, the results shows that there is negative relationship between self-expression and all dimensions of SMCE. The reason behind that is self-expression is related to expressing and one's identity or personality, so the brand should be important part of the customer lifes. However, the online grocery shopping market are not mature enough to create this type of expression on their customers. This result of research is supported by Buzeta et al. (2021) study, there is no significant effect of personal identity on any dimensions of SMCE.

When it comes to social interaction, Cheung et al. (2015) and Luo et al. (2019) identify the significant relationship between social interaction and customer engagement through social media. However, the results of research shows that there is a negative significant difference between social interaction factor and all dimensions of SMCE. According to Zhu and Chen (2015), the reason behind that could be related to the fact that customers with social media accounts are motivated to socially interact with their friends or families, rather than interacting with brands. However, if smaller fan groups in social media or customers of brands in niche markets are analyzed, the social interaction in social media could be significant and positively affects social media customer engagement.

According to Cao et al. (2021), the media richness of social media influences positively to all dimensions of customer engagement. In this research, media richness

positively affects consumption and contribution behavior of SMCE, whereas there is no significant effect on creation behavior of SMCE. In Shahbaznezhad et al. (2021) study, the reason behind that is explained by the fact that in the creation behavior, sharing post and product reviews or brand related articles take much more time and effort than consumption or contribution behavior. In addition to that, the media richness factor explains 85.67% of total variance, which is the highest one among factors, and has the highest reliability. In this study, Instagram is preferred as the favorite social media platform by the most of respondents (62.1%). According to Kim et al. (2017), customers who used Instagram react more positively and actively to the posts with higher media richness.

Although it is expected that the time frame of social media activities has a significant effect on dimensions of SMCE, in our study, the data for time frame variables is not reliable enough to go further analysis. Therefore, there may be a problem about the creation of questions or understanding of time frame questions in the survey.

This study also provides a comprehensive understanding about the usage characteristics of social media on consumption, contribution and creation behavior of SMCE. First it is revealed that in the consumption behavior of SMCE, there is a significant difference between customers who use Instagram as a favorite social media platform and Twitter platforms. In the contribution and creation behavior of SMCE, there is a difference between Instagram and Twitter, as well as between Instagram and Youtube. When it comes to weekly time spent on social media, there is a significant difference in all dimensions of SMCE between the groups weekly 1-3 hours spent on SM and 10 or more hours, as well as between the groups 4-6 hours and 10 or more hours.

4.1 Academic and Managerial Implications

With the widespread use of the Internet and social media, companies and brands give importance to social media accounts in order to reach more consumers and to share the policies, products, price and performance information of the company and the brand more effectively with visuals. In addition, the importance of customer engagement is increasing day by day with the effective use of social media by consumers and the increase in interaction with brands and companies through social media.

Due to the global pandemic, many changes have occurred in the purchasing behavior and priorities of customers. Customers prefer to shop online, both to protect their health and due to government restrictions. As explained in the previous sections, most markets were affected by this negatively, but the market where this influence is positive and experienced the most is the food and grocery market.

Recently, there has been an increasing interest in studying related customer engagement through social media. Our research contributes to existing customer engagement and social media customer engagement literature in several ways and has theoretical implications. First, in the literature, there are limited resources about the online grocery shopping market in Turkey. Therefore, this study contributes to the online grocery shopping market in Turkey. The brands in this market have started to use social media accounts more effectively to increase customer engagement. Therefore, in this study, the factors affecting customer engagement in social media are analyzed. According to results of this study, practical implications that can help to enhance customer engagement through social media in the competitive online grocery shopping market are provided. Based on the results, there are 3 different factors which affect customer engagement through social media in the online grocery shopping market in Turkey. Content factor and social media factor are the most effective factors on social media customer engagement. Companies which share social media posts with high media richness and rational content will differentiate them from their competitors. In addition to that, although it is thought that social interaction and need of self-expression contribute to customer engagement through social media, it is observed that there is no significant effect on customer engagement and the reason behind that is the intention of using social media platform is different from the following the brands or companies social media accounts. Generally, people create their social media accounts to increase their social interaction and express themselves more freely. However, when they show the consumption, contribution and creation behavior through social media as a customer, these factors are not considered anymore.

Moreover, in this study, it was determined that although 93.65% of respondents do online grocery shopping, only 65.93% of them follow their favorite online grocery shopping brand through social media. Therefore, online grocery shopping companies should focus more on customer engagement through social media. Also, each factor has different importance in the dimensions of SMCE. For example, although self-

presentation has a positive impact on contribution and creation behavior of SMCE, it does not have a significant impact on consumption behavior. Therefore, these should be considered in the process of managing social media accounts and creating social media posts.

