QATAR UNIVERSITY

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MOTIVATIONS TO ENGAGE IN DIFFERENT LEVELS OF EWOM AND THEIR OUTCOMES: AN APPLICATION TO INSTAGRAM USERS IN QATAR

BY

AMAL ALZAEEM

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COMMITTEE PAGE

The members of the Committee approve the Thesis of Amal Alzaeem

defended on 02/01/2018.

_____

Dr. Rana Sobh
Thesis/Dissertation Supervisor

_____

Dr. Amro Maher
Committee Member

_____

Dr. Belaid Aouni
Committee Member

_____

Dr. Imene Becheur
Committee Member

Approved:

_____

Khalid Al-Abdulqader, Dean, College of Business and Economics

ABSTRACT

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Title: Motivations to Engage in Different Levels of eWOM and their Outcomes: An Application to Instagram Users in Qatar

Supervisor of Thesis: Rana Sobh.

Electronic word-of-mouth has been a topic of increased interest among marketing researchers. Due to the variety of online settings and variables to consider, the literature on eWOM is largely fragmented with some researchers focusing only on drivers and others on outcomes of eWOM. In an attempt to advance the literature and provide a more holistic view of the antecedents and effects of eWOM, this study examines how different motivations drive consumers to engage in different levels of eWOM and how this affects their consumer behavior. Data is collected using a survey among Qatar University students and analyzed using Structural Equation Modeling. This research provides valuable insights on motivations as drivers of different levels of eWOM engagement and their impact on purchase intention and loyalty. Managers can set up marketing campaigns accounting for the motivational drivers that increase eWOM engagement activities and therefore increase purchase intention and loyalty.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The growth and impact of social media in the last couple of years have helped in advancing the reach and capabilities of marketing and has allowed consumers to be more involved in the exchange of information and advertising of goods and services. As a result, many companies can no longer only rely on traditional methods such as advertising through TV or radio, but must also incorporate digital marketing techniques to reach consumers. While it took radio 38 years and it took TV 13 years to reach 50 million users, the Internet has reached that amount in only 4 years with social networking sites such as Facebook having 100 million users in just 9 months' time (Tuten & Solomon, 2014). Millions of people have included social networking sites in their everyday routines as the advancement of technology allows individuals to participate in such sites even while they are on the go through their phones or tablets. In fact, according to a survey done by Tuten and Solomon (2014), 90% of people aged 18 to 30 in 18 countries turn to their smartphones as the first activity they carry out in the morning. Many people turn to social networking sites (SNSs) first thing in the morning, proving how prevalent social media has become in the everyday life of the average consumer.

At their core, SNSs allow individuals to create profiles for themselves, connect with others and reveal this list of friends or followers with everyone else on the site (Boyd & Ellison, 2007). The added allure of SNSs is the ability for individuals to interact with others through commenting, liking, and sharing all kinds of media from photos to news to advice to reviews, recommendations and more. Social networking sites tend to differ in some aspects of functionality wherein some are more for sharing photos such as

Instagram while others are for microblogging purposes such as Twitter. While you can still share photos on Twitter and other SNSs like Facebook, it is Instagram that is best known for its photo and video sharing capabilities. The widespread nature of social media use has prompted research into how to better target consumers. It is important that companies know how to effectively engage consumers in this day and age of rapid and expansive information exchange. The ease and simplification of this exchange of information and opinions has guided researchers to explore the many causes and outcomes of electronic word-of-mouth (referred to as eWOM hereafter). More recently, researchers have attempted to investigate the motivations consumers have to engage in eWOM in the specific context of SNSs. Since it has been proven that WOM is considered more trustworthy and has a larger impact on purchasing decisions of consumers (Katz & Lazarsfield, 1966; Goldsmith & Horowitz, 2006; Gunelius, 2014), eWOM, with its ability to reach far more consumers, can have a greater impact than traditional WOM. Studies show that 81% of people are influenced by the social media posts their friends make because 92% of consumers trust their friends and families' recommendations more than they do any other type of advertising (Gunelius, 2014). Beyond that, it was also found that only 10% of consumers trust brands (Gunelius, 2014). These statistics show the need and importance of eWOM marketing for companies.

Much of the research in the field of eWOM has been quite fragmented though with most studies looking at either the antecedents of eWOM or the outcomes. Very few studies attempt to look at the picture as a whole. There are several papers that look at the possible drivers of eWOM engagement such as motivations (Heinonen, 2011; Rensink, 2013; Wolny & Mueller, 2013; Hennig-Thurau et al., 2004; Muntinga, Moorman & Smit,

2011; Fine, Gironda & Petrescu, 2017), cultural orientations (Choi, Lee & Kim, 2014), social, emotional and functional drivers (Lovett, Peres & Shachar, 2013), social capital, tie strength, homophily, trust, and interpersonal influence (Chu & Kim, 2011) or other variables such as media dependency, parasocial interaction, perceived credibility, and community identification (Tsai & Men, 2013) and more. Beyond that, there is also a large variation in the operationalization of eWOM engagement in the research. Some research looks at eWOM engagement as a unidimensional construct (e.g. Wolny & Mueller, 2013; Fine, Gironda & Petrescu, 2017), or measure it through looking at platform visit frequency (e.g. Hennig-Thurau et al., 2004) while others study it as opinion seeking, opinion giving or pass along behavior (e.g. Choi, Lee & Kim, 2014; Chu & Kim, 2011). The differences in the operationalization of eWOM engagement could be the reason for the mixed results in the field. Concurrently, most researchers tend to focus either on active eWOM engagement or passive engagement with far less research capturing the dimensionality of the construct by considering the different levels of engagement that can occur such as consuming, contributing or creating (Muntinga, Moorman & Smit, 2011; Heinonen, 2011; Tsai & Men, 2013).

When it comes to possible outcomes of eWOM engagement, several papers look at individual-level measurements such as purchase intention (e.g. Vahdati & Mousavi Nejad, 2016; Chih et al., 2013; Alhidari, Iyer & Paswan, 2015) or market-level measurements that have to do with company revenues (e.g. Chevalier & Mayzlin, 2006; Dellarocas et al., 2007; Gopinath et al., 2014). To my knowledge, only a few papers study the antecedents and outcomes of eWOM engagement as a whole. The context studied in these papers is vastly different as well with some researchers focusing on

review sites or online forums (Gruen, Osmonbekov & Czaplewski, 2006; Chih et al., 2013), social networking sites (Alhidari, Iyer & Paswan, 2015) or brand communities on social networking sites (Pasternak, 2017). In an attempt to bridge the gap between the two streams of eWOM literature, this study looks at the levels of eWOM engagement in the context of social media as it has become a highly popular mode for engaging in word-of-mouth online. Within the context of social media marketing research, a considerable amount of studies have been either on general SNS use (e.g. Heinonen, 2011; Choi, Lee & Kim, 2014; Muntinga, Moorman & Smit, 2011; Ho & Dempsey), or primarily on Facebook (e.g. Wolny & Mueller, 2013; Chu & Kim, 2011; Tsai & Men, 2013) with only a few studies looking at Twitter (Wolny & Mueller, 2013) or Instagram (Auer & Bergström, 2017). Instagram is the newest of the three as it was launched in late 2010. Its first 25,000 users from the first day of launch grew to 300,000 by the third week and then onto tens of millions of users (Sengupta, Perlroth & Wortham, 2012). Compared with other social networking sites, Instagram is currently one of the fastest-growing ones (Sheldon & Bryant, 2016). While it has global popularity and is not often studied in social media marketing research, it is also important to factor in the fact that the context of this present study is Qatar. Having Instagram as the application of this study seems fitting as Qatar has the highest number of Instagram users in the Arab world with Instagram being especially popular among Qatari women (Agonia, 2016). Unlike other platforms, Instagram's main focus is on image sharing. A huge percentage of brands use Instagram to share a variety of different content with consumers. The platform allows brands to attract the attention of and engage consumers through a combination of text, visuals and audio. This makes Instagram an interesting context to apply this study of

eWOM engagement to and could provide different results as Instagram does not support the kind of brand communities that say Facebook, for example, does. So, by bringing together the two streams of literature on antecedents and outcomes of the different levels of eWOM engagement, this study aims to fill a gap in the field by providing a holistic view often lacking in eWOM research and applying it to the oft understudied Instagram.

1.2 Purpose

While eWOM is not a new area of study in the field of marketing, the disparity in the contexts, operationalization of and variety of variables studied has led to a lot of fragmentation. More recently, academic research has begun to consider the importance and advantage of looking at eWOM in the context of social media, but there is still a lot to understand about what motivations drive consumers to engage in eWOM on SNS and the impacts that these engagements have on consumers. In an attempt to add to the social media marketing literature and to the eWOM literature, this research intends to factor in which motivations drive consumers to engage in eWOM either through passive means such as consuming, or more active means such as contributing or creating their own content to share with others. Since most researchers either focus on the antecedents or outcomes of eWOM engagement, the purpose of this thesis is to look at both the antecedents and outcomes and bridge the gap present in the two streams of literature in the field.

Focusing the study on an oft overlooked social networking site like Instagram is important to provide valuable insights and add to the present literature. There is an overabundance of studies done in the context of Facebook especially, but since different

SNSs have differences in functionality and in the services they offer, it is important to study each in depth to better understand how to best utilize each SNS to the marketers' benefit.

1.3 Expected Contributions

This research proposes to contribute to theory and to have managerial implications. From a theoretical perspective, this present research aims to add to the academic literature on eWOM and especially engagement with eWOM on the ever-growing social networking site Instagram. While much has been done in the field of eWOM research, Instagram has rarely been a focus and eWOM engagement on this SNS is rarely considered (Auer & Bergström, 2017). Better understanding how consumers engage in eWOM on Instagram can provide some valuable insights on how to further encourage and enhance eWOM engagement.

Furthermore, another expected contribution of this paper involves providing a more unified way to measure eWOM. Engagement in eWOM has been concurrently studied as a multidimensional (e.g. Muntinga, Moorman & Smit, 2011) and unidimensional construct where the researchers only asked self-reported questions about whether consumers do or do not engage in eWOM and how often (e.g. Wolny & Mueller, 2013). The variety of online contexts that have been considered and the variables studied has led to this large fragmentation in how researchers operationalize eWOM engagement. Besides, due to the fact that online, word of mouth can have a more passive element to it wherein consumers can just read, like or consume content, it is important to factor in the fact that there are levels to eWOM engagement and that different motivations drive a

different level of engagement. Recent research conceptualized and operationalized eWOM engagement in the levels of consuming, contributing and creating (Muntinga, Moorman & Smit, 2011), which is what has been adopted in this thesis.

It is possible that motivations that drive consumers to engage on other SNSs are different for Instagram since it is a primarily photo and video sharing platform. Thus, this thesis aims to advance the eWOM literature by exploring the different motivations consumers have to engage in eWOM on Instagram, while also factoring in how the different levels of engagement affect purchase intentions and loyalty. Very little research studies the relationship between drivers and outcomes of eWOM engagement at the same time (e.g. Pasternak, 2017; Alhidari, Iyer & Paswan, 2015). As a result, another expected contribution of this thesis is that it will add to and advance the literature and provide a more holistic view of possible antecedents and outcomes of eWOM engagement on SNSs. By studying all of these relationships concurrently and considering the multidimensionality of engagement in eWOM, this thesis expects to clarify the relationship between motivations and different levels of engagement and their impact on purchase intention and customer loyalty. If managers are better able to understand which motivations drive consumer behavior with regards to engagement in eWOM, they can stimulate consumers' eWOM activities and encourage higher levels of engagement. Such knowledge can help managers come up with successful marketing campaigns that better engage consumers and influence purchase behavior and loyalty to their company.

CHAPTER 2: LITERATURE REVIEW

2.1 Electronic Word-of-Mouth

Word-of-mouth has been studied vastly in marketing wherein scholars have attempted to better understand how they can leverage WOM to their advantage. With the advancement of technology, electronic word-of-mouth has begun to gain traction in marketing research. Based on Stauss (2000), the seminal work of Hennig-Thurau et al. (2004) proposes that eWOM can be defined as "any positive or negative statement made by potential, actual or former customers about a product or a company, which is made available to a multitude of people and institutions via the Internet" (p. 39). Generally, WOM is considered more trustworthy and has a larger impact on the purchasing decisions of consumers (Katz & Lazarsfield, 1966; Goldsmith & Horowitz, 2006). With eWOM, the number of consumers that can be reached is much greater than with traditional WOM, and so it stands to reason that better understanding what motivates consumers to spread eWOM would provide valuable insights and implications for managers. Consumers trust the information they obtain through eWOM way more wherein only 10% of consumers trust the brand itself (Gunelius, 2014). The power eWOM has in affecting the consumer decision-making process has led to the topic being heavily studied.

eWOM is not a new area of interest among researchers. Originally, the focus was on traditional word-of-mouth communication, but due to the presence and development of the Internet, a new form of word-of-mouth began to gain traction. eWOM has been studied extensively in all kinds of contexts from online review platforms or forums (Hennig-Thurau et al., 2004) to blogs (Shin, Song & Biswas, 2014) to social networking

sites (Pasternak, 2017; Wiegand, 2017; Tsai & Men, 2013; Wolny & Mueller, 2013) and beyond. Much has been done in attempting to find out what causes eWOM on each of these platforms (e.g. Hennig-Thurau et al., 2004; Lovett, Peres & Shachar, 2013; Chu & Kim, 2011) and the influence it can have on both consumers (e.g. Cheung & Thadani, 2012; Alhidari, Iyer & Paswan, 2015; López & Sicilia, 2014) and companies (e.g. Yang et al., 2012; Dellarocas et al., 2007; Chevalier & Mayzlin, 2006). Due to the variety of different contexts in which eWOM can occur and the diverse ways in which it can occur, a disparity exists in the views of the conceptual nature of eWOM. Since Wolny and Mueller (2013) studied eWOM engagement on Facebook and Twitter, they felt the need to add upon the generally accepted definition of eWOM by including "non-textual communications, which can be observed by peers such as 'liking' a brand on Facebook or recommending ('retweeting') a story on Twitter" (p. 565). This addition to the definition of eWOM factors in the unique elements of Facebook and Twitter and how they could add to word-of-mouth communications.

Varying perspectives have further fragmented the literature with regards to how to conceptualize eWOM. Despite researchers adopting the same definitions of eWOM, there were considerably different operationalization in the literature. Many researchers adopted the definition mentioned before by Hennig-Thurau et al. (2004) and considered eWOM as composed of one dimension or component and referred to it as eWOM intentions (e.g. Shin, Song & Biswas, 2014; Jin and Phua, 2014; Lee, Kim & Kim, 2012). Wolny & Mueller (2013) referred to a single dimension of measurement as well and labelled it eWOM engagement, but as mentioned above, they added upon the generally accepted definition to account for the specific contexts they were studying. Alternatively, other

scholars who also adopted the definition put forth by Hennig-Thurau et al. (2004) have considered multiple components in their operationalization of eWOM such as advice seeking and advice giving (Toder-Alon, Brunel & Fournier, 2014), or opinion seeking and opinion giving (López & Sicilia, 2014), with some researchers factoring in opinion passing or pass-along behavior as well as the two components of opinion seeking and opinion giving (Chu & Kim, 2011; Chu & Choi, 2011). So even when researchers have adopted the same conceptualization of eWOM, the way they operationalized it differed greatly. Many of the variables employed measure the same or similar aspects of eWOM, but the variety in nomenclature has resulted in increased confusion in how to properly operationalize eWOM.

