

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**ONLINE CONSUMER MOTIVATION AND BRAND ENGAGEMENT ON
SOCIAL MEDIA : A STUDY ON INSTAGRAM**

MSc. THESIS

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Department of Business
Business Administration Program

APRIL 2020

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DECLARATION

I declare on my honor that this document is the result of personal work and that borrowings from external documents are all mentioned hereby state that I have formed and written the enclosed Master Thesis entirely by myself and have not used references or means without declaration in the text and reference or bibliography section. Any opinions from others or literal quotations are identified.

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Mohammad ELBALAWY

FOREWORD

At the beginning of this statement, I would like to say first and foremost all praise is due to GOD, and for those who have supported, advised, and helped me throughout my Master's degree, I deeply thank and appreciate everything you have done for me especially to the angel on earth the grace of God the one who her prayers and affection were always there for me when I needed them the most ... My beloved Mother.

One does not choose his family. They are God's gift to us, My family gave me the roots to stand tall and strong my sincere gratitude and appreciation are to them and to the love of my life who believes in me no matter what and keeps encouraging me to achieve and accomplish more my loving and caring wife SELMA.

I would like to extend my appreciation and sincere thanks to my thesis supervisor Doç. Dr. İlkey KARADUMAN, for his guidance, worthy suggestions, extensive cooperation, during my preparation of the thesis.

Last but not least I would like to thank Turkey as a country that I deeply love and respect for having me and for the lovely journey that I had in this land through my study.

APRIL, 2020

Mohammed ELBALAWY

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ONLINE CONSUMER MOTIVATION AND BRAND ENGAGEMENT ON SOCIAL MEDIA : A STUDY ON INSTAGRAM

ABSTRACT

The changes streaming from the customers rapidly changed attention, new ways and techniques and platforms are coming to the scene of advertisement and marketing, corporation's and small companies are pouring big amounts of their advertising or marketing budgets on social media platforms also, instead of only spending it on television and radio, Facebook and Instagram take a huge share of the amounts of budgets spent on online and social media advertisements, companies are currently are researching the reasons and factors that are controlling or affecting customers attention and customer engagement regarding sales and advertisement. This research will provide recommendations and prohibitions for companies and sellers who operate online or primarily on Instagram.

Keywords: *Online Advertisement, Instagram, Brand Engagement, Instagram Marketing, Changes In The Marketing Industry, Adding Value to Consumers, Current Advertising Trends, Social Media Platforms, Facebook, Google AdWords, Customers Attention.*

SOSYAL MEDYADA ÇEVİRİMİÇİ TÜKETİCİ MOTİVASYONU VE MARKA BAĞLILIGI: INSTAGRAM ÜZERİNE ARASTIRMA

ÖZET

Müşterilerden gelen değişimler hızla dikkatleri değiştirdi, yeni yöntemler ve teknikler ve platformlar reklam ve pazarlama sahnesine geliyor, kurumlar ve küçük şirketler sadece harcama yapmak yerine reklam veya pazarlama bütçelerinin büyük bir kısmını sosyal medya platformlarına da akıtıyor. televizyon ve radyoda, Facebook ve Instagram çevrimiçi ve sosyal medya reklamlarına harcanan bütçe miktarlarından büyük bir pay alıyor, şirketler şu anda satış ve reklamla ilgili müşterilerin dikkatini ve müşteri katılımını kontrol eden veya etkileyen nedenleri ve faktörleri araştırıyor. Bu araştırma, çevrimiçi veya öncelikli olarak Instagram'da faaliyet gösteren şirket ve satıcılar için öneriler ve yasaklar sağlayacaktır.

Anahtar Kelimeler: *Çevrimiçi Reklam, Instagram, Marka Bağlılığı, Instagram Pazarlama, Pazarlama Sektöründeki Değişiklikler, Tüketicilere Değer Katan, Güncel Reklam Trendleri, Sosyal Medya Platformları, Facebook, Google AdWords, Müşterilerin Dikkatine.*

1. INTRODUCTION

The main aim of this study is to investigate online consumer motivation and brand engagement on social media in Instagram, what could be the factors that can motivate consumers to make the buying action in companies operating on social media (Instagram) and how do consumers engage with companies on social media pages and accounts in Instagram.

This research will help many companies to modify and update the marketing strategies that they use on Instagram and, in general, on social media, how to use and shape the correct strategies and the correct content, discuss Factors that can make consumers engage with companies on social media (Instagram).

Industry experts and researchers in the academic world have investigated the answer to how best to engage customers. Social media has facilitated a number of business prospects and also provided companies with platforms through which they can involve their shareholders (Vaynerchuk, Crushing it, 2018). An important concern to customer engagement is how it is conceptualized and what reasons enable and support customer interaction on social media.

We are in today's industry intriguing inflection point where internet and consumer Behavior is at complete and total scale and which means that we are going into a new time of opportunity, the white space that technology keeps creating and always will is a matter that businesses and people struggle with because the reality is that a lot of people preview things based on what already has happened rather than being able to understand what's going to happen, which is ironic because what's about to happen now has happened in history many times over and over, it's just that you have to understand the pattern recognition and deploy it against the current state (Vaynerchuk, Crushing it, 2018).

For me, if you understand that jargon, it will be easier to cope with the current trends in social media marketing or marketing in general. One of the things that I will be

talking about in this research and I believe that what interests everybody is the attention of the person that you were trying to reach.

If we went to the early nineties when email newsletters were starting and Google AdWords launched some, people were interested and actually worked on it ,and some people missed the chance of investing or advertising with it, so, for example Amazon was the biggest Google Advertiser ,and for that, they have used wisely their advertising Budget on the internet and on Google ,and we can see now where are they at, on the other hand, we can see businesses that haven't used this opportunity wisely and underestimated the internet and social media and Google advertisement and spend a huge part of their advertisements budgets on radio television or a mix marketing techniques that are arguably could have been a waste of their money at that time and definitely a waste on these times (vaynerchuk, 2011). This research will be helpful for both B2B and B2C businesses because I believe that social media marketing and social media apps and programs can reach all intentions that we want or ask for through these platforms.

So when we talk about new techniques in new forms of online advertising I believe that it is a subject of supply and demand, for example, like when Google AdWords started in the 2000s the price per click was very underprice but when high demand and a lot of business has reached attention to it and actually figured it out, currently the price The Click on Google AdWords got a lot higher since it started and it actually makes sense for that to happen, so this will be good for early adopters ,for example, to adopt and work on new techniques in advertising, Technically a person better be going all-in ,and we'll be using underpriced advertisement at the beginning of it , and that will make their businesses go extremely big (Vaynerchuk, Crushing it, 2018).

I believe that the Great misunderstanding of today's market and Landscape is that the Breakthrough is the ability to produce creative at a scale that is contextual to the decision maker that's you are trying to reach, the number one shortcoming of the consumer product Marketers and the b2b marketers is there is not enough volume of different creative that is contextual to who you are seeking to reach.

People invest so much time in today's world about the math, and the Arbitrage in our business world today is around the Arts, the math can be good, the data is clean, that

it becomes commoditized by time and the variable of success for most of the people or businesses is the content that is being inserted into those platforms.

If you would like to penetrate in a world of this much content being put out, is by putting something brings value to your target audience, not in the form of a sales pitch which is what 95% of the content that fills these platforms is, everybody is putting their sales pitch and what they need to become is somebody who has the ability to bring value to the other person on the other end, in the world where everybody's putting out content you have to realize set the best content wins.

There is an incredible advantage to know what's your target is when you actually try to provide that target value in a world where they are getting sold to 24/7 365 you will see remarkable opportunities, and for most of businesses that have a hardcore sales organization they wouldn't need marketing to make more sales they would need marketing to do more brand and branding it support your sales organization.

That may not make sense some tech companies and most B2B companies because they care about numbers every 90 days or every 12 months and that could be short-term and they wouldn't there is much or put the attention on the long term value, short-term goals could be like raising more capital, but what we are really living through now is one big game of financial Arbitrage to reach metrics to get more venture capital not actually building a product and services business (vaynerchuk, 2011).

So when we talked about the attention on Facebook Twitter Instagram LinkedIn YouTube is massively under price versus the attention that you can buy elsewhere on an outdoor radio-television advertisement, the reason why businesses and people don't succeed in these platforms is that they don't know how to build them with the right quality of content.

I believe that we are living in a golden era where you see such big brands especially in e-commerce we are seeing Brands going from zero to a hundred million in Revenue based on 100% influencer marketing strategy based on that you can only imagine how much attention is going on in Instagram to be able to do something similar to that, I believe what matters the most right now is our phones.

When we look into our phone's home screen, we find that's most of our apps are utility apps or entertainment apps on the other hand 95% of the content that we see online is

mostly a sales pitch which tells us why this could go the wrong way so if we understand the utility or entertainment aspect we could understand as businesses that we have to make what we give to customers online as content should be either entertainment or utility for it to be consumed by customers.

With different apps and so different social media platforms for companies, they need to understand their target audience location, and with time, their target audience's attention May shift from one platform to another and this is why the marketing department should pay close attention to all the small changes that happens.



2. LITERATURE REVIEW

The theoretical framework familiarizes the reader with the idea of digital and social media marketing, carefully studying their features and advantages as the ever growing marketing channels of today. Consumer behavior correlates closely to the thesis topic as the behavior and motivation of Instagram users concerning adverts on the application are at the very core of the research subject of the thesis.

Issues with online advertisement targeting, as aforementioned, widely added to the formulation of the research problem, and thus its principles are presented in the chapter as well. Consumer motivation is an inner element that encourages customers to distinguish and purchase goods and services to satisfy unconscious and conscious needs and wants (Martin, 2011). The satisfaction of these requirements and needs has the ability to inspire the consumers to perform a purchase one more time or to discover various goods and services to meet those needs in an improved way.

2.1 Hierarchy of Needs

Consumer motivation is connected to the "hierarchy of needs" that Maslow created. (Maslow, 1943) As indicated by this rule, motivational operators hold several degrees of value. Physiological needs are usually the popular ones, comes after that necessary survival needs which they are food, shelter, and safety. More important levels of needs involve human needs (love and relationships), Appreciation-needs (status and recognition), and there is the self-fulfillment in the hierarchy. As per Maslow, an individual must meet lower-level needs before being roused to meet more elevated level needs.

2.1.1 Motivational Levels

It depends on how serious the transaction is to a person; the motivational levels that he would have probably would differ from high levels to low levels (Malisetty, 2012). Factors that may influence involve knowledge of the product, factors of the status, and the expense and value in general. When the rewards of fulfillment are low, similar to

buying from the supermarket, the levels of motivation at that time would also be low, and the decision-making behavior would be low as well. On the other hand, with an important and sensitive manner like purchasing a home or a piece of valuable jewelry, the urge of reaching the "best" outcome is important.

2.1.2 Motivational Behavior

The observable perspective regarding customer motivation affects a buyer's activities prior to buying and utilizing products or services. An individual may do a great deal of examining options, measuring, and inspecting before taking a decision (Kotler, 2011). They may choose to purchase something depending on the products and services that nearly match and fulfill motivational demands and requirements. Advertisers throughout the years intended obtaining the greatest influence and consequential sale via connecting their goods and services to reliably defined customer wants also through knowing whatever drives consumers to make a purchase.

2.1.3 Motivational Influences

Motivational degrees are very different from one person to another and they can be effected through various exterior factors. These factors consolidate the social benefit of settling on the right choices, opinions regarding brand names, and the association of the values of brands and individuals (Bown-Wilson, Definition of Consumer Motivation, 2019). In the event that others would share their opinions in decision making, their influence impacts the conduct of the primary purchaser.

2.1.4 Accessing Motivation

Businesses and advertisers use various apparatuses to help them comprehend customer motivation comparable to their products and ventures. This may help them decide their business sectors as indicated by different purchaser motivations. (Bown-Wilson, Definition of Consumer Motivation, 2019). Marketers apply pre-purchase and post-purchase online\postal surveys, one to one interviews, focus groups to improve the perception of customers' motivational operators.

2.2 Phycology behind Consumer Behaviour

Around 20 years ago, researchers (Hargreaves, D. J., McKendrick, J, 1999) did a study at a wine shop. They wanted to discover if the store's background music could affect the choice of customers when buying. On the days where they played German music,

German wine was selected over the French wine 3 to 1, and on the days that they played French background music, the French wine was selected over the German wine 3 to 1.

	French accordion music	German Bierkeller music
Bottles of French wine sold	40 (77%)	12 (23%)
Bottles of German wine sold	8 (27%)	22 (73%)

Figure 1 : wine store background music study.

However, here is the interesting part; they asked the shoppers if the background music affected their wine selections, above 90% of the Customers said no. This study explains that are buying choices can be affected by something simple, and we would not even notice. The study asks unusual critical topics. How people form our purchasing determinations? Are they making their determinations knowingly situated on details, intelligence, & reasoning? Or is it done unknowingly depending on emotions and intuition?

In 1985 (Benjami, 2015), Coca-Cola was losing the market share to Pepsi. Pepsi was telling the public that in blind taste testing, more people favored Pepsi over Coca-Cola, so Coca-Cola decided to enhance its taste by modifying the formula, and it came up with THE NEW COKE. Above 200,000 people were taste testing the new Coke 85% of them favored the new Coke over the original Coke, more importantly, people favored Coke over Pepsi.



Figure 2. The new COKE and pepsi 1985.

With much confidence, Coca-Cola introduced the new Coke very quickly. This sweet drink, in turn, turned into a bitter pill that cost Coca-Cola a big fortune, irritated customers started protesting throughout the country demanding the original Coke back.

Distressed customers began ignoring Coca Cola, drinks left on shop shelves Coca-Cola headquarters received about eight thousand and thirty-one distressed phone calls in one day. Coca-Cola was confused because they already tested the new Coke before they released it into the market. However, the researchers found out what Coca-Cola's miss was a secure emotional connection customers had for almost a hundred ages.

Coca-Cola has been advertised as a good vibe drink their showcasing trademarks included have a Coca-Cola and a grin; also, I would love to purchase the World a Coca-Cola., celebrities similar to Elvis Marilyn Monroe and the Beatles were the face of Coca-Cola if you don't feel well have a Coke, Coke was a bit more than a sweet drink, drinking Coke had converted to a feel-good sensation and that feel-good sensation involves feelings, memories and thoughts.

A study in the year 2004 explains how Coca-Cola's marketing campaign has imprinted in our minds with positive feelings and thoughts (McClure, 2009). In this study, the test group was required to taste both Pepsi and Coca-Cola at the same time brain scans were being performed to them to discover the sections in the brain that are being activated, Investigators start with hidden testing like what Pepsi did; the result was replicated, meaning that the Pepsi test was actually valid and above 50% of the test group favored Pepsi against Coca-cola, and there was no surprise there.

Then the researchers have made a small change on the Pepsi test, and the test group was informed by the name of the beverage that they are going to drink, which means it is not blind testing anymore, 75% of the group test prefer Coca-Cola over Pepsi. Surprisingly when they started drinking Coca-Cola, the emotional, memory, thinking parts of the brain, they become active. On the opposite side, the same brain activity did not happen when they were drinking Pepsi (Vecchiato, 2011). The study explains what is the effect in our brains unconsciously when we are thinking of a famous brand name similar to Coca-Cola.

The study demonstrated that our memories thoughts and feelings could unconsciously alter our experience with products, this way the unconscious might influence our decisions the vast memories and feelings provoked by Coca-Cola are the powerful emotional association's people hold and, Coca-Cola did not pay attention to those strong emotional connections when they decreased this great drink to just a taste this is why New Coke failed. (Vecchiato, 2011) Through this brain study, we can see how marketing influences our emotions and our decisions without our awareness. At this point, Neuroscience meets marketing.

2.2.1 Neuromarketing

Neuromarketing is the science of consumer decisions. It studies how we make buying decisions and how our emotions and intuition shape our decisions (Bhatia, 2014). When do we ask the question of why marketers are focusing on our emotions, intuition, and unconsciousness? Here are some reasons over the last two decades neuroscience analysis has proved that almost 95% of our choices are made in the subconscious mind (Zaltman, 2003), during the same time period, medical Researches have confirmed that emotions play a very important role in our decision-making process, inside the brain there are many very specialized sections and each section, has a different task.

Some areas are responsible for tasting, while some are responsible for hearing, and some are for seeing, the limbic system is the human emotional brain, all of our feelings come from this part.

Neuroscientists usually discover more information about the brain when a problem happens, The scientists have proven that if someone, for example, had a stroke and the limbic system was damaged, which is the emotional brain. That person would have

difficulties making any decisions over the slightest and the smallest things for example which kind of cereal should he or she buy, without the emotional brain being entirely operative, he simply wouldn't be able to make that decision.

Each purchase we make includes decision making, Neuroscience and marketing can assist us in understanding how do we make those decisions and how we can be influenced into buying something. Every year nine out of ten new products fail (Gourville, 2005), nearly a hundred billion dollars were used on marketing and were entirely a waste. One of the main reasons that regular marketing neglects to pay attention to embrace consumers' unconscious emotional encounters will happen as it occurred coca-cola when they introduced the new version and it failed, in the case of this loss can be avoided so much capital will be saved on traditional advertising, both customers and businesses will benefit, with neuromarketing to concentrate on generating more genuine consumer experiences.

Google captures users' unconscious Behavior in order to increase its revenues, we have seen Google ads before open links in those banners are colored in blue (Guardian, 2014), each time you click on these Blue Links Google profits. Naturally, Google wants a huge amount of people to click on the links, we understand that color can affect our emotion in our Behavior.

Google asked a question does a slight change of color in those Links could possibly increase users' clicking Behavior, Google tested 41 shades of blue in these links believing that certain shades of blue will increase click rate and actually one of them did increase the click rate, by using the chosen color Google increased its yearly revenue by two hundred million dollars. This is the power of neuromarketing, and if you know how to grab the attention of the brain, you can utilize that knowledge to make the better consumer experience and transfer it into revenue.

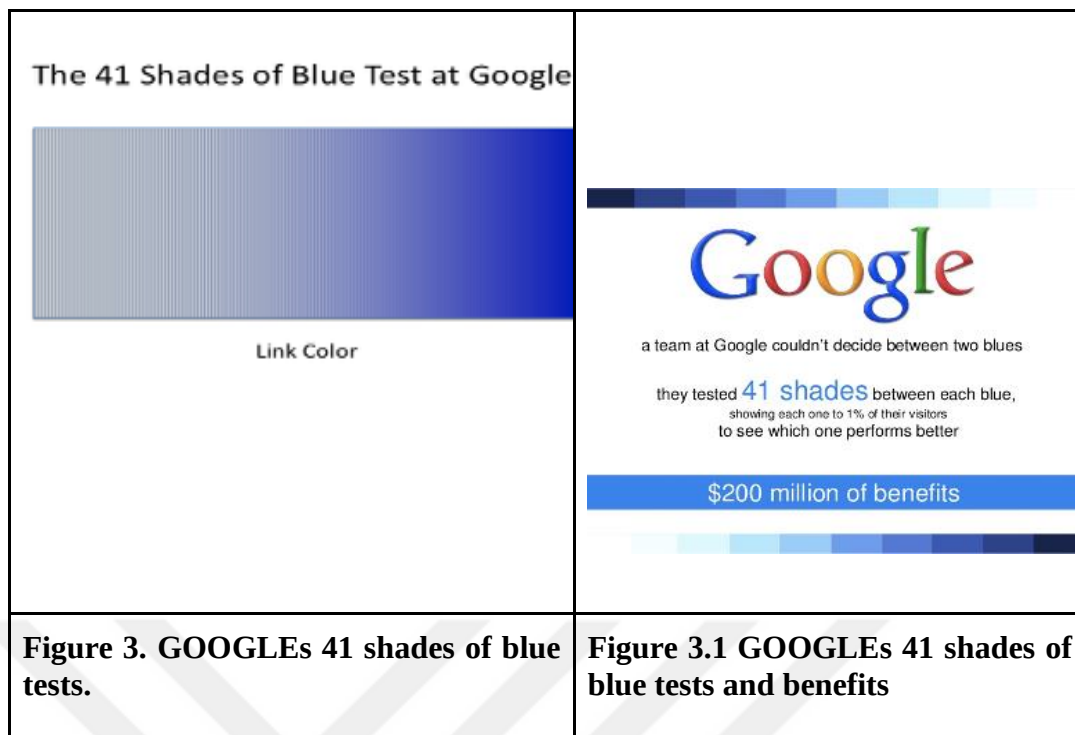


Figure 3

According to Amazon (EATON, 2012) one tenth of the second faster on their website can increase the sales by 1% which is 1.7 billion dollars, consciously we do not know the difference of one tenth of a second difference, however unconsciously the brain notices it, by increasing the speed of the website slightly Amazon creates a more satisfying customer experience and with that experience amazon will generate more sales.

