Social media marketing and consumer behaviour in the new normal: the relationship between content and interaction

Ebru Çil, İsmail Erkan, Emmanuel Mogaji

Social media marketing and consumer behaviour in the new normal: the relationship between content and interaction

Ebru Çil*

Department of Business Administration,
Izmir Katip Celebi University,
Izmir, Turkey
Email: ebru1901@gmail.com
*Corresponding author

İsmail Erkan

Department of International Trade and Business,
Izmir Katip Celebi University,
Izmir, Turkey
Email: ismail.erkan@ikcu.edu.tr

Emmanuel Mogaji

Department of Advertising and Marketing Communications,
The University of Greenwich,
London, UK
Email: E.O.Mogaji@greenwich.ac.uk

Abstract: This study examines whether brands' changing social media marketing activities (SMMA) have an impact on consumer responses in the 'new normal' period. A new interaction-oriented model was created by combining Godey et al.'s conceptual model with Dabbaus and Barakat's social media stimulus-organism-response (S-O-R) model. The new model was confirmed through structural equation modelling (SEM) based on surveys of 421 participants who use the internet. Interaction plays a critical role between SMMA and consumer response. The most influential factor on content quality is found to be informativeness, in spite of entertainment being the least influential factor. Further, this study finds that the interaction has a positive influence on brand preference, brand loyalty, purchase intention, and electronic word of mouth (eWOM). Although SMMA has previously been researched, the lack of research on the changes that occurred during the COVID-19 period has made this research necessary.

Biographical notes: Ebru Çil graduated from Ege University with Business Administration. She received her Master's degree from Izmir Katip Celebi University. Her research interests are social media marketing, digital marketing, virtual environment, and guerrilla marketing. Currently, she is studying as a PhD candidate at the Izmir Katip Celebi University.

İsmail Erkan received his PhD from Brunel University London. His research interests are electronic word of mouth (eWOM), social media marketing, mobile marketing and purchase intention. His previous papers have been published in *Computers in Human Behavior*, *Journal of Marketing for Higher Education*, *Journal of Marketing Communications*, *Asia Pacific Journal of Marketing and Logistics*, and *Journal of Enterprise Information Management*. Currently, he is working as a Senior Lecturer at the Izmir Katip Celebi University.

Emmanuel Mogaji is a Senior Lecturer in Advertising and Marketing Communications at the University of Greenwich, UK. His primary areas of interest are ABCDE of marketing communications – advertising, branding, communications, digital and ethics. He has studied attitude towards brands and advertisement through various media such as print and social. He has published peer-reviewed journal articles and book chapters and presented his works in a large number of national and international conferences.

1 Introduction

Everything has changed since the global spread of the COVID-19 virus, from our lifestyles to our everyday routines and habits. While the #Stayhome hashtag encourages consumers to stay at home, most firms have responded by closing stores and creating online services to promote their social responsibilities. As a result of their inability to physically create a relationship with consumers, many firms have turned to social media channels. Also, consumers have achieved a 200 percent rise in sectors such as online education courses, mobile shopping, and fitness applications by embracing digitalisation (Deloitte, 2020). According to Deloitte's (Barua, 2021) estimate, it is predicted that COVID-19's impacts will last for a long time due to the intense digitalisation of work and home life during the pandemic.

Judging by the above outputs of the 'new normal' period, social media is at a key point both for the brand and the consumer, and both sides strive for self-expression, demonstration, and development. So, how do the brands perform in this regard? To what extent do these brands' efforts elicit behavioural responses from their customers? Although research has previously been undertaken on SMMA, the lack of research on the changes that occurred during the COVID-19 period has made this research necessary. In addition, current studies regarding SMMA mostly focus on consumer responses. The impact of content quality and interaction, however, has been neglected. The fact that the content of the posts is more sensitive, and the brands have interacted more to break down physical barriers, especially during the start of the COVID-19 period, demonstrates the

value of this research. The goal of the study is therefore to determine the impact of businesses' SMMA on consumer behaviour in the new normal period. According to this purpose, a new model is developed based on the conceptual model of Godey et al. (2016) and the stimulus-organism-response (S-O-R) model of Dabbous and Barakat (2020) to guide future SMMA of brands and to add to the literature. At the end of this study, it was discovered that the new normal's SMMA are more interactive. During this time, it was discovered that the fact that these activities were informativeness rather than entertainment had a significant impact on consumer response. Additionally, content quality has been identified as an essential determinant in the effect of activities on consumer response. The contribution of the field of SMMA to the literature is presented in the conclusion to this study, and administrative applications offered appropriate guidance.

The rest of the article is organised as follows. Firstly, the literature review and hypothesis development are presented. The model of the study is examined (SMMA – entertainment, informativeness, trendiness, customisation), organism (content quality and interaction), and response [purchase intention, brand preference, brand loyalty, electronic word of mouth (eWOM)]. Secondly, the methodology is described. Then the outcomes of the structural equation model and reliability-validity analyses are shown. Theoretical, managerial, and social contributions, research limitations, and recommendations for future studies are included in the discussion section in accordance with the research findings. The conclusions are drawn finally.

2   Literature review and hypotheses development

During the COVID-19 period, consumer behaviour and SMMA interacted and changed. Brands' efforts during the 'new normal' period to improve their image by encouraging customers on social media and, as a result, influencing consumer behaviour required the creation of a model to serve as a guide. Two models were selected as guides for this aim. The first model is the conceptual model created by Godey et al. (2016), whilst the second model is the conceptual model of Mehrabian and Russell's (1974) S-O-R paradigm as adapted to social media by Dabbous and Barakat (2020).

Due to the similarities between the two versions, there are some missing parts from this period. The common point between the models is the interactive communication and dialogue between the brand and the consumer. The first conceptual model was luxury brand-focused research, which focused on consumer response through brand equity and SMM. It has dealt with entertainment, interaction, eWOM, trendiness, and customisation since it considers SMMA to be a luxury sector. Consumer response is assessed by preference, price, and loyalty; brand equity is defined by brand awareness and brand image (Godey et al., 2016). However, during the COVID-19 period, the most significant brand shares are social (#stayhome), information (Samsung interactive marketing), and price (such as promotion). Because brands shared more interactively during this period, the interaction became more important than SMMA, and accordingly the study focused on this. Dabbous and Barakat (2020) investigated the effects of content quality and brand interaction in social media as stimuli on brand awareness and purchase intention (response) through customer loyalty and motivation (organism). The consumer response was addressed with a single answer, despite the fact that Dabbous and Barakat's model had no factor impacting content quality. Under the guidance of previous studies and

within the scope of the S-O-R model, the relationship between SMMA and consumer behaviour has been investigated and developed via the structural equation modelling (SEM).

