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CONSUMER'S ONLINE BRAND-RELATED ACTIVITIES ON THE SOCIAL NETWORK INSTAGRAM: AN ANALYTICAL VIEW OF THE MOTIVATION FOR THESE ACTIVITIES

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Type of manuscript: research paper

Abstract: *The method of categorizing consumers' online brand-related activities (COBRA) is a relatively recent finding in marketing research. Based on this, there is a need for further exploration of a related issue. One of these is the relational link between COBRAs and consumer motivations for these activities. With this research, this study aims to assess the statistical significance of such trajectories of relationships of the motivations on consumers' online brand-related activities related to all three levels of brand-related content activities in terms of the social network platform Instagram. These motivations have origins in the uses and gratification theory. Three levels of analyzed activities are the most recent comprehensive classification. The research database was made up of responses from 335 online questionnaires. The collection of data was carried out in the 1st half of 2021. Primary data were analyzed using confirmatory factor analysis and PLS PM (Partial least squares path modelling) equations, while average variance extracted metric and composite reliability were used to describe the suitability of the latent variables that entered the analysis. For the analysis, four research hypotheses were formulated dealing with 12 partial trajectories of relationships, of which only three trajectories were not statistically significant. However, at least one significant trajectory was identified for each motivation, allowing us to confirm all formulated hypotheses. The findings of the analysis supported the claims of the existence of statistically significant effects for all the motivations investigated against consumers' online brand-related activities. The obtained results also identified social interaction as the strongest motivator. The authors discussed the potential drivers and implications for theory and practice in a separate section, comparing with existing related research. The most significant contribution of this research is considered to be the confirmation of the exploratory findings that link COBRA activities and motivations on a scale that has not yet been analyzed (by this we mean 3 levels of activity and 4 categories of motivation). This formed the basis for this investigation, and the results obtained are in agreement.*
Keywords: activities, brand, consumer, Instagram, motivation, social network.
JEL Classification: M31, M40

Introduction. The trend of using social media for business purposes and brand building is evident and growing. The business sector recognizes that these tools can improve many important areas of their business and help them with brand building. However, these companies often fail in their actions because they do not understand the environment in which they take these actions. On social media, the company's brand is built through published content and engagement. Engagement and content publishing require different types of activities. Social media users may be motivated to do these activities in several ways. However, these activities differ from one social network to the other. Therefore, there is a need to explore these activities - COBRA (consumers' online brand-related activities) and the motivations that lead users to do these activities. This study explores these motivations in the Instagram platform user interface environment, which is one of the largest and most popular with the public and business entities (brand building) alike. Instagram's marketing potential is huge, but so is the need to learn about the activities and motivations that play an important role in this network. On this basis, this research sought to assess the effects information, entertainment, social interaction, and remuneration motivation have on COBRA activities in terms of brand-related content consumption, content contribution, and content creation.

Consumers' online brand-related activities. This concept of activities was first introduced in a study by Muntinga et al. (2011), which unified the classification of online brand-related activities. The concept consisted of three levels of activities, each requiring a different level of user engagement. Consumption of content is situated in the passive spectrum, and its level of engagement is very low. The content contribution represents the medium level of user engagement, while the most valuable, demanding, and highest engagement is present in content creation. Schivinski (2021) considers this classification of activities to be an important part of online marketing because these greatly influence how a brand communicates in a virtual environment (Lamberton and Stephen, 2016). By managing these activities, the brand can effectively improve relevant metrics of the digital environment (Ashley and Tuten, 2015; Stefko et al., 2011).

Information motivation in the UGT theory. Searching for and obtaining brand-related information is one of the main reasons for consumer participation in online brand-related communities (Muntinga et al., 2011; Raacke and Bonds-Raacke, 2008; Ulusu, 2010). One driving force behind consumer use of social media is the desire to hear information from brands directly (Dholakia et al., 2004; Lin and Lu, 2011). Content satisfaction, based on information motivation (knowledge and learning), predicts usage patterns (Stafford et al., 2004), attitudes toward websites and brands, shopping intentions, and interaction (Ko et al., 2005). Studies on customer interaction with brands regarding information motivation are extremely useful in customer engagement. According to this interpretation, research has demonstrated that customers' desire for information drives them to interact with brands on social media. Consumer behavior like clicking links, remaining on websites longer, reading comments and details, or using multimedia capabilities are likely to represent this engagement (Ko et al., 2005). Human-message interaction, as opposed to active participation in the form of posting comments and participating in online brand-related groups, refers to a passive connection with the brand (Ko et al., 2005).