Table 1 . AMAZON, WALMART, YAHOO impact of delay of the web page.

Company	Load Time Change / Results	Impact	 As page load time goes from: 1s to 3s the probability of bounce increases 32% 1s to 5s the probability of bounce increases 90% 1s to 6s the probability of bounce increases 106% 1s to 10s the probability of bounce increases 123%
	0.1 second increase 1% decrease in sales	\$1.3B / year	
	1 second decrease 2% increase in conversions	\$274M / year	
	0.4 second decrease 9% increase in traffic	600M visitors per month	
Table 1. AMAZON, WALMART, YAHOO impact of delay of the web page.			Figure 4. Web page load time and impact (seconds).

If Google's unnoticeable links color-changing makes us click more and Amazon improves their websites speed, making them unnoticeably faster pushes us to buy more. What do we understand from that about ourselves? Do we have control over our decisions? Or are there other factors influencing us without us noticing it? A study published in 1975 (Worchel, 1975) explains how social impact can form our choices, in the examination volunteers were approached to rate the cost and nature of treats from two unique containers one had ten treats in it and one with just two treats, the container with just two remaining were sought after and short flexibly this information was given to the volunteers, surprisingly the volunteers rated the jar with two cookies in it as more leading in price, quality, the understanding was held that more individuals took thoes treats, the intriguing part is that both of the treats were the equivalent of each other.

	
Figure 4. Case study of 2 jars of cookies, quality test.	Figure 6. Amazons product featuring techniques.

Figure 4. Case study of 2 jars of cookies, quality test.

So from that study (Worchel, 1975) we understand that we believe that when more people want them, it must be more valuable, why is that? The reason for that decisions produce uncertainty and people feel more secure when they follow decisions that are made by the majority, Amazon understands this bias very well, and that uses it to persuade people to buy, so they help people and make a decision about buying any product.

First, any person would see the star rating, and then an individual sees the customer's reviews on the product and also the reviews of the seller, and the number of questions answered by the seller, all this information given to us about other customer's opinions. This information comes before any customer can even see the price of the product.

Amazon persuades us by applying this method of social influence, the majority of the public isn't familiar with neuromarketing yet, but if you purchased anything at Amazon, the techniques of neuromarketing have definitely affected you, neuromarketing is still in its infancy, but there is no sort of Miss information.

New York Times In 2011 published an article saying that apple cutomers had a sentimental relationship toward their phones here is some evidence cited by the author (Lindstrom, 2011) call insular cortex started doing brain scans to a group of iPhone users when they are using them and found out that there was an activity in the emotional part of the brain.

From a neuromarketing perspective, we have learned that our decision is not completely within our control. There are many invisible influences that shape our decisions without our awareness being mindful that this vulnerability gives us more power, not less. Our decisions can have a lasting impact on other people's lives.

2.2.2 Theory of the Familiar, Consumer Psychology.

Raymond Loewy (DAM, 2020) in his most advanced theory stated that our preferences are a mix of two opposite factors; the first factor there the love of unique and original (new) things. The other factor (Loewy, 1950) a profound conservative to the new, and he said in order to make products succeed and sell in the market, they have to be a mix of those two factors, familiarity, and surprise. To sell something familiar, you have to make it surprising. To sell something surprising you have to make it familiar. This concept basically says, for anything new to be adopted, it should be not only new but also familiar people get to adopt new ideas easier if those ideas were also familiar.

This concept basically says, for anything new to be adopted, it should be not only new but also familiar people get to adopt new ideas easier if those ideas were also familiar.

2.2.3 Spotify \ Discover Weekly

Spotify was developing a new feature in the app which is called discover weekly, which basically means every Monday Spotify well put in discover weekly 30 new songs to your device (Whitfield, 2018) and they wanted these 30 songs to be entirely new, but when they were initially testing it there was a bug in the algorithm, accidentally lets slip through some familiar songs and some familiar artists so Spotify

quickly fixed the bug and kept testing but what happened is that when they kept testing the app once they have fixed the bug engagement with the app decreased it turned out that having just a little bit of familiarity in this discovery platform made it significantly more popular to sell that which was surprising they had to make it familiar.

2.3 Digital Marketing

Marketing is defined mostly by Armstrong, Kotler, (Piercy, 2013), and Harris o manage productive consumer relationships with the goal to generate value for consumers plus gaining benefit from consumers in return. Its aims to acquire new consumers by giving them a promise of higher value at the same time maintaining the customer base that we already have by satisfying them Marketing is essential to all companies that would want to succeed in the aggressive business world of today. Marketing has developed from being conventional, printed papers, television, and broadcasting tools to a new era of advertising, internet websites and portable phone programs(social media), where the marketing specialists would like to become a part of every person's life and enhance the usual experiences between brand names or companies and their consumers (Piercy, 2013).

The digitization that is happening in the world in these years has influenced the marketing world toward a phase of continuous development. Digital marketing is only "achieving marketing objectives through applying digital technologies" (Chaffey, 2012), and it is basically operating businesses' online presence within tablets, computers, and mobile phones. It can be facilitated by Web 2.0, and this concept was launched in 2004, containing interactive and online social media and technologies to encourage web users to participate and create content.

The techniques cover communities, video bloggers, and social networking, similar to Instagram or Facebook and Twitter. (Chaffey, 2012) The heart of Web 2.0 is what gives the benefit to digital marketing, specifically the opportunities for communication in new ways and the exchange of information between businesses and their clients. Knowing these circumstances influencing the marketing world and consumer needs and wants is the foundation for the marketing process next step, designing a strategy.

According to (Chaffey, 2012), a strategy in digital marketing needs to be combined with other departments and help with the firm's business objectives in general. A digital marketing strategy concentrates typically on using the digital channel to

strengthen current marketing strategies, controlling the channel's positives and negatives, and its relationship to all the marketing channels joined to deliver effective multi-channel marketing (Farahi, 2018). (Chaffey, 2012) also noted the significance of planning to deliver the best value for online consumers in a competitive online marketing world, as we go to the selection of media, whether its online or off-line digital marketing approaches to acquire new customers and build excellent brand awareness is typically a continuous process on the Internet and particularly social media platforms, for decisions regarding investment its better to have a long term vision.

2.3.1 Social Media Marketing

The more people consume time on the internet, and use different programs or platforms, and to be involved in international expanding social media programs, businesses should do the same for them to find their target audiences efficiently. Lately, social media has grown to be an outstanding channel for marketing and especially for capturing their target audience Social media marketing, as a member of the digital marketing family, is mainly described as full of possibilities and opportunities for companies to interact with their customers. (Stratten, 2012) claims for social media to be only communications and activities rather than pictures and videos, moreover it helps a lot with customer service, and it can be in public regardless if its good or bad.

The main aim of Social media marketing to bring more customers to the brand's website using all kind of social media platforms, the brand content must be convenient to the target customer where they should be comfortable with sharing it with their friend and family (Zarrella, 2009), we would like to make it viral to our target consumers .

"Viral" we can define it as it is mentioned in the dictionary of webster, "spreading very quickly to many people, especially through the Internet" (webster, 2016). Viral content has the ability to reach also internationally, spreading to a large number of users, users that are not targeted by the marketing campaign. It's very important for businesses to create reliable and trusting connections with their consumers, because not only sellers and buyers contact online, also customers and their friends or connections.

Companies today have been provided with social media, and that is a great advantage for increasing their customer base, create associations, and promote consumers to participate. Content that is relatable for the target consumers and organically generated by them can have an extraordinary influence on consumer loyalty and satisfaction, also, inviting consumers to share their ideas and insight for product development has the ability to increase customer satisfaction greatly. On all different social platforms, consumers that engage with businesses on social media have the ability to influence other users with good comments or reviews (Kohlmeyer, 2017). This kind of relationship between brand and customers can always benefit the brand.

2.3.2 Customer Engagement on Social Media

Customer engagement is a crucial base when marketing and advertising through social media marketing. It is essential for businesses battling to gain more customers, and of course, it would be a lot better if they were not only interested but also engaging customers. Based on Chaffey, Customer engagement is rehashed collaborations that reinforce the passionate, mental, or physical venture a client has in a brand (Chaffey, 2012).

(Doorn, 2010) States, client engagement practices go past exchanges, and possibly explicitly characterized as a client's social appearances that have a brand or firm focus, after buying, arising from inspirational drivers. Engagement with brands has a big positive effect on brands for example word of mouth and many other examples, it can also have a negative affect such as bad word of mouth about the brand, behaviors such as informal, suggestions, blogging, composing audits, and any other event, participating in legitimate activity, helps different clients. (Evans, 2010) explains the process of customer engagement, and he divides them into four steps: Consumption, Curation, and Creation, Collaboration. We start with Consumption because, as an online user, you have to see the video or picture or read the post to actually understand whether its an ad or something else.

Step 1- Consumption is explained in the above paragraph.

Step 2- Curation, means basically when a user writes something on the internet describing how good or bad a product or a service is or was.

Step 3- Creation, It's for users in any social media platform when they create a post or a video or any type of content regarding a brand or a company, for example, NIKE nowadays they launched a new trend where they encourage users to post videos of themselves while exercising and doing some sort of a challenge.

Step 4- Collaboration, This step is very important due to the fact that brands in this stage are asking from customers to collaborate with them and give them feedback on how for example a design should be or service should be delivered, usually when a person feels involved in the making of something they would be more attached to it.

When consumers have an idea in their heads that they were involved in the making or designing a certain product or a service, they would definitely engage more and probably would be a good word of mouth spreaders about the brand or the company and share it on social media. (Evans, 2010). To participate or engage with your favorite brands has been made easy and at your fingertips by social media platforms.

INSTAGRAM began heading toward a steady increase in engagement from users by the year 2012, just in two years the percentage started increasing very fast by almost four hundred percent and in 2014 Instagram was rated as the king when talking about customer engagement. when we look to other social media platforms like Facebook and Snapchat we see that the engagement rates are going down bit by bit (Elliott, 2014).

in 2015; nevertheless, it witnessed a drop in Instagram's engagement rates with its users. (Irene, 2016) Saric wrote in the following year explaining the big drop of engagement rates, which was about 70% drop is due to the increase of trafficking by companies and advertisers and consumers to Instagram, and also, the users started following more accounts day by day.

2.3.3 Online Advertising

Online advertising is a fundamental element of any digital marketing plan. (Sutherland, 2008) We can describe it being the application of the Internet as an apparatus to get site traffic and spot and separate showcasing messages to the correct clients depending on the previous section displaying the major benefit as there are no boundaries geographically for any message or idea to be widely delivered.

(Chaffey, Ellis-Chadwick, 2019) Utilize the title display advertising when considering online advertising. For placing an ad, An advertiser would pay using a third-party website, for instance, a social media platform, for a particular time period for them to increase click rates for that website, customers' familiarity and brand awareness, and buying intention. When advertising, the ad can be shown on the whole website page, or only one part of the page, or depending on keywords that a user has typed while searching on the web.

Online advertising has many advantages, and some of them are (Ncube, 2015) brand awareness (mainly because a user will be shown the ad more than one time) immediate response (when a user clicks on a website to make a purchase); gaining the advantage of interacting with consumers, and its cost will be usually less than the traditional media (tv, radio) and it is very flexible to change any variables in the ad even if it's active.

there are also disadvantages in online advertisement one of them is when a brand does an ad online, but the customers clicking on it are not the target customers, and that may cost the brand big amounts of money, other disadvantages may be the brand's reputation may get damaged in the minds of the consumers due to the fact that they are seeing ads all the time but never opening them. (Chaffey, Ellis-Chadwick, 2019) Says that online advertising can be measured in many ways; one of them is by their cost and customer engagement effectiveness.

Click-through rates (when the user clicks on an ad banner and the gets redirected to another page that has more information about that product or service) are one of the most-utilized metrics, although the view-through rate considers if the user lands on the website of the brands who's Ad they have seen in a previous period of time span.

One of the most important steps when preparing for online advertisement is to know the brand's target audience, usually, advertisers start by identifying the profiles of their target audience their interests and like and dislike and their demographics.

Furthermore, the online advertisements are displayed online, whether it's on mobile phones or computers with the assistant of very complex algorithms that trace customers' online movement and examine the best content to give them by using the qualifications and constraints defined by the advertisers. The definition of

Conventional targeted marketing is "the method of identifying consumers and promoting goods and services via platforms that are expected to reach those potential consumers" (Esteves, 2016), and as long it is restricted in numbers also in preferences, it can be way better and on point compared to untargeted marketing.

Digitalization and the booming times of social media have created fantastic possibilities for targeted-marketing to utilize all the information and data inserted into the system by users whenever they use their mobile phones or their computers (Vaynerchuk, *Crush It!: Why NOW Is the Time to Cash In on Your Passion*, 2009). This gives a large quantity of valuable information from only a geographic spot into individual interests that can be used by advertisers. As soon as the advertising campaign starts, the algorithms do its work, and the ad starts appearing for users while they are on their phones.

All information is collected anonymously, and the primary reason for collecting data is to assists in the making of advertisements that fit any of the users' previous actions on their computers or mobile device (facebook, 2016). When Facebook gained ownership over Instagram, it was a critical move for the future of both Facebook and Instagram since advertisers on any of those platforms can target customers or users on the other platform and vise versa.

Especially Advertising on Instagram is intriguing to marketers and advertisers since it utilizes the same tools to Facebook, some marketers claim that Facebook marketing is targeting with the most advanced choices accessible toward every advertisement program in current marketing sector (Cooper, 2015).

2.3.4 Consumer Behavior in Digital Marketing and Advertising

When talked about social media, how people engage on social media, for instance, consumer psychology is an essential subject to help us understand consumer's behavior and actions and the causes for those actions (facebook, 2016) The current consumer has a great advantage to be in this time of digitalization. All information is available online, not only information also products and services from all kinds and all deferent locations, and for the scientific researchers to find solutions for subjects like users, privacy concerns another issue (Tandon, 2018).

When researching the topic of Instagram marketing, concerns in mobile marketing came to the surface frequently, and we can say that consumers' dissatisfaction with advertisers on Instagram associates with consumer behavior regarding online advertising on a wider level (Irene, 2016) Studies on online advertisements have focused largely on banner advertisements, and they are perceived to be more valuable for building awareness and growing purchasing possibilities.

Furthermore, it was recognized that now, internet users ignore advertisements at a rate that is increasing by the time when they are browsing the internet, and even though they ignore the ad yet they unconsciously receive the ads without them even noticing it, and that usually reflects positively on the advertised brand. The same concept is applied to Instagram ads; even when they scroll away from the ad, they would most probably see the brand name and logo.

We can divide online advertisements into two segments: intrusive and nonintrusive (Plant & Murrell, 2007) when a user starts searching the internet and or watch a video or any other interest, and all of a sudden, you see an ad that came out of nowhere and not even backed up by a need or an interest, that is, An intrusive advertisement. Normally any social media platform would have both; however, on Instagram, all advertisements are particularly intrusive. While they show on the newsfeed likewise to normal users' posts, there is no current relation or a need from the users part; nevertheless, the targeting decided or sent by the advertiser, only metric of relevance. The nature of the intrusive advertising online category has driven researchers to do research on the topic (Spiekermann, 2013) found that intrusive online advertisement could probably decrease willingness to purchase the product in the unwanted ad (Leslie K. JohnTami Kim ,Kate Barasz, 2018).

Mobile advertising algorithms filter in the user's private profiles, in the case of nonintrusive and consumers, are controlling and deciding to receive and when to receive an ad, it has the ability to succeed (Leslie K. JohnTami Kim ,Kate Barasz, 2018). For the marketers and advertisers to take back control over this phenomenon where users have been downloading programs to block advertisement (O'Reilly, 2015).

50% of the sample group in the year of 2016 study on ad blocking was done by (AdBlock, HubSpot-Plus 2016) explained why are they using ad-blocking programs

with "It is my Internet experience, and I want to be in control of it," and 70 % of the sample group held the opinion of "I dislike mobile ads." users who block ads are increasing in numbers; specifically users that are not looking dismiss all types of the advertisement just the "annoying" ones: the kind that of popups give a bad impression to all other kinds of ads. The study continues by explaining that if the ads were professional and relevant they will be considered by the consumers (An, 2016).

2.4 What drives Online Consumer Motivation?

Online Consumer Motivation, to understand the prior motivations in Ecommerce Interaction, Rise of OCM; Commercial Internet, Tailorable technology, and Website Interface.

2.4.1 Website Interface and OCM

Online consumer motivation presents a clearinghouse for how a user's unique characteristics and the action that is being done online can affect how ads will appear (at which form) to the user (Akram & Hui, 2017). Moreover, it is highly suggested that when a Web site interface is offered to the user, and it is harmonious with its motivation, task, and Web site utilization, quality performance will develop side by side with commercial Internet.

2.4.2 Rise of the Commercial Internet:

Since the dawn of the commercial Internet, organizations have experienced moderate-to-high success optimizing Web sites for each user's needs (Schulzrinne, 2006) such attempts have primarily examined prior user behavior to predict future needs. While this approach may indeed increase the likelihood that a Web site is meeting a user's needs, it is intuitive that past behavior may not always predict future behavior. (Allanwood & Beare, 2015) since there is an urgent need to understand the unique and dynamic needs of each user, each time they visit a Web site, in order to optimize its content and layout. To provide the first step towards better meeting the needs of Web-based customers and their motivation, which is described as OCM consumer motivation and it is suggested that OCM has an important position in the outcome of an eCommerce transaction.

2.4.3 Tailorable Technology

Tailorable technology has been introduced by (Germonprez, 2007) as a "technology that is purposely adjusted for the purpose of use." (Rayport, (2005)) It has defined that personalization as something the consumer creates and tailoring as something the organization creates to generate more massive waves of online consumer motivation.

2.4.4 Web Site Tailoring

Hence the following definition for Web site tailoring has been described: A tailored Web site is customized by an organization for every unique user to optimize the online eCommerce experience. Although there is much hype surrounding Website tailoring in the popular press, there is, however, little agreement in the academic literature to how tailoring websites should be undertaken (Ho, S. Y. and K. Y. Tam , 2009) as well as how outcomes should be measured, and it is a direction to impact OCM.

(Rayport, (2005)) In fact, Alpert and colleagues argue that the abundance of recommendations and tailored information causes users to be motivated to shop more online on a system that feeds off the user's goals, interests, and needs, and to provide therapy to users changeable characteristics. (Alpert, S. R., J. Karat, C.-M. Karat, C. Brodie et al, 2013).

2.4.5 Advantages and limitations to Online Shopping in a world that is Newly Digitalized

Online Consumer motivation perceptions, about 30 years ago, the Internet has entered our day to day life strongly, both businesses and individuals adopted the Internet to be the main way of communication in their lives. (Appel & T. Stephen, 2020) This has urged organizations to speak with their clients digitally and market their products and enterprises on the web. Nevertheless, surveys have indicated that businesses are working to give their consumers the best service, a huge amount from the consumers remain hesitant of buying online because of the fear of privacy issues, whether if their information is safe from theft. This is one of the greatest limitations regarding online consumer motivation.

This is particularly applicable to developing countries since the internet itself is gradually being improved and developed. (Appel & T. Stephen, 2020) Online shopping offers more advantages to consumers than the typical shopping in terms of a

variety of products and comfort of the location where no one is watching them while shopping and interrupting their shopping experience. Recent studies show a positive effect of online shopping advantages in improving consumers' positive opinions about also improving their probability of buying different kinds of products. Hence in this research, we will dissect online consumer motivation perceptions for online shopping which have been characterized into six main categories:

1. Perceived Convenience,
2. Perceived Control
3. Perceived Variety (Driver of OCM)
4. Perceived Enjoyment (Driver of OCM)
5. Perceived Risk
6. Online consumer motivation Demographics

2.4.5.1 Perceived Convenience

(Jiang, L., Yang, Z., & Jun, M, 2013) They proposed five levels of perceived convenience when a customer makes an online transaction, and they consist of possession/post-purchase, search, evaluation, access and transaction. Convenience remains to be believed the most important factor to motivate for the environment of online purchasing for the reason of different elements such as flexibility, avoiding crowds, time-saving, and availability of products at all times of the day. And especially at times like these people do not want to go out to malls or shopping centers neither supermarkets due to the fear of coronavirus pandemic.

Therefore, online shopping has provided consumers with another option for conducting their shopping habits more conveniently, and depending on the time that they prefer, customers' smooth experience can assist them to build a positive approach towards the concept of buying online, and the likelihood of them engaging in an online shop will grow. Moreover, online stores quality attributes similar to simple and easy to search, navigate, and also to place an order, all these and many others can add to customers' convenience depending on what we just discussed, it is understood that

customers perceive E-commerce channels to be available and to have more respect for this e-commerce channel.

