An Investigation on the Influence of Blogs on Consumer Engagement Behaviour

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ABSTRACT

        With the dramatic changes in brand communication, companies urge to take Social Media seriously as a significant channel to connect with their customers. This study adds to the literature that emphasizes the significance of online customer engagement concept and analyses the effects of content, brand and customer related factors on customer engagement and eventually online purchasing behaviours within the context of blog pages. The study aids brands in their communication strategies with the knowledge that content related factors such as intrinsic enjoyment and format are most influential, where consumers' online brand interactivity and sense of community are also important.
        Key Words: *Customer Engagement, Social Media, Online Purchasing Behaviour, Blogs, Brand Communication*
        JEL Classification: *M31*

Blogların Müşteri Adanmışlık Davranışı Üzerine Etkisine Yönelik Bir Çalışma

ÖZ

        Marka iletişiminde yaşanan çarpıcı değişim ile şirketler, müşterileriyle bağlantı kurmak için sosyal medyayı dikkate almak ve yeni bir araç olarak kullanmak zorunda kalmışlardır. Bu çalışma, müşteri adanmışlığı kavramının önemini vurgulayan ve içerik, marka ve müşteri ile ilgili faktörlerin müşteri adanmışlığı ve nihayetinde blog sayfaları bağlamında çevrimiçi satın alma davranışları üzerindeki etkilerini inceleyen literatüre katkıda bulunmaktadır. Çalışmanın sonuçları markalara iletişim stratejilerinde içsel zevk ve biçim gibi içerikle ilgili faktörlerin etkili olduğu ve tüketicilerin çevrimiçi marka etkileşiminin ve topluluk hissinin de önemli olduğu bilgisiyle yardımcı olmaktadır.
        Anahtar Kelimeler: *Müşteri Adanmışlığı, Sosyal Medya, Çevrimiçi Satın Alma Davranışları, Bloglar, Marka İletişimi*
        JEL Sınıflandırması: *M31*

INTRODUCTION

        With the emergence of internet and various online communication tools, Social Media (SM) has taken a tremendous role in value cocreation and customer engagement in recent years. Especially, social network channels like Facebook, Twitter, LinkedIn, Google, YouTube and Instagram have changed the communication styles of customers/consumers and the companies dramatically

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through a more dominant role that customers take as a market player. On the other hand, these new channels provide a wide range of opportunities to companies/brands for development through new adaptative strategies. According to Kaplan and Haeinlein (2010), brands in SM can establish direct and instant touchpoints with their customers with a relatively low cost and with higher efficiency compared to other traditional communication tools. Thus, it has changed the nature of buyer-seller relationships by content-generative and value-creative interactions among customers/consumers and companies which also led to a great interest for customer/consumer engagement (CE). From this point of view, CE has become a relevant and growing body of research topic within marketing. However, there is still deficiency in explaining what CE means in specific Social Media settings. Besides, the exact structure or characteristics of engagement and its role in marketing has not been fully agreed on (Bowden, 2009; Van Doorn et al., 2010).

This study will be examining the precursors and outcomes of behavioural CE in a specific SM setting, namely in a blog by focusing on both customer and company factors as antecedents and consequences of SM engagement. Though there have been many studies investigating CE in brand communities, in Facebook or in Instagram, studies that concentrate on the role of blogs in brand communications and consumer-brand relationships and on how to generate more CE in this media are scarce (Hughes, Swaminathan, & Brooks, 2019). The theoretical framework of this study is firstly based on the theoretical foundations of CE suggested by Van Doorn (2010), in which they had set forth an understanding on a set of behavioural constructs are generated by a consistent and systematic conceptualization of their antecedents and consequences. Secondly, it applies Barger, Peltier and Schultz (2016)'s theory regarding consumer engagement on SM. In this regard, the study will shed light on which brand-related, content-related and customer-related factors play a more significant role in creating a stronger behavioural engagement and thus buying intentions within consumers. Customer-related factors are probably the most difficult items to change for the brands whereas content factors are more manageable in that sense (e.g. format and emotional sentiment in messages). Thus, it is critical for managers to understand how different communication and content strategies influence CE on SM. With this aim, the proposed relationships are tested within two blogs and a thorough literature review on CE, online customer participation, online brand factors, customer factors and content factors are deployed. Then, research findings are given following the research model and hypotheses. Finally, the closure is made with a discussion and conclusion of the findings.