Entertainment motivation in the UGT theory. The value of entertainment media is anchored in their capacity to satisfy users' demands for escape, enjoyment, aesthetic pleasure, and emotional relaxation, according to UGT research. According to earlier studies, giving people more entertainment encourages them to utilize media more frequently (Chung and Austria, 2012). The idea of entertainment advertising is widely explored in the literature, and empirical data demonstrate that it fosters a favorable view of advertising (Taylor et al., 2011), a favorable perception of the brand, and a desire to visit the website again. By employing the UGT theory in the context of brands and social media, the authors have shown that the consumption of entertainment content is an important factor in brand engagement (Raacke and Bonds-Raacke, 2008; Dholakia et al., 2004). One of the main factors motivating a user to use a social network could be its entertainment value (Cheung et al., 2011; Lin and Lu, 2011; Lajcin et al., 2014). Studies that have already been conducted in the context of social media have emphasized the value of amusing or captivating content as one of the precursors of customer engagement. Users are allegedly encouraged to consume, produce, or contribute to brand-related content online by entertaining advertisements and content (Muntinga et al., 2011; Brodie et al., 2013).

Social interaction motivation in the UGT theory. Consumer needs, such as the desire for social benefits and the need for integration and social interaction (Hennig-Thurau et al., 2004), have been identified as major driving forces behind Internet usage. Some specific sub-motivations for using social media include a sense of community, interacting with friends, family, and society, looking for assistance, and getting compensation for in-person partnerships (Muntinga et al., 2011). Users' contributions to social media websites often depend on their sense of social identification (Boyd and Ellison, 2008). Consumers who engage in social interaction develop an awareness of others' situations, experience social empathy, identify with others, feel a feeling of

belonging, look for conversation starters, assist in carrying out social duties, and establish connections with family, friends, and the community. Internet users have stated that creating online content gives them a chance to be known, advance their knowledge, discover more about the world, make friends, and have fun (Leung, 2013). Park et al. (2009) found that socialization is an important reason why users engage in Facebook groups. Motivating factors in socialization include getting other people's support, meeting fascinating people, becoming a part of a community, conversing about issues and things, and creating friends (Park et al., 2009). Ko et al. (2005) indicated that people who are motivated by social interaction are more likely to engage in social interaction. Writing comments, giving feedback, sharing personal experiences, and engaging in online forums are all examples of social interaction activity (Stefko et al., 2017). According to these studies, social satisfaction is a significant predictor of the use of social networking sites.

Remuneration interaction in the UGT theory. In addition to assessing the information and entertainment motivations, remuneration offered to consumers as a driving force for their choice to contribute to digital content was examined (Muntinga et al., 2011). Consumers use social media also because they expect to receive some kind of reward or remuneration, an economic stimulus, or a work-related benefit. For a long time, the Social Exchange Theory (SET) has been a useful method for examining user behavior in the context of online communities. But this idea demonstrates that there is no requirement for financial rewards or incentives for community members to participate. According to Fuller et al. (2006), managers frequently feel that providing financial incentives, such as bonus points, awards, or a part in a successful product, will increase user involvement. Still, they are frequently misguided in this belief. Community members are frequently more motivated to contribute to those communities when they have access to opportunities to learn something new, obtain access to exclusive content, and receive community support (Fuller et al., 2006).

Methodology and research methods. This study addresses consumers' online brand-related activities and the motives that have the potential to stimulate these activities. The four analyzed motivations are identified based on U&G theory. The objective is to evaluate how the COBRA actions of consuming, contributing and creating branded content on the social network Instagram affect the trajectories of information, entertainment, social connection, and remuneration motivation. This goal is based on four research hypotheses:

H1: There is a significant relationship between consumer information motivation and selected COBRAs on the social network Instagram.