Figure 1 Research model
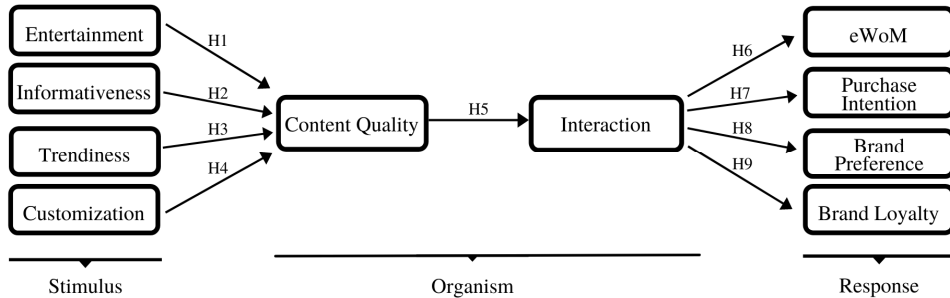
2.1 *SMMA*

SMMA first appeared in Kim and Ko's (2012) study on luxury brands. SMMA is classified as entertainment, interaction, trending, personalisation, and word-of-mouth (WOM) marketing in this context. Godey et al. (2016) focused on luxury brands and investigated the effects of Kim and Ko's SMMA on preference, loyalty, and price premium through brand equity. Yadav and Rahman (2017), who researched e-commerce and SMMA, focused on these activities' purchase intentions and brand equity results. Unlike other studies, they removed the entertainment factor from SMMA and replaced it with information. Seo and Park (2018), who researched the basis of the airline industry, conducted a study on eWOM marketing and loyalty through the brand equity of SMMA. Unlike previous research, eWOM marketing has been included in the consumer response, and perceived risk has been added to SMMA. In their research, Chen and Lin (2019) investigated the effects of SMMA on purchase intention, participate intention, and continuance intention through social identification, perceived value, and satisfaction.

2.2 *S-O-R*

The S-O-R model has its origins in the stimulus-response theory that Pavlov developed in 1902 (Casaló et al., 2021). In 1974, the stimulus-response theory was adapted to social media features by Mehrabian and Russell. The model was determined as the stimulus through social media features, the organism as brand awareness, and the reaction as consumer buying behaviour. Thus, the model adopted in the 1970s has been used by many researchers in social media-oriented studies (Dabbous and Barakat, 2020; Duong et al., 2020).

Mehrabian and Russell explained the S-O-R model as "environmental stimuli creating a cognitive or emotional response, which in turn directs the behavioral response of the consumer" [Al-Qudah, (2020), p.3136]. The S-O-R model's dimensions can be explained as being the transfer of stimuli (S) received from the environment into consumer behaviour (R) through the organism's perception and processing (O) (Anisimova et al., 2019; Casaló et al., 2021; Chang et al., 2019; Dabbous and Barakat, 2020; Duong et al.,

2020). The processing process of the model works as follows: the consumer receives the stimuli, the organism phase mediates the transition to the stimulus-response phase (Casaló et al., 2021), and in the final phase the consumer responds behaviourally.

In the research, the S-O-R model was applied to SMMA and consumer response. The stimuli that the consumer receives are SMMA, and the factors that provide the environment are content quality and interaction. eWOM, purchase intention, brand loyalty, and brand preference, which are the impact factors on the consumer, are considered to be reactions.

2.3   *Stimulus (S) – SMMA*

The entertainment factor in SMM has been accepted by many researchers as a powerful and effective factor (Godey et al., 2016; Killian and McManus, 2015; Liu et al., 2019). A focus on hedonic motivation (Godey et al., 2016) has been defined as a SMMA. Because of these features, it can be claimed that social media facilitates communicate between brands and customers by providing entertainment (Killian and McManus, 2015), creating a welcoming environment, and motivating consumers to interact with brands (Godey et al., 2016).

Many studies on content quality and entertainment have been conducted. The quality of the shared content, its clarity, and the ability of a brand to explain the information it wants to give are the important points of the entertaining content shared on social media. In some previous studies, the factor affecting the relationship between content quality and entertainment was in the direction of content quality (Seol et al., 2016). Others showed entertainment under content quality (Berger and Milkman, 2012; Onofrei et al., 2022). In only one study was entertainment found to affect perceived information quality (Kim and Niehm, 2009). Perceived information quality here was examined through the relevance, accuracy, timeliness, and informativeness of the content. In this study, it is discussed that this affects the quality of entertainment content within the scope of SMMA. The reason for this is that we argue that content that contains entertainment elements does not mean that it will be of good quality in terms of structure. During this period, many entertaining posts were made within the scope of SMMA. Considering the sensitivity of the period, the quality of the shared content is an important factor. Here, the quality of the content is associated with the accuracy of these shares, the theme-content compatibility, and the relevance. Thus:

H1   Entertainment, which is one of the SMMA, positively affects content quality.

Information and entertainment are two important components of social media. Informing is defined by Lee and Hong (2016) as "more related to the sender's ability to rationally attract the customer's response" [Alalwan, (2018), p.69]. Rotzoll and Haefner (1990) explained that information is the giving of sufficient information to affect the purchase intention of the customer (Alalwan, 2018). According to Gummerus et al. (2012), Muntinga (2013), and Zaglia (2013), information is defined as the need of the brand to give the latest news about itself and the need of other consumers to share their experiences with the brand with other consumers. Looking at the definitions, it can be said that informing is the social media factor that rationally affects the consumer's thoughts about the brand.

Many studies have included the relationship between informativeness and content quality. In some previous studies, the factor affecting the relationship between content quality and informativeness was content quality (Hwang and Jeong, 2019). Others showed information of low content quality (Kang and Kim, 2006). However, in this study, it has been discussed that informativeness affects content quality within the scope of SMMA. The reason for this is that we argue that the inclusion of information in the content, as in the entertainment factor, does not necessarily indicate that the content is of good quality. Therefore:

H2   Informativeness, which is one of the SMMA, positively affects content quality.

Trendiness, one of the SMMA factors, is the dissemination of the latest and most up-to-date information about a brand (Khan et al., 2019b; Wang et al., 2019; Yang et al., 2020). According to the findings of the studies and the definition of trendiness, customers consider trending events on social media to be trustworthy sources of information. In addition, previous studies have found that consumers use social media to obtain information (Godey et al., 2016). Because social media contains up-to-date and trending information (Khan et al., 2019b), it is simple to obtain up-to-date information about products and services (Seo and Park, 2018), as well as inform and interact with the most recent trending events. There are not enough resources on the relationship between trendiness and content quality. Trendiness involves informing and commenting on the latest developments for the consumer. Due to these features, in addition to the informativeness factor, trendiness also includes the meanings of 'latest developments' and 'trendy information' (Khan et al., 2019a). Content quality does not have to be current. It is suggested in this study that if trending content is conveyed well, it is accordingly of high quality. As a result, because of the scope of a content's "the consumer's perception of the timeliness of brand-related information" [Carlson et al., (2018), p.85]:

H3   Trendiness, which is one of the SMMA, positively affects content quality.

There are many definitions of customisation. According to Godey et al. (2016, p.5835), it is "the extent to which social media channels provide a customized information search and a customized service". In addition, customisation is also explained in the form of customised messages that brands provide to consumers in order to increase interaction with them (Tran et al., 2021; Wang et al., 2019). The customised messages here can be aimed at a specific target audience (Yang et al., 2020) or focused on the relevant target audience (Wang et al., 2019). Previous research has found that customisation has a significant impact on brand loyalty and affinity (Godey et al., 2016; Liu et al., 2021; Siregar and Kurniawati, 2019; Torres et al., 2018). In addition to brand loyalty, personalised messages have a positive effect on purchase intention, consumer communication, brand improvement, and customer satisfaction (Killian and McManus, 2015; Seo and Park, 2018). In addition, customisation not only affects consumer behaviour but also affects their perception of the content. In their study, Sundar and Marathe (2010) found that the customised digital marketing activity of consumers positively affects content quality. In this direction:

H4   Customization, which is one of the SMMA, positively affects content quality.