I. THEORETICAL MODEL AND HYPOTHESES
A. Customer Engagement

The engagement concept has been studied under various research topics such as school engagement (Finn, 1993; Fredricks et al., 2004; London et al., 2007), public engagement (Gregory & Lock, 2008) and organizational engagement (Kahn, 1990; Saks, 2006; Salanova et al., 2004; Schaufeli et al., 2002) to explain the set of motivational drivers of an individual or a community to involve, co-operate,

participate, connect and/or attach in/with a focal object by comprising in behavioural, cognitive and/or emotional activity. Following those conceptualizations, the engagement concept has also become a great area of interest for both marketing managers and academicians. Within the marketing literature, it is conceptualized by various researchers under multiple concepts such as "customer engagement" (Bowden, 2009; Brodie et al., 2011, Hollebeek, 2011; Patterson, Yu, & Ruyter, 2006; Van Doorn et al., 2010), "consumer engagement" (Brodie et al., 2011; Hollebeek, 2011; Vivek, Beatty, & Morgan, 2010), "brand community engagement" (Algesheimer, Dholakia, & Hermann, 2005) and "brand engagement" (Hollebeek, 2001; Sprott, Czellar, & Spangenberg, 2009).This diversity of "engagement" terminology emphasizes the behavioural, cognitive and/or emotional dimensionality of CE by indicating diverse aspects of certain engagement forms. A few authors have used the expressions "consumer engagement", "customer engagement'' and/or ''brand engagement" interchangeably (Shawney et al., 1995). This study also adopts the same approach and does not distinguish between "consumer" and "customer" engagement.

Most of the studies who seek to define or conceptualize CE emphasize two aspects. Mollen and Wilson (2010), Vivek et al. (2010), Hollebeek (2011) and Patterson et al. (2006) defined CE in terms of a psychological state, Bowden (2009) in contrast, defined CE as a psychological process that triggers customer loyalty. Although CE has been conceptualized throughout a various extent, "emotional attachment" (Downey, 2009), "active interactions" (Kumar et al., 2010), "emotional and rational bonds" (McEwen, 2004), "participation intensity" (Wagner & Majchrzak, 2007), "commitment" (Alloza, 2008), "involvement" (Wagner & Majchrzak, 2007) and "loyalty" (Kerr, 2009) are the most significant areas that are explored within the engagement headline.

In addition, Brodie et al. (2013, p. 107) provided an underlying conceptualization for CE and propounded the following definition: "customer engagement (CE) is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g. a brand) in focal service relationships." If we further expand this definition; CE is revealed in diversified engagement levels as a vibrant and repetitive process by depending on a set of context-dependent circumstances which co-creates value in relationships. It also plays a fundamental role in other pertinent notions such as involvement and loyalty that are accepted as precursors and/or outcomes in repetitive CE processes. Therefore, the multidimensionality of the concept emerges from the cognitive, emotional and behavioural expressions derived from the context-dependent conditions and/or stakeholders (Brodie et al., 2013). Nevertheless, although engagement is recognized with its multiple dimensions more significantly, over 40 percent of the definitions described engagement with a single dimension and paid attention to on the behavioural, cognitive or emotional aspects of engagement separately. The behavioural dimension is conspicuously set forth within the unidimensional perspective (Brodie et al., 2011). Similarly, the behavioural aspect was the focal point of Van Doorn et al.'s (2010) conceptual work on CE. Van

Doorn et al. (2011) have provided a comprehensive understanding of the behavioural aspects of CE unlike the generic conceptualization provided by Brodie et al. (2011).