4.2 Further Research Directions

The primary limitation about the study is related to the fact that there are differences in the number of social media users in the data set obtained. A different number of consumers were used for each social media platform. Most responders use Instagram as their favorite social media platform and this may affect the results of the study about the factors affecting social media customer engagement in different dimensions. Therefore, for the further research, it should be taken the same sample sizes from each type of social media platform.

The age range of the results show that the maximum age of respondents is 45 and this could be limitation about research. The age range of sample is not enough to show the population. Also, this age limitation affects the results of favourite social media platform according to respondents. Therefore, the questionnaire should be sent more respondents who are over 45 for further research.

It may be a limitation of this study that data were collected with questionnaires, and it is considered that for future studies, it is more beneficial to work with larger sample sizes and different variables. Moreover, for the further research, the findings should be supported with analyzing real posts and customer behavior through social media. Also, in the social media factors, there is limited research and most of it is related with the involvement and participation of customers. Different scales should be applied to measure the effect of social media on SMCE for further research.

Customers prefer to use social media to get information about products, promotions, and discounts as a result of study. However, in the online grocery shopping market, most of customer do daily shopping based on their daily needs, and they do not pay attention to the contents shared through social media. Therefore, for further research, the factors and analysis should be applied different markets to get more reliable results.

Moreover, in this study, social media customer engagement was analyzed under three different behaviors. In the creation behavior of SMCE, customers produce new posts

and contents through social media and writing brand-related articles and reviews. The number of customers acting with this behavior is less and generally, influencers show this behavior. Therefore, to analyze consumer behavior more reliably, the questionnaire should be sent more customers with the creation behavior of SMCE or influencers.



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- Url-11**<<https://www.statista.com/statistics/565628/time-spent-digital-traditional-media-usa/>>, date retrieved 10.03.2021.



APPENDICES

APPENDIX A.1: Survey Questionnaire Form in Turkish

APPENDIX A.2: Survey Questionnaire Form in English

APPENDIX B: The correlation matrix for independent variables





APPENDIX A

APPENDIX A.1: Survey Questionnaire Form in Turkish

Değerli Katılımcı,

Bu çalışma İstanbul Teknik Üniversitesi Sosyal Bilimler Enstitüsü İşletme Yüksek Lisans programında yürütülen "Sosyal Medyada Tüketici Katılımını Etkileyen Faktörler " başlıklı yüksek lisans tezine veri sağlamak amacıyla düzenlenmiştir. Anketteki sorulara vereceğiniz cevaplar yalnızca bu çalışmada kullanılacak ve başka hiçbir kurum veya kişiyle paylaşılmayacaktır. Anketin geçerliliği için tüm soruları yanıtlamanız gerekmektedir.

Katkılarınız için şimdiden çok teşekkür ederim.

*(Zorunlu)

Section1

1. Herhangi bir sosyal medya hesabınız var mı?*

Evet

Hayır

Yukarıdaki soruya cevabınız Hayır ise, anketi burada sonlandırabilirsiniz. Cevabınız Evet ise:

Section 2

2. Hangi sosyal medya platformlarını kullanıyorsunuz?*

Facebook

Instagram

Twitter

LinkedIn

YouTube

Tiktok

Other:

3. En çok kullandığınız sosyal medya platformu hangisidir?*

Facebook

Instagram

Twitter

LinkedIn

YouTube

Tiktok

Other:

Aşağıdaki soruları yukarıda belirttiğiniz ve en çok kullandığınız sosyal medya platformunu düşünerek cevaplayınız.

4. Bir haftada toplam kaç saatinizi bu sosyal medya platformunda geçiriyorsunuz?*

1 saatten az

1-3 saat

4-6 saat

7-9 saat

10 saat veya üzeri

5.Bir gün içerisinde en fazla hangi saat diliminde bu sosyal medya platformunu aktif şekilde kullanıyorsunuz?*

- Sabah
- Öğle
- Akşam
- Gece

6.Online market alışverişi yapıyor musunuz?*

- Evet
- Hayır

Yukarıdaki soruya cevabınız Hayır ise, anketi burada sonlandırabilirsiniz.