In an attempt to unify eWOM engagement, specifically in the context of social media, Muntinga, Moorman & Smit (2011) classified their operationalization of eWOM engagement on social media as consumers' online brand related activities, or COBRAs for short. Their COBRA types were classified into three main levels of eWOM engagement: consuming, contributing and creating. They posit the importance of understanding exactly what motivations drive each type of COBRA so as to enhance the consumer behavior literature in the world of social media. It is important to consider that the social media environment has its own specifics that should be taken into consideration when considering eWOM measures, as suggested by existing research in the field (Toder-Alon, Brunel & Fournier, 2014). Considering the value of measuring the dimensionality of eWOM, the focus on motivations as drivers and the context of social media, operationalizing eWOM engagement as consuming, contributing and creating is most suitable for this present study.

Table 1

Conceptualization and operationalization of eWOM in the literature

Source	Context	Conceptualization	Operationalization
Auer & Bergström (2017)	Instagram	Adopted the same definition by Hennig-Thurau et al. (2004)	eWOM
Fine, Grionda & Petrescu (2017)	Online reviews	"Any review, be it informative or recommending, that a consumer posts (online) about a product or service they have experienced, making it available to an abundance of current and/or potential consumers"	eWOM review engagement behavior
Pasternak (2017)	Online Brand Communities (OBC) on Facebook	"Communication initiated by the brand community members about a brand, which is made available to a multitude of people and institutions via the Internet. This includes posting and reading the brand-related communication within the brand community, and forwarding the communication outside the community"	OBCeWOM (eWOM Reading, eWOM Posting, eWOM Sharing)
Pasternak, Veloutsou & Morgan-Thomas (2017)	Facebook	Adopted the same definition by Pasternak (2017)	Brand-related eWOM
Azar et al. (2016)	Facebook	N/A	Level of interaction with the brand

Alhidari, Iyer & Paswan (2015)	SNS (Facebook, Twitter, LinkedIn, Myspace, Google Plus)	Adopted the same definition by Hennig-Thurau et al. (2004)	eWOM on SNS
Choi, Lee, & Kim (2014)	SNS	N/A	Opinion leadership, opinion seeking, Pass-along behavior
Jin & Phua (2014)	Twitter	Adopted the same definition by Hennig-Thurau et al. (2004)	Intention to spread eWOM
López & Sicilia (2014)	Travel forum website	Adopted the same definition by Hennig-Thurau et al. (2004)	Opinion seeking, opinion giving
Shin, Song & Biswas (2014)	Blogs	Adopted the same definition by Hennig-Thurau et al. (2004)	Intention to post eWOM
Toder-Alon, Brunel & Fournier (2014)	Bulletin board	Adopted the same definition by Hennig-Thurau et al. (2004)	Advice-seeking, advice-giving
Tsai & Men (2013)	Facebook	N/A	Consuming, contributing
Wolny & Mueller (2013)	Facebook and Twitter	"Non-textual communications, which can be observed by peers such as 'liking' a brand on Facebook or recommending ('retweeting') a story on Twitter"	eWOM engagement
Lee, Kim & Kim (2012)	SNS	Adopted the same definition by Hennig-Thurau et al. (2004)	eWOM intentions
Chu & Choi (2011)	SNS	Adopted the same definition by Hennig-Thurau et al. (2004)	Online opinion giving, online opinion seeking, pass-along behavior
Chu & Kim (2011)	SNS	Adopted the same definition by Hennig-Thurau et al. (2004)	Online opinion giving, online opinion seeking, pass-along behavior
Muntinga, Moorman & Smit (2011)	Social media	"We use this COBRA concept as a behavioural construct that provides a unifying framework to think about consumer activity pertaining to brand-related content on social media platforms. Under its sign, a wide range of consumer-to-consumer and	Consuming, contributing, creating

		consumer-to-brand behaviours are clustered. As such, it conjoins concepts that describe idiosyncratic online behavioural phenomena"	
Yeh & Choi (2011)	Bulletin boards	"Specific type of WOM that transpires in the online setting and shares the fundamental characteristics of WOM"	Intention to give information, intention to obtain information, intention to pass information
Ho & Dempsey (2010)	Emails or IM	"A special case of a more general communication behavior, in which individuals communicate through e-mails or instant messaging to accomplish certain communication goals"	Forwarding online content
Gruen, Osmonbekov & Czaplewski (2006)	Online forum	"Interactions among individuals that serve as an information source that enhances competency and knowledge"	C2C know-how exchange
Hennig-Thurau et al. (2004)	Opinion platforms	"Any positive or negative statement made by potential, actual or former customers about a product or a company, which is made available to a multitude of people and institutions via the Internet"	Frequency of consumer's visits to opinion platforms, number of comments written by the consumer on opinion platforms

2.2 eWOM Antecedents

Drivers of eWOM engagement have been heavily studied in the past. Due to the variety in the conceptualization and operationalization of eWOM engagement, some researchers focus only on the drivers of active engagement in eWOM (e.g. Hennig-Thurau et al., 2004) while others consider the drivers of passive engagement in eWOM (e.g. Hennig-Thurau & Walsh, 2003). Many studies look at a plethora of possible eWOM drivers such as cultural orientations and how they impact pass along behavior (Choi, Lee & Kim, 2014), regulatory focus and collective dissonance (Shin, Song & Biswas, 2014) and more. Lovett, Peres and Shachar (2013) split the antecedents of eWOM into the categories of social, emotional and functional drivers. They found that to trigger eWOM, brands have to be visible and exciting, with different types of products triggering different amounts of eWOM (Lovett, Peres & Shachar, 2013). Other previous research also looked at other drivers such as brand and community identification (Yeh & Choi, 2011; Tsai & Men, 2013), media dependency, parasocial interaction and perceived credibility (Tsai & Men, 2013) as well as trust or social tie strength (Yeh & Choi, 2011; Chu & Kim, 2011).

Another stream of the literature on eWOM antecedents focuses on what motivations could drive consumers to engage in eWOM. Some scholars have approached the topic of motivations by adopting traditional WOM motivations to argue the presence of similarity between the offline and online contexts (Hennig-Thurau et al., 2004; Wolny & Mueller, 2013). Hennig-Thurau et al. (2004) conducted one of the most influential studies in this area by considering the following motivations and how they drive consumers to post online reviews: platform assistance, the need to vent negative feelings, having and

showing concern for others, enhancing one's self, benefitting from a social perspective, gaining economic incentives, seeking advice and helping the company. They found support for concern for others, social benefits, economic incentives, extraversion/positive self-enhancement and advice seeking as important motivators for spreading eWOM. Hennig-Thurau et al. (2004) therefore suggest the importance of segmenting consumers by motivations to target each group more specifically to best encourage them to further engage in eWOM. They focused on studying eWOM as active engagement only and assessed it by looking at platform visit frequency and the amount of comments written. Expanding on the research carried out by Hennig-Thurau et al. (2004), Rensink (2013) looked at motivations and how they can affect involvement in creating user generated content such as creating online reviews. The author found that the only motivation that showed a significant influence on writing online reviews was social benefits. More recently though, several scholars have studied motivations by grouping them into intrinsic and extrinsic motivations and showing the positive effect both have on engagement in eWOM review-writing behavior (Fine, Gironda & Petrescu, 2017) and reactive and proactive consumer engagement on social media (Wiegand, 2017).

In another pivotal study carried out in the field, Wolny and Mueller (2013) focus on fashion consumers and the motivations that lead to their engagement in eWOM communication on Facebook and Twitter. They highlight the importance of fashion, brand, product and self-involvement as motivators, but they also include advice seeking, concern for others and the need for social interaction. When it comes to social interaction, they found that it was associated with the amount of eWOM engagement individuals take part in, which falls in line with findings in past research done in different contexts

(Hennig-Thurau et al., 2004; Ho & Dempsey, 2010). Not in line with previous findings, Wolny and Mueller (2013) found that concern for others as well as advice seeking had no significant influence on eWOM engagement. Wolny and Mueller (2013) measured engagement by asking if participants have ever posted, liked, recommended, shared or commented on something fashion-related on Facebook and/or Twitter and how often they did this. Their somewhat different findings could then be in part be due to the way they operationalized eWOM engagement. Also in line with the context of SNSs, Yen and Tang (2015) identified three important motivations that drive eWOM engagement on social networking sites: extraversion or the enjoyment obtained from sharing positive experiences, social benefits and dissonance reduction.

Lesser works have focused on passive eWOM behaviors such as Hennig-Thurau and Walsh (2003) who found that the most significant motivations affecting eWOM reading were: obtaining buying-related information, learning about how to use products, remuneration, social orientation through information and community membership. By surveying members of online opinion platforms, they were able to ascertain that the main reasons consumers read eWOM is so that they can make more informed purchase decisions and save time on the decision-making process. Expanding on the work of Hennig-Thurau and Walsh (2003), Burton and Khammash (2010) derived even more motivations and proposed the following seven themes: decision involvement, social involvement, site involvement, product involvement, self-involvement, economic involvement and consumer empowerment.

To my knowledge, very few articles look at motivations and how they could affect both passive and active eWOM engagement concurrently (e.g. Muntinga, Moorman &

Smit, 2011; Pasternak, 2017). Muntinga, Moorman and Smit (2011) studied a variety of motivations and their relationship to consuming, contributing and creating. Most of the motivations they looked at had several sub-motivations as well, with entertainment, integration and social interaction, personal identity, information, remuneration and empowerment being the main motivation categories they considered. They found that the consuming COBRA type was driven by the motivations of information, entertainment and remuneration. When it comes to contributing, they found that personal identity, integration and social interaction as well as entertainment were the main drivers. Concerning creating, they found support for the same three motivations that drove contributing behaviors and the extra motivation of empowerment. With personal identity, the three sub-motivations of self-expression, self-presentation and self-assurance were all found to be important. This motivational variable is similar to the extraversion/positive self-enhancement one put forward by Hennig-Thurau et al. (2004) as it considers that consumers engage in eWOM to express themselves and present themselves to the online community in a positive light. With integration and social interaction, there was a slight difference in the sub-motivations found between the contributing and creating COBRA types. In contributing, the sub-motivations of social interaction, social identity and helping are significant while in creating, the difference is that instead of helping, the important third sub-motivation is social pressure. By looking at these sub-motivations and comparing them to Hennig-Thurau et al. (2004), there is also an overlap in what they described as the motivations of concern for others and social benefits.

To summarize, the conceptualization of eWOM motivations also shows extensive variability in applications and in context, with the majority of studies focusing on the

context of opinion platforms (e.g. Hennig-Thurau et al. 2004; Hennig-Thurau & Walsh, 2003; Rensink, 2013; Fine, Gironda & Petrescu, 2017) and fewer articles focusing on SNSs (e.g. Yen & Tang, 2015; Muntinga, Moorman & Smit, 2011; Wiegand, 2017; Pasternak, 2017). Since the main focus of most previous research has been studying how different motivations encourage consumers to actively take part in eWOM, with fewer studies considering passive eWOM engagement, it is important to synthesize the literature in the field and concurrently consider the different levels of eWOM engagement.

2.3 Outcomes of eWOM

The allure of eWOM is in its ability to impact consumer behavior and company performance. As such, a lot of eWOM research focuses on the possible outcomes of eWOM engagement with some scholars focusing on eWOM's influence on consumers (e.g. Chih et al., 2013; Cheung & Thadani, 2012; Alhidari, Iyer & Paswan, 2015; López & Sicilia, 2014) while others consider how eWOM can impact firm performance (e.g. Yang et al., 2012; Dellarocas et al., 2007; Chevalier & Mayzlin, 2006; Gopinath et al., 2014). In working to identify the outcomes of eWOM engagement, Cheung and Thadani (2012) distinguished, in their systematic literature review, between the individual-level outcomes which are related to the effect of eWOM on consumer behavior and the market-level outcomes which are related to eWOM's influence on companies. In the case of market-level parameters, a variety of researchers looked at how eWOM can impact sales (Chevalier & Mayzlin, 2006; Dellarocas et al., 2007), firm performance (Gopinath et al., 2014) and even box office performance in the movie industry (Duan, Gu & Whinston,

2008). Focusing on these kinds of outcomes is important for companies as it provides tangible measurements of the impact of eWOM.

Individual-level outcomes are the focus of this current study though and so it is important to consider what has been looked at previously in the literature. Past research has posited a link between motivations for passive eWOM engagement and consumer behavior related outcomes (Hennig-Thurau & Walsh, 2003; Khammash & Griffiths, 2010). In the study carried out by Hennig-Thurau and Walsh (2003), consumer buying and communication behaviors were impacted by the motivations to obtain buying information and the need for social orientation. Expanding on those findings, Khammash and Griffiths (2010) linked self-involvement, social involvement, product and decision involvement and consumer empowerment motivations with outcomes such as purchase behavior, communication behavior, loyalty to the website, opinion leadership and novelty seeking. Other studies show how eWOM can impact offline (Erkan & Evans, 2016a; Alhidari, Iyer & Paswan, 2015; Chih et al., 2013; Baker, Donthu & Kumar, 2016) as well as online purchase intentions (Erkan & Evans, 2016b), retransmission intentions (Baker, Donthu & Kumar, 2016), trust (Ladhari & Michaud, 2015), loyalty and commitment towards a company (Garnefeld, Helm & Eggert, 2011).

Most prior research focuses on purchase behavior or intention when considering the outcomes of eWOM engagement. For example, Chih et al. (2013) look at online forums and adopt some of the passive, eWOM reading motivations put forth by Hennig-Thurau and Walsh (2013) to look at the impact they can have on purchase intentions. In the context of social networking sites, Alhidari, Iyer and Paswan (2015) looked at the effect that variables such as believe in self-reliance, SNS involvement and SNS risk-taking have

on purchase intentions on SNSs. They found that eWOM mediates the relationship between social networking site involvement and purchase intention, but self-reliance and risk-taking had no significant influence on purchase intention. Within the context of social media as well as other platforms, Baker, Donthu and Kumar (2016) studied purchase intention and WOM retransmission intentions as the outcomes of eWOM and WOM. While one might perceive that the ease of transmitting eWOM would increase the frequency of retransmission, Baker, Donthu and Kumar (2016) interestingly discovered that online WOM conversations result in lower retransmission than they do with offline WOM. Since they also considered valence when studying WOM, they found that negative WOM "has the largest absolute effect for purchase intentions" (p. 235). Word-of-mouth communications then have a significant impact on consumer behavior when it comes to purchase intentions.