As a result, much of the current marketing literature on customer engagement pays exclusive attention to the behavioural dimension of the concept as it provides an insight to the concept by means of providing a more comprehensive and prevalent direction (Bowden, 2009; Brodie et al., 2013; Hollebeek, 2011; Pham & Avnet, 2009; Van Doorn et al., 2010). Furthermore, customer behaviours in complicated, interactive and/or co-creative environment are considered as the explicit manifestation of customer engagement which explains the broad attention towards the customer behaviour researches which strongly focus on purchase behaviours (Bolton, 1998; Bolton et al., 2001; Lemon & Verhoef, 2004; Reinartz & Kumar, 2000; Verhoef, 2003).

In a SM environment; in a similar manner, customer engagement can be measured through inherent metrics of the co-creative and interactive behaviours of the customers (Barger & Labrecque, 2013) namely reactions to posts, comments on posts, sharing of posts and sharing user-generated content (Barger et al., 2016). The pivotal point of CE is the interactive and co-creative experiences between brands and customers (Brodie et al., 2011), which fits well with SM as a medium, which is characterized by having two-way and peer-to-peer communication properties (De Vries & Carlson, 2014). By using this new digital technology, companies can empower their relationships both with permanent and new customers and establish communities that interactively associate to determine the problems and develop solutions for them. Moreover, this interactive relationship can change the traditional set of roles for sellers and customers. Essentially, user generated contents and becoming passionate brand advocates are usually the added values which customers generate within this interactive relationship. These behavioural interactions also influence purchasing intentions especially in community conversations (Sachi, 2009).

The usage of SM by marketers have been steadily increasing within recent years but only relatively few companies have experienced an increase in CE (Barger et al., 2016). This might be due to a focus on achieving short-term goals on SM (e.g. selling products), while building relations through CE has not been a priority. This requires a deeper perspicacity of the dynamics of CE in a SM perspective, but the academic literature has not kept pace with the increased value and significance of SM in practice (De Vries & Carlson 2014). Barger et al. (2016) seeked to answer this call by establishing a framework explaining the antecedents and consequences of CE on SM through a review of existing studies concerning motivators and drivers of different engagement behaviours. This framework is grounded in the previously introduced conceptualization of CEB proposed by Van Doorn et al. (2011) and revolves around the attitudes and behaviours on SM that are accepted as the expressions of CE. In a SM context these co-creative and interactive behaviours can be measured through spontaneous metrics of the medium (Barger & Labrecque, 2013) namely reactions to posts, comments on posts, sharing

the posts and sharing user-generated content (Barger et al., 2016). In their review of the literature, Barger et al. (2016) provided a set of antecedents that drives CE on SM.

Therefore, as this study is focusing on CE in SM, the behavioural dimension is adapted in the research model to explore and define the antecedents and the outcomes of CE in SM. Based on the previous studies and extant literature, online brand factors, customer factors and content factors are identified as three salient elements that comprise independent variables of the model. First, the degree of CE is influenced by customers' attitude towards a brand. Sharing online content is not affected by the content only but also by the customers' attitudes towards a brand distributing the content (Huang et al., 2013). Secondly, a set of product related factors can affect CE on SM, which encompasses customer's experience with a product or service. For example, Chen et al. (2011) found that very high or very low perceptions of quality are more likely to lead to a product review than an average experience. Thirdly, customer-based factors are found to affect the level of CE on SM. Customers have been found to engage with SM for different reasons including entertainment, the need for information, social relations and impression management (Barger et al., 2016). The fourth antecedent of CE is content factors, which includes the message appeal and emotional sentiment. Swani et al. (2013) suggested that the emotional posts create more engagement than the posts with a product selling goal. However, the content type can also provide an easy access with a great potential for causing harm to a brand (Kähr et al., 2016) whereas the vividness of the content can be seen as a link to increase engagement on SM (De Vries et al., 2012). Next, each of these factors and their proposed influence on CE will be examined separately.