2.4.5.2 Perceived Control

(Ajzen, 1995) Stated that perceived behavioral control is a personal understanding of comprehended easiness or complexity of implementing a behavior (Ajzen, 1995) within his Philosophy of organized Action, identified authority to be one component regarding a person's expectations, which affects their intention, therefore appearing in the action that they make. Hence, perceived behavioral control represents an individual's understanding of the control they have upon any action they produce.

Regarding E-commerce and as to e-shopping, seen control is the phase of control that the customers saw in a web-based buying manner (Elwalda, A., Lü, K., & Ali, M, 2016). Furthermore, the United and agreed upon Hypothesis of Acceptance and Use of Technology (UTAUT), (Venkatesh, 2001) explained that helping situations apprehend the nature of the TBP's seen the concept of "control over behavior." This indicates that the websites aiding factors similar to the availability of resources, smoothness of navigation, variety of goods and services that are customized to each consumer to help consumers when searching, all these aiding factors assist in enhancing perceived control for consumers in online transactions.

Accordingly, customers' having more control when going online to shop, so this (having more control) experience help in developing a positive approach toward e-commerce. Having This kind of control creates a favorable attitude and improves the possibility of engagement in shopping online.

From the previous paragraphs, it is decidable that understood OCM power remains as an essential component within analyzing data operations and also making it easy for users to adopt the idea of online shopping. Nevertheless, it is argued that consumers' perceived control would undoubtedly assist in their online shopping options.

2.4.5.3 Perceived Variety

Having a different kind of products commonly determines the width and extent of commodity collection. A broad product collection of online stores provides consumers' with meaningful options and more products to compare with (Clemes, M. D., Gan, C.,

& Zhang, J. , 2014) This has helped consumers originate a friendly approach to online shopping websites, and eventually, their probability of purchasing online raises. With not having any constraints regarding location or space, online shopping websites usually offer a better product variety to their consumers with comparison to traditional stores.

Conventional stores face limitations similar to the high rent price, and they may have inadequate shelf space to all products at hand that potential customers may be interested in. (Chang, 2011) Within her research, she analyzed the influence of product arrangement against product variety and discovered that the majority of people in the study that had greater product subcategories observed more product variety on the shopping site. Furthermore, they presented a positive approach to e-commerce.

Accordingly, when online stores have a larger product or service collection, this most probably will contribute positively to forming a pleasing consumer evaluation for this particular channel. Various amounts of literature signify that it is not the actual product variety; instead, it is the perceived product variety that affects customer behavior (Chang, 2011). Hence, online shopping stores and websites have begun to take advantage of this technology, and categorization and portrayal of goods and services in a method that provides the feeling of more significant choices.

The product variety is mentioned or researched in literature, but only from the point of view of traditional stores, it has a lot of benefits and advantages from the point of view of online stores. (Emrich, O., Paul, M., & Rudolph, T., 2015) Hence, this study has attempted to investigate how product variety may influence customers' choice building within the online atmosphere. Accurately, the current research analyzes some direct impact from the anticipated variation toward these customers buying intentions to E-purchasing within a similar atmosphere, knowing that electronic business is at the beginning stages regarding its growth.

2.4.5.4 Perceived Enjoyment

Distinguished enjoyment usually means how much the action of utilizing an obvious strategy is seen to be agreeable, beside any presentation outcomes coming about because of framework use (Venkatesh, 2001). Therefore, when we talk about E-shopping, anticipated pleasure is becoming customers' delightful adventure about

utilizing commercial websites to discover plus purchase goods and services online. This particular collective quality regarding online consumerism remains one way like pleasure to several online customers.

Due to the fact that there is no indel intercession, this enables customers in concentrating about purchasing the favored goods or services in the way that they want. Online retailers can reduce the feeling of risk that consumers perceive and multiply the feeling of trust when he presents them with an enjoyable environment (Harridge-March, 2006), an environment that customers have the ability to make decisions in a gleeful way. An Online shopping website has the ability to do that, just it must be a great interactive site.

The research recognized identified enjoyment as part toward the fundamental urge by defining a data policy selection. (Rouibah, K., Lowry, P. B., & Hwang, Y., 2016) Hence, thinking about the significance of perceived enjoyment as a significant determinant toward shaping customers' choice taking activities into online shopping atmosphere.

2.4.5.5 Perceived Risk

Bauer in the late sixties founded the concept of perceived risk as the probability of troublesome results, and outcomes on a persons activities (Chakraborty, R., Lee, J., Bagchi-Sen, S., Upadhyaya, S., & Rao, H. R, 2016) They began to describe perceived risk in shopping online to be an individual judgment of assumed damage or loss from shopping online. Therefore when we talk about risk and online shopping, perceived risk will be any possible unknown adverse consequence from their online experience.

The customer, when conducting an online purchase, may be hesitant to buy something online because the feeling of risk is way higher in comparison to the conventional store shopping, where the product can be touchable, and triable before the final purchase (Akram M. S., 2018). when a consumer makes an online transaction, they will be asked to write private information and also their bank or creditcard details. When a customer provides all the required information, the customer will have to trust and wish that everything is going to go as planned, and the transaction will go through effectively and on time. Therefore, perceived risk is recognized to be one of the limitations of E-

shopping. This adverse influence from customers' hazardous opportunity is connected with low buying plans.

Depending on the customers' characterization and the good or service attributes, their risk viewpoint may differ (Choi, Ok, & Lee, 2013). Hence, the influence of perceived risk varies for many customers. This research reaches past examining simple, straightforward impacts of perceived risk on the buying probability and measures how customers' high and low risk perceptions may perform a moderate position in the connection among purchase intentions and online shopping benefits.

The article displayed that customers high risk perceptions in online shopping websites that lead to a fewer possibilities of utilizing this specific channel due to the variety of types of perceived risk (Hassan, A. M., Kunz, M. B., Pearson, A. W., & Mohamed, F. A. , 2006) however, this research concentrates on the moderate role of risk in total looking to the online shopping way.

2.4.5.6 Online consumer motivation Demographics.

Customers' risk conception, also their approach and buying intentions over online platforms, may massively differ and that depends on their characterization (Wu & Chang, 2007). An example would be; consumer demographics like age, exposure, education, gender, and individual experience may represent a considerable part in the final judgment to adopt or not the utilization of E-commerce platforms. Hence, involving consumers' information in the Figure (see Figure 5).

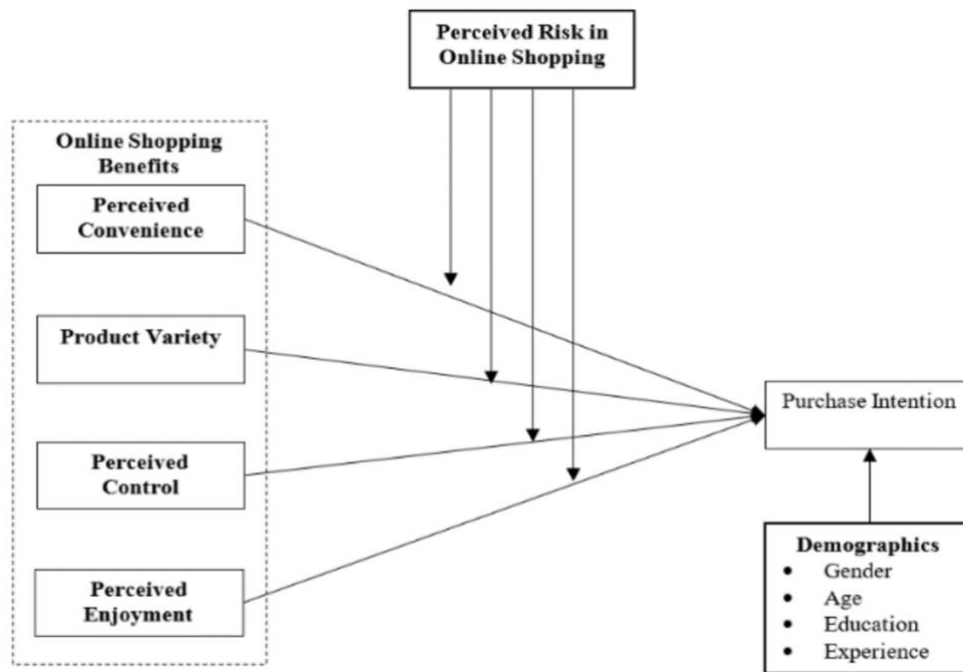


Figure 5 .Online consumer motivation Demographics.

2.5 Marketing via Social Media

Social media marketing (SMM) has the definition of a sort of marketing over the Internet that makes social media platforms as his primary marketing device (KENTON, 2018). And that has transformed into being the latest and most advanced marketing technique for companies. SMM aims to generate the type of content that the public will easily share on their social media accounts, and by doing that, the company will get supported and will have more exposure and will reach new clients. This sort of marketing technique is cared out by several social media platforms similar to Instagram, Twitter, Facebook, and the list gets bigger and gigger by time for website traffic to be increased and to engage more users.

Strong social media marketing gets made while businesses produce content which attracts the public to share it on their privet account on Facebook or Instagram or any other similar platform. The aim of spreading content with everyone is defined to be eWoM. Electronic word of mouth (eWoM) can be described as "any statement based on positive, neutral, or negative events made by potential, actual, or previous consumers regarding a product, service, brand, or company, which is made accessible to a number of people and organizations via the Internet" (Henning-Thurau, 2004).

Because of this modern kind of word of mouth, We got a bigger audience that we can communicate with online. EWoM, also described as ‘online referrals,’ EWoM,

additionally described as ‘online referrals,’ "affects purchase decisions, from which movie to watch to what assets to buy" (Dellarocas, 2003). Social media platforms have been the base for eWoM where customers communicate their feelings, ideas on multiple subjects, and goods or services. A study says (Mckinsey, 2009), that sixte percent of large businesses currently apply Web 2.0 instruments similar to social media platforms or blog websites with the assistant of private social networks rising to 50% starting from the year 2008. The adoption of social media platforms as a mechanism for advertising has grown greatly.

Marketing departments in most companies have recently raised their social media advertisement budgets to almost \$5 billion in the year of 2014 from the previous year \$4.1 billion (eMarketer, 2013). We can find various quantities of marketing methods applied through social media platforms to connect with consumers. A number of those methods can be at no cost, and a number of those methods are paid. According to (Ashley & Tuten, 2013), many alternatives for brand building involve paid advertisement, engaging in social media platforms as a brand personality, improving opportunities for engagement with brands for consumer communication inside social media platforms, and distributing content that is branded. Using a celebrity or spokesperson can be a method of marketing that businesses use to market their goods or services.

(Telegraph, 2015) Mentioned that the prime ten Instagram accounts that have the most significant amounts of followers are all celebrities who, if gathered together, they will get about 31 million followers. When businesses or brands make a partnership with one of those accounts, in that case, the brand would be approaching targeted and engaged 31 million users. A social media strategy like that can save any business much money, not only that it can also be with significant influence. In 2013, the company (Speedo) started “Art of the Cap,” what they did was that the firm hired Olympic professionals and celebrities in a donation and it was on social media platforms (birkner, 2014) A gold-medal-winning Olympic was joined with a celebrity to co-operate together to produce a swim cap and advertise it and sell it for the purpose of charity.

The advertisement for this campaign was cared out all through Speedo's Pinterest, YouTube, Instagram, Twitter, also Facebook social media accounts. (birkner, 2014)

Marketing Director for Speedo in the US Alyssa Igawa stated: "You could buy a commercial, and it'll run three times, and it will never live again. We wanted this campaign to possess longer legs. We wanted to involve everybody in a conversation, and we wanted to tell more tales with our athletes.

With social media, we could do that very much easier (birkner, 2014). We did not have to pay for advertisement like we could have too if we were purchasing print or TV, and customers would not have latched on to it as smoothly. We used all of our earned plus owned social channels, and each of our blogger friends, to make people say stories on our behalf and get that noise out there.

"Art of the Cap" remained an active social media advertising due to the athletes representing them. Igawa said that companies have always reached to athletes on social media platforms in many ways sometimes to complement their wins on competitions other times on birthdays, and along the way, they would request them to promote goods and services (birkner, 2014). Whenever Speedo would design a campaign starring Olympic Gold winning athletes, the corporation's broad swim audience would get excited. Cialdini's Linking Policy stated that we accept personalities who are related or similar to our own, and the matter stays even if the similarity is in the way we think or the way we speak or our history and the way we live our lives (Cialadini, 2012).

The junior swimmers who watch Speedo's Facebook or Instagram accounts they wish to win a medal someday. By advertising Ryan Lochte, a swimmer who won Olympic medal, advertising Speedo's most advanced product, the swimming audience is well targeted and is persuaded to buy the advertised goods.

A different popular marketing procedure is starring your consumers on any social media accounts (feed or story) that you may have. Its said for this to be an effective technique, particularly in the apparel business environment. Stelzner stated that when consumers see a photo of another "regular" person utilizing the good or service, they would have a higher probability of making a purchase (STELZNER, 2014). This could be as a strong motivational level due to the trust that visitors have by seeing others handling the goods that they are thinking of buying.

Social evidence is one of the keys that Robert Cialdini' has about beliefs of influence, and it says that one of the ways that we apply to decide which is the right decision to

make is what others may think is correct (Cialadini, 2012). We are individually responsive to a belief similar to that, especially when we are unsure, and the influence will be greater, especially if the person that we are observing is similar to us. (Looijenga, 2019) Recommendations received by happy clients reveal that the target audience that consumers which they are similar to themselves did enjoy the goods and services, particularly those who are more likely to be long term consumers eventually.

Most of the consumers recognize the ideal body shape of models when they advertise for apparel online. Usually, when people observe a photo of others with a comparable physique as us, then that possibility of us buying that product increases due to the similarity that we see in the body.

Instagram competition games using hashtags have turned out to be a good way of advertising as well. Instagram contests are usually simple and, they differ from simply asking consumers to like a certain picture to qualify for entering the contest, or simply to write a specific word in a comment or tagging their friends or family comment on an entry by requesting them to tag their friends (STELZNER, 2014).

The picture posting competitions require people to post a picture on their own personal accounts also use the particular hashtag that the company has built (STELZNER, 2014). Normally whoever wins in that contest that is made mostly on Instagram gets a reward which is relevant to the good or service that the company is providing. Usually, such contest is favored by both businesses and online users, and that is based on the fact that the business would be getting the advertisement, and the publicity that they want and the winner of that contest would be granted an award, so that's a win-win situation.

Looking at practicing social judgment theory, users get to decide if it deserving of making a picture then posting that picture in their private accounts. Social judgment theory is when an idea gets understood and gets evaluated and for that idea to be compared with thoughts and ideologies that are already existing (Carolyn Sherif, 1980). In other cases, some users may come across that picture posting challenge and be willing to participate, but they are not actually interested in the reward, and that will result in them not engaging in the contest. Another reason for users not to engage would be if the person has no interest in the whole page or account, whether its a Facebook or Instagram account. Users will also not engage if they are not interested

in the Instagram page. Accordingly, to have a good interaction and a widespread for a contest on Instagram, the business must target the audience that would be interested in the goods and services that they provide, also the reward for the contest.

The logic and the research were done in 2013 by Social Media Industry, 86% of advertisers have a consideration that social media platforms play an important role in their marketing campaigns. A report that was done by (Buffer, 2017) says that 93% of marketing departments utilize Facebook and Instagram to carry out their marketing duties on (Michael, 2010). Social media marketing has matured to be essential for most companies when the subject of communication between the business and its customers.

In the month of January 2014 (Ha, 2015) discovered that Instagram grew to be at the top when talking about active and communicative users, and that could be one of the reasons that I choose this social media platform to do my research about. Also, one of the main reasons for doing this research particularly to find ways and methods that are effective in marketing and advertising through Instagram, for the benefits of whether to increase sales, having greater brand exposure, or many other reasons.

2.5.1 Instagram

There is a description for Instagram by themselves saying that it is "fun and quirky way to share your journal with friends through a set of pictures" to "enable you to experience times in your friends' lives over photographs as they occur" (instagram FAQ, 2020). To make that description a bit simpler, we can say it does not charge its users, started ten years ago, to enable users to share their pictures and videos freely privately or in public.

Any posts of the people or companies or accounts in general that a person follows, whenever they post something new, it will appear in the news feed that is associated with your account. Instagram has many features that made it a fun to use yet professional looking app, users can put filters on their pictures or videos while uploading them or even edit them if they are already taken before, friend and family can tag each other if they spotted a post that would be fun to be shared with others not only tagging users, but they can tag a location that they were in. Also, they would have the ability to write a hashtag that is international on their picture or video.

Five years ago, Instagram started to witness a great increase rate popularity, in both businesses wise and in users numbers wise whereas the current number of users Instagram holds is 500 million users, and by next year, that number is expected to double (instagram FAQ, 2020). This means exceeding even Facebook, who bought Instagram in the year of 2012.

Looking at that 500 million user growth and trying to understand it we find that users in the app tend to find whatever they are interested in or they like present in the application (Keyhole, 2020). The same rule applies to businesses and brands trying to find any target audience, and they would mostly find them on Instagram. Users ages on Instagram vary, but mostly teens and adults, not big numbers above 50, and the platform would allow anyone above 13 years of age to have an account (temlett, 2016). As mentioned earlier, the number of Instagram users is increasing greatly, in Finland, for instance, within one year between 2015 and 2016, Instagram users got multiplied (Jürgensen, 2019). The majority of Finnish Instagram users are young, mostly under the age of 30.

After Instagram was introduced, users have observed the quality in pictures and videos which have been edited by the filters that are in the app being great, especially the filters when compared to the professional cameras they are similar (Bolt, 2011). This aspect has been a great factor in differentiating Instagram from other apps or competitors, especially users that are professionals in photography or similar fields.

(Bolt, 2011) Furthermore says that an important determinant in the application's attractiveness would be to enable users when taking photos and posting them by using the filters in the app, they would have the feeling of an artistic print. One more fundamental characteristic of Instagram is the practice of hashtags, which is basically a word that comes after the character # similar to #Instagram, and users usually take the hashtag and write it on their post or even in a comment or a tag. The main reason for hashtags is to direct users with the same interest to the post or the comment.

Moreover, in the case of businesses and advertisers, they can utilize and benefit from the hashtag feature on Instagram, and for them to succeed in attracting the right target customer, they have to choose the hashtag correctly and wisely (Sornoso, 2014). Instagram is working on giving a better service to its users day by day by listening to the users and their concerns and fixing them.

Small changes took place in Instagram algorithms, for example, which posts the user sees first on their daily feed, what will show to them is posts that are shared by accounts they care more about rather than the newest posts or by alphabetical order. A unique algorithm that regulates posts depending on "likelihood you'll be engaged in with the content, your connection with the person posting and the chance of the post" (Irene, 2016). At the beginning of August, Instagram started Stories, enabling Instagrams to post parts of the day that will show on the top of the screen and will disappear by the end of the day "share your highlights and almost everything in between, too" (Instagram, Stories, 2020).

Advertising through Instagram will remain essential for marketers due to the fact that most of its users are young and teenagers; nonetheless, when advertisement on Instagram started, it was exclusive only for well-known brands that have its own established fan base (Delo, 2013). Therefore, the brand Michael Kors was the first advertiser on Instagram due to its well-established fan base.

Since the 30th of September 2015, businesses of all sizes have been capable of advertising using Instagram; furthermore, in February 2016, advertisers from countries all over the world were already advertising through Instagram (Pavica, 2016). Marketers post their advertisements on Instagram in the form of either videos or pictures, and in the case of pictures, it can be either one photo or multiple in the same post, which is a featured for a sponsored advertisement. The difference between a normal post by a user and an advertisement is the word "Sponsored" that appears in the top of the post and in the bottom of the post a clickable banner that might be written on it "Call to Action" or " more info" (instagram FAQ, 2020).

Similar to any content or posts that are created by Instagram users, an advertised post can be commented on and liked by other users. Advertisements in being an important part of Instagram's structure, as we see in other applications most of the time, there would be an option to upgrade your version of the application to have one free of advertisements; this is highly un possible to happen in Instagram. The facilities of advertising on Instagram helps brands and advertisers to have a clear direction in their marketing campaign.

2.5.2 About Instagram

People on the internet utilize multiple social media platforms frequently, and Instagram is one of them. It can be described as an easy way to take pictures and share them with the public or friends and family on one platform, and this application was introduced on October 6, 2010, created by Mike Krieger and Kevin Systrom. It is written on the Instagram website description of the app, which is a "fun and quirky approach to share your story with friends through a sequence of photos" (Instagram, FAQ, 2015).

The application enables the users with the help of their portable device to take a picture, and with the help of Instagram's editing features, they would be able to edit the photo and easily upload it online. When signing up on Instagram, users would have both a news feed and a profile. The profile contains all the pictures and videos and information that were posted by the user plus the number of other users following you and how many are you following (Webtrends, 2015).