The key gap in the literature on eWOM outcomes is that not much is known about the influence active participation and engagement in eWOM has on consumer behavior. Few researchers have studied how some outcomes such as affective commitment and loyalty are positively impacted by eWOM (Garnefeld, Helm & Eggert, 2011), with the majority of articles on eWOM outcomes focusing on how reading or consuming eWOM generated by others may impact behavioral outcomes. Generally, the way that eWOM has been measured in the literature has put an emphasis on providing participants with scenarios or having them read already written eWOM and see how their exposure leads to different outcomes. Because of this framing of eWOM in a more passive way, active eWOM engagement and the possible behavioral outcomes on the communicators themselves has been limitedly studied (King, Racherla & Bush, 2014; Garnefeld, Helm &

Eggert, 2011). While loyalty has been studied extensively in marketing (e.g. Bloemer & Kasper, 1995; Oliver, 1999; El-Manstrly & Harrison, 2013), it has not been a huge focus in literature on eWOM outcomes. Concerning the conceptualization of brand loyalty in the literature, it is important to account for both attitudinal as well as the behavioral characteristics (e.g. Chaudhuri & Holbrook, 2001; Grohmann, 2009; Rosengren & Dahlén, 2015) of loyalty. As such, loyalty is conceptualized in this study by referring to the following definition of loyalty as "a deeply held commitment to rebuy a preferred brand or service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999, p. 34). Beyond that though, attitudinal loyalty has to do with "a degree of dispositional commitment in terms of some unique value associated with the brand" while behavioral or purchase loyalty concerns "repeated purchase of the brand" (Chaudhuri & Holbrook, 2001, p. 82). By factoring in both the attitudinal and behavioral aspects of loyalty, a more accurate depiction of eWOM engagement's effect on loyalty can be provided.

While much past research explores the antecedents of loyalty, there has been evidence of how loyalty is rooted in the interactions consumers have with a brand and with other consumers (Gruen, Osmonbekov & Czaplewski, 2006). As such, the concepts of word-of-mouth and loyalty are closely intertwined, but the majority of past research focuses on how brand loyalty, for example, leads to WOM or eWOM interactions (e.g. Yeh & Choi, 2011; Watson et al., 2015). The reversed relationship between the two, while often not considered, has been suggested by some scholars (Laroche et al., 2012). Laroche et al. (2012) found in their study that brand use, social networking, community

engagement and even impression management practices could result in brand loyalty. These findings set the precedent for how eWOM engagement can lead to loyalty. Nevertheless, few studies have linked WOM or eWOM with loyalty (Garnefeld, Helm & Eggert, 2011; Gruen, Osmonbekov & Czaplewski, 2006) and so it is important to consider how different levels of engagement in eWOM will impact loyalty.

Interestingly enough, while the literature on the motivations that drive eWOM has focused more on active eWOM engagement rather than passive, the literature on outcomes has largely addressed the effects of passive engagement in eWOM rather than active. It is also important to note that in much of the research done on eWOM motivations, the context has primarily been opinion platforms (e.g. Hennig-Thurau & Walsh, 2003; Hennig-Thurau et al., 2004) with SNSs becoming a more recent trend (e.g. Wolny & Mueller, 2013; Azar et al., 2016). Inversely, with regards to eWOM outcomes, most studies have focused on social media settings (e.g. Erkan & Evans, 2016a; 2016b; Baker, Donthu & Kumar, 2016; Alhidari, Iyer & Paswan, 2015), shopping websites (Erkan & Evans, 2016b), and online communities or forums (Chih et al., 2013; Baker, Donthu & Kumar, 2016). Although social media has more recently become a focus in the eWOM literature, there is still much to learn about how different motivations affect different levels of engagement on SNSs and how these different levels of engagements impact consumer behavior.

2.4 Conceptual Framework

Based on the review of the literature, the conceptual model and hypotheses are presented in this section. When it comes to motivations to engage in eWOM, there are several active and passive motivations to consider. For this current study, the significant active motivations that Hennig-Thurau et al. (2004) found in their study are adopted as well as the passive motivations found by Hennig-Thurau and Walsh (2003). First, it is important to understand exactly what activities are included in eWOM engagement.

2.4.1 eWOM Engagement

As previously mentioned, in much of the research, eWOM is defined as "any positive or negative statement made by potential, actual or former customers about a product or a company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al., 2004, p. 39). Further building on this definition, Wolny and Mueller (2013) included "non-textual communications, which can be observed by peers such as 'liking' a brand on Facebook or recommending ('retweeting') a story on Twitter" (p. 565). This in turn factors in more of the passive types of engagement that consumers can have with eWOM. In an attempt to unify the behavioral construct of engaging in eWOM, Muntinga, Moorman and Smit (2011) put forth the concept of consumers' online brand-related activities or COBRAs. They note that COBRAs can include such behavior as watching brand-related videos, talking about a brand on social media or even consumers uploading photos of themselves using a product. As such, they cluster a wide range of consumer-to-consumer as well as consumer-to-brand behaviors so as to combine the concept of eWOM, the concept of

user-generated content and even factor in early typologies of consumer behavior in the context of computer-mediated environments (e.g. Hoffman & Novak, 1996). Following in line with the work of Muntinga, Moorman and Smit (2011) who enveloped all these concepts alongside social media-based brand-related behaviors, this take on eWOM engagement through the use of COBRAs is employed as it allows collective investigation and comparison of behaviors previously investigated separately. As such, this study posits that eWOM engagement is any engagement in consuming, contributing or creating behavior related to products or brands online.

As defined by Muntinga, Moorman and Smit (2011), the dimension of consuming highlights the minimum level of engagement related to "participating without actively contributing or creating content" (p. 16). Examples include watching videos that companies or other people create, viewing ratings or reviews that others have posted and reading the conversations other members have amongst themselves online. While this is the minimum level of engagement, the middle level is known as the contributing type. Contributing involves both user-to-user interactions as well as user-to-content. Examples of contributing include conversing with others on social media and making contributions in the form of comments on content such as pictures or videos created by others. As for creating, it is noted by Muntinga, Moorman and Smit (2011) as the "ultimate level of online-brand related activeness" (p. 17). As such, creating is related to actively publishing and producing content for other consumers to consume and also contribute to. Examples of such behavior include writing articles on products or brands, posting product reviews, and creating and uploading product or branded videos, pictures and music. While Muntinga, Moorman and Smit (2011) posit that there are three levels of

engagement, since this study considers active and passive motivations, eWOM engagement should be split into the same two categories. As such, passive engagement will be measured by operationalizing Muntinga, Moorman and Smit's (2011) consuming construct while active engagement will combine both contributing and creating.

2.4.2 Motivations to Engage in Active eWOM

Hennig-Thurau et al. (2004) proposed several different motivations for why consumers engage in active eWOM. The four motivators they found support for that will be used in this study are concern for others, extraversion/positive self-enhancement, social benefits and advice seeking. Engaging in eWOM out of concern for other consumers stems from the desire to help others with their buying decisions or even save them from experiencing something negative. This motive is conceptually closely related to altruism or prosocial behavior and has been looked at in several studies (e.g. Ho & Dempsey, 2010; Muntinga, Moorman & Smit, 2011; Pasternak, 2017). Another conceptual overlap exists between the concern for others motive and intrinsic motivators studied by other researchers (Fine, Gironda & Petrescu, 2017; Wiegand, 2017). Intrinsic motivators were found to positively affect eWOM review writing behavior (Fine, Gironda & Petrescu, 2017). This then further supports other findings on the positive relationship between this motivation and active eWOM engagement (Hennig-Thurau et al., 2004). As for the different levels of engagement, the concept of engaging in eWOM to help others has been found to be positively related to contributing, but this motivation was not a driver of consuming or creating behaviors (Muntinga, Moorman & Smit, 2011). Although Muntinga, Moorman and Smit (2011) did not find a relationship between

helping others and creating, since creating is being considered part of active eWOM engagement in this study, the following hypotheses are proposed:

Hypothesis 1a: Concern for others is positively related to active engagement.

Hypothesis 1b: Concern for others is not related to passive engagement.

As for the second motivation, extraversion/positive self-enhancement is related to the drive to obtain positive recognition from others (Hennig-Thurau et al., 2004). Consumers may desire to be viewed as knowledgeable and able to readily express their feelings about their buying successes. In this way, their comments can signal to other consumers their level of social status, which could all play an important role in how they view themselves (Hennig-Thurau et al., 2004). Other studies did considered elements of this construct by studying it in the eWOM literature as self-presentation (e.g. Pasternak, Veloutsou & Morgan-Thomas, 2017; Muntinga, Moorman & Smit, 2011) and has some overlap with the concept of intrinsic motivators, which have shown to be significant in impacting eWOM review behavior (Fine, Gironda & Petrescu, 2017). While most studies have found a positive relationship between self-enhancement and some level of active eWOM engagement, Pasternak (2017) surprisingly found the opposite to be true in the context of online brand communities. This could be due to the size of online brand communities and the fear participants may have of being perceived negatively. Despite that, self-enhancement has been found to be a significant motivator of active eWOM engagement in online opinion platforms (Hennig-Thurau et al., 2004) and on social networking sites (Muntinga, Moorman & Smit, 2011; Wolny & Mueller, 2013; Pasternak, Veloutsou & Morgan-Thomas, 2017). This motivation was not found to be a significant driver of

consuming behaviors, but it was found to be a significant driver of contributing and creating behavior (Muntinga, Moorman & Smit, 2011). As such, consumers both contribute and create their own content so as to display to others an image of themselves, express themselves through talking about their successful purchases and be recognized and identified in a positive light. As a result, current study proposes the following hypotheses:

Hypothesis 2a: Extraversion/self-enhancement is positively related to active engagement.

Hypothesis 2b: Extraversion/self-enhancement is not related to passive engagement.

Social interaction as a motivation to engage in eWOM has been one of the most investigated areas in eWOM literature. There are a variety of ways in which researchers have considered social factors in their studies, such as Hennig-Thurau et al. (2004) who looked at it as social benefits. Hennig-Thurau et al. (2004) posit that consumers engage in eWOM for social identification and integration and to feel a sense of belonging in online communities. Social benefits can be related to one's need for social interaction, which has always been a significant aspect of eWOM engagement (Wolny & Mueller, 2013; Muntinga, Moorman & Smit, 2011; Azar et al., 2016; Rensink, 2013; Pasternak, 2017). Dholaki et al. (2004) found in their surveying of 500 online forum users that sustaining interpersonal connectivity and social enhancement are significant reasons for consumers to be motivated to actively contribute to eWOM. When it comes to the context of creating user generated content, Rensink (2013) expanded on the work of Hennig-Thurau et al. (2004) but interestingly only found social benefits as having a significant impact on

involvement in UGC. Furthermore, social interaction has been found to be a significant motivator of both contributing and creating behaviors online, but had no relation in driving consuming behaviors (Muntinga, Moorman & Smit, 2011). Consumers contribute to discussions online and create their own user-generated content in part to interact with other like-minded people and to generate a sort of shared social identity with them. All in all, findings in the field support the positive relationship between social benefits and active eWOM engagement, resulting in the following hypotheses:

Hypothesis 3a: Social benefits is positively related to active engagement.

Hypothesis 3b: Social benefits is not related to passive engagement.

Finally, advice seeking is the last active motivation to consider. Hennig-Thurau et al. (2004) talk about advice seeking as a motive in active eWOM engagement as consumers could be motivated to post a comment requesting the help of other consumers or asking for information to solve a problem. In this way, consumers can gain much more specific and useful feedback than they would have had they only read others comments anonymously. While Wolny & Mueller (2013) found, in the context of fashion brand-related active eWOM engagement, that advice seeking was not significant, other research has confirmed the positive relationship between advice seeking and eWOM engagement (Hennig-Thurau et al., 2004; Pasternak, 2017; Ho & Dempsey, 2010; Muntinga, Moorman & Smit, 2011). Advice seeking is related to the sub-motivation of helping that Muntinga, Moorman and Smit (2011) discussed, which they found was a significant driver of contributing, but not of consuming or creating behaviors. Since this study is combining the concepts of contributing and creating into one measure of active

engagement, the following hypotheses are proposed:

Hypothesis 4a: Advice seeking is positively related to active engagement.

Hypothesis 4b: Advice seeking is not related to passive engagement.

2.4.3 Motivations to Engage in Passive eWOM

When it comes to the lesser studied motivations to engage in passive eWOM, Hennig-Thurau and Walsh (2003) found that the most significant motivations affecting eWOM reading were: obtaining buying-related information, learning about how to use products, remuneration, social orientation through information and community membership. Due to irrelevancy, remuneration will not be considered in this present study. When it comes to obtaining buying-related information, Hennig-Thurau and Walsh (2003) found that consumers were motivated by the desire to reduce the risk and time required for the decision-making process. Consumers can gain valuable insights from reliable sources so that they can make informed decisions. This additional information is important to them both for pre- and post-purchase evaluation of a product or service (Hennig-Thurau & Walsh, 2003; Bronner & de Hoog, 2010). This risk reduction is an important aspect for seeking eWOM as it helps consumers alleviate uncertainty they may be facing and it can enhance their trust in online retailers and their products (Sweeney, Soutar & Mazzarol, 2008). Burton and Khammash (2010) further confirmed this with their variable decision involvement that factors in the risk reduction and time-saving desires consumers are after. As a result, obtaining information so as to make better purchase decisions has then been found to be positively related to passive eWOM engagement (Hennig-Thurau & Walsh, 2003; Burton & Khammash, 2010; Muntinga,

Moorman & Smit, 2011). Obtaining such information was found to be a significant driver of consuming behaviors, but had no relation to contributing or creating (Muntinga, Moorman & Smit, 2011). This leads us to the following hypotheses:

Hypothesis 5a: Obtaining information is positively related to passive engagement.

Hypothesis 5b: Obtaining information is not related to active engagement.

Learning how to use a product is another important motivator when looking at passive eWOM engagement. Past studies have referred to this variable as product-involvement motivations (Burton & Khammash, 2010; Schiffman & Kanuk, 1987). By engaging in eWOM reading, consumers can gain all kinds of information about product consumption and gain advice on how to solve problems they may be having with a product. Gaining such knowledge allows consumers to profit from other consumers' expertise and learn more about products or brands. This motivation has then been found to be related to consuming, but is not an important driver of contributing or creating (Muntinga, Moorman & Smit, 2011). Based on these findings, the following hypotheses are proposed:

Hypothesis 6a: Learning how to use a product is positively related to passive engagement.

Hypothesis 6b: Learning how to use a product is not related to active engagement.