H2: There is a significant relationship between consumer entertainment motivation and selected COBRAs on the social network Instagram.

H3: There is a significant relationship between consumer social interaction motivation and selected COBRAs on the social network Instagram.

H4: There is a significant relationship between consumer remuneration motivation and selected COBRAs on the social network Instagram.

Data were collected between January and June 2021. The obtained research set consisted of 335 standardized questionnaires. It is primary data. The questionnaire featured a total of 28 items which were evaluated using the Exploratory Factor Analysis (EFA) already used in the study by Piehler et al. (2019). The study hereunder worked with 7 latent variables and 25 manifest variables. The confirmatory factor analysis method was used to analyze the investigated trajectories together and the Average Variance Extracted metric and Composite Reliability (Fornel et al., 1981; Hair et al., 2013). These described the suitability of the latent variables that entered the analysis. The Factor loadings metric was used to assess the manifest variables. The relationships were described using the PLS PM method (Latan and Noonan, 2018). In turn, reliability, eigenvalues, and FL metrics were assessed. The analysis made use of IBM SPSS software and R - programming language.
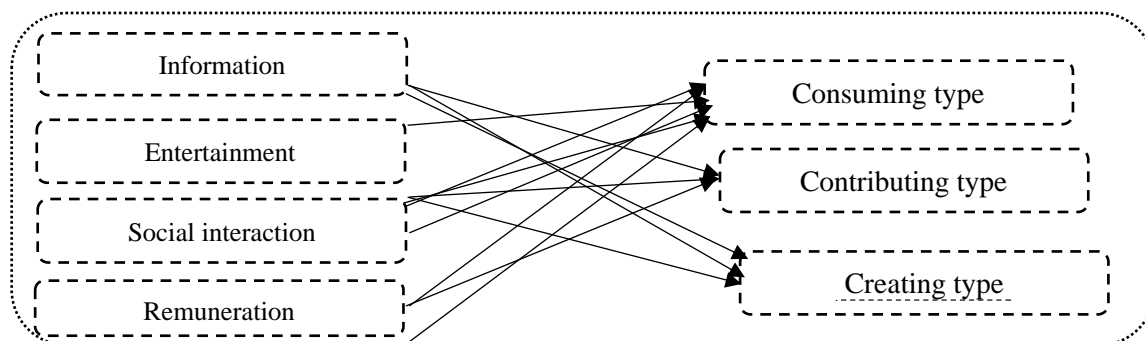

Figure 1. Theoretical framework

Results. The statistical analysis process started with confirmatory factor analysis of a given sample at 355 degrees of freedom and the significance of the output at the p-value $\chi 2 > 0.001$. Table 1 presents these results.

Table 1. Motives of COBRAs – CFA

Manifest variables	Latent variables	LF	CR	AVE
IG _Inf_1	Information	0.891	0.925	0.804
IG _Inf_2	(motivation)	0.894		
IG _Inf_3		0.906		
IG _Ent_1	Entertainment	0.907	0.939	0.795
IG _Ent_2	(motivation)	0.890		
IG _Ent_3		0.871		
IG _Ent_4		0.897		
IG _SocInt_1	Social interaction (motivation)	0.848	0.900	0.751
IG _SocInt_2		0.874		
IG _SocInt_3		0.877		
IG _Rem_1	Remuneration	0.882	0.919	0.791
IG _Rem_2	(motivation)	0.908		
IG _Rem_3		0.879		

Sources: developed by the authors.

Table 1 shows the findings of the confirmatory factor analysis, in which all relevant manifest variables were examined. None reached the LF level of less than 0.7 (very low). Neither the AVE value nor the CR value fell below this level. In the case of SRMR and RMSEA values, slightly higher values from the normal interval were observed. However, this rate of deviation is considered to be acceptable. Thus, the data is in the structure required for the subsequent regression model, which was created using the PLS PM structural equations.

The CFA structural results show that Crombach α is above 0.7 and Doges ρ above 0.8 (Table 2). Eigenvalues metrics also show acceptable values. However, a small deviation from the expected level in the case of GOF (Goodness of Fit) was observed where the value was slightly lower - at 0.4985. However, this is considered only a minimum and acceptable deviation.