To react with posts published by others, you can either "like" the picture or video by double tapping on it, or you can comment by clicking on the comment button. To look for users to "follow" click on the search button and type their user name, another way of adding or following accounts is by the suggested list provided by Instagram. Instagram keeps improving and adding new features, in 2011 the hashtag (#) was introduced, which is basically writing a word after the (#word), and this word can be traced and seen by others searching for the same hashtag (Patterson B. , 2016). A A hashtag can be any phrase that means anything, for example, a trend or a celebrity name or an international pandemic (#coronavirus).

By the end of 2013, Direct messages were introduced by Instagram. This means that users can communicate with each other as normal conversations or by sending pictures and videos. Within the recent years, this platform has become a modern and visual way of communication that coops with our modern world Instagram has become a place where users can visually share and communicate with each other in a modern way (Crook, 2013).

Instagrams growth rate compared with when it was introduced to the world is quite impressive. One million enrolled users were registered in the app only after two months of Instagram starting. And in September 2011, the number of users raised from

two to ten million accounts. Hardly 6 months goes by for the number of users on Instagram reaches 30 million users (Fattal, 2012). Instagram was acquired by Facebook in 2012 and paid the founders an amount of 1 billion USD. Facebook's growth rate of 3% was very low compared to Instagram, which had a growth rate of 23% (BAKER, 2013).

Instagram co-founder Kevin Systrom in 2014 reported that the number of monthly users in the app is 300 million. When seeing the age range of Instagram consumers, more than 90% of the people using the app are below 35 years of age. Business Insider says that Instagram mostly consists of metropolitan, young users with a notable difference for females. Precisely, we can say that 32% of users are males, and the rest 68% are females. With such age ranges and male and female users, businesses can use advertising via Instagram as an advantage (Smith, Here's Why Instagram's Demographics Are So Attractive To Brands, 2014).

2.5.3 Instagram Marketing

Due to the fact that Instagram is reasonably new in the world, for that not much research was done on the application in a magnified way. 'Instagram Power: Build Your Brand & Communicate More Customers with the Strength of Pictures' a book written by (Jason Miles, 2013) in the book, Miles highlights the importance and the effectiveness of contacting consumers through Instagram. Nowadays, on a daily basis, 5 million pictures are being posted in the platform. (Jason Miles, 2013) Mentioned that currently, over 50% of the big names of brands utilize Instagram as an advertising method. With experience, advertisers noticed that it is an effective channel of advertising, and it can work on both mobile phones and computers. It is a user friendly and an easy to use application, furthermore compared to other social media platforms, pictures on Instagram would have a bigger life span, and that is from the ease of navigation through the app and how the app is constructed.

Miles started a comparison between Instagram and other well established social media platforms similar to Facebook, Twitter, Youtube, and Pinterest. Notwithstanding the fact that Instagram was acquired by Facebook in 2012, also was supported to grow and maintain a positive relationship with their users by Facebook, with all that being said, Facebook and Instagram are considered to be competitors to each other (Jason Miles, 2013).

In terms of ease of use and navigation in the application, Instagram is considered to be simpler and easier when compared to Facebook, followers in Instagram are satisfied with sharing a few number of pictures in the day, on the other hand, Facebook users look for more engagement and participation. One of the social media platforms that were found better than Instagram in the aspect of visuals, which was youtube. Due to the fact that 52% of people perceive ideas or information about goods or services when they watch a video about them (Marshall, 2014).

Pinterest operates on the same precise concept of photo sharing similar to Instagram; however, there are some differences between the two apps, for example on Pinterest the user cannot edit the photos before uploading them or posting them in public; also Instagram has recently added the ability to share also short videos which are a big advantage to the app. Looking at both of the applications, they are considered to be successful for both marketers and normal user (Jackson, 2018).

One of the social media platforms that share more similarities then differences with Instagram is twitter. Considering the time and effort spent to share a picture or a video, on the other hand when sharing a post on twitter a user is expected to write some kind of a conversation or waits for interactions from others by commenting or retweeting, while Instagram does not require that much of writing in the post. Also, when talking about the life sap of posts on both of the platforms, Instagram has a higher life span expectancy (jason miles, 2013).

Instagram is a social media platform that is made mainly for visuals; what also helped in the increase of Instagram's popularity is how easy users can post and share pictures on Instagram and other social media platforms. (Diamond, 2013) Declared information about social media usage in 2012, specifically smartphone users use more time on their phones watching or consuming content on Instagram more than twitter. Instagram is similar to most of the social media platforms, features wise the majority of the applications have profile, push notifications, hashtags, followers, and tags by locations. One of the differences that Instagram has is the filters and the editing features and stamps that are built in within the program.

To make a solid marketing strategy, the marketer would be advised to use not only Instagram in his marketing campaign but a combination of social media platforms to get the best brand exposure and effect on consumers (jason miles, 2013). Nevertheless

(Costill, 2013) Recommends all businesses should utilize Instagram in their marketing campaign.

(Delo, 2013) Recognized that when the brand Michael Kors started advertising on Instagram, he seized the chance of being the first to advertise and also to take advantage of the low price of advertising on Instagram at that time. One month after that, businesses started following MK and joining to advertise on Instagram. Also, big corporations and brands did the same similar to Lexus, Levis, General Electric, and many others to take advantage of first adapters of new technologies and trends. Despite the fact that all it takes for a user to have an account on Instagram, nevertheless these are not the only information (age, gender) that brands insert in their targeting on the platform, whenever a user likes or comment on a post, this information gets stored as data about the user to be used later by the app for advertising purposes, and that results in great reactions and engagement from the customers found on Instagram. all the brands that started early like MK, Lexus, and others have witnessed massive engagement on Instagram (Delo, 2013).

Instagram has been testing and studying the content on the platform and its effect on users to determine what factors to use to boost brand recall and brand awareness (Jason Miles, 2013). Big companies and marketers noticed the advantage of Hashtags in Instagram and how it is very important when advertising on Instagram for discovery and an invitation for new or potential customers, and that brings us to the fact that big numbers of users utilize the app as a discovery channel.

This could be an indicator that users explore for information and content in that way, which assures a healthy relationship between brand advertising and Instagram (Costill, 2013). From a different aspect (Dunne, A., & Raby, F., 2013) in their report mentioned that Instagram is overlooking the risk of decreasing its levels of being unique and having features that are comparable to most of the social media platforms. In general social media applications are being similar to each other by time to cope with all users want and needs when Instagram added the feature of direct messages, Twitter started to have media in their posts.

Dunne mentioned that by time, most of the social media applications eventually are going to lose their uniqueness. He refuses the idea that all social media applications should be unique with its features and not share similar characters and doing that

wouldn't be beneficial for them in terms of user numbers and program efficiency. The increase of features and tasks in any of the social media applications will be duplicated by other applications in most cases. As we can see that Instagram started as a unique application with its picture sharing feature but eventually started to become closer to other applications.

However, this could be an advantage for advertisers on social media platforms, where they can replicate a marketing campaign done on one application then repost it on all the other applications with minor adjustments. This happening would save marketers time and effort of customizing each ad to each different application, so this could be a critical factor. On the other hand, making things easy is not always good, as innovation will drop by time, and most of the brands will look similar to each other, and only the creative will stand out.

2.6 Brand Engagement

Business and marketing students are familiar with the term Brand engagement, but most of the people wouldn't have a clear understanding of what does it exactly mean? And how important is it for businesses? Definition wise: "brand engagement is the process of creating an emotional or rational attachment among a consumer and a brand" (harrison, 1997). But if we want to apply it, this definition wouldn't assist us as much in understanding the techniques.

Forrester describes customer engagement as “creating sincere connections with customers that encourage purchase decisions, interaction, and participation over time.” Most businesses consider the internet to be essential for strengthening customer engagement and are starting to invest more social media platforms. Businesses who invest in online advertising through social media usually focus on customer satisfaction, sales volume, and more visits to their website, to engage with consumers. (Megan Burns, Brian Haven, 2008).

(Megan Burns, Brian Haven, 2008) Advises classifying activities that engaged customers do and designing a chart to track the frequency, adoption, and all other metrics correlated with those actions. For instance, if recommendations, purchases, online reviews and store stopovers, are some of the actions that customers do to engage, how many consumers would engage in such activities, and when would be their execution time and consumers satisfaction and whether if they would be willing

to assist in being a customer reference, all of these are techniques for customer engagement measurement.

One of the companies that focused on several aspects of Marketing similar to brand engagement, customer engagement, and also employee engagement, a consulting company called Gallup, which examines many aspects to analyze the rational and emotional features of consumer engagement in both businesses and consumers. (Consulting, 2009) Identifies four layers of consumer engagement, which are; "fully engaged, engaged, disengaged, and actively disengaged". Gallup stated that fully engaged consumers signify a 23% whereas actively disengaged consumers signify a 13% discount applicable to average consumers on an indication centered on revenue, share of the wallet, relationship growth, and profitability.

To see the impact of customer engagement on performance, (Consulting, 2009) have made a study on the restaurant industry in which a restaurant group that has an engagement rate of 5,4 (which concludes that 5,4 of the restaurant's clients were fully engaged against each actively disengaged client) After two years, raised its ratio to 7,2 after four years, the sales in total increased by 30% in total, and for sales per unit increased by 13 %, another restaurant group, and it began with an engagement rate of 0,63, and after four years the rate decreased to 0,46 also the sales went down by 2%. Nevertheless, Gallup discontinues giving customer engagement a particular definition, and of course, that does not mean that engaged customers can be described or identified by some aspects which they are loyal, satisfied, and associated with the organization's goods or services emotionally (Consulting, 2009).

Starting with users connecting with each other to connecting or collaborating with brands, this can be classified as online engagement. (Judy Strauss, Raymond Frost, 2014) Mentioned that the engagement includes engaging with a potential consumer emotionally and also intellectually. Online engagement gives the basis for a purchase of a product. As well as, online engagement is analogous to offline marketing experience. It means that online engagement gives the basis for a product purchased. Online users get attracted or tempted by marketers to engage with brands posts (a picture or a video) by making the post appealing to them by emotional or rational means.

According to Patterson, customer engagement components are starting with the idea (Reception), then feelings (Devotion), and behavior (Interaction) (Patterson M. , 2006). The presence of marketing engagement until the time being was strongly examined and researched, which, many research papers have addressed offline customer engagement (Laila Bunpis, Mahmod Sabri Haron, 2014).



3. CONCEPTUAL FRAMEWORK AND HYPOTHESES

3.1 Conceptual Framework

The main objective of this study is to investigate the factors that motivate online consumers (specifically on social media, Instagram) to make the buying action (decision) and how, when do they engage with companies or brands on social media pages, accounts in Instagram. Objectives for the research in detail :

- To assist businesses from all different sectors to modify and update the marketing strategies that they use on Instagram and, in general, on social media, how to use and shape the correct strategies and the correct content.
- To Study Factors that can drive consumers to engage with companies and brands on social media (Instagram).
- To research what motivates social media users in general and specifically Instagram users, to make the purchase decision on a product or to consider the buying decision.
- To add to the current literature, more valuable information and data that was not deeply researched previously regarding Instagram users that are located in Turkey\Istanbul.

We can agree that almost all businesses seek the attention of their target consumer, followed by an engagement followed by the motivation to make the final buying decision, from that the problem of our study was born. Research has been done previously about many aspects that are very close to this subject, yet the importance of this study remains due to the fact that we are in a world that is rapidly changed, and the change can be business wise or consumer wise. Accordingly, the wants and the attention will always have a twist to it. For these twists or changes to be understood and recognized, such studies must be carried out for better consumer experience and better business opportunities.

The study aims to Dissect the components of online Buying Decisions and to clear up whether people buy out of an actual want or need or out of good marketing techniques, meaning they were pushed or persuaded to make the buying decision.

3.2 Hypothesis creation

With regards to the conceptual framework, the following hypothesis is examined :

Hypothesis 1

H1: There is a statistically significant positive correlation between Instagram marketing and consumer motivation.

Independent variable : Instagram marketing

Dependent variable : consumer motivation

1st research question: Is there is a statistically significant positive correlation between Instagram marketing and consumer motivation ?

Hypothesis 2

H2: There is a statistically significant positive correlation between Instagram marketing and brand engagement.

Independent variable : Instagram marketing

Dependent variable : Brand engagement

2nd research question: Is there is a statistically significant positive correlation between Instagram marketing and brand engagement ?

4. RESEARCH METHODOLOGY

4.1 Research method

This research attempts to explore, explain, and provide more information about consumer motivation and brand engagement on Instagram. Therefore the design of the research is descriptive.

A correlation design will be implemented to calculate the relationship intensity between variables.

To answer the research questions, the researcher will perform an E-questionnaire as a form of a survey, and the results will be studied using quantitative research methods since the data is quantifiable, For a total of 251 responses, the five-point Likert scale was used in the distribution of the score of the answers, which is divided from the highest (Strongly Agree) was given the number 1, to the lowest (Strongly Disagree) was given the number 5, the distribution is: 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree.

4.2 Sampling Methodology

4.2.1 Sampling method

The sample of the study in this study consists of the population of Istanbul, with age groups ranging from 18 – 38 years, which are the most common age groups that used social media. The reason behind this sample selection is that youngsters are fully aware of the impact of social media because it became an integral part of their daily lives, this makes it easier for the researcher to gather data more effectively and accurately to analyze the effect of social media marketing on customer satisfaction.

The primary source for collecting the desired data, is the E questionnaire was used as the main data collection tool that would be the baseline data for the researcher other than the literature review.

4.2.2 Sampling size

Because it is not possible to take all the residents of the city Istanbul into consideration, decided to adopt a non-probabilistic sampling method, it is a sampling in a convenience method to collect data from target audiences from different regions of Istanbul. The purpose behind data collection through a convenience method is that it makes it easier for the researcher to collect data appropriately from the intended respondents.

The questionnaire was distributed to the largest number that the researcher could reach, through the use of the convenience sample technique with confidence level 90% for the total population of the target sample, which exceeds 15 million, we can accept 5% with a margin of error and total response rate 70%, The recommended sample size will be 228 response.

5. RELIABILITY STATISTICS

Stability test means the degree of consistency between the measure of the thing to be measured. The Cronbach alpha test is used to verify the stability of the measuring instrument by calculating consistency in the internal consistency of the Variables of the questionnaire. Cronbach's alpha (α) should be equal or greater than 0.7 in order to prove that the analyzed survey is sufficiently constant for further evaluation.

Cronbach's Alpha

Table 2: **Reliability Test H1.**

Variable	Cronbach's Alpha	N of Items
Instagram Marketing	. 727	6
Consumer Motivation	. 728	13
Brand Engagement	. 752	8

The above table shows that the values of the Cronbach alpha for all the study variables are greater than (0.7), which is the minimum acceptable. The total value of Cronbach alpha for the questionnaire is (0.785).

5.1 The related responses to social media marketing use.

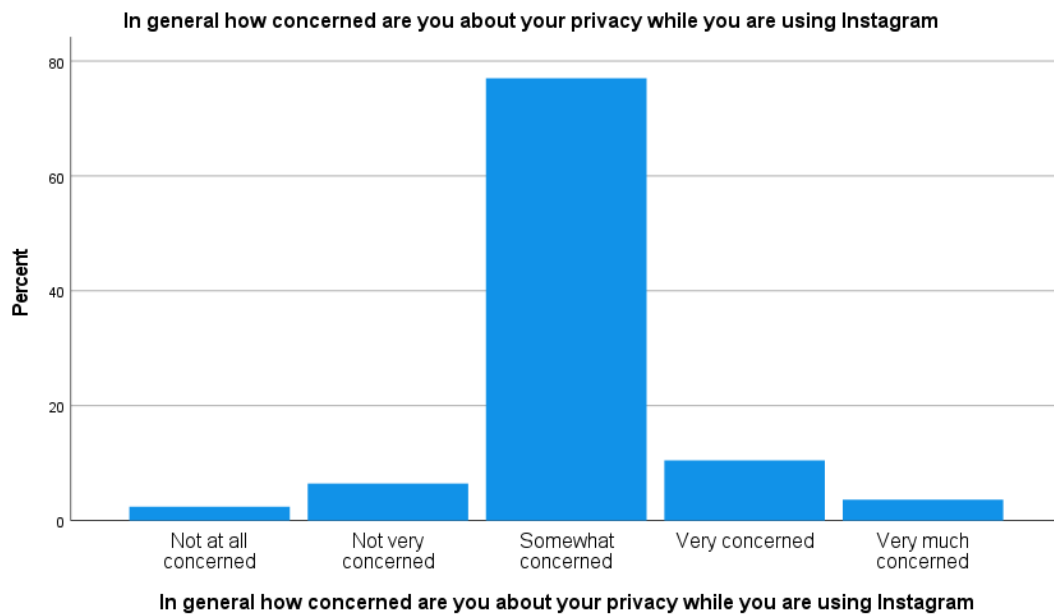


Figure 6: In general how concerned are you about your privacy while you are using Instagram.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Not at all concerned to Very much concerned. Out of 251, there are 6(2.4%) responded Not at all concerned, 16(6.5%) responded Not very concerned, 191(76.1%) responded Somewhat concerned, 26(10.4%) responded Very concerned, and 9(3.6%) responded Very much concerned. The table below shows in detailed.

Table 3 1: In general how concerned are you about your privacy while you are using Instagram.

		In general how concerned are you about your privacy while you are using Instagram			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	6	2.4	2.4	2.4
	Not very concerned	16	6.4	6.5	8.9
	Somewhat concerned	191	76.1	77.0	85.9
	Very concerned	26	10.4	10.5	96.4
	Very much concerned	9	3.6	3.6	100.0
	Total	248	98.8	100.0	
Missing	System	3	1.2		
Total		251	100.0		

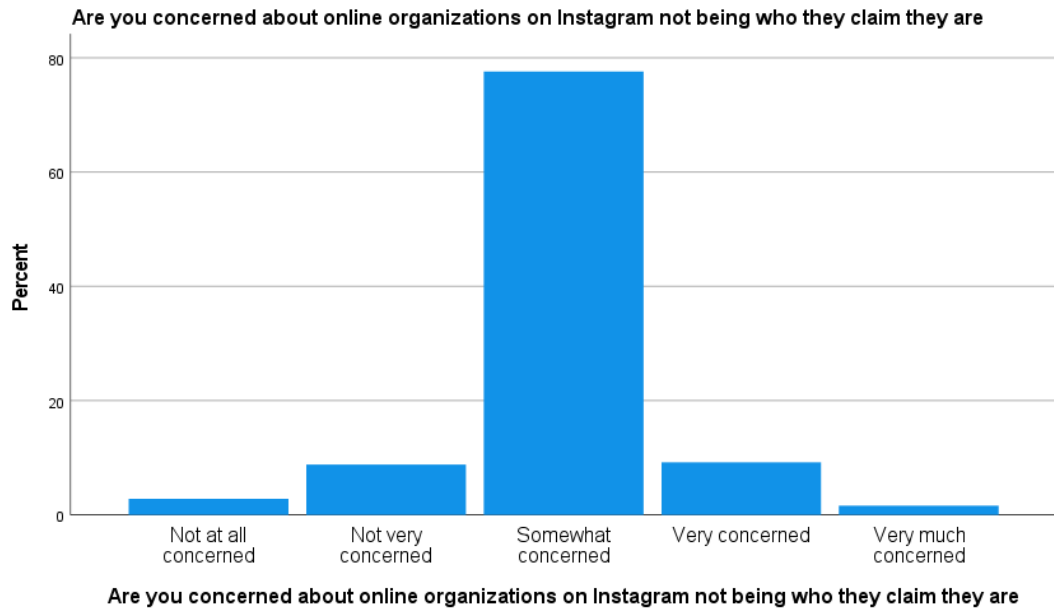


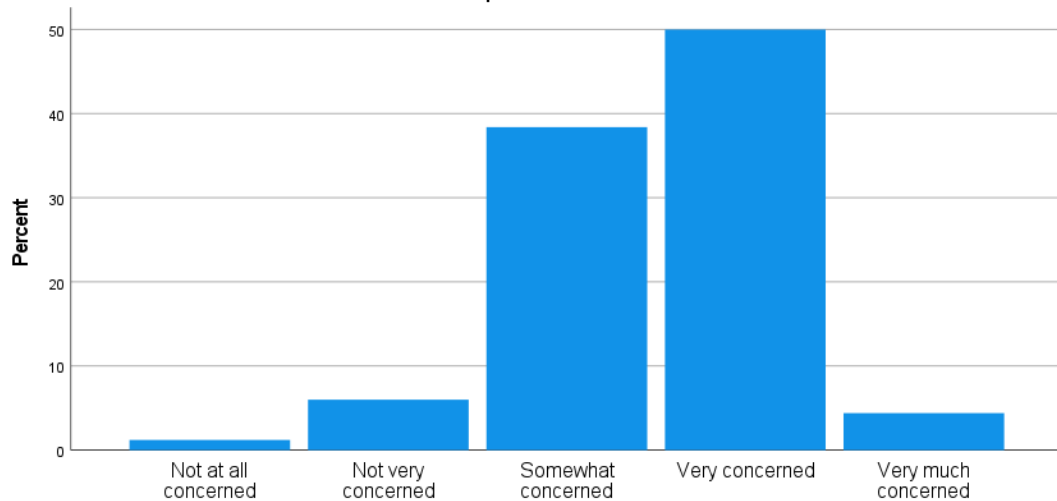
Figure 6 1: Are you concerned about online organizations on Instagram not being who they claim they are.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Not at all concerned to Very much concerned. Out of 251, there are 7(2.8%) responded Not at all concerned, 22(8.8%) responded Not very concerned, 194(77.3%) responded Somewhat concerned, 23(9.2%) responded Very concerned, and 4(1.6%) responded Very much concerned. The table below shows in detailed.