As for the third passive motivation, social orientation through information encompasses several aspects worth considering. Social orientation through information involves dissonance reduction and the process of product evaluation to assess the

product's associated social prestige and as a result, determine the consumer's own social standing (Hennig-Thurau & Walsh, 2003). Dissonance reduction has to do with the desire to limit the cognitive dissonance that can occur when consumers make a purchasing decision and feel conflicted about the alternative products they could have purchased instead. By reading online reviews, they can resolve this cognitive dissonance through gaining confirmations about the right choice that they made or gaining comfort that others are having the same problems they are experiencing (Hennig-Thurau & Walsh, 2003; Burton & Khammash, 2010; Sweeney, Hausknecht & Soutar, 2000). This then confirms the passive, consuming nature that this motivation is correlated with (Muntinga, Moorman & Smit, 2011). Based on the findings of the positive relationship between this motivation and passive eWOM engagement, the following hypotheses are proposed:

Hypothesis 7a: Social orientation through information is positively related to passive engagement.

Hypothesis 7b: Social orientation through information is not related to active engagement.

Community membership, the last motivation to consider, has been suggested by Hennig-Thurau and Walsh (2003) as being related to a sense of belonging to a virtual community, following and learning about trends, and knowing what topics are most popular at the time. This motivation touches a bit upon entertainment as consumers engage in eWOM reading because they enjoy participating in other members' experiences and to appease boredom (Hennig-Thurau & Walsh, 2003; Burton & Khammash, 2010). Muntinga, Moorman and Smit (2011) found a significant relationship

between entertainment and all the three levels of engagement of consuming, contributing and creating. While some research has found that entertainment has a positive influence on engagement (Azar et al., 2016; Muntinga, Moorman & Smit, 2011), others have not found support for that claim (Pasternak, 2017). Entertainment does play a role in the community membership motivation highlighted by Hennig-Thurau and Walsh (2003), but the other aspects such as being part of a community or having knowledge on what is trending are important to consider as well. Consequently, liking being part of a community can be related to the integration and social interaction motivations highlighted by Muntinga, Moorman and Smit (2011). Since they found that social interaction was a driver of contributing and creating and entertainment was important for all three levels of engagement, the following hypotheses are proposed about the likely relationship between community membership and eWOM engagement:

Hypothesis 8a: Community membership is positively related to passive engagement.

Hypothesis 8b: Community membership is positively related to active engagement.

2.4.4 eWOM Engagement and Purchase Intention

Purchase intention is one of the more heavily studied outcomes of eWOM engagement. Several different studies on purchase intention have been conducted in a variety of contexts from online forums (Chih et al., 2013; Gruen, Osmonbekov & Czaplewski, 2006) to social networking sites (Alhidari, Iyer & Paswan, 2015) and an assortment of other contexts as well (Baker, Donthu & Kumar, 2016). In the context of social networking sites, Alhidari, Iyer and Paswan (2015) looked at the effect that variables such as believe in self-reliance, SNS involvement and SNS risk-taking have on

purchase intentions on SNSs. They found support for the mediating role of eWOM and the positive impact eWOM has on purchase intention on SNSs. All findings suggest that eWOM engagement has a positive effect on purchase intention (e.g. Gruen, Osmonbekov & Czaplewski, 2006; Alhidari, Iyer & Paswan, 2015; Vahdati & Mousavi Nejad, 2016). Since eWOM engagement has a positive impact on purchase intentions as a whole, then it stands to reason that any level of engagement will also have a positive impact on purchase intentions. Therefore, the following hypothesis is proposed:

Hypothesis 9: Passive and active engagement are positively related to purchase intention.

2.4.5 eWOM Engagement and Customer Loyalty

Loyalty is not a new concept to the marketing literature, but in the context of eWOM, little is known about how active eWOM engagement could contribute to enhancing a customer's loyalty. The relationship between WOM and loyalty has been found to be bi-directional, meaning that it can affect both the sender and receiver of word-of-mouth. WOM has been found to lead to increased loyalty (e.g. Garnefeld, Helm & Eggert, 2011), with this link being even stronger in the online context (Gauri, Bhatnagar & Rao, 2008). Gauri, Bhatnagar and Rao (2008) found that loyalty to an online store was impacted most significantly by positive WOM. Beyond that, Laroche et al. (2012) also found support for how brand use, community engagement, social networking and even impression management practices could result in brand loyalty. This provides evidence of the presence of a positive relationship between eWOM engagement and loyalty. When it comes to more active engagements in eWOM, Garnefeld, Helm and

Eggert (2011) found that participating in active eWOM increases a consumer's commitment and loyalty to a company. Such findings suggest that any level of engagement with eWOM will positively impact customer loyalty and so, the following hypothesis is proposed:

Hypothesis 10: Passive and active engagement are positively related to customer loyalty.

2.4.5 Conceptual Model

This study aims to look at the differences in active versus passive motivations and how they impact different levels of engagement in eWOM and in turn how these different levels of engagement affect purchase intention and customer loyalty. Based on the study of past literature and analysis of the aforementioned proposed relationships between active and passive motivations, eWOM engagement and the outcomes of eWOM engagement, the following conceptual model is advanced.

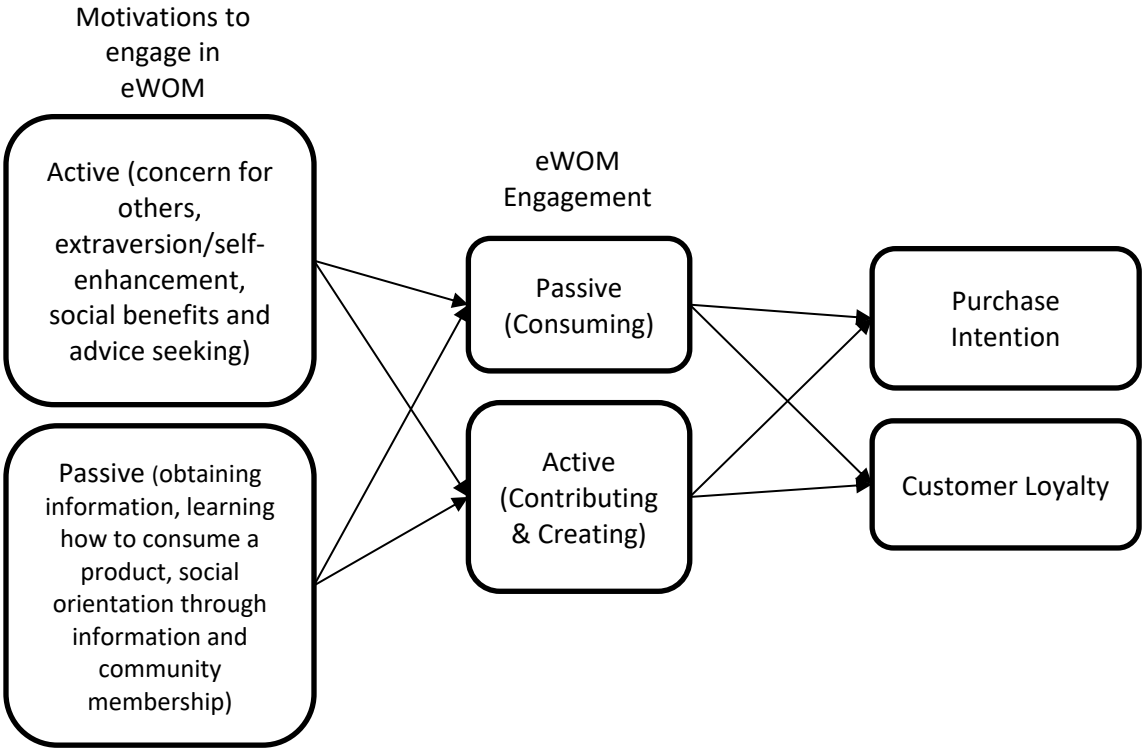

Figure 1. The proposed conceptual model of the study

CHAPTER 3: METHODOLOGY

3.1 Instrument and Procedure

A questionnaire was developed to measure the variables proposed in the conceptual model (see Appendix A for the survey). The survey was created on the online survey software, Qualtrics. Respondents received a link to the questionnaire and were asked to indicate their consent to participate in the study in line with the ethics requirements of Qatar University (see Appendix B for the IRB approval). The questionnaire was developed using well-established and validated measures. The English version of the questionnaire was then translated to Arabic as this study is carried out in Qatar where Arabic is the native language. The survey consists of four main parts. In the first section, respondents were asked how much time they spend daily on social media and on Instagram. They were asked if they engage in eWOM on Instagram and how often. They were instructed to name a brand that they follow on the platform and mention how long they had been following the brand and what brand category it falls under. In the following section, they were asked questions about their purchase intentions, loyalty and eWOM engagement behaviors towards the brand. In the third section, they were asked about the motivations that drive them to actively and passively engage in eWOM with any brands or products on Instagram. In the final section, they were presented with the demographic questions.

3.1.2 Pre-test

Before data collection was carried out, a pre-test was conducted to ensure the clarity of the survey. A small group of participants were asked to go through the survey in Arabic and English to make sure there were no issues in structuring or in the translation of the items. Beyond that, it was important to make sure that the active and passive motivations were clearly indicated as different motivations to avoid issues with discriminant validity. The participants were selected from the same target sample as the main study's participants. Based on this pre-test, a few suggestions were made to adjust the wording and organization of the questionnaire.

3.1.3 Measures

All measurements used in this thesis have been adopted from prior studies and adapted to fit the context of Instagram. Based on Hennig-Thurau et al. (2004) study of active motivations on online opinion platforms, four motivations with a total of 13 items were adapted and used. Concern for other consumers included four items (e.g. I want to warn others of bad products), extraversion/positive self-enhancement included four items (e.g. This way I can express my joy about a good buy), social benefits included three items (e.g. I believe a chat among like-minded people is a nice thing) and advice seeking included the two items "I expect to receive tips or support from other users" and "I hope to receive advice from others that helps me solve my problems." When it comes to passive motivations, four motivations with a total of 14 items adapted from Hennig-Thurau and Walsh (2003) were used. Obtaining buying-related information included four items (e.g. Because contributions by other customers help me to make the right buying

decisions), learning how to consume a product included the two items “Because I find the right answers when I have difficulties with a product” and “To find advice and solutions for my problems”, while social orientation through information included four items (e.g. Because I can see if I am the only one who thinks of a product in a certain way) and community membership included four items as well (e.g. Because I really like being part of such a community). All items were measured using a five-point Likert scale from strongly disagree to strongly agree.

As for eWOM engagement, the different levels of consuming, contributing and creating were adapted based on Muntinga, Moorman and Smit’s (2011) research on consumers’ participation in brand-related activities on social media. These three levels of engagement had four items each such as “Watch videos on this brand’s Instagram account” as an example of consuming, “Share this brand’s Instagram posts with friends or on my own Instagram account” as an example of contributing and “Create a brand-related account for this brand on Instagram” as an example of creating. Since participants were asked to name a brand they follow on Instagram, these variables were measured by instructing participants to mention how often they participated in these activities on the brand’s page. A five-point scale from never to always was used to measure these items.

The measure for purchase intention was adapted from Coyle and Thorson (2001) who used four items. Their item “I will recommend the product to my friends” is related to the concept of word-of-mouth and since eWOM is already being measured in this study by using Muntinga, Moorman and Smit’s (2011) constructs, this item was dropped. The other three items (e.g. It is very likely that I will buy products from this brand) were employed and measured using a five-point Likert scale from strongly disagree to strongly

agree. As for the other dependent variable, following the work of Pasternak (2017), three items (e.g. I am loyal to this brand) from Carpenter (2008) and two items (e.g. I always use this brand of products/services) from Cai, Zhao and He (2015) were used to measure customer loyalty. Once again, a five-point Likert scale from strongly disagree to strongly agree was employed. Finally, demographic data on respondents' age, gender, education and nationality were also collected. The complete list of measures and items adapted for this research are presented in the following table.

Table 2

Operationalization of constructs in this study

Construct	Definition	Items	Source
Concern for other consumers	The desire to help others with their buying decisions or even save them from experiencing something negative	I want to warn others of bad products I want to save others from having the same negative experiences as me I want to help others with my own positive experiences I want to give others the opportunity to buy the right product	Hennig-Thurau et al. (2004)
Extraversion/positive self-enhancement	The drive to obtain positive recognition from others and be viewed as knowledgeable	This way I can express my joy about a good buy I feel good when I can tell others about my buying successes I can tell others about a great experience My contributions show others that I am a clever customer	
Social benefits	The drive for social identification and integration and to feel a sense of belonging in online communities	I believe a chat among like-minded people is a nice thing It is fun to communicate this way with other people in the community I meet nice people this way	
Advice seeking	Posting a comment to request the help of other consumers or ask for information to solve a problem	I expect to receive tips or support from other users I hope to receive advice from others that helps me solve my problems	
Obtaining buying-related information	The desire to reduce the risk and time required for the decision-making process	Because contributions by other customers help me to make the right buying decisions To benefit from others' experiences before I buy a good or use a service Because here I get information on the quality of products faster than elsewhere Because one saves a great deal of time during shopping when informing oneself on such sites before shopping	Hennig-Thurau & Walsh (2003)
To learn to consume a product	The desire to learn about product consumption and gain advice on how to solve problems with a product	Because I find the right answers when I have difficulties with a product To find advice and solutions for my problems	
Social orientation through information	Has to do with dissonance reduction and the process of product evaluation to assess the product's associated social	Because I can see if I am the only one who thinks of a product in a certain way Because I like to compare my own evaluation with that of others	

	prestige and as a result, determine the consumer's own social standing	Because through reading one can get the confirmation that one made the right buying decision	
		Because I feel much better when I read that I am not the only one who has a certain problem	
Community membership	The desire to belong to a virtual community, follow and learn about trends, and know what topics are most popular at the time	Because I really like being part of such a community Because I enjoy in participating in the experiences of other community members Because I am interested in what is new Because I get to know which topics are "in"	
Consuming	The minimum level of engagement related to "participating without actively contributing or creating content"	Watch videos on this brand's Instagram account View pictures on this brand's Instagram account Read this brand's posts, user comments, or product reviews Follow this brand's Instagram account	
Contributing	The middle level of engagement and involves both user-to-user interactions as well as user-to-content	Engage in conversations on this brand's Instagram posts (e.g., by commenting, asking, and answering questions) Share this brand's Instagram posts with friends or on my own Instagram account Recommend this brand's Instagram posts to my Instagram contacts	Muntinga, Moorman & Smit (2011)
Creating	The "ultimate level of online-brand related activeness" involving actively publishing and producing content for others to consume and contribute to	Upload product-related video, audio, pictures, or images on Instagram Create a brand-related account for this brand on Instagram Upload brand-related video, audio, pictures or images on Instagram Write brand-related or product-related posts on Instagram Write product reviews on Instagram	
Purchase Intention	A customer's desire to purchase or try a product from a brand	It is very likely that I will buy products from this brand I will purchase products from this brand next time I need a product I will definitely try products from this brand	Coyle & Thorson (2001)
Customer Loyalty (Attitudinal and Behavioral aspects)	"A degree of dispositional commitment in terms of some unique value associated with the brand"	I am loyal to this brand I am committed to this brand I do not consider myself a loyal customer of this brand	Carpenter (2008)
	Behavioral or purchase loyalty concerns "repeated purchase of the brand"	I always use this brand of products/services I buy only this brand of products/services	Cai, Zhao & He (2015)

3.2 Sampling

A convenience sample of Qatar University students is used in this study. The target sample is Instagram users in Qatar. As such, screening questions were added to ensure that those participating in the survey use Instagram. The link was emailed to students as well as shared on social media where users were asked to forward the link to other QU students. Due to the popularity of social media among younger consumers, this target sample of university students is suitable for this study. 170 questionnaires were completed but only 134 were retained for further analyses due to invalid responses. Responses that were incomplete or which did not fit the target sample parameters were excluded. Considering the sample is university students, the majority of participants were between the ages of 16 and 25 and were undergraduate students. Around 83% of participants were female while around 16% were male. The fact that the majority of participants were female could also be due to the target sample. Qatar University generally has about 70% female students versus 30% male students ("Fact Book 2013-2014," 2015), so the sample is somewhat representative of this population. The rest of the sample demographics are displayed in the results section.