B. Online Brand Factors
I. Vividness

In SM, the vividness of a blog or social network page and the richness in the use of multimedia technologies are of great importance as the first touchpoint with the customer. Vividness with a consistence of two subdimensions namely breadth and depth, was defined by Steuer (1992) as a mediator which a brand content's richness stimulates various senses. Briefly, breadth is defined as the quantity of different sensorial channels that a medium can utilize, and depth is the ability of a medium in replicating the human sensory system (Steuer, 1992). Therefore, online brand content supported by multimedia tools has the potential to interact with users more as it has a direct impact on human sensory system (Coyle & Thorson, 2001). In previous studies, vividness was found to be the most contributing factor in terms of boosting customers' attitudes towards a web site (Coyle & Thorson, 2001; Fortin & Dholakia, 2005) and effects the click-through rates directly (Lohtia et al., 2003) that can be accepted as an online engagement behaviour. Previous studies have reported that brands in SM can provide more vivid information with the content that includes richer media tools such as videos or photos (Van Der Heide, D'Angelo, & Schumaker, 2012, Wang, Tcherney, & Solloway, 2012). It is also known that using photos, video, audio, and animative

tools in the content increases the vividness and boosts the richness of the experience of users. Additionally, vividness, as the potential determinant of social presence, influences the perception of social presence that is directly related to trust in an online environment (Cyr et al., 2007; Gefen & Straub, 2003; Hassanein et al., 2009; Hess et al., 2008). Vividness in that sense can be seen as one of the most prominent characteristics of SM as it differentiates the perception of customers by providing more realism than traditional media and creating higher levels of online engagement (De Vries et al., 2012).

II. Brand Trust

Delgado-Ballester et al. (2001) identified two significant components of brand trust. First component is the brand's ability to respond to its customers by providing a consistent quality level with the product/services they offer. And the second component is the notion that the brand takes care of the best interests of its customers. Hess and Story (2005) explained trust by its transformative features which leads customers from cognitive, risk-oriented and utilitarian interactions, to more emotional and effective customer interactions including attachment, affiliation, and identification. True commitment can only be achieved through the establishment of trust. From this point of view, trust can be examined as an antecedent of online CE affected by the emotional state occurred by the online experience. Within a social media research context, it has been explored as a mediator by means of co-creation of value, brand loyalty and online engagement (Chaudhuri & Holbrook, 2001; Chiu et al., 2010; Harris & Goode, 2004). Brand trust is a critical "mechanism" in the foundation of CE and plays a prominent role for the brands in order to protect existing customers and gaining new ones. The engagement process is based on the development process of loyalty by associating commitment, involvement, and trust with a relational perspective. Brand trust in this sense is also emphasized by the researchers as a trigger that develops customer commitment. Other researchers who supported the discussions about trust being an antecedent of CE also emphasized trust propensity as an important personality trait of online customers (Lee & Turban, 2001).

III. Temporal Mobility

The temporal dimension of engagement refers to customers' online connection with a particular brand which occurs over time. By this sense, online customer engagement can be temporally momentary or continuing which may also determine customers' loyalty toward a brand. Brodie et al. (2010) asserted that the engagement process pursues the temporal aspects of loyalty by monitoring the relationships between online commitment, online involvement and trust in customers' progress by means of being a new or permanent customer of a brand.

Companies may develop specific processes for the systematic and ongoing customer actions to capture and sustain CE whereas for the momentary type of engagement, they may identify the potential brand outcomes and take actions according to these outcomes. On the other hand, customers are supposed to make evaluations while they are in an interaction with the brand by assessing the changes in their social and individual environment frequently. As a result of these

evaluations and temporal changes, there would have some administrative consequences come up for CRM (Reinartz, Krafft, & Hoyer, 2004), more specifically for customer satisfaction (Bolton & Lemon, 1999; Mittal, Kumar, & Tsiros, 1999) and engagement behaviours.