Table 3.1: Are you concerned about online organizations on Instagram not being who they claim they are.

Are you concerned about online organizations on Instagram not being who they claim they are					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	7	2.8	2.8	2.8
	Not very concerned	22	8.8	8.8	11.6
	Somewhat concerned	194	77.3	77.6	89.2
	Very concerned	23	9.2	9.2	98.4
	Very much concerned	4	1.6	1.6	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

Are you concerned that you have to disclose too much personal information when you want to make an online purchase



Are you concerned that you have to disclose too much personal information when you want to make an online purchase

Figure 6. 2: Are you concerned that you have to disclose too much personal information when you make an online purchase.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Not at all concerned to Very much concerned. Out of 251, there are 3(1.2%) responded Not at all concerned, 15(6.0%) responded Not very concerned, 96(38.2%) responded Somewhat concerned, 125(49.8%) responded Very concerned, and 11(4.4%) responded Very much concerned. The table below shows in detailed.

Table 3. 2: Are you concerned that you have to disclose too much personal information when you make an online purchase.

Are you concerned that you have to disclose too much personal information when you want to make an online purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	3	1.2	1.2	1.2
	Not very concerned	15	6.0	6.0	7.2
	Somewhat concerned	96	38.2	38.4	45.6
	Very concerned	125	49.8	50.0	95.6
	Very much concerned	11	4.4	4.4	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

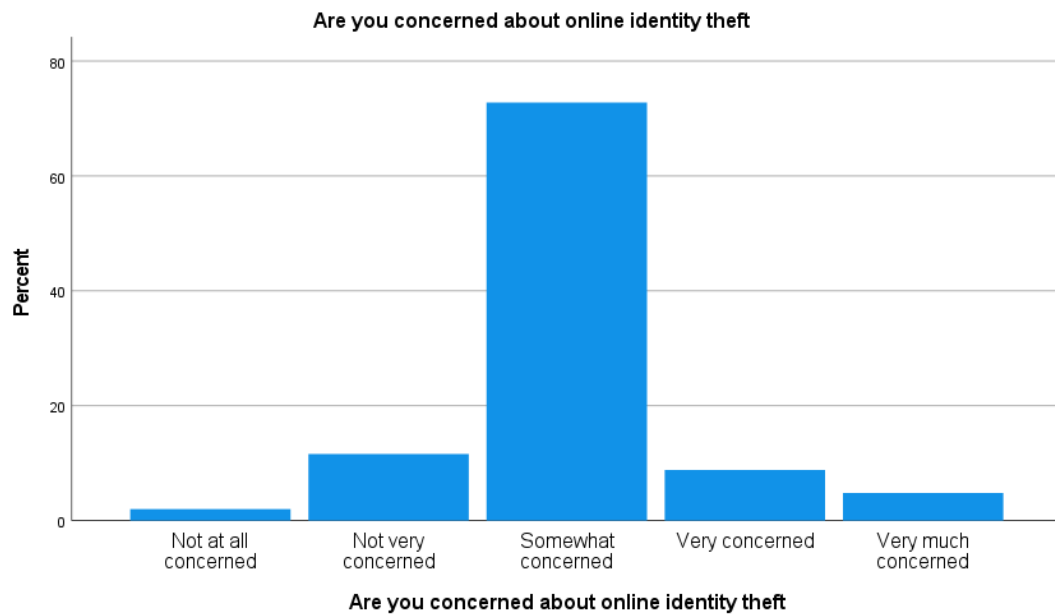


Figure 6. 3: Are you concerned about online identity theft.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Not at all concerned to Very much concerned. Out of 251, there are 5(2.0%) responded Not at all concerned, 29(11.6%) responded Not very concerned, 182(72.5%) responded Somewhat concerned, 22(8.8%) responded Very concerned, and 12(4.8%) responded Very much concerned. The table below shows in detailed.

Table 3. 3: Are you concerned about online identity theft.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	5	2.0	2.0	2.0
	Not very concerned	29	11.6	11.6	13.6
	Somewhat concerned	182	72.5	72.8	86.4
	Very concerned	22	8.8	8.8	95.2
	Very much concerned	12	4.8	4.8	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

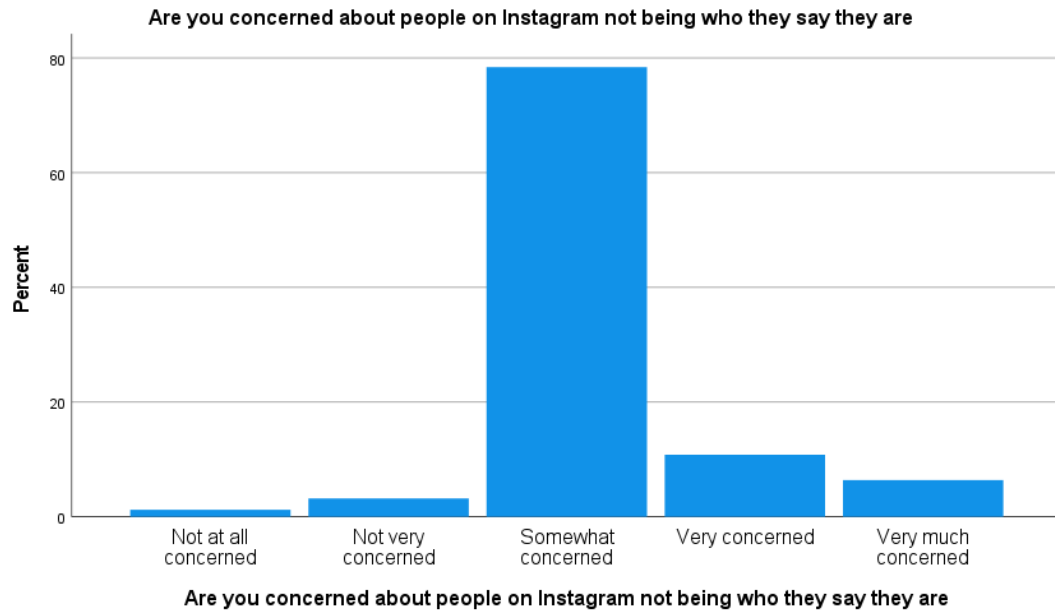


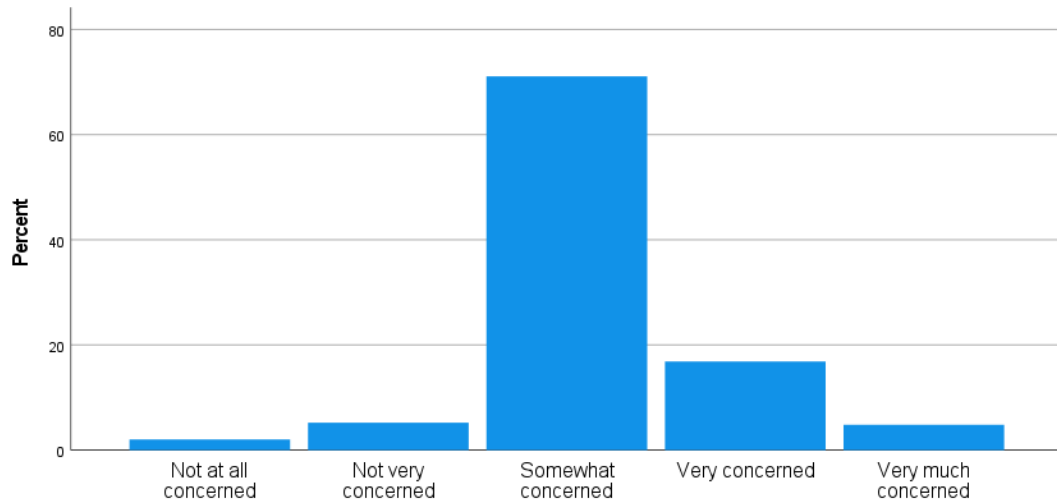
Figure 6. 4: Are you concerned about people on Instagram not being who they say they are.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Not at all concerned to Very much concerned. Out of 251, there are 3(1.2%) responded Not at all concerned, 8(3.2%) responded Not very concerned, 196(78.1%) responded Somewhat concerned, 27(10.8%) responded Very concerned, and 16(6.4%) responded Very much concerned. The table below shows in detailed.

Table 3. 4: Are you concerned about people on Instagram not being who they say they are.

		Are you concerned about people on Instagram not being who they say they are			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	3	1.2	1.2	1.2
	Not very concerned	8	3.2	3.2	4.4
	Somewhat concerned	196	78.1	78.4	82.8
	Very concerned	27	10.8	10.8	93.6
	Very much concerned	16	6.4	6.4	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

Are you concerned about people you do not know obtaining personal Information about you from your online 2 activities



Are you concerned about people you do not know obtaining personal Information about you from your online 2 activities

Figure 6. 5: Are you concerned about people you do not know obtaining personal Information about you from your online activities.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Not at all concerned to Very much concerned. Out of 251, there are 5(2.5%) responded Not at all concerned, 13(5.2%) responded Not very concerned, 177(70.5%) responded Somewhat concerned, 42(16.7%) responded Very concerned, and 12(4.8%) responded Very much concerned. The table below shows in detailed.

Table 3. 5: Are you concerned about people you do not know obtaining personal Information about you from your online activities.

Are you concerned about people you do not know obtaining personal Information about you from your online activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	5	2.0	2.0	2.0
	Not very concerned	13	5.2	5.2	7.2
	Somewhat concerned	177	70.5	71.1	78.3
	Very concerned	42	16.7	16.9	95.2
	Very much concerned	12	4.8	4.8	100.0
	Total	249	99.2	100.0	
Missing	System	2	.8		
Total		251	100.0		

5.2 The related responses to online consumer motivation.

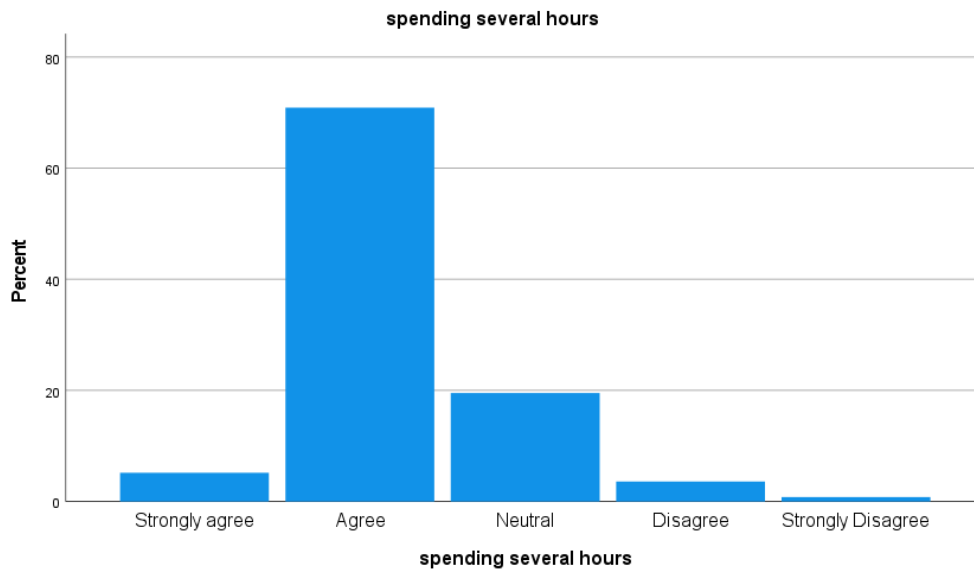


Figure 6. 6: When I'm looking for an important purchase, It is fine for me to spend hours searching until I find it.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 13(5.2%) responded strongly agree, 178(70.9%) responded agree, 49(19.5%) responded neutral, 9(3.6%) responded disagree, and 2(0.8%) responded strongly disagree. The table below shows in detailed.

Table 3. 6: When I'm looking for an important purchase, It is fine for me to spend hours searching until I find it.

spending several hours					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	13	5.2	5.2	5.2
	Agree	178	70.9	70.9	76.1
	Neutral	49	19.5	19.5	95.6
	Disagree	9	3.6	3.6	99.2
	Strongly Disagree	2	.8	.8	100.0
	Total	251	100.0	100.0	

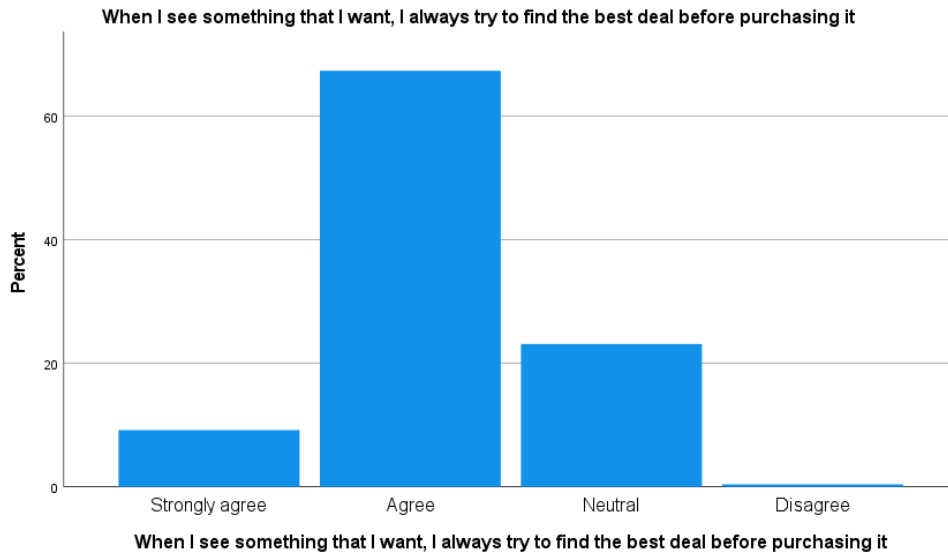


Figure 6. 7: At the point when I see something that I want, I generally attempt to locate the best arrangement before buying it.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 23(9.2%) responded strongly agree, 169(67.3%) responded agree, 58(23.1%) responded neutral, 1(0.4%) responded disagree, and 0 responded strongly disagree. The table below shows in detailed.

Table 3. 7: At the point when I see something that I want, I generally attempt to locate the best arrangement before buying it.

At the point when I see something that I want, I generally attempt to locate the best arrangement before buying it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	23	9.2	9.2	9.2
	Agree	169	67.3	67.3	76.5
	Neutral	58	23.1	23.1	99.6
	Disagree	1	.4	.4	100.0
	Total	251	100.0	100.0	



Figure 6. 8: I would prefer to buy an item that is familiar to me than take a chance with an item that I don't know of.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 11(4.4%) responded strongly agree, 154(61.4%) responded agree, 68(26.1%) responded neutral, 17(6.8%) responded disagree, and 1(0.4%) responded strongly disagree. The table below shows in detailed.

Table 3 8: I would prefer to buy an item that is familiar to me than take a chance with an item that I don't know of.

I would prefer to buy an item that is familiar to me than take a chance with an item that I don't know of					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	11	4.4	4.4	4.4
	Agree	154	61.4	61.4	65.7
	Neutral	68	27.1	27.1	92.8
	Disagree	17	6.8	6.8	99.6
	Strongly Disagree	1	.4	.4	100.0
	Total	251	100.0	100.0	

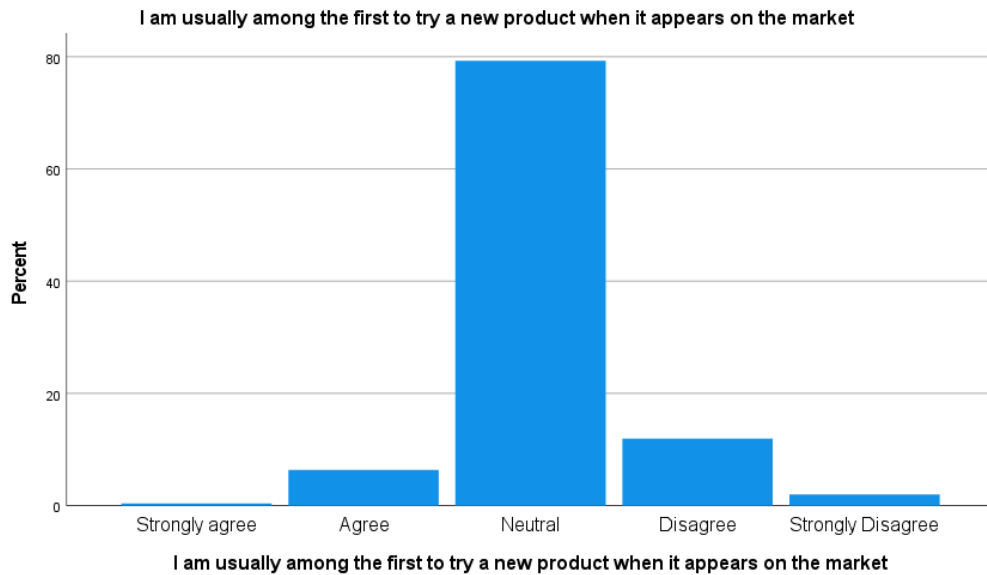


Figure 6. 9: I am for the most part, amongst the earliest to attempt purchasing another item when it shows up.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 1(0.4%) responded strongly agree, 16(6.4%) responded agree, 199(79.3%) responded neutral, 30(12%) responded disagree, and 5(2%) responded strongly disagree. The table below shows in detailed.

Table 3. 9: I am for the most part, amongst the earliest to attempt purchasing another item when it shows up.

I am for the most part, amongst the earliest to attempt purchasing another item when it shows up					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	1	.4	.4	.4
	Agree	16	6.4	6.4	6.8
	Neutral	199	79.3	79.3	86.1
	Disagree	30	12.0	12.0	98.0
	Strongly Disagree	5	2.0	2.0	100.0
	Total	251	100.0	100.0	

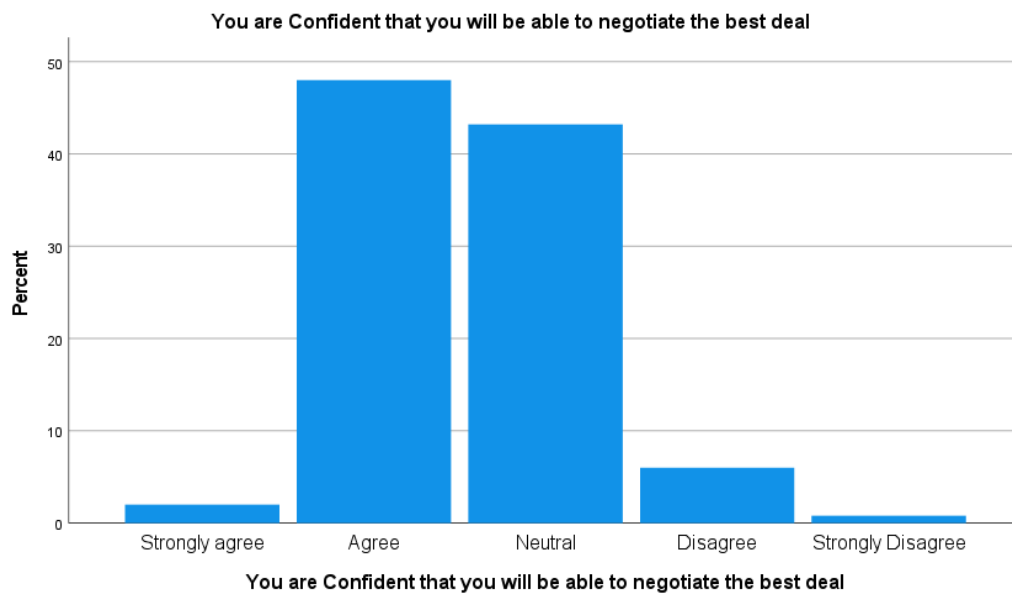


Figure 6. 10: You are Confident that negotiating the best deal is something you always do.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 5(2%) responded strongly agree, 120(47.8%) responded agree, 108(43%) responded neutral, 15(6%) responded disagree, and 2(0.8%) responded strongly disagree. The table below shows in detailed.