3.3 Data Analysis

The data analysis was split into several phases starting with data cleaning and exploratory factor analysis in SPSS and moving on to assessing the measurement model and testing the hypotheses using SEM in AMOS. First, incomplete or invalid responses were excluded. Other responses that failed to name a specific brand were also excluded. Then data screening was performed to make sure there were no missing values and no

outliers or issues with data input. Due to the way the survey is set up on Qualtrics, participants were not allowed to skip questions or leave anything unanswered. There was also one reversed item which was recoded to avoid any issues with reliability. An assessment of normality assumptions such as examining the skewness and kurtosis measures were also carried out. Normality has to do with finding out if the data is normally distributed in a symmetrical, bell-shaped curve (e.g. Gravetter & Wallnau, 2004) where skewness refers to the symmetry of the distribution while kurtosis has to do with the distribution's peakedness. Before carrying out exploratory factor analysis, several tests to check the appropriateness of the data were done such as Bartlett's test of sphericity, Kaiser-Meyer-Olkin Measure of Sampling Adequacy and looking at the correlation coefficients. Then factor analysis was done and resulting factors were inputted into AMOS wherein a Confirmatory Factor Analysis and Structural Equation Modeling (SEM) were carried out to assess the measurement model and test the hypotheses.

Structural Equation Modeling is a process of testing various types of models to check the relationships between variables and test the theoretical model. SEM is a flexible tool that allows for the testing of a system of regression equations and controls for measurement errors. It is the appropriate technique for this type of a study as it factors in all the direct and indirect interactions between all the studied variables. SEM was done through a validated two-step method that starts off with testing the measurement model and then testing the structural model (Anderson & Gerbing, 1988). The measurement model is used to investigate the relationship between latent and observed variables and can show if there is a strong interrelation between indicators or not. As such, first the model fit was assessed through looking at model fit indices. Model fit displays whether

the measurement model is considered acceptable or valid and how well the data actually fits the model (Khine, 2013). Specifically, several indices are suggested by researchers as important to consider in the evaluation of the goodness of fit of a model such as the Chi-Square (CMIN), RMSEA (Root Mean Square Error of Approximation), CFI (Comparative Fit Index) and TLI (Kline, 2015; Hu & Bentler, 1999). To account for model complexity, usually the relative Chi-square is used, which is measured by adjusting the Chi-square and taking into account the degrees of freedom. A value below 2 is the ideal while values from 2-5 suggest an acceptable model fit (Kline, 2015). When it comes to RMSEA, this is an index that is often reported and represents the degree to which a model fits the population (Brown, 2015). The RMSEA should not exceed 0.08 with scores below 0.05 being considered ideal. Another frequently reported index that is not really affected by the sample size is the CFI which compares the null model with the proposed one (Bentler, 1992). Many researchers agree that a score above 0.9 is acceptable but what is ideal is a score above 0.95 (Hu & Bentler, 1999; Westland, 2015). The last model fit index considered in this study is the Tucker-Lewis Index which is best at a score of 0.9 and above (Hair et al., 1998).

Once all these model fit indices were looked at, tests of reliability and validity were done. In this study, the reliability of each construct was assessed in SPSS. In line with past research, other measurements such as composite reliability and average variance extracted (AVE) were examined to assess both reliability and validity of the model (e.g. Hair et al., 1998). The last step after ensuring there were no reliability or validity concerns is testing the structural model. As Blunch (2012) notes, structural models discuss the causal relationships among the latent variables. This also allows testing of the

hypothesized relationships between the constructs in the study. All of the important information as highlighted by this approach to the data analysis is reported in the next section along with the results.

CHAPTER 4: RESULTS

4.1 Descriptives and Normality Assessments

As mentioned in the previous section, since the sample is university students, the majority of participants were between the ages of 16 and 25 and were undergraduate students. Around 83% of participants were female while around 16% were male. Table 3 below shows all the demographic information and characteristics of the sample.

Table 3

Sample characteristics (n = 134)

Measure	Frequency	Percentage
Gender		
Male	22	16.4%
Female	112	83.6%
Age		
16-20	49	36.6%
21-25	66	49.3%
26-30	11	8.2%
31-35	7	5.2%
36-40	1	0.7%
Education		
Undergraduate	122	91%
Master's	12	9%
PhD	0	0%
Ethnicity		
Qatari	77	57.5%
Other Arab	39	29.1%
African	5	3.7%
Indian/Pakistani	9	6.7%
American/Canadian/European	3	2.2%
Other	1	0.7%
Daily Social Media Use		
5 or more hours	60	44.8%
2-4 hours	44	32.8%
1-2 hours	25	18.7%
Less than 1 hour	5	3.7%
Daily Instagram Use		
5 or more hours	9	6.7%

2-4 hours	32	23.9%
1-2 hours	46	34.3%
Less than 1 hour	47	35.1%
Frequency of Engagement with Brands		
Always	14	10.4%
Frequently	19	14.2%
Sometimes	53	39.6%
Rarely	32	23.9%
Never	16	11.9%
Brand Category		
Automotive	4	3%
Beauty and personal care	26	19.4%
Consumer electronics	3	2.2%
Fashion	64	47.8%
Food and beverage	8	6%
Hospitality and tourism	1	0.7%
Media and entertainment	3	2.2%
Sports	13	9.7%
Telecommunications	2	1.5%
Other	10	7.5%
Time Following Brand		
Less than 6 months	28	20.9%
6 months - 1 year	28	20.9%
1 - 2 years	49	36.6%
2 - 5 years	26	19.4%
Over 5 years	3	2.2%

As illustrated in Table 3, most participants tend to spend from less than one hour to one hour to 2 hours on Instagram daily while the majority of participants spend over 5 hours on general social media use every day. With regards to the frequency of engagement with brands on Instagram, most people engage some of the time. Almost 50% of participants follow fashion-related brands on Instagram with about 20% following beauty and personal care brands. Of the brands named, 14 participants mentioned Dior, 9 mentioned Nike, 6 mentioned Huda Beauty, 5 mentioned Gucci, 4 mentioned Adidas while others mentioned brands such as Apple, Google, D&G, Chili's, Swarovski, Cartier, Too Faced, Toyota, Chanel, Van Cleef & Arpels and many others.

Based on the normality assessments, most items fell within the acceptable range of -1 to 1 or were only slightly skewed. The items of Creating all displayed high levels of skewness and kurtosis. Beyond that, age, gender and ethnicity also displayed similarly high levels with education level having a high level of kurtosis. These results can be explained by the fact that the target sample was university students who all fall within the same age ranges and education levels. Considering the university is Qatar University, the country's national university, most respondents were Qatari nationals, thus explaining the above average kurtosis score for nationality. For all the means, standard deviations, skewness and kurtosis scores of all the items, refer to Appendix C. Based on these findings, no data treatment is required. While the data is not entirely normally distributed, it does not need to be to do SEM. As such, no data transformations were required at this stage and so the EFA was run.

4.2 Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was conducted on the constructs to regroup the items and bring together interrelated variables. Initially, it is important to consider the suitability of the data for conducting EFA. Sample size is a good indication of the suitability of the data. While researchers argue that a sample of 300 is ideal for exploratory factor analysis, smaller sample sizes of around 150 can work if there are several high loadings of above 0.8 (Tabachnick & Fidell, 2013). Another way to ensure of the suitability of the sample size is through the statistical significance ($p < 0.05$) of the Bartlett's Test of Sphericity and an above 0.6 score on the Kaiser-Meyer-Olkin Measure of Sampling Adequacy. The Bartlett's Test of Sphericity for the sample was found to be

significant (p = 0.000) and the Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.780. Another important factor to assess the suitability of the data is measuring the correlation coefficients. Pallant (2011) suggests that there should be some correlations above 0.3 to ensure the appropriateness of the data. Following this, it was found that some of the correlation coefficients satisfied this requirement and so EFA was carried out.

While all the measures used in this study were adopted from previous studies, it was still important to conduct an EFA to make sure that these measures loaded similarly in this context with this sample as they did in past studies. The EFA was conducted through the employment of different extraction techniques and rotations to see how the items loaded on different factors. Maximum Likelihood with Promax rotation was the method chosen as it provided the clearest analysis of the factors. Also, as Tabachnick and Fidell (2013) note, oblique approaches such as Promax allow for the factors to be correlated unlike with orthogonal approaches wherein researchers incorrectly assume that the constructs studied are independent and not correlated with each other. Beyond that, cross-loadings below 0.3 were suppressed. Once that was all carried out, the communalities were looked at wherein most were found to be above 0.3 except for the fifth item of loyalty, which was subsequently dropped. Through running the EFA several times and dropping problematic items that had low loadings or cross-loaded similarly on more than one factor, finally a total of 10 factors were found. These 10 factors explained 67.60% of the variance. The following table shows the results of the EFA.

Table 4

EFA Pattern Matrix[a]

Items	1	2	3	4	5	6	7	8	9	10
It is very likely that I will buy products from this brand	.830									
I will purchase products from this brand next time I need a product	.750									
I will definitely try products from this brand	.707									
I am loyal to this brand		.913								
I am committed to this brand		.777								
I do not consider myself a loyal customer of this brand		.694								
I always use this brand of products/services		.464								
Watch videos on this brand's Instagram account			.742							
View pictures on this brand's Instagram account			.888							
Read this brand's posts, user comments, or product reviews			.670							
Follow this brand's Instagram account		.305	.682							
Engage in conversations on this brand's Instagram posts (e.g., by commenting, asking, and answering questions)			.314	.485						
Share this brand's Instagram posts with friends or on my own Instagram account										
Upload product-related video, audio, pictures, or images on Instagram				.794						
Create a brand-related account for this brand on Instagram				.865						
Upload brand-related video, audio, pictures or images on Instagram				.850						
Write brand-related or product-related posts on Instagram				.928						
Write product reviews on Instagram				.661						
I want to warn others of bad products					.819					
I want to save others from having the same negative experiences as me					1.019					
This way I can express my joy about a good buy						.608				
I feel good when I can tell others about my buying successes						1.002				
I can tell others about a great experience						.696				
My contributions show others that I am a clever customer						.466				
I expect to receive tips or support from other users							.764			
I hope to receive advice from others that helps me solve my problems							.902			
Because contributions by other customers help me to make the right buying decisions								.514		
To benefit from others' experiences before I buy a good or use a service								.879		
Because here I get information on the quality of products faster than elsewhere								.737		
Because one saves a great deal of time during shopping when informing oneself on such sites before shopping								.682		
Because I like to compare my own evaluation with that of others								.322	.509	
Because I feel much better when I read that I am not the only one who has a certain problem									.555	
Because I really like being part of such a community										.772
Because I enjoy in participating in the experiences of other community members										.942

Extraction Method: Maximum Likelihood.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

As for the items that were dropped through the EFA, the third contributing item was dropped due to a low loading score. The last two items of concern for other consumers were also dropped as they loaded with self-enhancement. The items of self-enhancement and social benefits loaded as one factor and so the social benefits items were dropped. Learning to consume a product loaded with obtaining buying-related information and as a result, those two items were subsequently dropped. So as to force social orientation through information to load as its own factor, the first and third items of social orientation through information were dropped. Overall, most of the items loaded highly on their respective factors with only a few loading below the 0.6 mark. They were retained as their scores could show some improvement in the CFA. Two items had an above 1 loading though which could be viewed as problematic as they could be Heywood cases. While the second concern for other consumers item and the second extraversion/positive self-enhancement item are only slightly above 1, these results could be because of the fact that the maximum-likelihood method and oblique rotations are more susceptible to such Heywood cases. While there are several high loadings above 0.8, which means a small sample could still be adequate (Tabachnick & Fidell, 2013), these albeit minuscule above 1 loadings could indicate that the sample is possibly a little too small.

4.3 Confirmatory Factor Analysis

Following the EFA and normality tests, a CFA was conducted in AMOS. First, it is important to examine the important model fit indices to assess the model fit of the CFA (e.g. Hair et al., 1998; Kline, 2015). As previously noted, the model fit indices that will be examined in this study are the relative Chi-square, the Tucker-Lewis Index (TLI), the

Comparative Fit Index (CFI) and the Root Mean Square Error of Approximation (RMSEA). Due to initially low model fit indices, the modification indices were assessed and items with low standardized loadings were removed (Hair et al., 1998). As such, obtaining buying-related information 1, extraversion/self-enhancement 4, consuming 4 and loyalty 4 were dropped. As a result of all these changes, the model fit indices were found to be acceptable except for the TLI which was slightly below 0.9. At 0.883 though, it is close enough to the acceptable standard that it could be deemed satisfactory. The model fit indices are shown in the following table.

Table 5

CFA model fit

Model Fit Indices	Values
CMIN/DF	1.580
TLI	0.883
CFI	0.906
RMSEA	0.066

Since the measurement model has a relatively acceptable model fit, standardized regression weights were investigated next. These factor loadings must all be above the value of 0.5 for them to be considered acceptable. No issues or problematic items were found as most had scores above and beyond 0.5. The following table displays all the standardized factor loadings.