Table 2. Confirmatory factor analysis: structural outputs

Var	Mode	MVs	C.alpha	DG.rho	eig.1st	eig.2nd
Information	A	3	0.878	0.925	2,41	0.315
Entertainment	A	4	0.914	0.939	3.18	0.374
Social interaction	A	3	0.834	0.9	2.25	0.412
Remuneration	A	3	0.868	0.919	2.37	0.357

Sources: developed by the authors.

Consumption of brand-related content was analyzed as a dependent variable (Table 3). A significant effect at $\alpha < 0.05$ has been discovered in three cases: information motivation, entertainment motivation, and social-interaction motivation. In each of these cases, a positive effect was recorded. It can therefore be expected that with higher values of information, entertainment, and social interaction motivation, the consumption of brand-related content on Instagram will also reach higher values.

Table 3. Test selected effects for consuming content on Instagram (PLS PM model)

DV	Content consumption			
	Estimate	Std. Error	t value	Pr(>|t|)
Intercept	0.0000	0.0379	0.0000	1.0000
Information	0.2810	0.0554	5.0800	0.0000
Entertainment	0.3690	0.0514	7.1700	0.0000
Soc. interaction	0.1560	0.0534	2.9100	0.0038
Remuneration	0.0506	0.0419	1.2100	0.2280

Sources: developed by the authors.

Content contributing (Table 4) as the second investigated dependent variable achieved a significant effect on the level of $\alpha < 0.05$ in three cases: information, social interaction, and remuneration motivation. However, the information motivation shows a negative relationship, and the other two show a positive one. Therefore,

it could be assumed that higher values of social interaction and remuneration motivation help brand-related content contribution on Instagram, and higher values of information motive have the opposite effect.

Table 4. Test of selected effects on content contributing on Instagram (PLS PM model)

DV	Content contributing			
	Estimate	Std. Error	t value	Pr(>|t|)
Intercept	0.0000	0.0443	0.0000	1.0000
Information	-0.1470	0.0649	-2.2700	0.0240
Entertainment	-0.0849	0.0602	-1.4100	0.1590
Soc. interaction	0.4730	0.0626	7.5700	0.0000
Remuneration	0.3730	0.0491	7.6100	0.0000

Sources: developed by the authors.

The creation of brand-related content on Instagram as a dependent variable significantly affected the level of $\alpha < 0.05$ in all cases except the entertainment motivation (Table 5). As in the previous case, only a negative effect is present with the information motivation. Thus, on Instagram, higher values of information motivation reduce the rate of content creation, while the social-interaction and remuneration motivation increase this rate.

Table 5. Test of selected effects on content creation on Instagram (PLS PM model)

DV:	Content creation			
	Estimate	Std. Error	t value	Pr(>|t|)
Intercept	0.0000	0.0460	0.0000	1.0000
Information	-0.1560	0.0673	-2.3200	0.0208
Entertainment	-0.0730	0.0625	-1.1700	0.2430
Soc. interaction	0.4210	0.0649	6.4800	0.0000
Remuneration	0.3700	0.0509	7.2600	0.0000

Sources: developed by the authors.

Table 6 summarizes the bootstrap output in the context of β coefficients.

Table 6. β Bootstrap and R2 Bootstrap

Path	Original	Mean. Boot	Std. Error	perc.025	perc.975
		β-coef.			
INFO → CONSUMING	0.2814	0.2767	0.0666	0.1467	0.4015
INFO → CONTRIBUTING	-0.1471	-0.1478	0.0648	-0.27222	-0.0216
INFO → CREATING	-0.1564	-0.1562	0.0605	-0.27581	-0.0397
ENT → CONSUMING	0.3686	0.3731	0.0667	0.2429	0.4961
ENT → CONTRIBUTING	-0.0849	-0.0824	0.0543	-0.18663	0.0244
ENT → CREATING	-0.073	-0.0749	0.0588	-0.18171	0.0468
SOC_IN → CONSUMING	0.1556	0.1566	0.0638	0.02159	0.2764
SOC_IN → CONTRIBUTING	0.4734	0.4734	0.0574	0.35965	0.5813
SOC_IN → CREATING	0.4207	0.4235	0.0661	0.27926	0.5402
REM → CONSUMING	0.0506	0.0521	0.0432	-0.02807	0.1357
REM → CONTRIBUTING	0.3733	0.3753	0.0498	0.28189	0.4691
REM → CREATING	0.3698	0.372	0.0502	0.26755	0.468
		R2-coef.			
CONSUMING	0.5272	0.535	0.0475	0.4406	0.624
CONTRIBUTING	0.3517	0.3601	0.044	0.2723	0.446
CREATING	0.3014	0.3119	0.0459	0.2279	0.407

Sources: developed by the authors.