2.4   Organism (O) – content quality and interaction

Content quality is described by Carlson et al. (2018, p.85) as "the consumer's perception on the accuracy, completeness, relevance, and timeliness of brand-related information on the brand page". However, content quality is not only affected by the features of the content published by the brand. The target audience of the content published on social media is affected by its socio-cultural, economic, and demographic characteristics (Kraus et al., 2019). Therefore, if brands aim to increase the richness of content quality and consumer participation, they should consider the conditions and the characteristics of the target audience.

In previous studies, it has been found that the attractive content of brands will attract consumers (Duong et al., 2020). In addition, it was determined that this content positively affected the relationship between the brand and the consumer (Shawky et al., 2020) and increased consumer participation and brand awareness (Dabbous and Barakat, 2020). It has been found that content quality affects the perception of brand trust, increasing the brand's support from other customers and increasing purchase intention (Al-Qudah, 2020). In another study, it was found that content quality mediated interaction and purchase intention (Onofrei et al., 2022). In another study, it was stated that companies increase interaction by sharing content (Alalwan et al., 2017). This research was built on the work of Alalwan et al. Accordingly:

H5   Content quality positively affects interaction.

Interaction is defined by Muntinga et al. (2011) as "users who contribute to brand-related social media platforms in order to meet like-minded others, interact, and talk with them about specific products/brands" [Godey et al., (2016), p.5834; Yang et al., 2020]. According to Baldus et al. (2015), interaction is about engaging with customers who share similar feelings and beliefs (Vale and Fernandes, 2018).

Interaction, one of the most prominent features of social media, has changed the structure of communication between the brand and the consumer (Cuesta-Valiño et al., 2022b; Godey et al., 2016; Khan et al., 2019b; Seo and Park, 2018). Interaction consumers have turned into active participants in the process of creating value through interaction, such as sharing posts with each other, commenting, discussing, liking, and creating content (Garcia-Henche, 2018; Seo and Park, 2018; Shawky et al., 2020).

2.5   Response (R) – consumer response

WOM marketing is defined by Litvin et al. (2008, p.459) as "the communication between consumers about a product, service, or a company in which the sources are considered independent of commercial influence" (Zhang, 2017). In addition, the positive talk of consumers about the brand with their close circles also falls within the scope of WOM (Puspaningrum, 2020). According to Chakraborty and Bhat (2018), WOM is an informal communication that takes place between at least two people. WOM, which, due to its nature, is carried out face-to-face, has gone global with the spread of the internet (Erkan and Elwalda, 2018; Messner, 2020).

eWOM is the online version of WOM. It was described by Godey et al. (2016) as a consumer's share of a brand and its frequency (Khan et al., 2019a), and interaction between consumers (Muntinga, 2013). In previous studies, the features of eWOM were stated as follows: eWOM has been seen to reduce pre-purchase uncertainty (Chang et al.,

2019), is considered more reliable than brand shares (Yang et al., 2020), is sharing experience (Cuesta-Valiño et al., 2022a) and is an accessible and effective source for self-assessment (Messner, 2020). The fact that the brands have a structure that does not lead them to buy their services or products from the marketers and that the consumers have their own positive and negative experiences has created the opinion that the shares are considered reliable by consumers. In addition, eWOM is encouraged that reduce the risk-taking feeling experienced before purchasing a product or service and allow it to review its own view within the framework of other opinions (Kapoor et al., 2020; Khan et al., 2019a). Accordingly:

H6   Interaction positively affects eWOM.

Purchasing intention, which is expressed as the probability of purchase (Dabbous and Barakat, 2020; Khan et al., 2019b) and that reflects the consumer's attitude towards the brand in a behavioural sense, is a critical concept for researchers and marketers (Kim and Ko, 2012). The fact that it is a factor affecting profitability for brands is another reason why purchase intention is critical. Taking these aspects into account, purchase intention can be regarded as one of the key factors in consumer behaviour research.

Studies have revealed the factors through which purchase intention is influenced by consumer behaviour. In particular, research on social media has shown the significant effect of social media on purchasing (Puspaningrum, 2020). Hajli states that social media has a positive effect on purchase intention (Khan et al., 2019a), Liang and Turban (2011) developed marketing strategies to help with this effect, Lu and Hsiao (2010) found that brands on social media will increase purchase intention as they increase recognition, while Martín-Consuegra et al. (2019) found that positive interaction with a brand will increase purchase intention (Chen et al., 2013). Accordingly:

H7   Interaction positively affects purchase intention.

Brand preference is the consumer's preference for one particular brand over others (Schee et al., 2020). Looking at past studies on brand preference, it has been stated that the consumer attitude model is the basis of brand preference and that the concept consists of both cognitive and attitude towards the brand (Yasri et al., 2020). Keller (2003) defined brand preference as the consumer's brand knowledge and feelings about the brand preferring the brand over other brands (Godey et al., 2016). In addition, in the definition given by Wang (2013), brand preference is stated as wanting a brand more than other brands (Wymer and Casidy, 2019). Thus, brand preference is influenced by both emotional choice and rational attitude.

In SMMA research, the brand preference factor as a consumer response has also been investigated (Godey et al., 2016; Wang et al., 2019). Studies have investigated the direct or indirect relationship between interaction and brand preference. Accordingly:

H8   Interaction positively affects brand preference.

Brand loyalty is the customer-created shield of the brand. In addition to creating the consumer's purchase and repurchase intentions, it also enables the consumer to defend the brand against others (Puspaningrum, 2020). It can be said that brand loyalty has effects on consumers, especially through social media, such as "contribution to the brand, sharing, advocating, socializing, and co-developing" [Wang et al., (2019), p.5], which is an effective factor in consumer behaviour studies.

Social media is an effective tool for building brand loyalty. Web pages created by brands, fan pages created by users, and communities are tools that affect brand loyalty. Sharing, promoting, and interacting with consumers through social media significantly affects brand loyalty (Ismail et al., 2018; Wang et al., 2019). Due to its social media features, companies can create brand loyalty at a lower cost than other marketing tools. In addition, the brand's self-expression and communication with the consumer through social media increase brand loyalty (Puspaningrum, 2020). It has been stated that following the brand's page or liking its posts on social media platforms positively affects brand loyalty (Schivinski and Dabrowski, 2015). In short, brands can effectively create brand loyalty through SMMA. Accordingly:

H9   Interaction positively affects brand loyalty.

3   Research methodology

3.1   Data analysis and interpretation

A survey was conducted with 421 Internet users in Turkey. The convenience sampling method was applied. The reason for choosing this approach was to reach a large audience, regardless of age and education, faster and in a shorter time over the internet. Before delivering the prepared questionnaire to potential participants, a pilot test was completed with five people to improve the clarity of the measurement items. After this pilot test, the final questionnaire, consisting of two sections and 41 scales, was prepared. At the beginning of the survey, four visual examples of the SMMA during the COVID-19 period were given, and the participants were enlightened in order to make the SMMA easier to understand. Scales were prepared using the five-point Likert scale method: '1 – strongly disagree', '2 – disagree', '3 – neither agree nor disagree', '4 – agree', '5 – strongly agree'.

Table 1   Measurement scales

Factors		Items	Sources
Entertainment		I find the sharing and campaigns of brands in social media that support consumers …	
	E1	interesting.	Godey et al. (2016) and Yoshida et al. (2018)
	E2	enjoyable.	
	E3	entertaining.	
Informativeness		Brands' content on social media…	
	Info1	provides useful information.	Koay et al. (2019) and Vale and Fernandes (2018)
	Info2	is useful.	
Trendiness		During the COVID-19 period on social media,	
	T2	I can find anything trending/popular in the accounts of brands.	Koay et al. (2019) and Seo and Park (2018)
	T3	the shares of brands consist of fashion/popular content.	