Table 3. 10: You are Confident that negotiating the best deal is something you always do.

You are Confident that negotiating the best deal is something you always do.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	2.0	2.0	2.0
	Agree	120	47.8	48.0	50.0
	Neutral	108	43.0	43.2	93.2
	Disagree	15	6.0	6.0	99.2
	Strongly Disagree	2	.8	.8	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

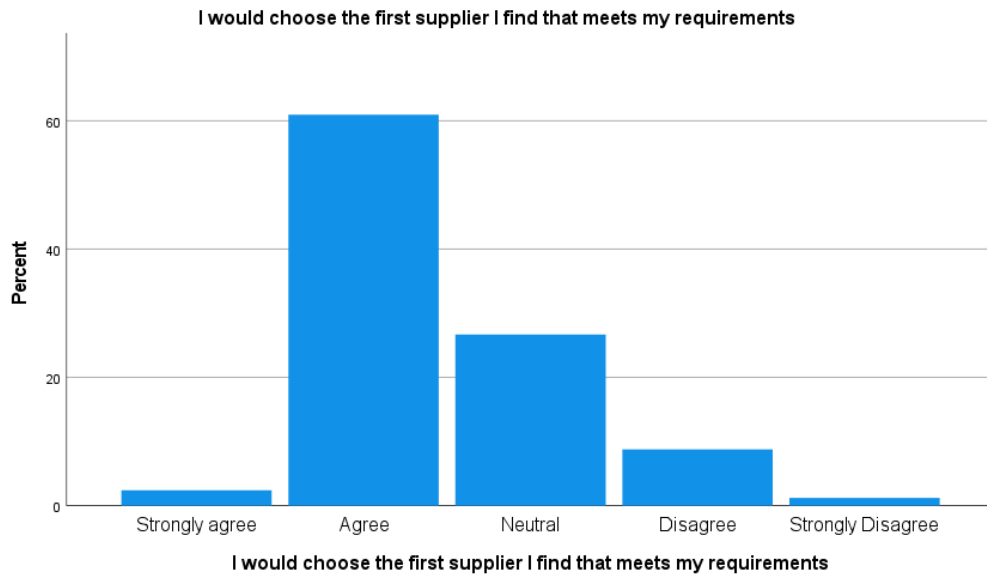


Figure 6. 11: I would accept the leading supplier that his offer will meet my specifications.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 6(2.4%) responded strongly agree, 153(61%) responded agree, 67(26.7%) responded neutral, 22(8.8%) responded disagree, and 3(1.2%) responded strongly disagree. The table below shows in detailed.

Table 3. 11: I would accept the leading supplier that his offer will meet my specifications.

I would accept the leading supplier that his offer will meet my specifications					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	2.4	2.4	2.4
	Agree	153	61.0	61.0	63.3
	Neutral	67	26.7	26.7	90.0
	Disagree	22	8.8	8.8	98.8
	Strongly Disagree	3	1.2	1.2	100.0
	Total	251	100.0	100.0	

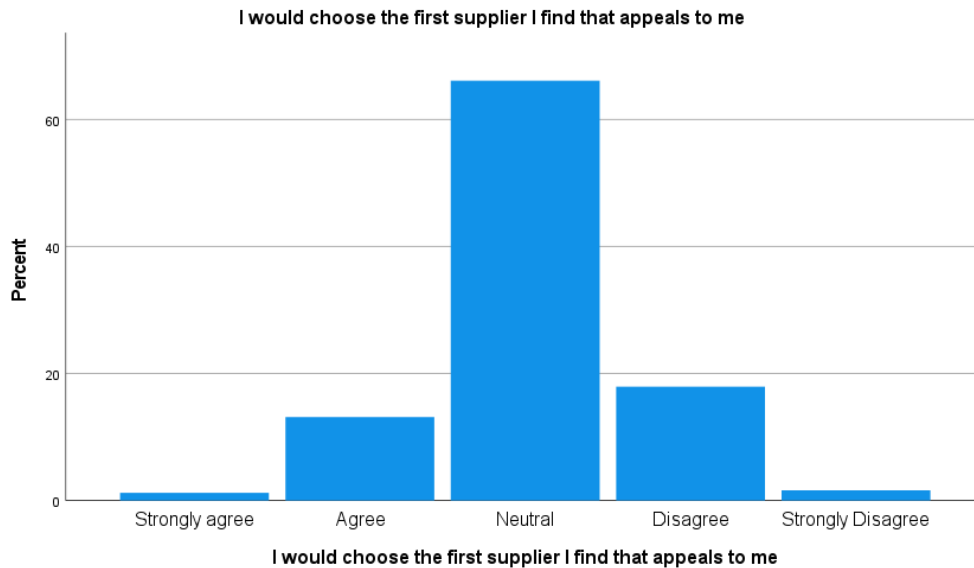


Figure 6. 12: Supplier Appealing to me.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 3(1.2%) responded strongly agree, 33(13.1%) responded agree, 166(66.1%) responded neutral, 45(17.9%) responded disagree, and 4(1.6%) responded strongly disagree. The table below shows in detailed.

Table 3. 12: Supplier Appealing to me.

Supplier Appealing to me					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	1.2	1.2	1.2
	Agree	33	13.1	13.1	14.3
	Neutral	166	66.1	66.1	80.5
	Disagree	45	17.9	17.9	98.4
	Strongly Disagree	4	1.6	1.6	100.0
	Total	251	100.0	100.0	

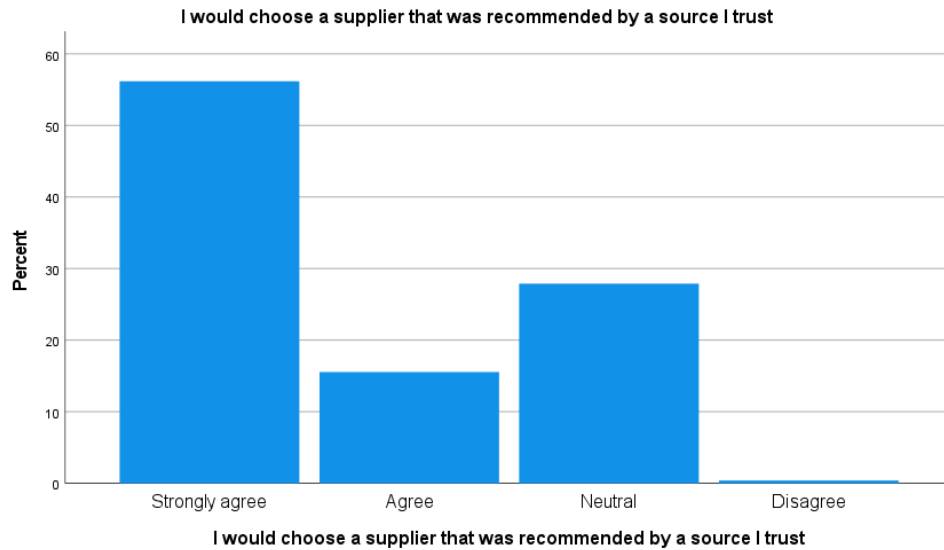


Figure 6. 13 : Recommended by a trusted source.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 141(56.2%) responded strongly agree, 39(15.5%) responded agree, 70(27.9%) responded neutral, 1(0.4%) responded disagree, and 0 responded strongly disagree. The table below shows in detailed.

Table 3. 13: Recommended by a trusted source.

Recommended by a trusted source					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	141	56.2	56.2	56.2
	Agree	39	15.5	15.5	71.7
	Neutral	70	27.9	27.9	99.6
	Disagree	1	.4	.4	100.0
	Total	251	100.0	100.0	

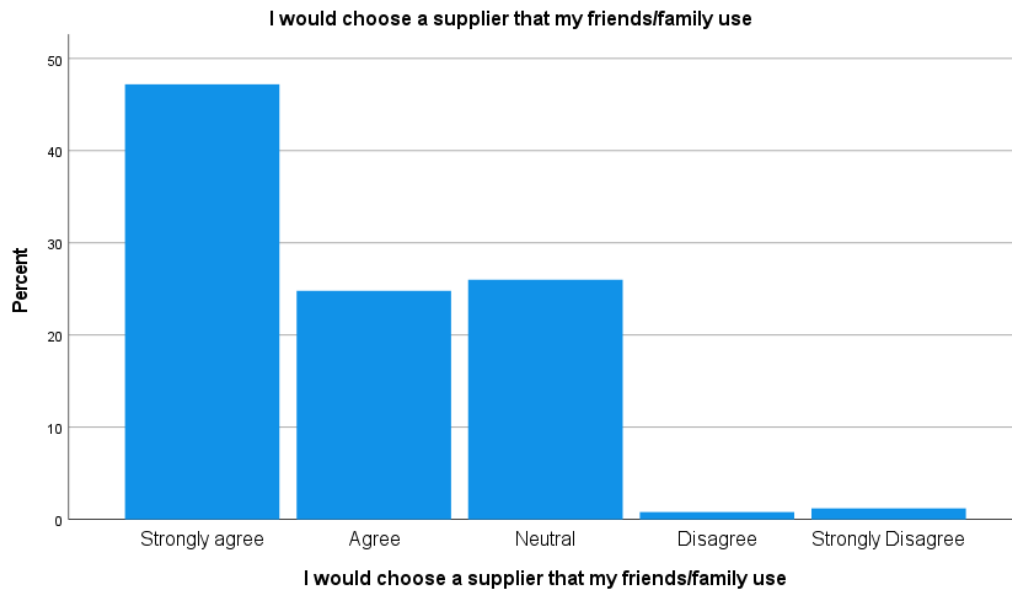


Figure 6. 14: A supplier that my friends/family use.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 118(47%) responded strongly agree, 62(24.7%) responded agree, 65(25.9%) responded neutral, 2(0.8%) responded disagree, and 3(1.2%) responded strongly disagree. The table below shows in detailed.

Table 3. 14: A supplier that my friends/family use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	118	47.0	47.2	47.2
	Agree	62	24.7	24.8	72.0
	Neutral	65	25.9	26.0	98.0
	Disagree	2	.8	.8	98.8
	Strongly Disagree	3	1.2	1.2	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

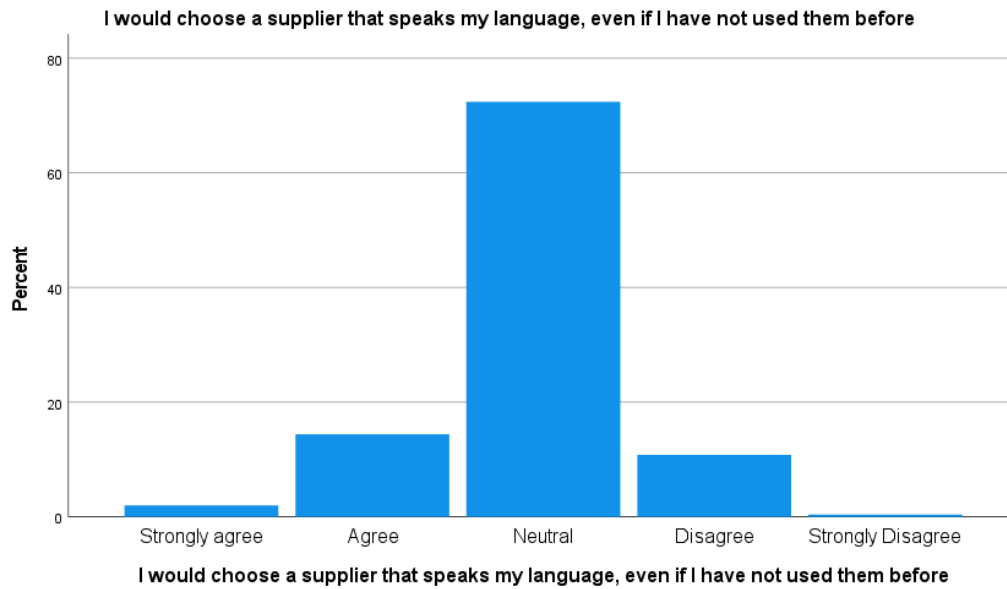


Figure 6. 15: A supplier speaks my language.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 5(2%) responded strongly agree, 36(14.3%) responded agree, 181(72.1%) responded neutral, 27(10.8%) responded disagree, and 1(0.4%) responded strongly disagree. The table below shows in detailed.

Table 3. 15: A supplier speaks my language.

A supplier speaks my language					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	2.0	2.0	2.0
	Agree	36	14.3	14.4	16.4
	Neutral	181	72.1	72.4	88.8
	Disagree	27	10.8	10.8	99.6
	Strongly Disagree	1	.4	.4	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

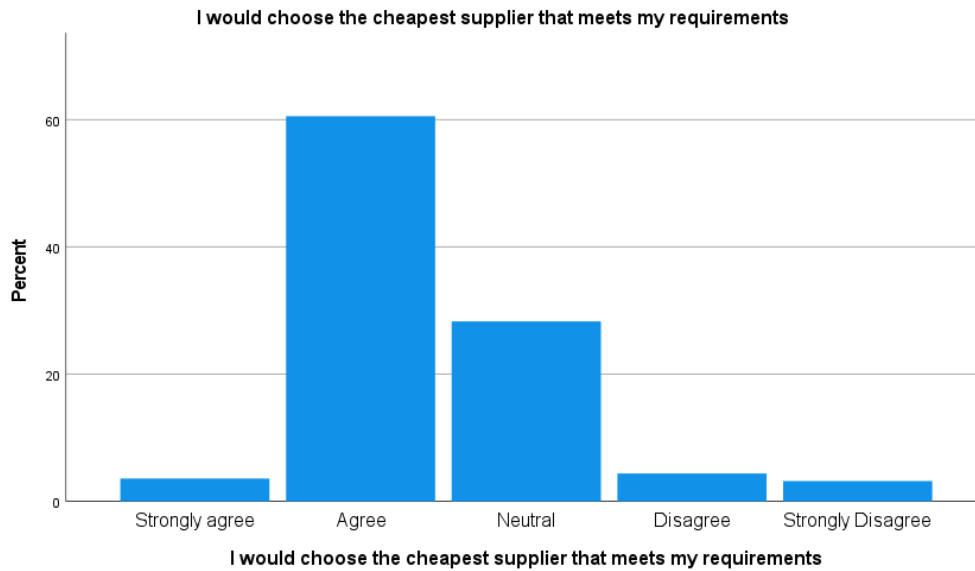


Figure 6. 16: the cheapest supplier.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 9(3.6%) responded strongly agree, 152(60.6%) responded agree, 71(28.3%) responded neutral, 11(4.4%) responded disagree, and 8(3.2%) responded strongly disagree. The table below shows in detailed.

Table 3. 16: the cheapest supplier.

the cheapest supplier					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	9	3.6	3.6	3.6
	Agree	152	60.6	60.6	64.1
	Neutral	71	28.3	28.3	92.4
	Disagree	11	4.4	4.4	96.8
	Strongly Disagree	8	3.2	3.2	100.0
	Total	251	100.0	100.0	

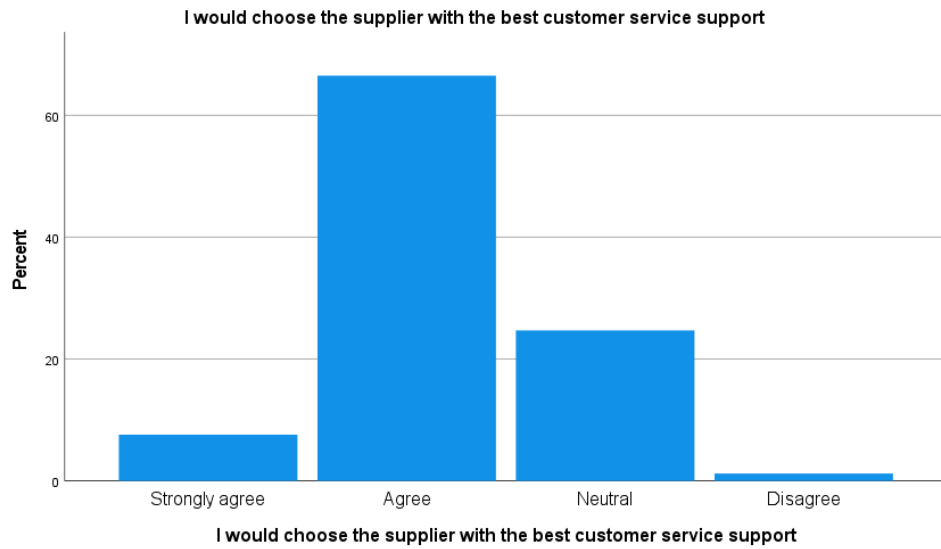


Figure 6. 17: best customer service support.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 19(7.6%) responded strongly agree, 167(66.5%) responded agree, 62(24.7%) responded neutral, 3(1.2%) responded disagree, and 0 responded strongly disagree. The table below shows in detailed.

Table 3. 17: best customer service support.

best customer service support					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	19	7.6	7.6	7.6
	Agree	167	66.5	66.5	74.1
	Neutral	62	24.7	24.7	98.8
	Disagree	3	1.2	1.2	100.0
	Total	251	100.0	100.0	



Figure 6. 18: most convenient time frame.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 16(6.4%) responded strongly agree, 153(61%) responded agree, 75(29.9%) responded neutral, 6(2.4%) responded disagree, and 0 responded strongly disagree. The table below shows in detailed.

Table 3. 18: most convenient time frame.

most convenient time frame					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	16	6.4	6.4	6.4
	Agree	153	61.0	61.2	67.6
	Neutral	75	29.9	30.0	97.6
	Disagree	6	2.4	2.4	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

5.3 The related responses to Brand Engagement.

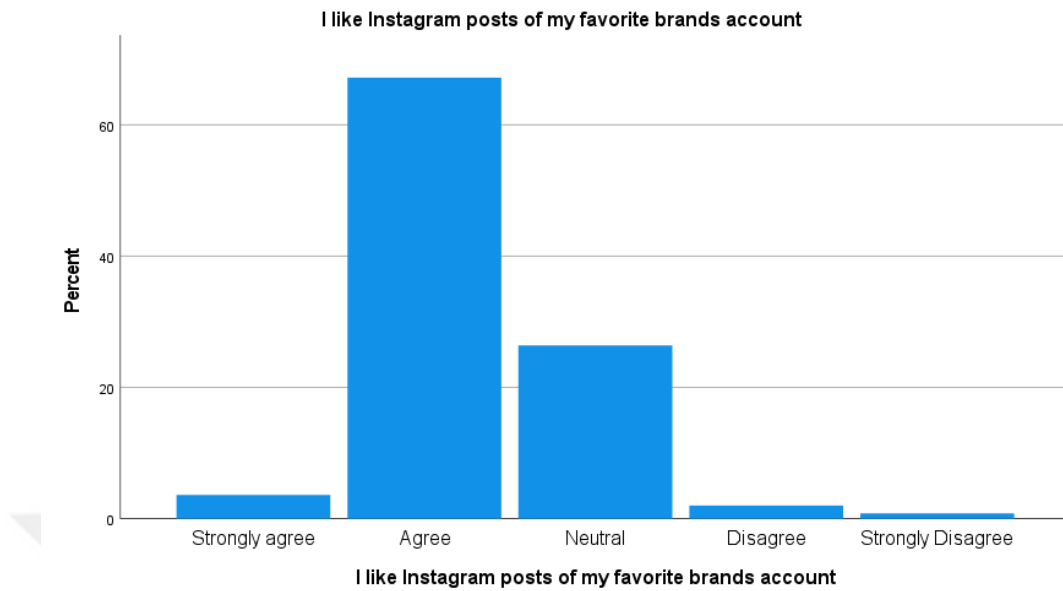


Figure 6. 19: I like Instagram posts of my favorite brands account.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 9(3.6%) responded strongly agree, 168(66.9%) responded agree, 66(26.3%) responded neutral, 5(2%) responded disagree, and 2(0.8%) responded strongly disagree. The table below shows in detailed.

Table 3. 19: I like Instagram posts of my favorite brands account.