Cevabınız Evet ise;

Section 3

7.Son bir ay içerisinde online market alışveriş markalarından kaç kez sipariş verdiniz?*

- Hiç
- 1-3 kez
- 4-6 kez
- 7-9 kez
- 10 kez veya üzeri

8. Favori online market alışveriş markanız nedir?* (Lütfen yalnızca tek bir seçeneği işaretleyiniz.)

- Getir
- Banabi
- İstegelsin
- Migros Hemen
- Hepsiexpress (Hepsiburada)
- Trendyol Hızlı Market
- CarrefourSA Online Market
- A101 Kapıda

9. Favori online market alışveriş markanızı en çok kullandığınızı belirttiğiniz sosyal medya platformundan takip ediyor musunuz?*

- Evet
- Hayır

Seciton4

Aşağıda çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı, yukarıda seçtiğiniz **online alışveriş markasını ve en çok kullandığınızı belirttiğiniz sosyal medya platformunu** düşünerek ve size en uygun olan seçeneği işaretleyerek lütfen belirtiniz. (1= Kesinlikle Katılmıyorum, 5= Kesinlikle Katılıyorum)

No.	İfadeler					
1	Sosyal medyada bu markayla ilgili yazıları okuyorum.	1	2	3	4	5
2	Sosyal medya platformlarında bu markayla ilgili fan sayfalarını okuyorum.	1	2	3	4	5
3	Sosyal medyada bu markayla ilgili resimlere/grafiklere bakıyorum.	1	2	3	4	5
4	Sosyal medyada bu markayla ilgili blogları takip ediyorum.	1	2	3	4	5
5	Bu markanın tüm sosyal medya hesaplarını takip ediyorum.	1	2	3	4	5
6	Sosyal medyada bu markayla ilgili gönderileri beğeniyorum.	1	2	3	4	5
7	Sosyal medyada bu markayla ilgili resimleri/grafikleri beğeniyorum.	1	2	3	4	5
8	Sosyal medyada bu markayla ilgili gönderilere yorum yapıyorum.	1	2	3	4	5
9	Sosyal medyada bu markayla ilgili videolara yorum yapıyorum.	1	2	3	4	5

10	Sosyal medyada bu markayla ilgili resimlere/grafiklere yorum yapıyorum.	1	2	3	4	5
11	Sosyal medyada bu markayla ilgili gönderiler paylaşıyorum.	1	2	3	4	5
12	Sosyal medya hesabımda bu markayla ilgili paylaşımlar başlatıyorum.	1	2	3	4	5
13	Sosyal medyada bu markayla ilgili resimler/grafikler paylaşıyorum.	1	2	3	4	5
14	Sosyal medyada bu markayla gösteren videolar paylaşıyorum.	1	2	3	4	5
15	Sosyal medyada bu markanın ürünleri veya hizmetleri hakkında incelemeler yazıyorum.	1	2	3	4	5

No.	İfadeler					
1	Bu markanın sosyal medya hesabını farklı konular hakkında bilgi almak için kullanıyorum.	1	2	3	4	5
2	Bu markanın sosyal medya hesabı bana arkadaşlarımla konuşacak bir şeyler veriyor.	1	2	3	4	5
3	Bu markanın sosyal medya hesabını bir işi nasıl yapacağım konusunda tavsiye almak istediğimde kullanıyorum.	1	2	3	4	5
4	Bu marka ile ilgili önemli şeyleri hatırlamak için sosyal medya hesabını kullanıyorum.	1	2	3	4	5
5	Bu markanın sosyal medya hesabı eğlenceli olduğu için kullanıyorum.	1	2	3	4	5
6	Bu markanın sosyal medya hesabı beni rahatlatığı için kullanıyorum	1	2	3	4	5
7	Bu markanın sosyal medya hesabını yarışmalara katılmak için kullanıyorum.	1	2	3	4	5
8	Bu markanın sosyal medya hesabını indirimlere ve promosyonlara ulaşmak için kullanıyorum.	1	2	3	4	5

No.	İfadeler					
1	Bu markanın sosyal medya hesabında başkaları üzerinde iyi bir izlenim bırakırım.	1	2	3	4	5
2	Bu markanın sosyal medya hesabında başkalarına kim olduğumu gösterebilirim.	1	2	3	4	5
3	Bu markanın sosyal medya hesabında başkalarına kim olmak istediğimi gösterebilirim.	1	2	3	4	5
4	Bu markanın sosyal medya hesabında arkadaşlarımla/takipçilerimin beni beğenmesi için sosyal medya gönderileriyle meşgul oluyorum.	1	2	3	4	5
5	Bu markanın sosyal medya hesabında düşüncelerimi özgürce ifade edebiliyorum.	1	2	3	4	5
6	Bu markanın sosyal medya hesabında kimliğimi özgürce ortaya koyabiliyorum.	1	2	3	4	5
7	Bu markanın sosyal medya hesabında sözümü söylememe olanak veriyor.	1	2	3	4	5
8	Bu markanın sosyal medya hesabında insanlar doğru şeyleri yaptığımı söylerse, bu beni gururlandırıyor ve mutlu ediyor.	1	2	3	4	5

