



## Online Consumer Motivation and Brand Engagement on Social Media : Instagram Study

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(**Indicators**, this study is derived from **thesis** “Online Consumer Motivation and Brand Engagement on Social Media: Instagram Study”).

### 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.

**Paper type:** Research-Paper

**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.

## 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

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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.

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.

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### **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, Principles of Marketing , 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 Psychology 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.

## 3. RESEARCH METHODOLOGY AND HYPOTHESIS

### 3.1 Hypothesis creation

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

#### Hypothesis 1

H1: There is a positive relationship between Instagram marketing and consumer motivation.

Independent variable : Instagram marketing

Dependent variable : consumer motivation

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

#### Hypothesis 2

H2: There is a positive relationship between Instagram marketing and brand engagement.

Independent variable : Instagram marketing

Dependent variable : Brand engagement

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

## **3.2 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.

## **3.3 Sampling Methodology**

### **3.3.1 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.

### **3.3.2 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.

#### 4. 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 ( $\alpha$ ) 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 1: **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. RESEARCH FINDINGS

##### 5.1 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.

## 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	

## 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	

## 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	

## 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	

## 6. 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

		<b>Social Marketing “SMM”</b>	<b>Media Customer Satisfaction “CS”</b>
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 consumer 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
H1	There is a positive relationship between Instagram marketing and consumer motivation.	Denied

**Table 5. 2:** Correlation 2

		<b>Social Marketing “SMM”</b>	<b>Media Customer Satisfaction “CS”</b>
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
H2	There is a positive relationship between Instagram marketing and Brand Engagment.	Accepted

## 7. 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 where 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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