Table 6

Standardized factor loadings

		Estimate
Purchase Intention →	It is very likely that I will buy products from this brand	.813
Purchase Intention →	I will purchase products from this brand next time I need a product	.798
Purchase Intention →	I will definitely try products from this brand	.765

Loyalty →	I am loyal to this brand	.949
Loyalty →	I am committed to this brand	.772
Loyalty →	I do not consider myself a loyal customer of this brand	.649
Passive eWOM →	Watch videos on this brand's Instagram account	.795
Passive eWOM →	View pictures on this brand's Instagram account	.776
Passive eWOM →	Read this brand's posts, user comments, or product reviews	.701
Active eWOM →	Engage in conversations on this brand's Instagram posts (e.g., by commenting, asking, and answering questions)	.631
Active eWOM →	Share this brand's Instagram posts with friends or on my own Instagram account	.502
Active eWOM →	Upload product-related video, audio, pictures, or images on Instagram	.805
Active eWOM →	Create a brand-related account for this brand on Instagram	.651
Active eWOM →	Upload brand-related video, audio, pictures or images on Instagram	.793
Active eWOM →	Write brand-related or product-related posts on Instagram	.838
Active eWOM →	Write product reviews on Instagram	.762
Concern for Others →	I want to warn others of bad products	.951
Concern for Others →	I want to save others from having the same negative experiences as me	.886
Extraversion/Self-enhancement →	This way I can express my joy about a good buy	.814
Extraversion/Self-enhancement →	I feel good when I can tell others about my buying successes	.787
Extraversion/Self-enhancement →	I can tell others about a great experience	.775
Advice seeking →	I expect to receive tips or support from other users	.932
Advice seeking →	I hope to receive advice from others that helps me solve my problems	.757
Obtaining information →	To benefit from others' experiences before I buy a good or use a service	.802
Obtaining information →	Because here I get information on the quality of products faster than elsewhere	.794
Obtaining information →	Because one saves a great deal of time during shopping when informing oneself on such sites before shopping	.724
Social orientation →	Because I like to compare my own evaluation with that of others	.744
Social orientation →	Because I feel much better when I read that I am not the only one who has a certain problem	.805
Community membership →	Because I really like being part of such a community	.845
Community membership →	Because I enjoy in participating in the experiences of other community members	.943

Before proceeding to testing the structural model, it is important to ensure the reliability and validity of the constructs being studied. Testing the reliability of a scale means ensuring the used scales are free from random error. As Pallant (2011) states, testing reliability has to do with the internal consistency or the degree in which the items all

measure the same attribute. Cronbach's coefficient alpha is the most common measure of reliability relied on, with most researchers agreeing that any value above 0.7 is best. Other ways to measure internal consistency of a scale include looking at the inter-item correlations, the item-total correlation as well as composite reliability and Average Variance Extracted (AVE).

While having reliability is important, it does not ensure the presence of validity. Validity of a scale indicates the extent to which what is supposed to be measured is what is actually being measured (Pallant, 2011). An important measure of validity is construct validity which includes both convergent and discriminant validity. To establish construct validity, both convergent and discriminant validity must be satisfied. Convergent validity measures the extent to which measures are similar to other related constructs and is assessed by looking at AVE scores and composite reliability (Fornell & Larcker, 1981). Discriminant validity on the other hand indicates the existence of a discernable difference between one construct and the other constructs employed in the research. This type of validity is assessed by looking at the AVE and comparing it to the MSV of each construct (Fornell & Larcker, 1981).

Since establishing reliability and validity are important before testing the structural model, first reliability analysis was run on the constructs in this study. In Table 7, the Cronbach's alpha is shown for each construct as well as the corrected item-total correlation and the Cronbach's alpha if the item was deleted. Almost all Cronbach's alphas are above 0.8. Customer Loyalty was 0.787 and so the item Customer Loyalty 5 was removed to lead to an improvement in reliability. Other than the Cronbach's alpha,

the corrected item-total correlations were looked at to ensure that they are less than the Cronbach's alpha but not below 0.3. All items displayed satisfactory values.

Table 7

Reliability of constructs

Items	α	Corrected item-total correlation	α if Item Deleted
Purchase Intention 1	0.834	0.722	0.742
Purchase Intention 2		0.687	0.777
Purchase Intention 3		0.675	0.789
Customer Loyalty 1	0.839	0.798	0.738
Customer Loyalty 2		0.693	0.786
Customer Loyalty 3		0.610	0.825
Customer Loyalty 4		0.595	0.827
Consuming 1	0.807	0.632	0.754
Consuming 2		0.706	0.719
Consuming 3		0.626	0.757
Consuming 4		0.535	0.798
Contributing 1	0.882	0.617	0.870
Contributing 2		0.548	0.879
Contributing 3		0.539	0.880
Contributing 4		0.723	0.859
Creating 1		0.635	0.869
Creating 2		0.700	0.861
Creating 3		0.774	0.858
Creating 4		0.719	0.859
Concern for Other Consumers 1	0.871	0.728	0.836
Concern for Other Consumers 2		0.793	0.807
Concern for Other Consumers 3		0.736	0.832
Concern for Other Consumers 4		0.658	0.862
Extraversion/Self-Enhancement 1	0.842	0.711	0.786
Extraversion/Self-Enhancement 2		0.747	0.768
Extraversion/Self-Enhancement 3		0.658	0.809
Extraversion/Self-Enhancement 4		0.599	0.835
Social Benefits 1	0.816	0.667	0.748
Social Benefits 2		0.787	0.640

Social Benefits 3		0.575	0.855
Advice Seeking 1	0.827	0.705	-
Advice Seeking 2		0.705	-
Obtaining Information 1		0.541	0.817
Obtaining Information 2	0.818	0.713	0.736
Obtaining Information 3		0.666	0.758
Obtaining Information 4		0.646	0.769
Learning to Consume a Product 1	0.851	0.743	-
Learning to Consume a Product 2		0.743	-
Social Orientation Through Information 1		0.715	0.835
Social Orientation Through Information 2	0.869	0.745	0.822
Social Orientation Through Information 3		0.706	0.838
Social Orientation Through Information 4		0.718	0.833
Community Membership 1		0.703	0.732
Community Membership 2	0.813	0.643	0.760
Community Membership 3		0.609	0.775
Community Membership 4		0.578	0.791

With reliability established, the validity of the measurement model must be estimated. By looking at the factor loadings and calculating the Average Variance Extracted (AVE) and the composite reliability (CR), convergent validity can be assessed. Other measures such as the maximum likelihood estimates are included too to ensure the presence of convergent validity. All AVE scores are above 0.5 indicating that convergent validity has been established (Fornell & Larcker, 1981). Composite reliability must be above 0.7, which as can be seen from Table 7, is true for these constructs. As for discriminant validity, it is assessed by comparing the AVE with the MSV. Due to conducting the EFA, no issues with discriminant validity occurred during the assessment of the AVE and MSV. All AVE scores were found to be above MSV for each construct in question. As such, discriminant validity has been supported and structural equation modeling can be carried out. The convergent and discriminant validity results are displayed in Table 8 below.

Table 8

Convergent and discriminant validity results

	AVE	CR	MSV	1	2	3	4	5	6	7	8	9	10
1. Concern for Others	**0.845**	**0.916**	0.247	**0.919**									
2. Extraversion/Self-Enhancement	**0.628**	**0.835**	0.249	0.497	**0.792**								
3. Advice Seeking	**0.721**	**0.836**	0.252	0.253	0.279	**0.849**							
4. Obtaining Info	**0.599**	**0.817**	0.526	0.218	0.175	0.397	**0.774**						
5. Social Orientation Through Information	**0.601**	**0.750**	0.549	0.207	0.499	0.502	0.725	**0.775**					
6. Community Membership	**0.802**	**0.890**	0.549	0.319	0.464	0.373	0.508	0.741	**0.895**				
7. Passive eWOM	**0.575**	**0.802**	0.187	0.011	0.150	0.126	0.075	0.019	0.055	**0.758**			
8. Active eWOM	**0.519**	**0.881**	0.187	0.111	0.165	0.201	-0.049	-0.030	0.137	0.433	**0.720**		
9. Purchase Intention	**0.628**	**0.835**	0.350	-0.075	0.171	0.237	0.135	0.166	0.245	0.097	0.218	**0.792**	
10. Loyalty	**0.639**	**0.838**	0.350	-0.011	0.298	0.210	0.137	0.153	0.157	0.085	0.208	0.592	**0.800**

Note: AVE is Average Variance Extracted, CR is Composite Reliability, and MSV is Maximum Shared Variance.

4.4 Hypothesis Testing

The final step after carrying out an EFA, CFA and testing the measurement model is measuring the structural model. By creating a structural model out of the measurement model, the hypotheses presented in this study can also be tested. Based on what has been found during the literature review and conceptual development, the following table displays the hypotheses to be tested in this study.

Table 9

Summary of the hypotheses

H1a	Concern for others is positively related to active engagement.
H1b	Concern for others is not related to passive engagement.
H2a	Extraversion/self-enhancement is positively related to active engagement.
H2b	Extraversion/self-enhancement is not related to passive engagement.
H3a	Social benefits is positively related to active engagement.
H3b	Social benefits is not related to passive engagement.
H4a	Advice seeking is positively related to active engagement.
H4b	Advice seeking is not related to passive engagement.
H5a	Obtaining information is positively related to passive engagement.
H5b	Obtaining information is not related to active engagement.
H6a	Learning how to use a product is positively related to passive engagement.
H6b	Learning how to use a product is not related to active engagement.
H7a	Social orientation through information is positively related to passive engagement.
H7b	Social orientation through information is not related to active engagement.
H8a	Community membership is positively related to passive engagement.
H8b	Community membership is positively related to active engagement.
H9	Passive and active engagement are positively related to purchase intention.
H10	Passive and active engagement are positively related to customer loyalty.

Due to the results of the EFA, some constructs did not load as their own factors and so they were dropped. As such, H3a, H3b, H6a and H6b were not tested. The rest of the hypotheses were tested through SEM and model modification. Starting from the CFA, the structural model was built. The measurement model was transformed into a structural one through drawing casual paths from exogenous variables to endogenous variables and accounting for the error terms of all endogenous variables (Anderson & Gerbing, 1988). The independent variables were all correlated as well. Using Maximum Likelihood estimation, the model was tested in AMOS once all the possible relationships were included in the structural model.

Much in the way the CFA model was estimated, the model fit of the structural model was also examined by looking at important model fit indices. The Chi-square was found to be significant ($p = 0.000$) and all of the model fit indices are within acceptable or ideal levels of model fit except for the TLI which is relatively low and the RMSEA which is higher than 0.08. Table 10 below displays all the model fit indices for the structural model.

Table 10

Structural model's model fit

Model Fit Indices	Values
CMIN/DF	5.049
TLI	0.743
CFI	0.932
RMSEA	0.174

Overall, the structural model has an acceptable model fit, and so conclusions about the hypotheses can be made. It's also important to consider the R^2 of the dependent variables to assess how much of the variation in these variables is explained by the

independent variables. The R^2 of passive eWOM is 0.170 while the R^2 for active eWOM is 0.267. As such, 17% of the variance of passive eWOM is explained by the motivational variables whereas 26.7% of the variance in active eWOM engagement is explained by the motivational variables. As for the dependent variables, the R^2 of purchase intention and loyalty are 0.045 and 0.051 respectively. So, 4.5% of the variance in purchase intention is explained by eWOM engagement whereas 5.1% of the variance in loyalty is explained by the eWOM engagement variables. These R square scores are very low and suggest that other variables not explored in this study could account for a higher percentage of the variance in the variables.

The structural model testing shows several significance levels ($p < 0.05$) providing some support for the hypotheses. The active motivations of concern for others, extraversion/self-enhancement and advice seeking all had a positive impact on active eWOM engagement and on passive eWOM engagement even though they were not hypothesized to be related to passive eWOM engagement. As for passive motivations, obtaining information and social orientation through information were found to be positively related to passive eWOM engagement. Once again, although not hypothesized, the passive motivations were found to have a significant relationship with active eWOM engagement as well. While community membership was hypothesized to have a significant relationship with both levels of engagement, there was only support for its relationship with active eWOM engagement. With regards to the outcomes, active eWOM engagement was found to have a significant positive impact on purchase intention and loyalty while passive eWOM engagement did not. The following table provides the results of the hypothesis testing.

Table 11

Hypothesis testing of structural model

	Hypotheses	S.E.	C.R.	P	Result
H1a	Concern for others → Active eWOM	0.061	-2.300	0.021	**Supported**
H1b	Concern for others ↛ Passive eWOM	0.084	-3.360	***	*Rejected
H2a	Extraversion/self-enhancement → Active eWOM	0.101	4.009	***	**Supported**
H2b	Extraversion/self-enhancement ↛ Passive eWOM	0.140	4.471	***	*Rejected
H4a	Advice seeking → Active eWOM	0.063	4.711	***	**Supported**
H4b	Advice seeking ↛ Passive eWOM	0.088	2.676	0.007	*Rejected
H5a	Obtaining info → Passive eWOM	0.205	3.806	***	**Supported**
H5b	Obtaining info ↛ Active eWOM	0.148	2.149	0.032	*Rejected
H7a	Social orientation through information → Passive eWOM	0.290	-4.246	***	**Supported**
H7b	Social orientation through information ↛ Active eWOM	0.209	-5.022	***	*Rejected
H8a	Community membership → Passive eWOM	0.161	1.906	0.057	Rejected
H8b	Community membership → Active eWOM	0.116	4.139	***	**Supported**
H9	Passive eWOM → Purchase Intention	0.093	0.174	0.862	**Partially**
	Active eWOM → Purchase Intention	0.121	2.010	0.044	**supported**
H10	Passive eWOM → Loyalty	0.128	0.274	0.784	**Partially**
	Active eWOM → Loyalty	0.167	2.089	0.037	**supported**

*Indicates the presence of a significant positive relationship between variables that were hypothesized as having no relationship.

While active motivations were expected to not have a relationship with passive engagement, these surprising finding could have interesting implications of the role that active motivations play in encouraging consumers to consume more content. The same applies in the case of the passive motivations and active eWOM enagement. As can be seen in the above table, social orientation through information had the largest impact on passive eWOM engagement and then on active eWOM engagement, followed by obtaining information's impact on passive eWOM. Concerning the outcomes, active

eWOM engagement has a larger impact on customer loyalty than it had on purchase intention. The following figure displays the relationships between the variables.