Table 1 Measurement scales (continued)

Factors		Items	Sources
Customisation		During the COVID-19 period on social media,	
	C2	brands made special purchase suggestions for me according to my needs.	Koay et al. (2019) and Seo and Park (2018)
	C3	brands enabled me to find the information I needed on their own social media accounts.	
	C4	brands offered useful information that met my needs on their social media accounts.	
Content quality		During the COVID-19 period on social media, the content of brands that support consumers…	
	CQ1	is valuable.	Dabbous and Barakat (2020) and Duong et al. (2020)
	CQ2	are sensitive to avoid misunderstanding.	
	CQ3	is found valuable in their posts.	
	CQ4	is reached useful information in their posts.	
Interaction	I2	Brands regularly communicated with consumers.	Koay et al. (2019) and Dabbous and Barakat (2020)
	I3	It made it easier for me to communicate with the brand.	
eWOM	eWOM2	I want to share the content of brands that share on social media on my blog or on my social media pages such as Twitter and Facebook.	Godey et al. (2016) and Seo and Park (2018)
	eWOM4	I share my views on social media about the posts made by brands during the COVID-19 period.	
Brand loyalty		…the content of brands that support consumers during the COVID-19 period on social media.	
	BL1	I recommend…	Godey et al. (2016) and Khan et al. (2019b)
	BL2	I regularly visit	
	BL3	I would recommend it to my friends	
	BL4	I do not prefer brands to those that do not	
Purchase intention		…the products or services of brands that support consumers during the COVID-19 period on social media.	
	PI1	I would recommend it to my friends	Wang et al. (2019) and Dabbous and Barakat (2020)
	PI2	I would consider trying	
	PI3	I consider purchasing	
	PI4	I am likely to buy	
Brand preference	BP1	I prefer brands that make posts that support consumers during the COVID-19 period.	Godey et al. (2016)
	BP2	I love brands that make posts that support consumers, especially during the COVID-19 period, so I'm considering buying them.	

Measurement items were created based on previous studies. As a result of the validity and reliability tests conducted within the scope of this research, 13 items were removed,

whilst 28 items remained. The remaining statements and their sources are shown in Table 1.

Initially, IBM SPSS Statistics Version 22 was used for data analysis. In this software, frequency and mean for demographic characteristics, KMO-Bartlett analysis, and Cronbach analysis for reliability analysis were performed. According to the demographics, 58.2% of the participants are men and 41.8% of them are women. When the participants' ages were examined, it was observed that 80.6% of them were young adults, 13.3% were adults, and the remaining 6.2% were elderly people. Along with asking about the participants' demographics, questions on the frequency of social media usage and frequency of brand posts on social media were also asked. Participants mentioned that both consumers (75.5%) and brands (82.9%) were using social media more frequently during this period.

Table 2   Sample information

Category	Options	Number	Ratio (%)
Gender	Male	245	58.2
	Female	176	41.8
Age	18–25	183	43.5
	26–33	156	37.1
	34–41	24	5.7
	42–49	32	7.6
	> 50	26	6.2
Social media usage has been … in the COVID-19 period.	decreased	2	.5
	little decreased	7	1.7
	not changed	94	22.3
	little increased	102	24.2
	increased	216	51.3
Social media posts of brands have been … in the COVID-19 era.	decreased	6	1.4
	little decreased	12	2.9
	not changed	54	12.8
	little increased	111	26.4
	increased	238	56.5

4   Results

4.1   *Measurement reliability and validity*

SEM was used to test the model hypotheses. SEM was adopted because it analyses the variables simultaneously rather than separately: "measurement errors are not summed with the remaining error terms, which increases the reliability of the results of the model" [Miao et al., (2020), p.581].

The Amos 20 program was used to test the research model. Before testing the relationships between the hypotheses, validity and reliability analyses were performed. Reliability was tested using two methods: Cronbach Alpha and CR. Cronbach Alpha and

CR values above 0.7 indicate that the structure provides the desired reliability (Table 3). Thus, the structure provided the desired internal consistency.

Table 3 Reliability and convergent validity

Construct	Items	Loadings	Cronbach's alpha	CR	AVE
Entertainment	E1	0.796	0.924	0.927	0.810
	E2	0.963			
	E3	0.932			
Informativeness	Inf1	0.916	0.935	0.936	0.880
	Inf2	0.960			
Trendiness	T2	0.890	0.878	0.878	0.782
	T3	0.879			
Customisation	C2	0.775	0.885	0.889	0.728
	C3	0.881			
	C4	0.899			
Content Quality	CQ1	0.775	0.887	0.889	0.668
	CQ2	0.730			
	CQ3	0.893			
	CQ4	0.860			
Interaction	Int2	0.674	0.746	0.768	0.628
	Int3	0.895			
eWOM	eWOM2	0.833	0.799	0.799	0.665
	eWOM4	0.798			
Purchase intention	PI 1	0.939	0.946	0.952	0.832
	PI 2	0.858			
	PI 3	0.896			
	PI 4	0.952			
Brand preference	BP1	0.845	0.886	0.889	0.801
	BP2	0.942			
Brand loyalty	BL1	0.897	0.903	0.906	0.709
	BL2	0.771			
	BL3	0.914			
	BL4	0.776			

The validity of the model structure is found in order to determine whether the variables define the model or otherwise. The construct validity was measured after confirmatory factor analysis (CFA) was carried out using convergent validity analysis and discriminant validity analysis. Convergent validity analysis is controlled by four important outputs. The first of these is factor load. Factor loading was accepted as 0.55 good, 0.63 very good, and 0.71 excellent (Harrington, 2009). Factor load values were all found to be 0.67 or above. Second, the critical ratio (t-value) value should be higher than 1.96 (Yılmaz and Varol, 2015). All measurements exceed the critical ratio and factor loading values. The

next output is the combined reliability (CR) value. CR values should be higher than the majority of AVE values and higher than 0.70 (Hong et al., 2017). The final output is the extracted mean-variance (AVE). This value is expected to be at least 0.50, which was found to be the case for all variables (Hong et al., 2017). Values are reported in Table 3.

In the discriminant validity test, it was examined whether there was a reflection of the variables. In the discriminant validity test, each AVE value should be higher than the correlation coefficient of the variable. As seen in Table 4, the correlation coefficient of each variable is lower than the relevant AVE value.

Table 4   Discriminant validity-interconstruct correlation matrix

	BP	*E*	*Inf*	*CQ*	*T*	*C*	*eWOM*	*BL*	*Int*	*PI*
BP	*0.895*									
E	0.263	*0.900*								
Inf	0.309	0.639	*0.938*							
CQ	0.403	0.658	0.723	*0.817*						
T	0.144	0.397	0.381	0.611	*0.885*					
C	0.341	0.478	0.576	0.698	0.587	*0.853*				
eWOM	0.492	0.272	0.360	0.352	0.157	0.314	*0.816*			
BL	0.533	0.461	0.499	0.670	0.463	0.617	0.427	*0.842*		
Int	0.495	0.300	0.359	0.447	0.270	0.530	0.526	0.340	*0.792*	
PI	0.574	0.384	0.450	0.568	0.393	0.539	0.332	0.837	0.342	*0.912*

When examining fit indices, it is not sufficient for a single index to be compatible alone. The fit indices focused on in this study are the chi-squared test statistic (X^2/Df), goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), incremental fit index (IFI), Tucker-Lewis index, (TLI), comparative fit index (CFI), normed fit index (NFI), and the root mean square error of approximation (RMSEA). Table 5 shows the final form of the model fit index.