No.	İfadeler					
1	Benim gibi insanlarla bu markanın sosyal medya hesabı aracılığıyla etkileşim kurabilirim.	1	2	3	4	5
2	Benimkilerle aynı ilgi alanlarına sahip bir grupta bulunmak için bu markanın sosyal medya platformunu kullanıyorum.	1	2	3	4	5
3	Bu markanın sosyal medya hesabı aracılığıyla diğer insanlarla bağlantılar kurdum.	1	2	3	4	5
4	Bu markanın sosyal medya hesabı aracılığıyla etkileşim kurmak beni onlara duygusal olarak bağlıyor.	1	2	3	4	5
5	Bu markanın sosyal medya hesabı aracılığıyla etkileşim kurmak, onlarla sosyal ilişkilerimi geliştiriyor.	1	2	3	4	5

No.	İfadeler					
1	Bu markanın sosyal medya hesabı anında geri bildirim sağladığında daha çok etkileşim kuruyorum.	1	2	3	4	5
2	Bu markanın sosyal medya hesabı 'beğen', 'yorum yap', 'gönder' veya 'paylaş' gibi zengin ve çeşitli iletişim ve yanıt araçları sağladığında, daha çok etkileşim kuruyorum.	1	2	3	4	5
3	Bu markanın sosyal medya hesabı video, ses, resim veya metin gibi çeşitli içeriklere imkan verdiğinde, daha fazla etkileşim kuruyorum.	1	2	3	4	5

No.	İfadeler					
1	Bu marka sosyal medya hesabında hafta içi daha fazla paylaşım yapıyor.	1	2	3	4	5
2	Bu marka sosyal medya hesabında hafta sonu daha fazla paylaşım yapıyor.	1	2	3	4	5

Demografik bilgiler

1.Cinsiyetiniz*:

Kadın

Erkek

2.Yaşınız*:

3.Öğrenim durumunuz*:

İlköğretim

Lise

Lisans

Yüksek Lisans

Doktora

4.Çalışma durumunuz*:

Öğrenciyim

Kamuda maaşlı çalışıyorum

Özel sektörde maaşlı çalışıyorum

Emekliyim

Kendi işimi yapıyorum

Evhanımıyım

Çalışmıyorum

APPENDIX A.2: Survey Questionnaire Form in English

This survey has been conducted for a study which is made under Istanbul Technical University, Social Science Institution for Master Degree and the subject is “The factors affecting customer engagement through social media: A research study on online grocery shopping market”. The data collected over a survey will not be used for other purposes. Please answer all the questions. Thank you in advance.

*(Must)

Section1

1. Do you have any social media account?*

Yes

No

If the answer of this question is No, this is the end of survey for you. If it is Yes, please continue:

Section 2

2. Which social media platforms do you have?*

Facebook

Instagram

Twitter

LinkedIn

YouTube

Tiktok

Other:

3. Which social media platform do you use the most?*

Facebook

Instagram

Twitter

LinkedIn

YouTube

Tiktok

Other:

Please answer the below questions by considering your answer to the third question.

4. How many hours in total do you spend on this social media platform in a week?*

Less than a hour

1-3 hours

4-6 hours

7-9 hours

10 or more than 10 hours

5. In a day, in which time period do you actively use this social media platform?*

Morning

Noon

Evening

Night

6. Do you do online grocery shopping?*

Yes

No

If the answer of this question is No, this is the end of survey for you. If it is Yes, please continue:

Section 3

7. How many times have you ordered from online grocery shopping brands in the last month?*

- Never
- 1-3 times
- 4-6 times
- 7-9 times
- 10 times or more

8. What is your favorite online grocery shopping brand?* (Please choose only one of them.)

- Getir
- Banabi
- İstegelsin
- Migros Hemen
- Hepsiexpress (Hepsiburada)
- Trendyol Hızlı Market
- CarrefourSA Online Market
- A101 Kapıda

9. Do you follow your favorite online grocery shopping brand on the social media platform you use the most?*

- Yes
- No

Section 4

Below, there are various statements. Please indicate to your level of agreement with each statement and please consider your favorite online grocery shopping brand and your favorite social media platform (1= Strongly disagree, 5= Strongly agree)