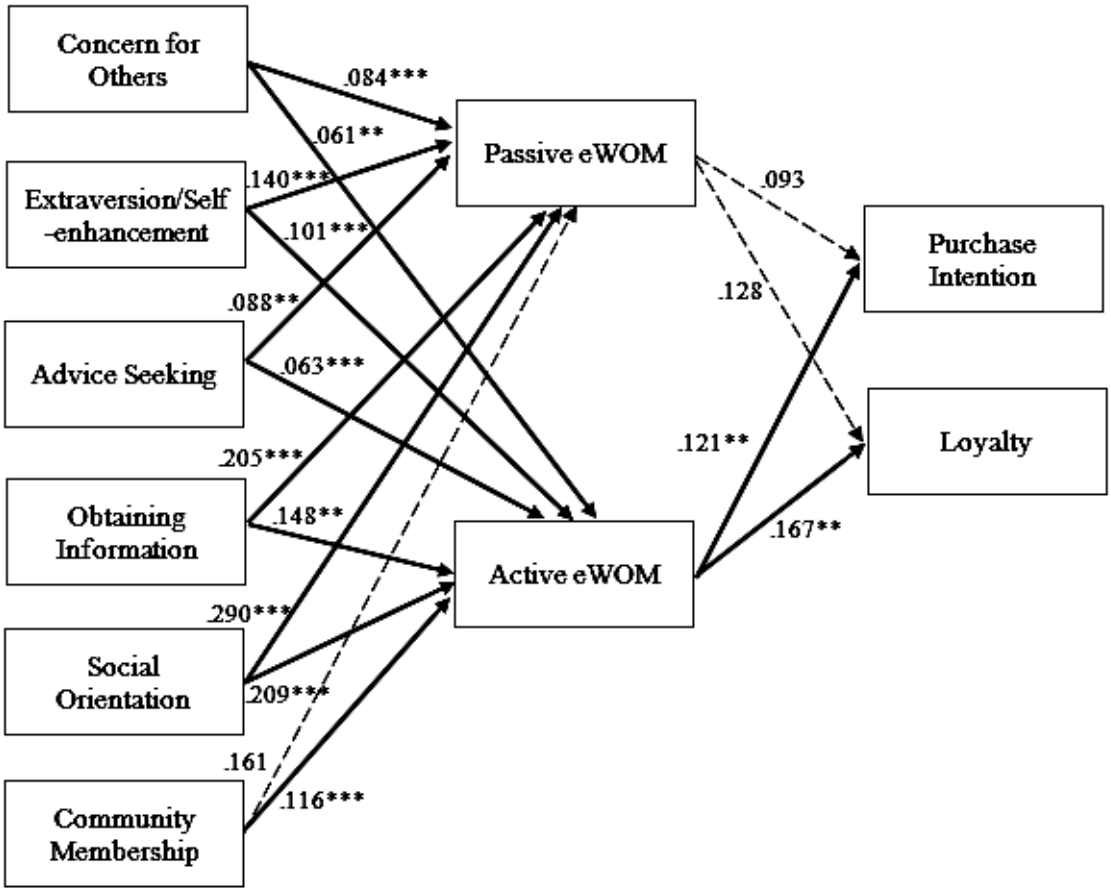

Figure 2. Estimated causal relationships of the structural model

CHAPTER 5: DISCUSSION AND CONCLUSIONS

5.1 Overview of the Study

The purpose of this study is to investigate how passive and active motivations impact different levels of eWOM engagement and in turn how these different levels of engagement affect consumer behavior. The study was carried out in the context of Instagram users in Qatar. Through carrying out EFA, CFA and SEM, the constructs and proposed conceptual model were tested. As a result of the EFA, some constructs were dropped and so their corresponding hypotheses were dropped from the analysis (H3a, H3b, H6a and H6b). Overall, the most of the hypotheses were found to be supported or partially supported. Unexpectedly though, almost all motivational variables were found to be related to both passive and active eWOM engagement. Although it was hypothesized that community membership would be the one variable that is related to both passive and active eWOM engagement, it was only found to impact active eWOM engagement. As for how different levels of eWOM engagement impact purchase intention and loyalty, only active eWOM engagement was found to have a significant relationship with the outcomes.

5.1.1 Motivations and eWOM Engagement

The literature review revealed that several different motivations impact eWOM engagement. The active motivation of concern for other consumers was found to impact both active and passive eWOM engagement. This slightly contradicts past research that has looked at how the motivation to help others or one's concern for others is a primary driver of active eWOM (e.g. Hennig-Thurau et al., 2004; Fine, Gironda & Petrescu,

2017; Muntinga, Moorman & Smit, 2011). This result could have occurred for a number of reasons. It is possible that motivations on Instagram can play a role in impacting both active and passive eWOM engagement. Both Hennig-Thurau et al. (2004) and Fine, Gironda and Petrescu (2017) carried out their studies on online opinion platforms and both found evidence for the importance of this motivation on active eWOM engagement, but they did not consider its role in passive eWOM engagement. Other studies carried out in this context discovered that the strongest predictor of engagement were altruism-related motives, even outranking social bonding as a motivation to engage in eWOM (Munzel & Kunz, 2014). This was not the finding in this study. Social orientation through information, obtaining information, community membership and extraversion/self-enhancement were found to be stronger predictors of engagement in eWOM. Online opinion platforms appear to support altruism-related motives due to these platform's functionalities and purpose. As such, the research context can decide which motivations are deemed more important than others.

In line with past research, extraversion/self-enhancement was found to positively impact eWOM engagement (e.g. Hennig-Thurau et al., 2004; Yen & Tang, 2015). Findings in this study show that this motivation had one of the strongest impacts on passive and active eWOM engagement. These findings provide further support of self-enhancement as being a significant and strong indicator of eWOM engagement, like past research has found (e.g. Hennig-Thurau et al., 2004; Pasternak, Veloutsou & Morgan-Thomas, 2017; Muntinga, Moorman & Smit, 2011; Wolny & Mueller, 2013; Azar et al., 2016). Also in support of past research, advice seeking was found to have a significant relationship with active eWOM engagement. Advice seeking has been found to be one of

the more important drivers of eWOM engagement (e.g. Hennig-Thurau et al., 2004; Ho & Dempsey, 2010; Muntinga, Moorman & Smit, 2011). As such, there is evidence of this direct relationship on both online opinion platforms (Hennig-Thurau et al., 2004) and in the context of social media (Muntinga, Moorman & Smit, 2011). Advice seeking is related to helping which has been found to be related to active eWOM engagement. As with the other motivational variables, advice seeking was not expected to be related to passive eWOM engagement, but it was found to be in this study. This could shine a light on the fact that through studying different levels of engagement, even active motivational variables could have an impact on the process of consuming eWOM online.

With regards to passive motivations, obtaining buying-related information is the first motivation studied and is important as it accounts for both pre- and post-purchase evaluation of a product or service (Hennig-Thurau & Walsh, 2003; Bronner & de Hoog, 2010). Interestingly enough though, obtaining information was found to have a significant impact on active eWOM engagement despite past research not considering how such a passive motivation could result in active engagement behaviors. The same relationship was found between social orientation through information and passive and active eWOM engagement. The work of Yen and Tang (2015) found that one of the drivers of eWOM engagement was dissonance reduction. As previously established, two of the original social orientation through information items were about dissonance reduction. One of these items regarding engaging in eWOM to obtain information and confirmation that they made the right buying decision was retained and included as part of the construct in this study. Accordingly, the significance between social orientation through information and active eWOM could in part be due to dissonance reduction,

therefore supporting the findings of Yen and Tang (2015) on the relationship between dissonance reduction and eWOM engagement. This unexpected finding with obtaining information and social orientation through information both being related to active eWOM engagement advances the literature as it further sheds light on the fact that a passive motivation could still result in encouraging consumers to engage in eWOM actively. In learning about products and gaining information, it seems consumers are more exposed to other people's evaluations and posts, which in turn encourages them to engage in a more active manner. Future research should investigate the different circumstances in which this applies as for example, consumers might be more inclined to actively engage in eWOM if they see posts that are lacking important information, are presenting inaccurate information, or are extremely helpful that the consumer feels obligated to contribute through expressing gratitude or even sharing the post with their contacts.

Finally, as for the last motivation studied, community membership was found to combine elements of the need to belong alongside desires to follow trends and be entertained (Hennig-Thurau & Walsh, 2003). As such it was hypothesized that based on past research (e.g. Muntinga, Moorman & Smit, 2011; Burton & Khammash, 2010; Azar et al., 2016; Yen & Tang, 2015), the construct of community membership would have a positive impact on both passive and active eWOM engagement. In this study though, community membership was only found to have a significant impact on active eWOM and not passive. Considering the items that remained and made up the construct of community membership in this study ("Because I really like being part of such a community" and "Because I enjoy in participating in the experiences of other community

members") are related to social integration and to some degree to entertainment, its impact on active eWOM engagement provides more evidence for what was found in past research (Muntinga, Moorman & Smit, 2011). It appears that in the context of Instagram, the process of watching and consuming content is not motivated by the idea of community membership though. It seems that the Instagram environment does not really support the concept of community as much as other sites on the Internet do. It is possible that since this study relied on self-reports, the process of consuming eWOM was not estimated properly. Since watching videos, viewing pictures and reading posts, reviews and comments are all passive behaviors that could be carried out and forgotten about, it is likely that participants understated or even overstated the extent to which they partake in these types of behaviors and why. Consequently, it is difficult to accurately and appropriately study such passive habits without observing consumers while they use SNSs.

5.1.2 eWOM Engagement and Outcomes

While not much is known on the impact that different levels of engagement have on outcome variables, it was hypothesized that both active and passive engagement would prove significant in impacting consumer behavior. This study has only found support for active eWOM engagement positively impacting purchase intention and loyalty while passive eWOM engagement was insignificant. With regards to purchase intention, findings from this study provide further evidence that supports past research (e.g. Alhidari, Iyer & Paswan, 2015; Gruen, Osmonbekov & Czaplewski, 2006). In Alhidari, Iyer and Paswan's (2015) study on SNSs, they measured eWOM as the extent to which

consumers share their experiences, provide their opinions and make posts about products or brands on social media. This operationalization falls in line with the concept of active eWOM engagement rather than passive and so findings from this present study provide more support for the relationship between active eWOM and purchase intention. Although there has been support of the impact passive eWOM can have on purchase intention (e.g. Mikalef, Pappas & Giannakos, 2017), this was not found in this study. Once again, this could be due to the way passive eWOM engagement was measured in this study and the fact that participants were responding to the engagement questions based on the brand they mentioned. When choosing a brand, it is possible that participants mentioned brands that they more actively engage with as they are more likely to remember these types of brands over brands that they passively engage with. A different take on their active and passive engagement with brands in general could have provided support for the relationship between passive eWOM engagement and purchase intention. Beyond that, while this study has not considered the differences in positive and negative eWOM, findings by Baker, Donthu and Kumar (2016) reveal that it was in fact negative WOM that had the most absolute effect on purchase intention. This suggests that in the case of more passive engagement, purchase intention is not significantly affected unless the content the consumer is exposed to is negative. Nonetheless, valence could play a significant role in causing different relationships between eWOM and consumer behavior.

As for the other outcome variable, this study found support for the positive relationship between active eWOM engagement and loyalty but not passive eWOM engagement. While past research has found that loyalty can positively affect engagement

in eWOM, findings from this research fall in line with existing eWOM literature that studies the reversed relationship between eWOM and loyalty (e.g. Laroche et al., 2012; Roy, Lassar & Butaney, 2014). Furthermore, in the case of active eWOM engagement and its positive impact on loyalty, these findings support other past literature done in the field (e.g. Gauri, Bhatnagar & Rao, 2008; Garnefeld, Helm & Eggert, 2011). While it was not clear how passive eWOM engagement would affect loyalty, it was hypothesized that it would play a role. This was not found to be true. Most past research measured eWOM in a passive way when considering the outcomes of eWOM engagement, but interestingly enough, this study has not made any valuable findings on the role of such passive types of engagement on the outcomes of eWOM. Falling in line with the discussion above on lack of findings between passive eWOM and purchase intention, it is possible that the brands participants mentioned were not the ones they more passively engage with. This could explain why passive eWOM engagement was not found to have a significant relationship with loyalty. It is also possible that the context of SNSs, or specifically Instagram, requires more specific measures and attempts to estimate eWOM. Despite that, this present study has provided a great contribution to the literature through studying and finding support for the effect that active eWOM engagement has on consumer behavior. Thus far, the relationship between active eWOM engagement and its effect on communicators' consumer behavior has been limitedly studied (King, Racherla & Bush, 2014; Garnefeld, Helm & Eggert, 2011). This thesis has then succeeded in starting to fill this gap in the literature. There is still a lot left to explore regarding the relationships between motivations, types of engagement and the outcomes of eWOM though.

5.2 Managerial Implications

This thesis has several implications for managers. This research identifies key motivations that drive eWOM communication on Instagram. All the studied motivational variables were found to have some level of impact on eWOM engagement, therefore indicating the importance of factoring in these types of motivations as predictors of engagement in eWOM. As a result, brands on Instagram can work to create a community to encourage the communication and interaction of consumers amongst each other so as to promote eWOM engagement and create an environment that supports the altruistic needs of consumers. If a brand is capable of creating an environment where their consumers can interact freely, then consumers will likely engage more often with the brand and therefore become more loyal and exhibit more purchase behaviors. This research shows how active eWOM engagement results in impacting purchase intention and loyalty, which has important benefits to managers. Through the interactions with one another, seeking advice, helping each other, obtaining information and community membership, consumers engage in active eWOM which increases their loyalty to the brand and whether they will purchase products from the brand. By understanding how these constructs relate to each other, managers can make changes to their social media presence to encourage consumers to exhibit the kinds of motivations that lead to engagement.

Managers can come up with online marketing campaigns that better engage consumers, instill a sense of community membership among the consumers, and facilitate social and self-enhancement needs. While most brands focus on sharing information about their products to attract the attention of consumers online, they could invest in

coming up with contests, challenges or giveaways that ask consumers to follow the brand, like their content, tag others, make their own posts and carry out other engagement behaviors to be entered into the contest or giveaway. They can incorporate elements that encourage consumers to partake in the kinds of motivations that influence their eWOM behavior. Part of the point of the contest or challenge could be to get consumers to put a specific hashtag on their post so that other consumers can easily find them and interact with them. Managers could also get feedback from their consumers on what types of campaigns would interest them and in what ways they can drive these types motivations.

There are a variety of other significant implications for managers and ways in which they can use the findings of this study to perfect their social media marketing tactics on Instagram. For example, managers could work to get user testimonials from their more engaged consumers and post these testimonials to their Instagram account so as to mainly drive consumers motivations of helping others, advice seeking or obtaining information. User testimonials can provide a very specific take on an experience a consumer had with a brand which will allow other consumers to gain a lot of information and see how others are using and enjoying the products. As such consumers could become interested in commenting on and sharing their own experiences so that they can feel a sense of belonging or to even portray themselves in a positive light and gain recognition. In an attempt to also drive self-enhancement or social orientation motivations, managers can encourage and support consumers who create content for the brand by sharing that content with all their followers so that other consumers can be exposed to and interact with people like them. Lokai, a brand of bracelets with a positive message, posts beautiful pictures on Instagram from all over the world that are primarily created by their

fans. In doing so, they promote their brand as well as the creative content made by their consumers. They make sure to credit the picture to the fan that created it, making them easily accessible to other consumers. As a result, they have been able to build a solid following and a community that helps support engagement and interaction among likeminded consumers. These examples show that there are many techniques managers can employ to benefit from the knowledge obtained from this study. Better understanding these types of motivations and their impact on behavioral outcomes through different levels of engagement gives managers some insights on the mechanisms underlying these effects and thus helps them better manipulate them to achieve the desired response.