Most cases have a positive impact (Table 6). The negative was observed in five cases but was statistically significant in only two. These were the effect of information motivation on content contribution (INFO → CONTRIBUTING) and the effect of information motivation on content creation (INFO → CREATING). The output of the bootstrap in the context of the coefficients for determining the dependent variables R2 shows that up to three dependent variables exceed the threshold (0.3). These include CONSUMING with an R2 value of approximately 0.527, CONTRIBUTING with an R2 value of approximately 0.352, and finally, CREATING with an R2 value of approximately 0.301.

Conclusion. The significance of four hypotheses has been tested. The results showed that only three motivation effects (12 in total) were not significant. However, at least one significant trajectory was identified for each motivation. The information motivation proved to be significant in all cases. Based on this finding, it could be stated that there are important relationships regarding selected COBRAs on the social network Instagram. Hypothesis H1 was accepted (information motivation). One significant trajectory was identified when analyzing the entertainment motivation on the social network Instagram. Therefore, it could be concluded that there is a considerable connection between the need for entertainment and content consumption on the social media platform Instagram. Therefore, hypothesis H2 was accepted.

With regard to the third motivation, the social interaction motivation showed significant trajectories for all COBRAs. It suggests a clear link between all COBRAs and the urge for social contact. Thus, hypothesis H3 was accepted. It has been shown that there is a considerable connection between content creation and content contribution on Instagram and remuneration motivation. Therefore, hypothesis H4 was accepted.

Instagram thus showed the significance of the information motivation for all categories of activities related to the brand. There is a parallel between the work of Jahn and Kunz (2012) and the findings of Poyry et al. (2013), who, despite a slightly different range of motivations, observed the importance of information motivation. The paper shows similar results to those arrived at by Buzeta et al. (2020), where the significance of the relationship of the information motive to the consumption of content was found. However, this effect was not identified in the study by Piehler et al. (2019). However, it should be noted that his study focused on another social network. The specifics of each network could play an important role here. The most significant effect was observed in the effect of information motivation on content consumption. In the other categories, the effect, although significant, was weaker and negative. The ability to add a purchase button immediately to photos and the fact that users prefer to access this social network's content on mobile devices could provide both accounts for these findings. Therefore, users can track content in real-time, and when they decide they have enough information on the product, they may click the purchase button and be redirected to the merchant's website. Therefore, they have no reason to come back to the social network and contribute to the content or even create it because they can also perform these activities on the website. It could be the reason for the negative effect created by these two activities. Consumption of content with the motive of searching for information is probably more user-friendly on mobile devices, and content is optimized for the mobile environment. In contrast, such a search via SERP may not be so user-friendly.

The findings regarding entertainment motivation identified only one significant relationship regarding content consumption. Thus, the findings remain in line with the work of several other authors (Piehler et al., 2019; De Vries and Carlson, 2014; Jahn and Kunz, 2012; Poyry et al., 2013). With regard to the entertainment motivation definition outlined by the above authors, in most cases, content consumption activities are sufficient to meet the need, and a higher level of engagement is rarely needed. And if such a situation arises, it is possible to consider it the social interaction motivation, as users want to communicate their knowledge, gain some attention or improve their social identity. There is a very thin line between the two. Only Pletikosa Cvijikj and Michahelles (2013) yielded different results. However, their coding of the analyzed motivations was different and largely mixed with the motivation of social interaction. Thus, the importance of distinguishing between the two motivations comes to the forefront as these two definitions may overlap, yet their impact on brand activities is different.