I like Instagram posts of my favorite brands account					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	9	3.6	3.6	3.6
	Agree	168	66.9	67.2	70.8
	Neutral	66	26.3	26.4	97.2
	Disagree	5	2.0	2.0	99.2
	Strongly Disagree	2	.8	.8	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

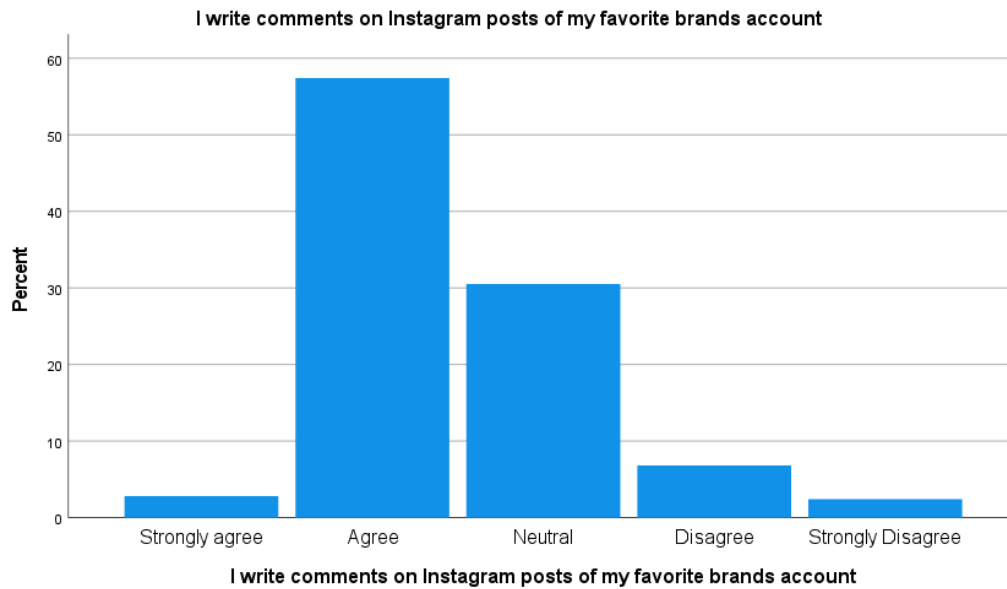


Figure 6. 20: I write comments on Instagram posts of my favorite brands account.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 7(2.8%) responded strongly agree, 143(57%) responded agree, 76(30.3%) responded neutral, 17(6.8%) responded disagree, and 6(2.4%) responded strongly disagree. The table below shows in detailed.

Table 3. 20: I write comments on Instagram posts of my favorite brands account.

I write comments on Instagram posts of my favorite brands account					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	7	2.8	2.8	2.8
	Agree	143	57.0	57.4	60.2
	Neutral	76	30.3	30.5	90.8
	Disagree	17	6.8	6.8	97.6
	Strongly Disagree	6	2.4	2.4	100.0
	Total	249	99.2	100.0	
Missing	System	2	.8		
Total		251	100.0		

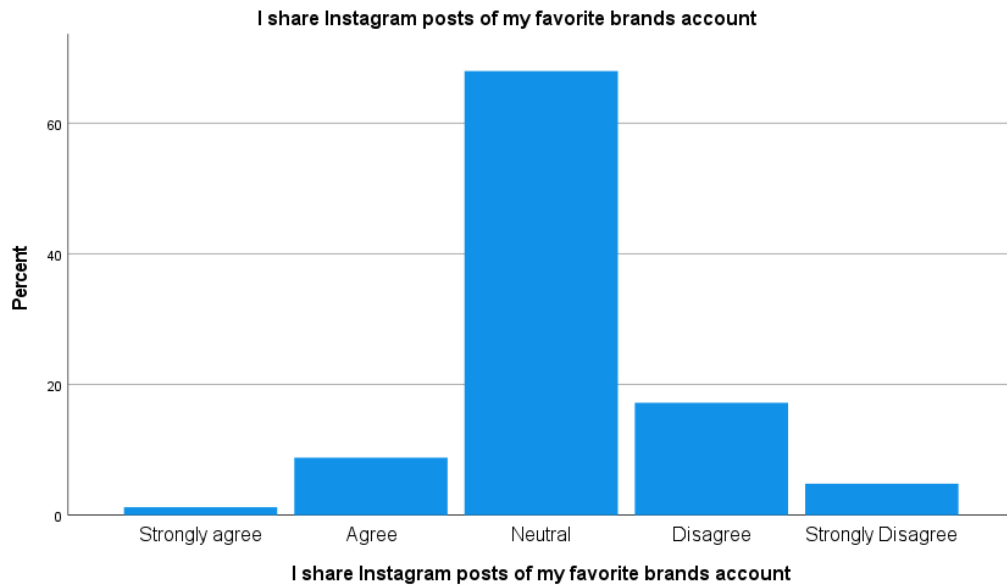


Figure 6. 21: I share Instagram posts of my favorite brands account.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 3(1.2%) responded strongly agree, 22(8.8%) responded agree, 170(67.7%) responded neutral, 43(17.1%) responded disagree, and 12(4.8%) responded strongly disagree. The table below shows in detailed.

Table 3. 21: I share Instagram posts of my favorite brands account.

I share Instagram posts of my favorite brands account		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	1.2	1.2	1.2
	Agree	22	8.8	8.8	10.0
	Neutral	170	67.7	68.0	78.0
	Disagree	43	17.1	17.2	95.2
	Strongly Disagree	12	4.8	4.8	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

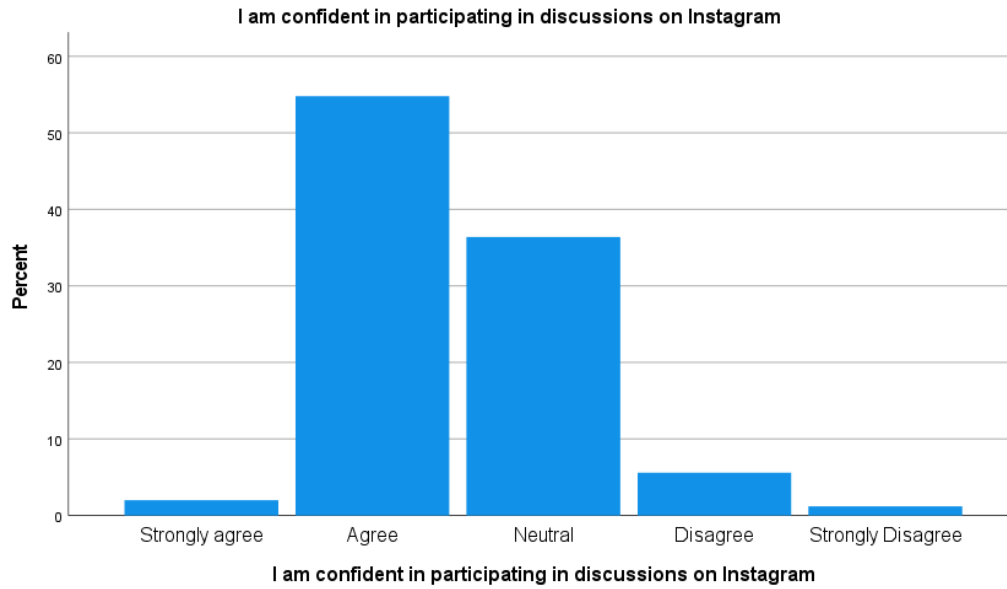


Figure 6. 22: I am confident in participating in discussions on Instagram.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 5(2%) responded strongly agree, 137(54.6%) responded agree, 91(36.3%) responded neutral, 14(5.6%) responded disagree, and 3(1.2%) responded strongly disagree. The table below shows in detailed.

Table 3. 22: I am confident in participating in discussions on Instagram.

I am confident in participating in discussions on Instagram					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	2.0	2.0	2.0
	Agree	137	54.6	54.8	56.8
	Neutral	91	36.3	36.4	93.2
	Disagree	14	5.6	5.6	98.8
	Strongly Disagree	3	1.2	1.2	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

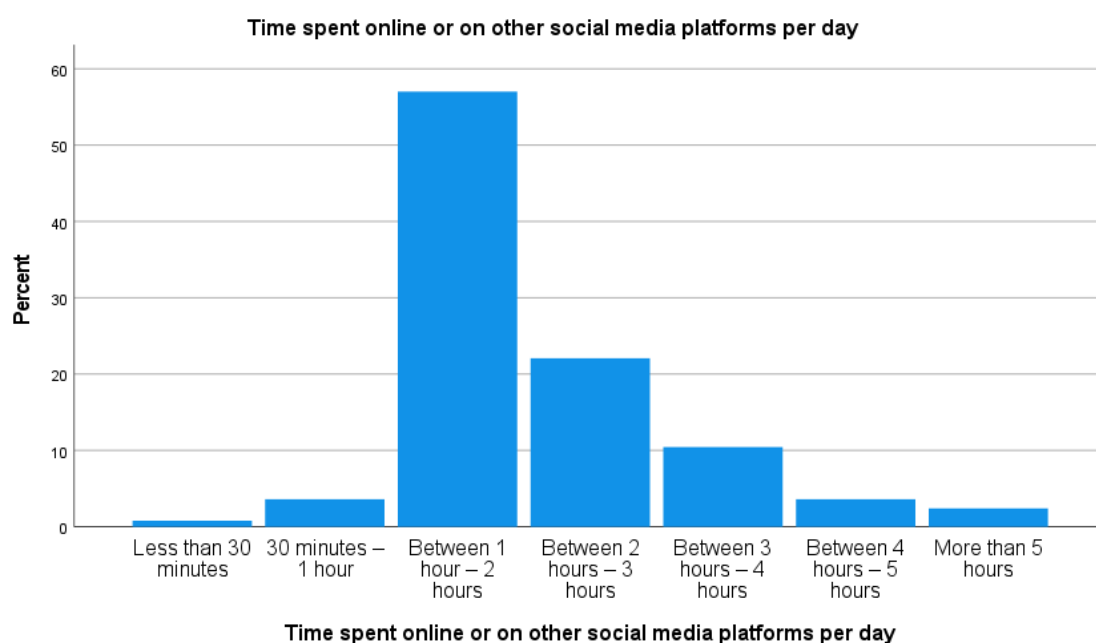


Figure 6. 23: Time spent online.

The figure above shows answers to the multiple-response question of the time spent on social media platforms per day, where 2(0.8%) responded Less than 30 minutes, 9(3.6%) responded 30 minutes – 1 hour, 142(56.6%) responded Between 1 hour – 2 hours, 55(21.9%) responded Between 2 hours – 3 hours, 26(10.4%) responded Between 3 hours – 4 hours, 9(3.6%) responded Between 4 hours – 5 hours, 6(2.4%) responded More than 5 hours. The table below shows the details.

Table 3. 23: Time spent online.

Time spent online					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	2	.8	.8	.8
	30 minutes – 1 hour	9	3.6	3.6	4.4
	Between 1 hour – 2 hours	142	56.6	57.0	61.4
	Between 2 hours – 3 hours	55	21.9	22.1	83.5
	Between 3 hours – 4 hours	26	10.4	10.4	94.0
	Between 4 hours – 5 hours	9	3.6	3.6	97.6
	More than 5 hours	6	2.4	2.4	100.0
	Total	249	99.2	100.0	
Missing	System	2	.8		
Total		251	100.0		

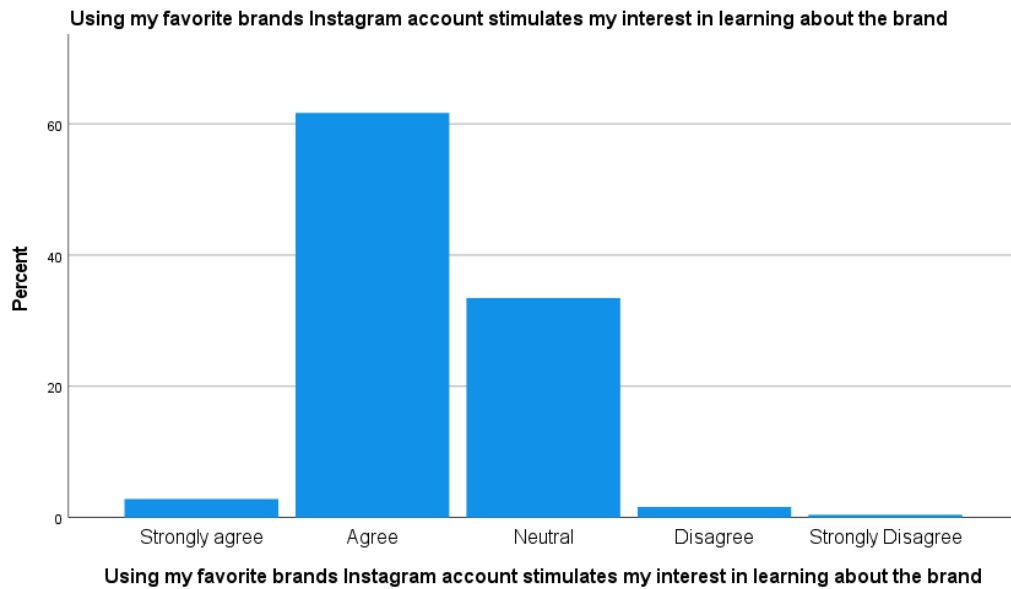


Figure 6. 24: interest in learning about the brand.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 7(2.8%) responded strongly agree, 153(61%) responded agree, 83(33.1%) responded neutral, 4(1.6%) responded disagree, and 1(0.4%) responded strongly disagree. The table below shows in detailed.

Table 3. 24: interest in learning about the brand.

interest in learning about the brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	7	2.8	2.8	2.8
	Agree	153	61.0	61.7	64.5
	Neutral	83	33.1	33.5	98.0
	Disagree	4	1.6	1.6	99.6
	Strongly Disagree	1	.4	.4	100.0
	Total	248	98.8	100.0	
Missing	System	3	1.2		
Total		251	100.0		

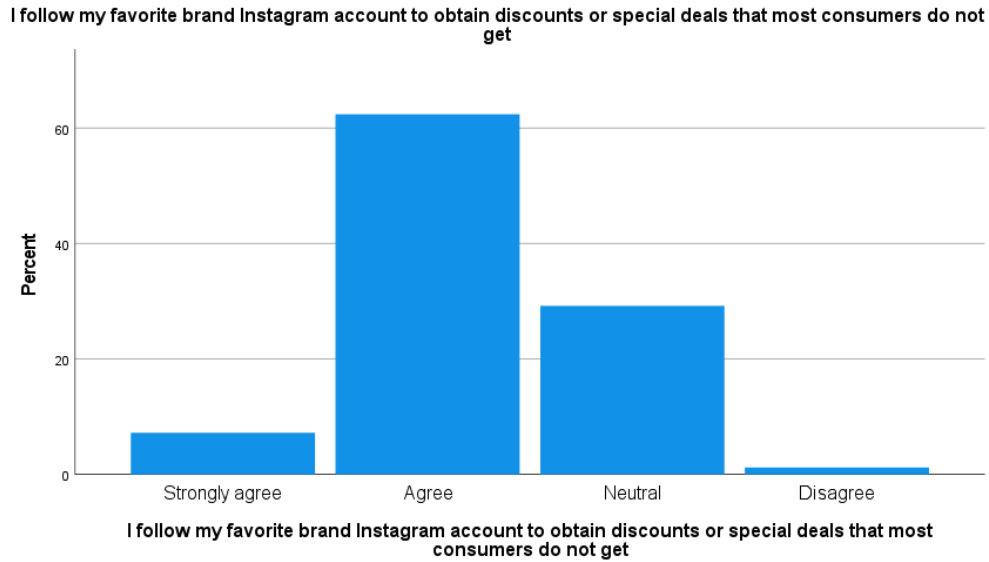


Figure 6. 25: obtain discounts or special deals.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 18(7.2%) responded strongly agree, 156(62.2%) responded agree, 73(29.1%) responded neutral, 3(1.2%) responded disagree, and 0 responded strongly disagree. The table below shows in detailed.

Table 3. 25: obtain discounts or special deals.

obtain discounts or special deals					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	18	7.2	7.2	7.2
	Agree	156	62.2	62.4	69.6
	Neutral	73	29.1	29.2	98.8
	Disagree	3	1.2	1.2	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

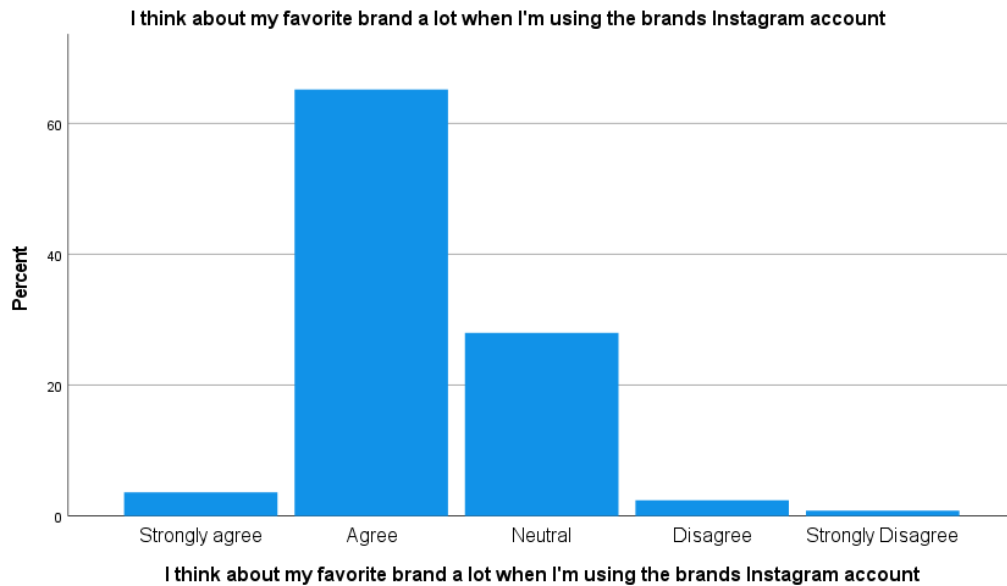


Figure 6. 26: I think about my favorite brand.

In the above figure, the Likert scale (five-point) was used to measure respondents' opinion. The bar chart contains options started from Strongly Agree to Strongly Disagree. Out of 251, there are 7(2.8%) responded strongly agree, 153(61%) responded agree, 83(33.1%) responded neutral, 4(1.6%) responded disagree, and 1(0.4%) responded strongly disagree. The table below shows in detailed.

Table 3. 26: I think about my favorite brand.

		I think about my favorite brand			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	9	3.6	3.6	3.6
	Agree	163	64.9	65.2	68.8
	Neutral	70	27.9	28.0	96.8
	Disagree	6	2.4	2.4	99.2
	Strongly Disagree	2	.8	.8	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

6. RESEARCH FINDINGS

6.1 Demographic Findings

The demographic characteristics of the study sample consisted of several basic variables, the aim of which is to collect general information about the respondents (gender, age, marital status, and education level), which are not assumed with the variables.

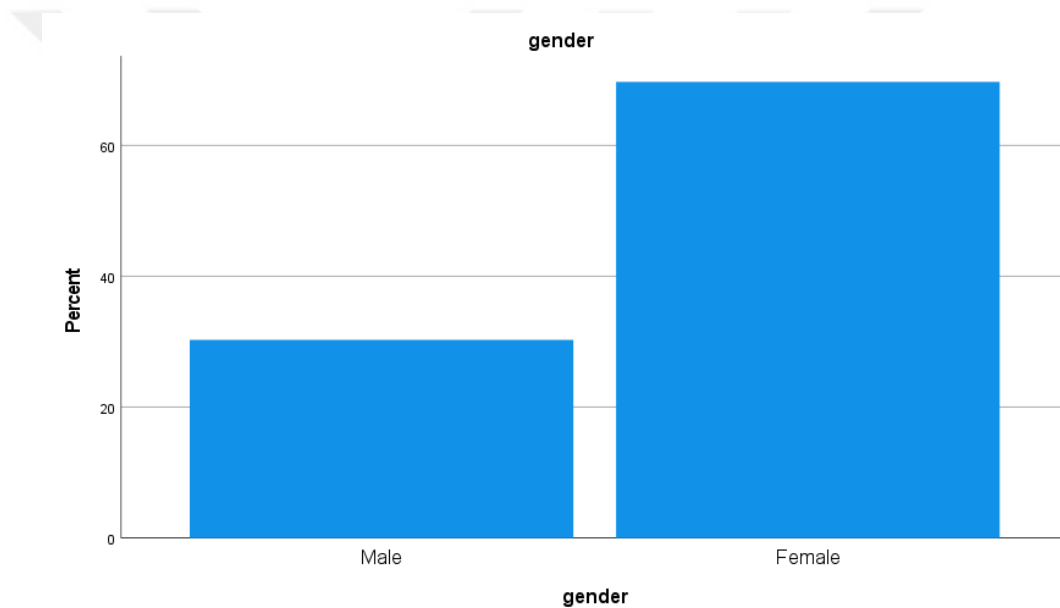


Figure 6. 27: Gender Distribution.

This questionnaire was conducted on 251 respondents, the above chart indicates that the gender distribution of respondents was 76(30.3%) male respondents, and 175(69.7%) female respondents, which is the highest ratio. The following table shows more details.

Table 3. 27: Gender Distribution.