5.3 Limitations and Future Research Directions

As with any research, there are limitations of this study. Due to the employment of self-reported measures and a convenience sample of university students, the generalizability of the findings is limited. For future studies though, it would be interesting to consider other methods of measuring eWOM engagement either through observation and monitoring and to test a more representative sample of the population. Future studies should also attempt to conduct qualitative research to investigate what other motivations could have a more significant impact on both passive and active eWOM engagement on SNSs and to investigate the types of motivations that might be more important on Instagram specifically. Beyond that, it could be interesting to consider how passive eWOM engagement could have an indirect effect on the outcomes through active eWOM engagement. Since passive eWOM engagement was not found to impact either of the outcome variables, it could be interesting to consider how passively

engaging through consuming content could drive more active engagement and that will in turn impact purchase intention and loyalty. Due to the way the survey was set up, eWOM engagement was evaluated based on the brand that participants named. It is possible that the brand the participant mentioned is a brand that they actively engage with. Trying to study eWOM behaviors without relating these behaviors to a specific brand could provide more valuable insight for managers and be more generalizable. Also, since it was found that only active eWOM engagement was related to purchase intention and loyalty, it could be interesting for future studies to consider the link between these intentions and actual purchase behavior and its impact on consumer loyalty.

Naming brands with different product and service categories means that it is possible that some of the significant motivations could be found to be more prevalent in the context of some product categories and not in others. In this study, much of the participants named fashion or beauty related brands and so future research could further explore how eWOM engagement can be enhanced and encouraged in this context. While Wolny & Mueller (2013) studied fashion consumers and their motivations to engage in eWOM, including the different levels of engagement and how it impacts consumer behavior could provide valuable insights. Considering fashion and beauty brands were most popular among the sample, it is increasingly important to further investigate the differences in eWOM engagement among fashion consumers on Instagram. Since Instagram is one of the most popular platforms, future studies can build upon the limited Instagram studies in the field and work to enhance the understanding of the mechanisms and behavioral processes of Instagram users that can be generalized to other contexts.

While the sample size of the present study appeared to be somewhat adequate, it was

quite small. Such a sample size could then provide a limitation for this thesis as findings could differ with a larger sample. Many attempts were made to encourage more students to participate, but since lots of other surveys were being conducted at the same time, it proved incredibly difficult to gather more data. Future research should attempt to test the proposed conceptual model with a larger sample and on other social networking sites. It would be interesting to explore the differences in drivers and outcomes of eWOM engagement from platform to platform as well. It could prove both fruitful and insightful to test two or more platforms at the same time so as to explore the differences in consumer engagement behaviors on different social networking sites. In this way, different typologies of the kinds of marketing plans companies would need to carry out on each specific social networking platform could be of great value to managers. Having distinct marketing plans that account for the needs of consumers on each platform could help them market themselves online more successfully and differentiate themselves in a time where so many other brands are battling for the short attention spans of consumers. Finally, since valence could play a role in impacting the effect of eWOM on consumer behavior, it would be interesting for future research to also account for this alongside measuring the different levels of engagement.

5.4 Conclusion

The purpose of this study was to investigate how passive and active motivations can influence different levels of eWOM engagement and in turn how these different levels of engagement lead to purchase intention and loyalty behaviors. As evidenced by prior research, eWOM can be an important driver of consumer behavior and contributes to

shaping consumers' attitudes towards different brands and products. Since eWOM is a powerful marketing tool that consumers tend to more readily trust than the brand itself or conventional advertising, it is important to continue to explore eWOM engagement on SNSs and on Instagram specifically. Findings of this study support the positive relationship between almost all the motivations with active and passive eWOM engagement. Community membership was not found to be related to passive eWOM engagement though. Beyond that, active eWOM engagement has been found to positively impact purchase intention and loyalty, but the effect of the passive aspects of eWOM are yet to be understood. While this research provides implications for managers, future research could build on the notion of considering different levels of engagement when measuring eWOM. Factoring in other motivations and methods of measurement of the variables could provide better insight and contribute to filling gaps in the eWOM literature.

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APPENDICES

Appendix A: English Survey

Dear participant,

My name is Amal Alzaeem and I am a Master's of Science in Marketing student at Qatar University. I am conducting my Master's thesis on Instagram use and how this relates to engagement in electronic word-of-mouth. I would greatly appreciate your assistance in completing the questionnaire in an honest manner.

Your participation is voluntary and if at any point during the survey, you are uncomfortable for any reason, you are welcome to withdraw. The data I collect from the questionnaires will solely be used to complete my Master's thesis. Your answers will remain confidential and anonymous, and all data collected will be secured and password protected. Filling out the entire survey should take you about 10-15 minutes.

By completing this questionnaire, you are consenting to the use of your answers in my thesis. Thank you for your cooperation.

Feel free to contact me or my supervisor if you have any questions:
Amal Alzaeem
Email: aa1005498@qu.edu.qa

My supervisor:
Dr. Rana Sobh
Phone: + 974 4403 5033
Email: r.sobh@qu.edu.qa

*Are you a Qatar University Student?
- Yes
- No

*Do you use Instagram?
- Yes
- No

**If they answer No to either of the screening questions, they are taken to the end of the survey.*

1. How much time on average do you spend using social media daily?
- 5 or more hours
- 2-4 hours
- 1-2 hours
- Less than 1 hour

2. How much time on average do you spend on Instagram daily?
- 5 or more hours
- 2-4 hours
- 1-2 hours

- Less than 1 hour

3. Have you ever liked, recommended, shared or commented on a product or on a brand's account on Instagram?

- Yes
- No

4. How often do you do this?

- Always
- Frequently
- Sometimes
- Rarely
- Never

5. Please name one brand that you follow on Instagram:

_____

6. How long have you been following this brand on Instagram?

- Less than 6 months
- 6 months – 1 year
- 1-2 years
- 2-5 years
- Over 5 years

7. Please choose a category that this brand represents:

- Automotive
- Beauty and personal care
- Consumer electronics
- Fashion
- Food and beverage
- Hospitality and tourism
- Media and entertainment
- Social
- Sports
- Telecommunications
- Other (Please specify)

_____

8. Please indicate to which extent you disagree or agree with the following statements regarding purchasing products from the brand you mentioned:

	Strongly disagree				Strongly agree
It is very likely that I will buy products from this brand	1	2	3	4	5
I will purchase products from this brand next time I need a product	1	2	3	4	5
I will definitely try products from this brand	1	2	3	4	5

9. Please indicate to which extent you disagree or agree with the following statements regarding your loyalty to the brand you mentioned:

	Strongly disagree				Strongly agree
I am loyal to this brand	1	2	3	4	5
I am committed to this brand	1	2	3	4	5
I do not consider myself a loyal customer of this brand	1	2	3	4	5
I always use this brand of products/services	1	2	3	4	5
I buy only this brand of products/services	1	2	3	4	5

10. How often do you participate in these activities on the Instagram account of the brand you mentioned?

	Never				Always
Watch videos on this brand's Instagram account	1	2	3	4	5
View pictures on this brand's Instagram account	1	2	3	4	5
Read this brand's posts, user comments, or product reviews	1	2	3	4	5
Follow this brand's Instagram account	1	2	3	4	5
Engage in conversations on this brand's Instagram posts (e.g., by commenting, asking, and answering questions)	1	2	3	4	5
Share this brand's Instagram posts with friends or on my own Instagram account	1	2	3	4	5
Recommend this brand's Instagram posts to my Instagram contacts	1	2	3	4	5
Upload product-related video, audio, pictures, or images on Instagram	1	2	3	4	5
Create a brand-related account for this brand on Instagram	1	2	3	4	5
Upload brand-related video, audio, pictures or images on Instagram	1	2	3	4	5
Write brand-related or product-related posts on Instagram	1	2	3	4	5
Write product reviews on Instagram	1	2	3	4	5

11. In general, how closely do the following statements reflect your reasons for using Instagram to like, recommend, share, comment or post about products?

	Strongly disagree				Strongly agree
I want to warn others of bad products	1	2	3	4	5
I want to save others from having the same negative experiences as me	1	2	3	4	5
I want to help others with my own positive experiences	1	2	3	4	5
I want to give others the opportunity to buy the right product	1	2	3	4	5
This way I can express my joy about a good buy	1	2	3	4	5
I feel good when I can tell others about my buying successes	1	2	3	4	5
I can tell others about a great experience	1	2	3	4	5
My contributions show others that I am a clever customer	1	2	3	4	5

I believe a chat among like-minded people is a nice thing	1	2	3	4	5
It is fun to communicate this way with other people in the community	1	2	3	4	5
I meet nice people this way	1	2	3	4	5
I expect to receive tips or support from other users	1	2	3	4	5
I hope to receive advice from others that helps me solve my problems	1	2	3	4	5

12. In general, I read posts about products on Instagram…

	Strongly disagree				Strongly agree
Because contributions by other customers help me to make the right buying decisions	1	2	3	4	5
To benefit from others' experiences before I buy a good or use a service	1	2	3	4	5
Because here I get information on the quality of products faster than elsewhere	1	2	3	4	5
Because one saves a great deal of time during shopping when informing oneself on such sites before shopping	1	2	3	4	5
Because I find the right answers when I have difficulties with a product	1	2	3	4	5
To find advice and solutions for my problems	1	2	3	4	5
Because I can see if I am the only one who thinks of a product in a certain way	1	2	3	4	5
Because I like to compare my own evaluation with that of others	1	2	3	4	5
Because through reading one can get the confirmation that one made the right buying decision	1	2	3	4	5
Because I feel much better when I read that I am not the only one who has a certain problem	1	2	3	4	5
Because I really like being part of such a community	1	2	3	4	5
Because I enjoy in participating in the experiences of other community members	1	2	3	4	5
Because I am interested in what is new	1	2	3	4	5
Because I get to know which topics are "in"	1	2	3	4	5

Finally, please answer the following questions:

13. How old are you?

- 16-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46 and older

14. Gender:

- Male
- Female

15. What is your education level?

- Primary school
- High school
- Undergraduate
- Master's degree
- PhD

16. What is your ethnicity?

- Qatari
- Other Arab
- African
- Far East Asian
- Indian/Pakistani
- American/Canadian/European
- Other

Appendix B: IRB Approval

جامعة قطر
QATAR UNIVERSITY

Qatar University Institutional Review Board
QU-IRB

October 25, 2017

Ms. Amal Alzaeem
Graduate Student Project
College of Business and Economics
Qatar University
Tel.: 33201275
Email: aa1005498@qu.edu.qa

Dear Ms. Amal Alzaeem,

Sub.: **Change-1 Approval on QU-IRB 754-E/17 dated April 4, 2017 / CBE Graduate Student Project Changes: Title change, Edited Survey, Consent**
Ref.: **Project New Title, "Motivations to Engage in Different Levels of eWOM and their Outcome: An Application to Instagram Users in Qatar"**
Old Title: Personality's Effects on Motives to Engage in eWOM: An Application to Instagram Users in Qatar"

Please note that the changes (Title plus survey with updated documents) reported to QU-IRB 754-E/17, on the originally submitted documents are approved by the committee.

We reiterate that changes/modifications or additions to the original submitted protocol should be notified to QU-IRB to seek approval prior to continuation.

Your Research Ethics Approval No. remains: **QU-IRB 754-E/17**
Kindly refer to this number in all your future correspondence pertaining to this project.

Thanking you for your cooperation and best wishes,

K. Hlali

Dr. Khalid Al-Ali
Chairperson, QU-IRB

جامعة قطر
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Institutional Review Board
(IRB)
Office Of Academic Research

Appendix C: Normality Assessment

Items	Mean	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
PurchaseIntention1	4.09	1.051	-1.286	.209	1.230	.416
PurchaseIntention2	3.78	1.050	-.938	.209	.655	.416
PurchaseIntention3	4.13	1.017	-.970	.209	.143	.416
Loyalty1	3.27	1.196	-.375	.209	-.614	.416
Loyalty2	2.90	1.175	.022	.209	-.759	.416
Loyalty3	2.93	1.290	.077	.209	-1.110	.416
Loyalty4	3.04	1.185	-.018	.209	-.988	.416
Loyalty5	2.10	1.238	.924	.209	-.225	.416
Consuming1	2.87	1.194	.236	.209	-.855	.416
Consuming2	3.35	1.119	-.044	.209	-1.095	.416
Consuming3	2.82	1.194	.299	.209	-.791	.416
Consuming4	3.78	1.092	-.577	.209	-.557	.416
Contributing1	1.79	1.070	1.326	.209	1.016	.416
Contributing2	2.27	1.196	.669	.209	-.520	.416
Contributing3	2.16	1.182	.773	.209	-.371	.416
Contributing4	1.81	1.093	1.201	.209	.430	.416
Creating1	1.40	.868	2.194	.209	3.989	.416
Creating2	1.66	1.063	1.603	.209	1.717	.416
Creating3	1.47	.864	2.043	.209	4.052	.416
Creating4	1.75	1.074	1.374	.209	1.074	.416
Concern1	3.22	1.248	-.364	.209	-.794	.416
Concern2	3.34	1.227	-.436	.209	-.731	.416
Concern3	3.72	1.086	-.789	.209	.035	.416
Concern4	3.75	1.031	-.851	.209	.487	.416
Selfenhance1	3.64	1.093	-.686	.209	-.070	.416
Selfenhance2	3.67	1.162	-.673	.209	-.210	.416
Selfenhance3	3.78	1.092	-.823	.209	.236	.416
Selfenhance4	3.10	1.178	-.318	.209	-.575	.416
Social1	3.77	1.117	-.911	.209	.400	.416
Social2	3.66	1.027	-.749	.209	.450	.416
Social3	3.25	1.237	-.400	.209	-.750	.416
Advice1	3.54	1.088	-.667	.209	.157	.416
Advice2	3.79	1.070	-.882	.209	.463	.416
Info1	3.90	.975	-1.021	.209	1.170	.416

Info2	4.00	.934	-1.068	.209	1.233	.416
Info3	3.93	.975	-1.100	.209	1.353	.416
Info4	3.96	.879	-.803	.209	.820	.416
Learn1	3.77	.925	-.736	.209	.812	.416
Learn2	3.66	.981	-.689	.209	.406	.416
SocialOrientation1	3.66	.996	-.534	.209	-.003	.416
SocialOrientation2	3.58	1.106	-.668	.209	-.260	.416
SocialOrientation3	3.70	1.048	-.926	.209	.663	.416
SocialOrientation4	3.72	1.001	-.728	.209	.368	.416
Community1	3.42	.983	-.153	.209	-.470	.416
Community2	3.38	1.089	-.345	.209	-.279	.416
Community3	4.02	.969	-.951	.209	.700	.416
Community4	3.78	1.072	-.673	.209	-.075	.416
Age	1.84	.839	1.156	.209	1.609	.416
Gender	1.84	.372	-1.834	.209	1.383	.416
Education	2.99	.442	-.074	.209	2.277	.416
Ethnicity	1.79	1.315	2.124	.209	3.952	.416