Table 5   Final model fit index results

Model fit index	*Suggested criteria*	*Acceptable criteria*	*Results*
X^2/Df	1:3	3:5	2.167
GFI	≥ 0.90	0.90 ≥ 0.80	0.900
AGFI	≥ 0.90	0.90 ≥ 0.80	0.865
IFI	≥ 0.90	-	0.965
TLI	≥ 0.90	-	0.955
CFI	≥ 0.95	0.95 ≥ 0.90	0.964
NFI	≥ 0.90	-	0.936
RMSEA	< 0.05	0.05 ≥ 0.10	0.053

After improvements had been made to the model, the model fit indices were found to improve. The chi-squared value dropped below 3. Although RMSEA does not meet the recommended criteria, it did at least reach an acceptable level (Hooper et al., 2008). The criteria were also met by GFI (0.900), AGFI (0.865), IFI (0.965), TLI (0.955), CFI (0.964), and NFI (0.936).

4.2   Structural model hypothesis verification results

Path analysis was performed after CFA. As a result of the analysis, when the model fit index is examined, it is seen that the fit is good, with the Chi-Squared test statistic being below 3. The CFI index between 0.90 and 0.95 is considered a good fit, and 0.95 and above is considered a perfect fit. The GFI and AGFI values are at an acceptable level, although not a good fit (Doll et al., 1994). Although the RMSEA value was not a perfect fit (below 0.05), the fit was good (between 0.05 and 0.10) (Doll et al., 1994). Other indices meet the recommended criteria. Table 6 reports the relevant values.

Table 6   Model fit index results

Model fit index	Suggested criteria	Acceptable criteria	Results
X^2/Df	1:3	3:5	2.563
GFI	≥ 0.90	$0.90 \geq 0.80$	0.877
AGFI	≥ 0.90	$0.90 \geq 0.80$	0.848
IFI	≥ 0.90	-	0.948
TLI	≥ 0.90	-	0.940
CFI	≥ 0.95	$0.95 \geq 0.90$	0.948
NFI	≥ 0.90	-	0.918
RMSEA	< 0.05	$0.05 \geq 0.10$	0.061

The hypotheses are analysed based on path analysis, critical ratios, and p-value. In Table 7, there are nine hypotheses and the results of nine path analysis variables. For statistical significance, the p-value of the hypotheses should be below 0.05, which is indeed the case for all hypotheses. This indicates that the hypotheses are meaningful and accepted.

Table 7   Maximum likelihood estimates: regression weights

Relationships	Hypothesis	Estimate	Se	P-value	Hypothesis verification
Entertainment (E) $\rightarrow$ content quality (CQ)	H1	0.178	0.037	***	Supported
Informativeness (Inf) $\rightarrow$ content quality (CQ)	H2	0.333	0.047	***	Supported
Trendiness (T) $\rightarrow$ content quality (CQ)	H3	0.250	0.048	***	Supported
Customisation (C) $\rightarrow$ content quality (CQ)	H4	0.275	0.047	***	Supported
Content Quality (CQ) $\rightarrow$ interaction (Int)	H5	0.390	0.050	***	Supported
Interaction (Int) $\rightarrow$ eWOM	H6	1.049	0.173	***	Supported
Interaction (Int) $\rightarrow$ purchase intention (PI)	H7	1.892	0.226	***	Supported
Interaction (Int) $\rightarrow$ brand preference (BP)	H8	1.207	0.171	***	Supported
Interaction (Int) $\rightarrow$ brand loyalty (BL)	H9	1.921	0.231	***	Supported

The relationships between the variables of SMMA and content quality were found to be significant. The variables entertainment (β = 0.178, t-value = 4.766, p < 0.05), informativeness (β = 0.333, t-value = 7.128, p < 0.05), trendiness (β = 0.250, t-value = 5.245, p < 0.05), and customisation (β = 0.275, t-value = 5.854, p < 0.05) all have positive and significant effects on content quality. Informativeness had the most

impact on content quality, while entertainment had the least impact. Interaction relationships with content quality were found to be significant. The correlations between content quality and interaction were found to be positive and significant (β = 0.390, t-value = 7.753, p < 0.05). Relationships between interaction and consumer response variables were found to be significant. eWOM (β = 1.049, t-value = 6.048, p < 0.05), purchase intention (β = 1.892, t-value = 8.354, p < 0.05), brand preference (β = 1.207, t-value = 7.049, p < 0.05), and brand loyalty (β = 1.921, t-value = 8.328, p < 0.05) have positive and significant effects on variables. While the interaction had the highest effect on brand loyalty, the lowest effect was on WOM marketing. In short, all the results were supported and showed positive relationships. In the diagram below, all the relationships and path coefficients with the SEM are summarised.

Figure 2 SEM (see online version for colours)
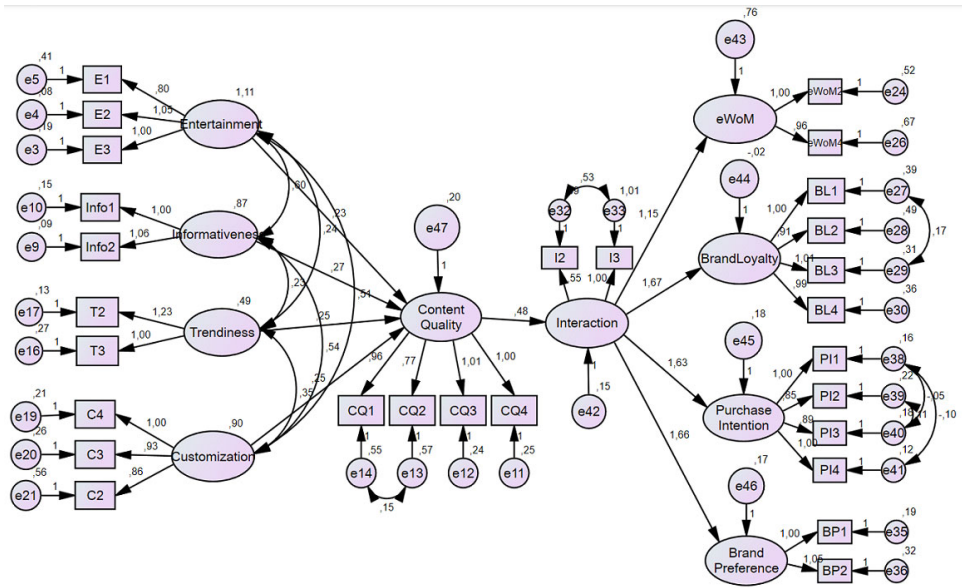
5   Discussion

The study, which aims to investigate SMMA and the effects of these activities on consumer behaviour in the new normal period, was carried out through an online survey and convenience sampling due to the ongoing COVID-19 pandemic. The majority of the survey participants are undergraduate graduates between the ages of 18 and 33, and who use social media on a daily basis. According to the majority of participants, during the pandemic, both consumer and brand social media usage increased. It has been discovered that the brands' shares during this period were more consumer-oriented.