No.	Statements					
1	I read posts related to Brand X on social media	1	2	3	4	5
2	I read fan page(s) related to Brand X on social media platforms.	1	2	3	4	5
3	I watch pictures/graphics related to Brand X.	1	2	3	4	5
4	I follow blogs related to brand X	1	2	3	4	5
5	I follow brand X social media platforms	1	2	3	4	5
6	I like posts related to Brand X	1	2	3	4	5
7	I like pictures/graphics related to Brand X	1	2	3	4	5
8	I comment on posts related to brand X	1	2	3	4	5
9	I comment on videos related to brand X	1	2	3	4	5
10	I comment on pictures/graphics related to Brand X	1	2	3	4	5
11	I share posts related to Brand X on social media platforms.	1	2	3	4	5
12	I initiate posts related to Brand X on social media platforms	1	2	3	4	5
13	I post pictures/graphics related to Brand X	1	2	3	4	5
14	I post videos that show Brand X	1	2	3	4	5
15	I write brand-related reviews about products or services of Brand X I try or use.	1	2	3	4	5

No.	Statements					

1	I use [social medium] to get information on different topics	1	2	3	4	5
2	[Social medium] gives me something to talk about with my friends	1	2	3	4	5
3	I use [social medium] when I want advice on how to carry out some task.	1	2	3	4	5
4	I use [social medium] to remember something important.	1	2	3	4	5
5	I use [social medium] because it is entertaining.	1	2	3	4	5
6	I use [social medium] because it relaxes me	1	2	3	4	5
7	I use [social medium] to take part in a competition	1	2	3	4	5
8	I use [social medium] to access discounts and promotions	1	2	3	4	5

No.	Statements					
1	On [social media platform], I can make a good impression on others	1	2	3	4	5
2	On [social media platform], I can present to others who I am	1	2	3	4	5
3	On [social media platform], I can present to others who I want to be	1	2	3	4	5
4	I engage with social media posts so that my friends/followers would like me.	1	2	3	4	5
5	[Social media platform] allows me to express my opinions freely	1	2	3	4	5
6	[Social media platform] allows me to assert my identity freely	1	2	3	4	5
7	[Social media platform] allows me to have my say	1	2	3	4	5
8	If people post that they see you doing the right things, it makes me feel proud and happy	1	2	3	4	5

No.	Statements					
1	I can interact with people like me on [social medium]	1	2	3	4	5
2	I use [social medium] to belong to a group with the same interests as mine	1	2	3	4	5
3	I have made connections to other people on [social medium]	1	2	3	4	5
4	Interacting with brands on [social medium] makes me emotionally attached to them	1	2	3	4	5
5	Interacting with brands on [social medium] enhances my social relationships with them.	1	2	3	4	5

No.	Statements					
1	When the social media platform enables instant feedback, I engage more.	1	2	3	4	5
2	When the social media platform provides rich and varied communication and response tools such as 'like', 'comment', 'post' or 'share', I engage more.	1	2	3	4	5
3	When the social media platform enables a variety of message cues such as video, audio, picture, or text, I engage more.	1	2	3	4	5

No.	Statements					
1	Brand X share more posts and use more active the social media platform at weekdays.	1	2	3	4	5
2	Brand X share more posts and use more active the social media platform at weekends.	1	2	3	4	5

Demographical information

1. Gender*:

Female

Male

2. Age*:

3.What is the highest level of education you have completed?*

Less than high school

High school

Bachelor's Degree

Master's Degree

Doctoral Degree

4.Your current job*:

Student

Employed in public sector

Employed in private sector

Retired

Self-employment

Housewife

Unemployed



APPENDIX B: The correlation matrix for independent variables

Table B.1: The correlation matrix for independent variables

		Rational content	Emotional content	Self presentation	Self expression	Social interaction	Social media
Rational content	Pearson	1					
	Correlation						
	Sig. (1-tailed)						
	N						
Emotional content	Pearson	,145**	1				
	Correlation						
	Sig. (1-tailed)						
	N						
Self presentation	Pearson	,043	,479**	1			
	Correlation						
	Sig. (1-tailed)						
	N						
Self expression	Pearson	-,004	,317**	,701**	1		
	Correlation						
	Sig. (1-tailed)						
	N						
Social interaction	Pearson	,191**	,579**	,738**	,680**	1	
	Correlation						
	Sig. (1-tailed)						
	N						
Social media	Pearson	,836**	,133**	,067	-,039	,172**	1
	Correlation						
	Sig. (1-tailed)						
	N						

**. Correlation is significant at the 0.01 level (1-tailed).



CURRICULUM VITAE

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