Gender			
Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Male	76	30.3	30.3	30.3
	Female	175	69.7	69.7	100.0
	Total	251	100.0	100.0	

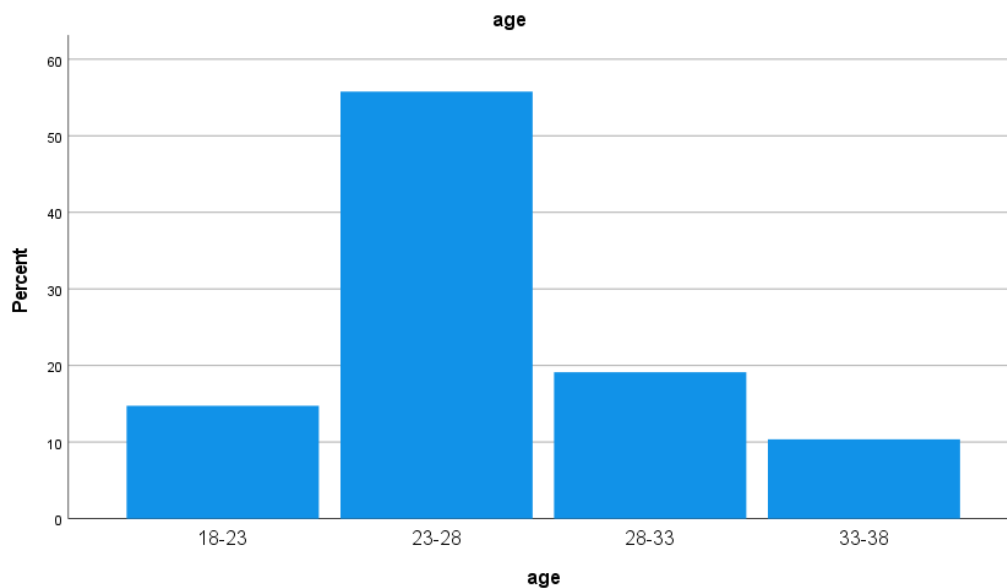


Figure 6. 28: Age Distribution.

As for the distribution of age groups, Table 4.1 indicates that respondents for the group “18 – 23” was 37(14.7%), for the group “23 – 28”, was 140(55.8%) which is the highest ratio, for the group “28 – 33” was 48(19.1%), for the group “33 – 38” was 26(10.4%), and for the group “38 or more” was 0. The following table shows more details.

Table 3. 28: Age Distribution.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23	37	14.7	14.7	14.7
	23-28	140	55.8	55.8	70.5
	28-33	48	19.1	19.1	89.6
	33-38	26	10.4	10.4	100.0
	Total	251	100.0	100.0	

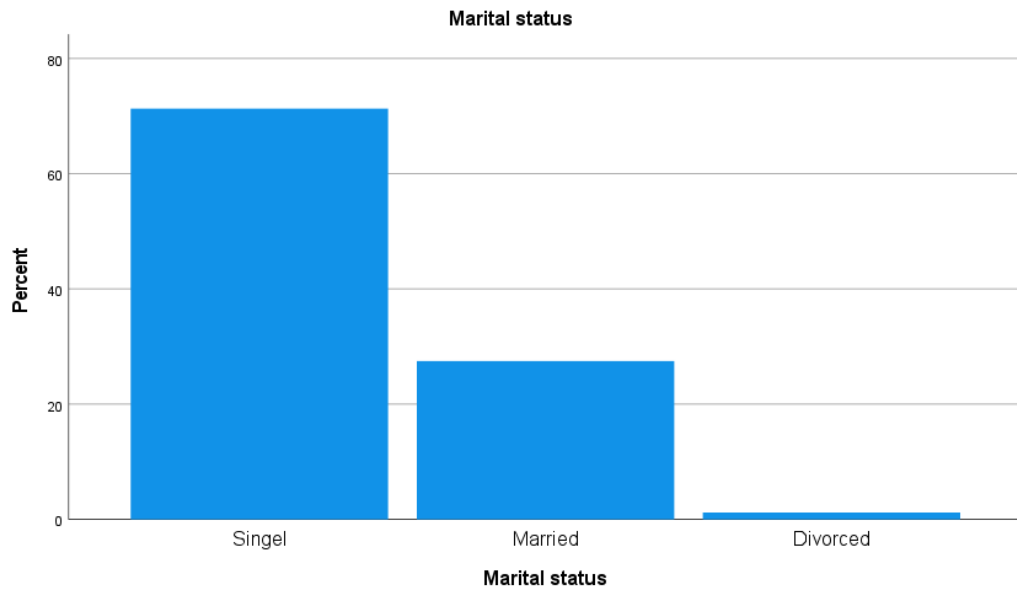


Figure 6. 29: Marital Status Distribution.

In case of marital status, the above chart indicates that the respondents were 179(71.3%) responses for single which is the highest ratio, 69(27.5%) responses for married, 3(1.2%) responses for divorced. The following table shows more details.

Table 3. 29: Marital Status Distribution.

		Marital status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Singel	179	71.3	71.3	71.3
	Married	69	27.5	27.5	98.8
	Divorced	3	1.2	1.2	100.0
	Total	251	100.0	100.0	

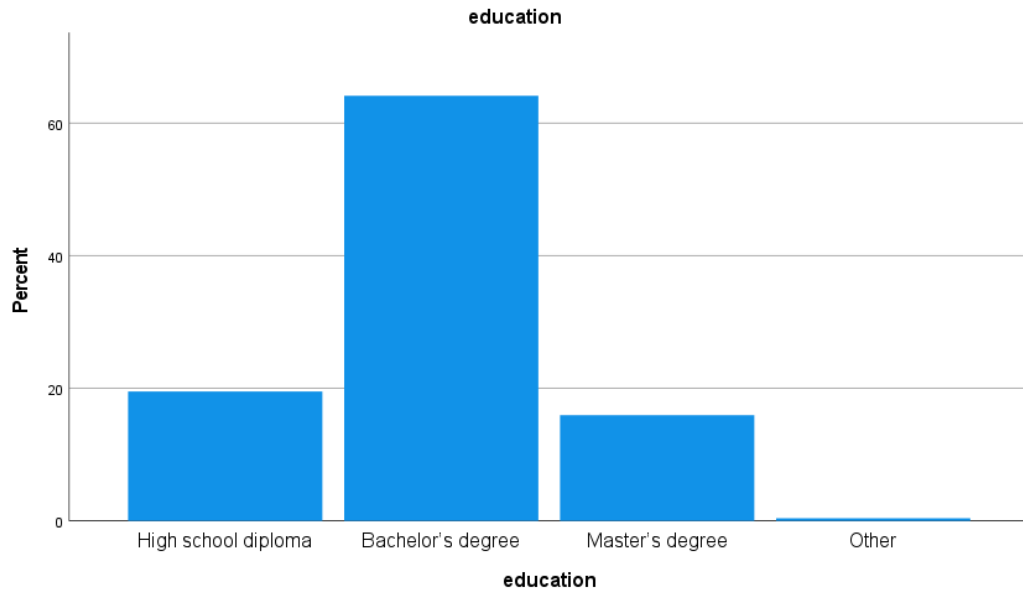


Figure 6. 30: Education level Distribution.

In term of education level, the above chart indicates that the respondents were 49(19.5%) High school diploma respondents, 161(64.1%) Bachelor's degree respondents, which is the highest ratio, 40(15.9%) respondents were Maste degreeer, and 1(0.4%) respondents were other. The following table shows more details.

Table 3. 30: Education level Distribution.

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school diploma	49	19.5	19.5	19.5
	Bachelor's degree	161	64.1	64.1	83.7
	Master's degree	40	15.9	15.9	99.6
	Other	1	.4	.4	100.0
	Total	251	100.0	100.0	

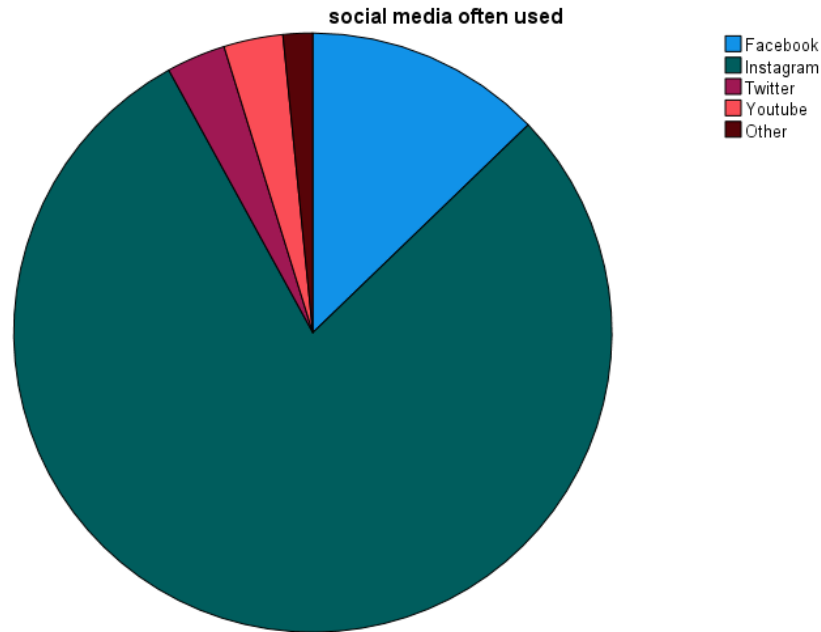


Figure 7. 1: Social Media Platforms often used Distribution.

The figure above shows answers to the multiple-response question of the type of social media platforms used by respondents, where Instagram was at the top of the list with 198(78.9%) answers, Facebook 32(12.7%) answers, Twitter 8(3.2%) answers, Youtube 8(3.2%) answers, and other platforms 4(6.2%) answers. The table below shows the details.

Table 4. 1: Social Media Platforms often used Distribution.

		social media often used			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	32	12.7	12.8	12.8
	Instagram	198	78.9	79.2	92.0
	Twitter	8	3.2	3.2	95.2
	Youtube	8	3.2	3.2	98.4
	Other	4	1.6	1.6	100.0
	Total	250	99.6	100.0	
Missing	System	1	.4		
Total		251	100.0		

7. HYPOTHESIS TESTING

This test is done to measure the relationship between the independent and dependent variables, the result ranges between two ranges either 0 to +1 or 0 to -1, the result should be in the positive range to say that the variable is positively correlated with a strong relationship and vice versa.

The table below shows the correlation test between the variables, independent and dependent.

Table 5. 1: Correlation 1

		Social Media Marketing "SMM"	Customer Satisfaction "CS"
IM	Pearson Correlation	1	-.142*
	Sig. (2-tailed)		.024
	N	251	251
CM	Pearson Correlation	-.142*	1
	Sig. (2-tailed)	.024	
	N	251	251

The data have been collected by the researcher through 251 respondents of the survey, which were processed in SPSS for analysis. From the matrix above in table 4.4, the researcher found that $\text{sig} < 0.05$ means that there is a linear relationship between the independent and dependent variables, and that relationship is a weak negative relationship between Instagram marketing and consmer motivation, with Pearson's correlation of -0.142 indicates that the linear relationship is **A weak downhill (negative) linear relationship.**

Table 6. 1 : Hypothesis 1.

H	Hypothesis	Result
H ₁	There is a statistically significant positive correlation between Instagram marketing and consumer motivation.	Denied

Table 5. 2: Correlation 2

		Social Media Marketing “SMM”	Customer Satisfaction “CS”
IM	Pearson Correlation	1	.156*
	Sig. (2-tailed)		.013
	N	251	250
BE	Pearson Correlation	.156*	1
	Sig. (2-tailed)	.013	
	N	250	250

The data have been collected by the researcher through 251 respondents of the survey, which were processed in SPSS for analysis. From the matrix above in table 4.4, the researcher found that $\text{sig} < 0.05$ means that there is a linear relationship between the independent and dependent variables, which means that there is a positive relationship between Instagram marketing and consumer motivation in tourism sector, with Pearson's correlation of 0.156 indicates that the linear relationship is **A weak uphill (positive) linear relationship.**

Table 6. 2 : Hypothesis 2.

H2	Hypothesis	Result
H ₂	There is a statistically significant positive correlation between Instagram marketing and Brand Engagment.	Accepted

8. CONCLUSION, LIMITATION, AND RECOMMENDATIONS

For the conclusion of this research paper online consumer motivation and brand engagement on Instagram, we had two thesis questions,

The first question is Instagram marketing affects positively on consumer motivation, the second question is Instagram marketing affects positively on consumers engagements with brands, both of the subjects consumer motivation and brand engagement were discussed in both parts of This research in the theoretical part also in the Practical part.

We asked 251 respondents who are living in Istanbul \ Turkey a set of questions through E questionnaire that will help us get an idea of what motivates consumers and what makes them engage with brands on social media. Some of our questions were very appealing and gave us very helpful information and we will discuss it in the coming part and other questions we're not that helpful due to the fact that people do not all the time disclose truthful information about them, another limitation would be the need of a greater sample in size to distribute the E question to them.

a large percentage of the responses that we collected indicates that there is a big concern on privacy, so we would give a recommendation on this subject which is when making a sale online take into consideration not to ask from consumers to disclose a too many personal information, another important information is for Brands and companies who Market their products and sell online or on Instagram, is to make their brand official looking with tags and logos that will give the appeal of an official company behind the operation and they are actually who they say they are.

We also observed from the responses that 70% of them chose a supplier that was recommended by a source that they trusted we can make a recommendation for businesses depending on this information that whenever they make a sale they should ask the satisfied customers for referrals (potential interested consumers).

Two factors were found to be motivators for consumers to make a purchase online or using Instagram which they are customer service and Logistics (shipping time) if those two factors were maintained and updated to the best quality that they can be at, new potential customers may be easier to acquire.

More than 60% of the responses that we gathered from consumers said that they follow their favorite brands on Instagram to gain sales or special offers that the majority of customers would not find, we can benefit from such an answer by making a recommendation to companies who are performing online or on Instagram to disclose all the discounts, sale Seasons or any special offers that they may have on their Instagram account, and of course we recommend all businesses to have presence on Instagram due to the results that were received saying that's more than 60% of the responses they think about the brand more when they see them or follow them on Instagram.

the researcher had two hypothesis, Instagram marketing has a positive effect on consumer motivation and this hypothesis was denied due to the fact that the statistical analysis did not show a positive correlation and this could be due to the fact that the sample that we took needed to be larger and we only took samples that could speak English if more research and work were done on this hypothesis in the future we might have more information about it.

Instagram marketing has a positive effect on brand engagement and consumers engaging on Instagram this hypothesis on the other hand was accepted because we found a positive correlation between the two variables Instagram marketing and brand engagement.

More work and research can be done in the future regarding consumer motivation online are an Instagram and consumers engaging with brands on social media platforms or specially on Instagram if more work was done on these subjects we can benefit by getting exact tactics and sales pitch that will address all the concerns that potential new customers may have and solve them from the beginning.

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RESUME







T.C.
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Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-12787
Konu : MOHAMMAD M H ELBALAWY Hk.

Sayın MOHAMMAD M H ELBALAWY

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 31.08.2020 tarihli ve 2020/07 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

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Thesis and Research Questions: Online Consumer Motivation and Brand Engagement on Social Media: Instagram Study

Q1 - What is your gender?

- 1- Male
- 2- Female

Q2 - How old are you:

- 1- 18-23
- 2- 23-28
- 3- 28-33
- 4- 33-38
- 5- 38 and above

Q3 - Highest education level you have completed:

- 1- High school diploma
- 2- Bachelor's degree
- 3- Master's degree
- 4- PhD
- 5- Other

Q4 – Marital status:

- 1-Singel
- 2- Married
- 3- Divorced
- 4- Widowed

Q5. Which of the following social media website do you use more often?

- 1- Facebook
- 2- Instagram
- 3- Twitter
- 4- YouTube
- 5- Other (specify)

H1: MOTIVATION

Please rate the following on a scale of 1 to 5, anchored by strongly disagree (1) and strongly agree (5).

Q6- When shopping for a major purchase, I don't mind spending several hours looking for it.

Q7- I take the time to consider all alternatives available on Instagram before making the buying decision.

Q8-When I see something that I want, I always try to find the best deal before purchasing it

Q9-I would rather stick with a product that I currently buy than try something I'm not sure of

Q10-I am usually among the first to try a new product when it appears on the market

Q11-I'll do almost anything to avoid a negotiation

Q12-You are Confident that you will be able to negotiate the best deal

Q13-You are Confident that consumer law will protect you when buying online

Q14-You are Confident that you are able to find the best products and services to meet your needs on Instagram.

Q15-I would go through all suppliers, comparing them carefully

Q16-I would choose the first supplier I find that meets my requirements

Q17-I would choose the first supplier I find that appeals to me

Q18-I would choose a supplier that was recommended by a source I trust

Q19-I would choose a supplier that my friends/family use

Q20-I would choose the same supplier I have used before

Q21-I would choose a supplier that speaks my language, even if I have not used them before

Q22-I would choose the cheapest supplier that meets my requirements

Q23-I would choose the supplier that can set up my {service/ product} within the most convenient timeframe (e.g. most quickly, precisely when I use it)

Q24-I would choose the supplier with the best customer service/support

Q25-I feel confident in locating the necessary information on Instagram for a specific purchase.

Please choose 1 or more of this options.

Q26- Reasons why not checked to see whether on best deal

Already satisfied with supplier

Satisfied with the product

Satisfied with the customer services

Satisfied with the cost

Takes too much time/ hassle/complex to switch

Takes too long to research

Takes too long to go through the process of switching

Too much hassle to research new deals

Too much hassle to go through the process of switching

Makes no difference

No difference in the deals offered

No difference in price

No difference in customer service provided

Prefer to stick with what you know – even if not best deal

You are not guaranteed a better discount

Do not trust other suppliers / catch with the a new deal

Worried that will make wrong choice if change

Not aware you could get a new/better deal

Questions from 6 to 26 taken from (Bridget Williams, Claire Bhaumik, Anna Silk, 2015)

Bridget Williams, Claire Bhaumik, Anna Silk (CONSUMER EMPOWERMENT SURVEY REPORT)

For this part of the survey, we are interested in any **privacy concerns** you might have when online.

2nd part. Please answer every question using the full scale provided. (Participants response

will be on a 5-point scale for each item (not at all (1) – very much (5)).

Q27- In general, how concerned are you about your privacy while you are using Instagram?

Q28- Are you concerned about online organizations on Instagram not being who they claim they are?

Q29- Are you concerned that you have to disclose too much personal information when you want to make an online purchase?

Q30- Are you concerned about online identity theft?

Q31- Are you concerned about people on Instagram not being who they say they are?

32-Are you concerned about people you do not know obtaining personal Information about you from your online\Instagram activities?

H 2: ENGAGEMENT

Please rate the following on a scale of 1 to 5, anchored by strongly disagree (1) and strongly agree (5).

Q33- I “like” Instagram posts of [my favorite brands] account.

Q34- I write comments on Instagram posts of [my favorite brands] account.

Q35- I share Instagram posts of [my favorite brands] account.

Q36- I find changes in Instagram’s website settings very frustrating

Q37- I am confident in participating in discussions on Instagram.

Q38- a sense of humor in social media encourages me to interact with the post.

Q39- How long have you been using social media, such as Instagram, Facebook, Twitter,

YouTube, etc.?

- a. Less than 6 months
- b. 6 months or more but less than 12 months
- c. 12 months or more but less than 2 years
- d. 2 years or more but less than 3 years
- e. 3 years or more but less than 5 years
- f. 5 years or more but less than 7 years
- g. 7 years or more.

Q40- Time spent online or on other social media platforms per day?

- a. Less than 30 minutes
- b. 30 minutes – 1 hour
- c. Between 1 hour – 2 hours
- d. Between 2 hours – 3 hours
- e. Between 3 hours – 4 hours
- f. Between 4 hours – 5 hours

g. More than 5 hours

Questions from 27 to 40 take from (Khan, 2014)

SOCIAL MEDIA AND USER ENGAGEMENT: A SELF DETERMINATION PERSPECTIVE by Muhammad Laeeq-ur-Rehman Khan

Please rate the following on a scale of 1 to 5, anchored by strongly disagree (1) and strongly agree (5).

Q41- Using my favorite brand's Instagram account stimulates my interest in learning about the brand

Q42- I follow my favorite brand Instagram account to obtain discounts or special deals that most consumers do not get

Q43- I think about my favorite brand a lot when I'm using the brand's Instagram account

Q44- I enjoy 'liking' my favorite brands on Instagram.

Questions from 40 to 44 take from (Abuljadail, 2017)

CONSUMERS' ENGAGEMENT WITH LOCAL AND GLOBAL BRANDS ON FACEBOOK IN SAUDI ARABIA Mohammad Hatim Abuljadail

Chapter 2 References

Abuljadail, M. (2017). CONSUMERS' ENGAGEMENT WITH LOCAL AND GLOBAL BRANDS ON FACEBOOK.

Bridget Williams, Claire Bhaumik, Anna Silk. (2015). consumer empowerment survey report .

Khan, M. (2014). SOCIAL MEDIA AND USER ENGAGEMENT.