5.1 Theoretical contribution

All hypotheses were shown to be significant as a result of the research, and it was determined that there was a beneficial effect. Content quality is influenced by elements such as entertainment, informativeness, trendiness, and customisation. The structure of entertaining and informative content has an impact on content quality, according to this study. Content quality influenced (Hwang and Jeong, 2019; Seol et al., 2016) or included (Berger and Milkman, 2012; Kang and Kim, 2006; Onofrei et al., 2022) entertainment and informativeness in the study. Also, it was shown that whereas informativeness had the greatest impact on content quality throughout the pandemic, entertainment had the least. This explains why, considering the conditions of the pandemic, consumers would rather be informed than amused by brand shares' content. At the same time, customisation and trendiness as factors were found to have a significant impact on content quality. It has been claimed that the popularity of content has an impact on its quality (Carlson et al., 2018). Using popular hashtags and subjects, brands shared their own approaches during the pandemic. While some of these posts received little notice, others raised awareness by emphasising the importance of content quality. In addition, the research found that customisation has an impact on content quality, as has been found in previous studies (Sundar and Marathe, 2010). As a result, it has been noted that during this period, people expect special shares from companies and prefer brands to share on trending themes.

This research also found that content quality had a positive impact on interaction. The higher the content quality, the more likely the consumer will interact with and respond to brand sharing. This shows that content quality has a stronger direct effect on interaction than an intermediary role (Onofrei et al., 2022). Content quality is a determinant of interaction and increases the success of SMMA, according to this study. Moreover, all factors of consumer response were positively influenced by interaction. Consumers build brand loyalty and share it with the brands they interact with on social media. Brand loyalty and purchase intention are the two criteria most affected by this behaviour change. Previous research on this topic (Martín-Consuegra et al., 2019; Puspaningrum, 2020; Schivinski and Dabrowski, 2015) has also been supported by this study. Brand preference and WOM marketing were the least affected factors. Previous research has also found that interaction influences brand preference (Godey et al., 2016; Wang et al., 2019) and WOM marketing (Hudson et al., 2015).

5.2 Managerial contribution

The major focus of this research is SMMA during the 'new normal' period and its impact on consumer behaviour, with the expectation that the 'normal' will almost inevitably continue in this same way. In this case, the research contributes significantly to the marketing literature, particularly in the areas of SMM and SMMA. Furthermore, the study aspires to be a useful tool to brands. In the 'new normal' period, the marketing activities, factors, and content quality that should be examined have a guiding quality for the tactics and strategies that brands might adopt on social media. Because the focus of the platform is interaction, brands may communicate with people without using physical components. This affects the consumer's behaviour in addition to building a connection. The interaction is assisted by the quality of the information, which allows for easier sharing through sharing, liking, and commenting.

The characteristics of a brand's social media marketing activities (SMMA) have a big impact on content quality. The most effective informational content, particularly during this time, has been discovered to increase interaction, which has a high impact on consumers' purchase intentions and brand loyalty. Additionally, it has been discovered that trending and customised posts significantly raise content quality. The least affecting of them is entertainment. This result suggests that brands should tread carefully when disseminating entertaining content during difficult times like the pandemic. Shortly, brands may provide interaction, purchase intention, and brand loyalty through their SMMA, especially if they use well-thought-out, informative content.

5.3 Social contribution

The study has major social implications. First of all, the vast majority of participants stated that their use of social media increased during the pandemic era. This highlights how consumers are turning to social media to interact and get information during a socially isolating period like the pandemic. This socialisation involved not only the consumers themselves but also the brand and the customers. Furthermore, brands informed customers about the most recent breakthroughs while sharing their implementations and promotions suited to this era on social media. Also, a lot of brands engaged with consumers and received their feedback. The findings of the research suggest that this kind of interaction and sharing of information has a positive influence on the consumer's perception of the brand. The consumer has higher expectations from the brand than simply receiving product information and promotions, especially in difficult changing conditions. Customers expect that brands will consider and be supportive of them during these difficult times. Additionally, participants also showed an interest in trending and customised communications and posts. The entertainment contents were not as interesting as the others because of the era, but this had no negative impact on the interaction. This highlights that during and after the pandemic, customised and trending postings are more successful, but it is critical to use caution while sharing entertaining content during these times.

Secondly, because of the sensitive conditions at the time, consumers paid close attention to the quality of the content of the shares made by the brands. The communication's accuracy, as well as the significance and use of the information, were taken into consideration. Once these criteria were provided, the likelihood of the interaction succeeding improved.

Finally, the consumer's interactions with the brand have contributed to the growth of brand loyalty. Especially during this period, consumers connected with brands that had this feature that separated them from rival brands. Additionally, consumers have indicated purchase intentions for these brands. There is a claim to be made that during this period, people tend to interact with more informative content and make more rational decisions. On the other hand, it may cause consumers to form emotional attachments to brands that share.

5.4 Limitations of the study and future scope

The study has certain limitations and areas where it could be improved. The fact that the survey was completed in Turkey and that simple sampling was used meant that the sample was only within a limited area. Furthermore, due to the pandemic conditions,

another limitation is that the survey was only conducted online and completed by internet users. Also, brands and social media platforms were examined in general in the study. There are no brand groups that appeal to any industry or customer segment. Future research in this area could concentrate on specific businesses or social media platforms. In addition, the study includes nine variables. Variables including motivation (hedonic-utilitarian), brand value, brand trust, brand awareness, and brand image could be added to future studies to further develop the research. Motivational factors can be added as a mediator variable to further improve the model. Model improvements in future research can contribute to the literature.

6 Conclusions

The study's main goal was to determine whether changing consumer SMMA during the pandemic period has an impact on customer behaviour. As a consequence of the study, it was discovered that the SMMA carried out during this time had an impact on consumer behaviour. In this study, SMMA such as entertainment, informativeness, trendiness, and customisation were discussed in the new normal's SMM and consumer behaviour research. Through content quality and interaction, the effects of these activities on eWOM, purchase intention, brand loyalty, and brand preference were examined. As a result, it has made a significant contribution to the literature.

References

Alalwan, A.A. (2018) 'Investigating the impact of social media advertising features on customer purchase intention', *International Journal of Information Management*, Vol. 42, pp.65–77.

Alalwan, A.A., Rana, N.P., Dwivedi, Y.K. and Algharabat, R. (2017) 'Social media in marketing: a review and analysis of the existing literature', *Telematics and Informatics*, Vol. 34, No. 7, pp.1177–1190.

Al-Qudah, O.M.A. (2020) 'The effect of brands' social network content quality and interactivity on purchase intention: evidence from Jordan', *Management Science Letters*, Vol. 10, No. 13, pp.3135–3142.

Anisimova, T., Weiss, J. and Mavondo, F. (2019) 'The influence of corporate brand perceptions on consumer satisfaction and loyalty via controlled and uncontrolled communications: a multiple mediation analysis', *Journal of Consumer Marketing*, Vol. 36, No. 1, pp.33–49.

Baldus, B. J., Voorhees, C., and Calantone, R. (2015) 'Online brand community engagement: scale development and validation', *Journal of Business Research*, Vol. 68, No. 5, pp.978–985.

Barua, A. (2021) 'A spring in consumers' steps: Americans prepare to get back to their spending ways', *Deloitte Insight* [online] https://www2.deloitte.com/us/en/insights/economy/us-consumer-spending-after-covid.html (accessed 31 August 2022).