The motivation to engage in social contact on Instagram also turned out to be the most important. All three COBRA cases in this instance were confirmed to be important. Again, these motivations are basically the essence of social networking. Other authors have also observed the significance of this effect, in particular, Piehler et al. (2019); Davis, Piven, and Breazeale (2014); De Vries and Carlson (2014); Dolan et al. (2016); Jahn and Kunz (2012); Kang, Tang, and Fiore (2014); Luarn et al. (2015), where, despite possible differences in motivation definitions, the social interaction motivation has the greatest scientific support for its effect. Unlike the social network Facebook, Instagram has also confirmed the importance of consuming brand-related content. However, this effect was one of the weaker ones and, therefore, contrary to the study by Buzet et al. (2020). Nevertheless, this motivation could be ranked as one of the most capable of stimulating COBRAs on the social network Instagram.

As for the remuneration motivation, it also proved to be significant concerning content contribution and creation. It could therefore be stated that, in most cases, this motivation aims at greater consumer interaction. Consuming content is, of course, the lowest form of consumer interaction which in itself does not add any significant value to the brand. It couldn't be controlled. The remuneration motivation will naturally cost the brand something. Therefore, it is sensible to implement it if the brand gets something extraordinary in return. For example, the increased rate of comments regarding brand content, as demonstrated by Pletikosa Cvijikj

and Michahelles (2013) in their study, or more «likes», which in turn was the subject of the study by Luarn et al. (2015). Generally, these results concur with those of Piehler et al (2019), where identical relationships were confirmed.

Author Contributions: conceptualization, L. N.; methodology, L. N. and P. K.; software, O. P.; validation, P. K.; formal analysis, L. N.; investigation, L. N.; resources, O. P.; data curation, P. K.; writing-original draft preparation, L. N. and O. P.; writing-review and editing, L. N. and P. K.; visualization, L. N.; supervision, O. P.; project administration, L. N.; funding acquisition, L. N.

Conflicts of Interest: Authors declare no conflict of interest.

Data Availability Statement: Data available on request from the authors.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

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Маркетингові комунікації брендів у соціальній мережі Instagram: мотиваційні фактори поведінки споживачів
Ця стаття узагальнює аргументи та контраргументи в межах наукової дискусії з питання поведінки споживачів у соціальних мережах. Систематизація літературних джерел та підходів до вирішення проблеми засвідчила,

актуальність визначення реляційного зв'язку маркетингових комунікацій брендів у соціальній мережі Instagram та мотиваційними факторами поведінки споживачів. Основною метою проведеного дослідження є встановлення взаємозв'язку між мотивами онлайн-активності споживачів в мережі Instagram по відношенні до брендів з урахуванням їх маркетингової комунікаційної стратегії. Вихідними даними дослідження стали результати онлайн-анкетування 335 респондентів. Онлайн-анкетування проведено у 1 півріччі 2021 року. Емпіричне дослідження проведено з використанням інструментарію факторного аналізу та моделювання за структурним рівнянням (PLS PM), який дозволяє оцінювати складні причинно-наслідкові зв'язки в моделях шляху з прихованими змінним методики. Опис придатності латентних змінних здійснено за допомогою метрики середньої дисперсії та композитної надійності. У ході дослідження сформовано чотири дослідницькі гіпотези, які описують 12 мотиваційних факторів поведінки споживачів в мережі Instagram по відношенні до брендів. За результатами дослідження встановлено, що лише три мотиви не були статистично значущими. Проте для кожного мотиваційного фактора виявлено принаймні одну значущу траєкторію, що дозволило підтвердити всі сформульовані гіпотези. Емпіричні результати дослідження засвідчили наявність статистично значущого впливу всіх досліджуваних мотивів на онлайн-активність споживачів у відношенні до бренду. Встановлено, що найбільш статистично-значимим мотиваційним фактором підвищення активності споживачів в соціальній мережі Instagram щодо брендів є соціальна взаємодія. Результати проведеного дослідження можуть бути корисними при визначенні мотиваційних факторів залучення споживачів для формування маркетингової комунікаційної стратегії брендів у соціальній мережі Instagram.

Ключові слова: активності, бренд, споживач, Інстаграм, мотивація, соціальна мережа.