Berger, J. and Milkman, K.L. (2012) 'What makes online content viral?', *Journal of Marketing Research*, Vol. 49, No. 2, pp.192–205.

Carlson, J., Rahman, M., Voola, R. and Vries, N.D. (2018) 'Customer engagement behaviours in social media: capturing innovation opportunities', *Journal of Services Marketing*, Vol. 32, No. 1, pp.83–94.

Casaló, L.V., Flavián, C. and Ibáñez-Sánchez, S. (2021) 'Be creative, my friend! Engaging users on Instagram by promoting positive emotions', *Journal of Business Research*, Vol. 130, pp.416–425.

Chakraborty, U. and Bhat, S. (2018) 'The effects of credible online reviews on brand equity dimensions and its consequence on consumer behavior', *Journal of Promotion Management*, Vol. 24, No. 1, pp.57–82.

Chang, K.C., Hsu, C.L., Chen, M.C. and Kuo, N.T. (2019) 'How a branded website creates customer purchase intentions', *Total Quality Management & Business Excellence*, Vol. 30, No. 4, pp.422–446.

Chen, Q., Griffith, D.A. and Shen, F. (2013) 'The effects of interactivity on cross-channel communication effectiveness', *Journal of Interactive Advertising*, Vol. 5, No. 2, pp.19–28.

Chen, S.C. and Lin, C.P. (2019) 'Understanding the effect of social media marketing activities: the mediation of social identification, perceived value, and satisfaction', *Technological Forecasting & Social Change*, Vol. 140, pp.22–32.

Cuesta-Valiño, P., Gutiérrez-Rodríguez, P. and Durán-Alamo, P. (2022b) 'Why do people return to video platforms? Millennials and Centennials on TikTok', *Media and Communication*, Vol. 10, No. 2, https://doi.org/10.17645/mac.v10i1.4737.

Cuesta-Valiño, P., Gutiérrez-Rodríguez, P. and García-Henche, B. (2022a) 'Word of mouth and digitalization in small retailers: tradition, authenticity, and change', *Technological Forecasting and Social Change*, Vol. 175, Elsevier, https://doi.org/10.1016/j.techfore.2021.121382.

Dabbous, A. and Barakat, K.A. (2020) 'Bridging the online-offline gap: assessing the impact of brands' social network content quality on brand awareness and purchase intention'. *Journal of Retailing and Consumer Services*, Vol. 53, https://doi.org/10.1016/j.jretconser.2019.101966.

Deloitte (2020) *Covid-19 Induced Business Trends: Preparing for the new normal*, Deloitte Digital [online] https://bit.ly/3nFAotr (accessed 5 July 2022).

Doll, W.J., Xia, W. and Torkzadeh, G. (1994) 'A confirmatory factor analysis of the end-user computing satisfaction instrument', *Management Information Systems Research Center*, Vol. 18, No. 4, pp.453–461.

Duong, G.H., Wu, W. and Le, L.H. (2020) 'The effects of brand page characteristics on customer brand engagement: moderating roles of community involvement and comedy production contents', *Journal of Brand Management*, Vol. 27, No. 5, pp.531–545.

Erkan, I. and Elwalda, A. (2018) 'Your comments are important to me! The impacts of online customer reviews in shopping websites', *International Journal of Internet Marketing and Advertising*, Vol. 12, No. 1, pp.1–18.

Garcia-Henche, B. (2018) 'Urban experiential tourism marketing: use of social media as communication tools by the food markets of Madrid', *Journal of Tourism Analysis: Revista De Análisis Turístico (JTA)*, Vol. 25, No. 1, pp.2–22, https://doi.org/10.53596/jta.v25i1.334.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. and Singh, R. (2016) 'Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior', *Journal of Business Research*, Vol. 69, No. 12, pp.5833–5841.

Gummerus, J., Liljander, V., Weman, E. and Pihlström, M. (2012) 'Customer engagement in a Facebook brand community', *Management Research Review*, Vol. 35, No. 9, pp.857–877.

Harrington, D. (2009) *Confirmatory Factor Analysis*, Oxford University Press, NY.

Hong, J., Lin, P. and Hsieh, P. (2017) 'The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch', *Computers in Human Behavior*, Vol. 67, pp.264–272.

Hooper, D., Coughlan, J. and Mullen, M.R. (2008) 'Structural equation modeling: guidelines for determining model fit Dublin Institute of Technology', *The Electronic Journal of Business Research Methods*, Vol. 6, No. 1, pp.53–60.

Hudson, S., Roth, M.S., Madden, T.J. and Hudson, R. (2015) 'The effects of social media on emotions, brand relationship quality, and word of mouth: an empirical study of music festival attendees' *Tourism Management*, Vol. 47, pp.68–76.

Hwang, Y. and Jeong, S.H. (2019) 'Editorial content in native advertising how do brand placement and content quality affect native-advertising effectiveness?', *Journal of Advertising Research*, Vol. 59, No. 2, pp.208–218.

Ismail, A., Nguyen, B. and Melewar, T. (2018) 'Impact of perceived social media marketing activities on brand and value consciousness: roles of usage, materialism and conspicuous consumption', *International Journal of Internet Marketing and Advertising*, Vol. 12, No. 3, pp.233–254.

Kang, Y.S. and Kim, Y.J. (2006) 'Do visitors' interest level and perceived quantity of web page content matter in shaping the attitude toward a web site?', *Decision Support Systems*, Vol. 42, No. 2, pp.1187–1202.

Kapoor, P., Jayasimha, K., Sadh, A. and Gunta, S. (2020) 'eWOM via social networking site: source versus message credibility', *International Journal of Internet Marketing and Advertising*, Vol. 14, No. 1, pp.19–47.

Keller, K.L. (1993) 'Conceptualizing, measuring, and managing customer-based brand equity', *The Journal of Marketing*, Vol. 57, No. 1, pp.1–22.

Khan, A.H., Joshi, R.P. and Gulhane, K. (2019a) 'Effect of social media marketing practices of personal care brands on consumer purchase intention', *International Journal of Recent Technology and Engineering*, Vol. 8, No. 3, pp.3575–3580.

Khan, Z., Yang, Y., Shafi, M. and Yang, R. (2019b) 'Role of social media marketing activities (SMMAs) in apparel brands customer response: a moderated mediation analysis', *Sustainability*, Vol. 11, No. 19, p.5167, https://doi.org/10.3390/su11195167.

Killian, G. and McManus, K. (2015) 'A marketing communications approach for the digital era: managerial guidelines for social media integration', *Business Horizons*, Vol. 58, No. 5, pp.539–549.

Kim, A.J. and Ko, E. (2012) 'Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand', *Journal of Business Research*, Vol. 65, No. 10, pp.1480–1486.

Kim, H. and Niehm, L.S. (2009) 'The impact of website quality on information quality, value, and loyalty intentions in apparel retailing', *Journal of Interactive Marketing*, Vol. 23 No. 3, pp.221–233.

Koay, K.Y., Ong, D.L.T., Khoo, K.L. and Yeoh, H.J. (2019) 'Perceived social media marketing activities and consumer-based brand equity: testing a moderated mediation model', *Asia Pacific Journal of Marketing and Logistics*, Vol. 33, No. 1, pp.53–72.

Kraus, S., Gast, J., Schleich, M., Jones, P. and Ritter, M. (2019) 'Content is king: how SMEs create content for social media marketing under limited resources', *Journal of Macromarketing*, Vol. 39, No. 4, pp.415–430.

Lee, J. and Hong, I.B. (2016) 'Predicting positive user responses to social media advertising: the roles of emotional appeal, informativeness, and creativity', *International Journal of Information Management*, Vol. 36 No. 3, pp.360–373.

Liang, T.P. and Turban, E. (2011) 'Introduction to the special issue social commerce: a research framework for social commerce', *International Journal of Electronic Commerce*, Vol. 16, No. 2, pp.5–13.

Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008) 'Electronic word-of-mouth in hospitality and tourism management', *Tourism Management*, Vol. 29, No. 3, pp.458–468.

Liu, G., Gao, P., Li, Y. and Zhang, Z. (2019) 'Research on the influence of social media short video marketing on consumer brand attitude', in Xiao, X., Hauer, T. and Khan, S.A.R. (Eds.): *Proceedings of the 2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019)*, pp.433–438, Atlantis Press, https://doi.org/10.2991/icsshe-19.2019.192.

Liu, X., Shin, H. and Burns, A.C. (2021) 'Examining the impact of luxury brand's social media marketing on customer engagement: using big data analytics and natural language processing', *Journal of Business Research*, Vol. 125, pp.815–826.

Lu, H.P. and Hsiao, K.L. (2010) 'The influence of extro/introversion on the intention to pay for social networking sites', *Information & Management*, Vol. 47, No. 3, pp.150–157.

Martín-Consuegra, D., Díaz, E., Gómez, M. and Molina, A. (2019) 'Examining consumer luxury brand-related behavior intentions in a social media context: the moderating role of hedonic and utilitarian motivations', *Physiology & Behavior*, Vol. 200, pp.104–110.

Mehrabian, A. and Russell, J.A. (1974) *An Approach to Environmental Psychology*, MIT Press, Cambridge.

Messner, W. (2020) 'Cultural and individual differences in online reviews', *Journal of International Consumer Marketing*, Vol. 32, No. 5, pp.356–382.

Miao, R., Zhang, H., Wu, Q., Zhang, J. and Jiang, Z. (2020) 'Using structural equation modeling to analyze patient value, satisfaction, and loyalty: a case study of healthcare in China', *International Journal of Production Research*, Vol. 58, No. 2, pp.577–596.

Muntinga, D.G. (2013) *Catching COBRAs*, SWOCC, Amsterdam.

Muntinga, D.G., Moorman, M. and Smit, E.G. (2011) 'Introducing COBRAs: exploring motivations for brand-related social media use', *International Journal of Advertising*, Vol. 30, No. 1, pp.13–46.

Onofrei, G., Filieri, R. and Kennedy, L. (2022) 'Social media interactions, purchase intention, and behavioural engagement: the mediating role of source and content factors', *Journal of Business Research*, Vol. 142, pp.100–112.

Puspaningrum, A. (2020) 'Social media marketing and brand loyalty: the role of brand trust', *Journal of Asian Finance, Economics and Business*, Vol. 7, No. 12, pp.951–958.

Rotzoll, K.B. and Haefner, J.E. (1990) *Advertising in Contemporary Society*, South-Western Publishing, Cincinnati, OH.

Schee, B.A.V., Peltier, J. and Dahl, A.J. (2020) 'Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions', *Journal of Research in Interactive Marketing*, Vol. 14, No. 2, pp.239–268.

Schivinski, B. and Dabrowski, D. (2015) 'The impact of brand communication on brand equity through Facebook', *Journal of Research in Interactive Marketing*, Vol. 9, No. 1, pp.31–53.

Seo, E.J. and Park, J.W. (2018) 'A study on the effects of social media marketing activities on brand equity and customer response in the airline industry', *Journal of Air Transport Management*, Vol. 66, pp.36–41.

Seol, S., Lee, H., Yu, J. and Zo, H. (2016) 'Continuance usage of corporate SNS pages: a communicative ecology perspective', *Information & Management*, Vol. 53, No. 6, pp.740–751.

Shawky, S., Kubacki, K., Dietrich, T. and Weaven, S. (2020) 'A dynamic framework for managing customer engagement on social media', *Journal of Business Research*, Vol. 121, pp.567–577.

Siregar, R. and Kurniawati (2019) 'Linking social media marketing activities with brand love: perspective on brand fashion', *International Journal of Recent Technology and Engineering*, Vol. 8, No. 2, pp.314–321.

Sundar, S.S. and Marathe, S.S. (2010) 'Personalization versus customization: the importance of agency, privacy, and power usage', *Human Communication Research*, Vol. 36, No. 3, pp.298–322.

Torres, P., Augusto, M. and Wallace, E. (2018) 'Improving consumers' willingness to pay using social media activities', *Journal of Services Marketing*, Vol. 32, No. 7, pp.880–896.

Tran, T., Muldrow, A. and Ho, K. (2021) 'Understanding drivers of brand love – the role of personalized ads on social media', *Journal of Consumer Marketing*, Vol. 38, No. 1, pp.1–14.

Vale, L. and Fernandes, T. (2018) 'Social media and sports: driving fan engagement with football clubs on Facebook', *Journal of Strategic Marketing*, Vol. 26, No. 1, pp.37–55.

Wang, E.S. (2013) 'The influence of visual packaging design on perceived food product', *International Journal of Retail & Distribution Management*, Vol. 41, No. 10, pp.805–816.

Wang, Y., Ahmed, S.C., Deng, S. and Wang, H. (2019) 'Success of social media marketing efforts in retaining sustainable online consumers: an empirical analysis on the online fashion retail market', *Sustainability*, Vol. 11, No. 13, p.3596, https://doi.org/10.3390/su11133596.

Wymer, W. and Casidy, R. (2019) 'Exploring brand strength's nomological net and its dimensional dynamics', *Journal of Retailing and Consumer Services*, Vol. 49, pp.11–22.

Yadav, M. and Rahman, Z. (2017) 'Measuring consumer perception of social media marketing activities in e-commerce industry: scale development & validation', *Telematics and Informatics*, Vol. 34, No. 7, pp.1294–1307.

Yang, Y., Khan, Z. and Zhang, Y. (2020) 'The influence of social media marketing on apparel brands' customers' satisfaction: the mediation of perceived value', *Asian Academy of Management Journal*, Vol. 25, No. 2, pp.167–188.

Yasri, Y., Susanto, P., Hoque, M.E. and Gusti, M.A. (2020) 'Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate?', *Heliyon*, Vol. 6, No. 11, https://doi.org/10.1016/j.heliyon.2020.e05532.

Yılmaz, V. and Varol, S. (2015) 'Hazır yazılımlar ile yapısal eşitlik modellemesi: AMOS, EQS, LISREL', *Dumlupınar Üniversitesi Sosyal Bilimler Dergisi*, Vol. 44, pp.28–44.

Yoshida, M., Gordon, B.S., Nakazawa, M., Shibuya, S. and Fujiwara, N. (2018) 'Bridging the gap between social media and behavioral brand loyalty', *Electronic Commerce Research and Applications*, Vol. 28, pp.208–218.

Zaglia, M.E. (2013) 'Brand communities embedded in social networks', *Journal of Business Research*, Vol. 66, No. 2, pp.216–223.

Zhang, X. (2017) 'Effects of Twitter communication styles on consumers' brand personality perceptions, attitudes and purchase intentions', *International Journal of Internet Marketing and Advertising*, Vol. 11, No. 2, pp.158–182.