Temporal mobility in online media defines the customers' interest in a brand and creates online interactivity which also premises online CE. The most important factor about interaction in SM is that there is no time constraint that gives users flexibility. Therefore, interactivity becomes significant in the behavioural dimension of engagement. When customers' behaviours towards a brand become more interactive, the number of proactive customers increases alike. In addition, customers' cognitive, temporal, emotional and monetary behaviours that are based on this interactive relationship create more engagement (Maslowska, Malthouse, & Collinger, 2016).

C. **Customer Factors**

Online CE is defined as the experiences which are related to customers' impressions about how an online advertisement fits into their lives (Calder, Malthouse, & Schaedel, 2009). More specifically and by adapting McQuail's (1990) "Uses and Gratifications Theory", Calder et al. (2009) classified those experiences under eight constructs which are utilitarian, temporal, social facilitation, self-esteem and civic mindedness, stimulation and inspiration, community, socializing and participation, and intrinsic enjoyment. Although these "collection of experiences" are specified to discover the effectiveness of advertisements on CE, they are also relevant for this study. As a result, three of those experiences which are utilitarian, social facilitation and community are selected as the most relevant items for customer factors that apply under the CE concept in SM.

I. **Utilitarian**

Previous studies have reported the term "utilitarian" as a direction of experience in purchasing activity rather than a motivational state (O'Brien, 2010). From this aspect, the utilitarian value can be also defined as the customers' evaluations or preferences between functionality and sacrifice during a task-oriented shopping activity with a purchase deliberation (Hoffmann & Novak, 1996). All those definitions implied utilitarian value as a cognitive dimension of the behaviour, such as "value for the money" (Zeithaml, 1988) and the perception of "ease of use" and time savings (Jarvenpaa et al., 2000).

According to the previous studies, the Internet has been classified as the most suitable online platform for utility-focused customers (Donthu & Gilliland, 1996) whose behaviours are portrayed from a more rational perspective and defined as goal-oriented and deliberate (Batra & Ahtola, 1991). SM provides various utilitarian benefits for the consumers. On the other hand, utilitarian motivation encourages online engagement and can lead to predicting the antecedent of engagement behaviour (Venkatesh & Brown, 2001). Therefore, the effective and efficient use of information systems is strongly related to utilitarian values and

effects the behavioural motivation of the customers whereat creates a strong belief among users that online engagement captures the purpose of satisfying their needs.

II. Social Facilitation

Social facilitation which has a strong connection with social interaction represents hearing from others about their social and individual conditions, social empathy, community belonging, socializing and participation, a substitution for real companionship, supporting social roles and enabling a connection point with friends, family and society. Therefore, the online experience is accepted as being more participatory and interactive with its bilateral communicating and sharing features, thus breeds social engagement (Mathwick, 2002; Rappaport, 2007). The fact that when people are engaged with online media, they also get engaged with experiences which they would like to share and to talk with others that these actions create a social-facilitation experience. Calder et al. (2009) also emphasized that there is a solid and powerful association between the intrinsic motivation of personal engagement and users' type of interaction. People get social and interactively engage by participating in a community, sharing experiences and information with others.

III. Community

Social media with its multifunctional power enables people to share their opinions about a brand or product, give advice, learn from others, involve in community conversations create interactive experiences. Muniz and O'Guin (2001) suggested the term "we-ness" to define the collective consciousness of community members who have never met each other but feel connection with one another. This collectiveness has also led online communities to become an increasingly important platform for both brands and customers in value co-creation (Schau, Muñiz, & Arnould, 2009). The reason behind this importance lays the emergence of consumption communities where people based their social roles on their consumption goals.

Furthermore, there has been a vast array of studies about community engagement, however only a few of them explored the concept within online engagement context. With regards to previous literature, the construct is mentioned as an antecedent of CE under different definitions such as "community engagement", "community involvement" and "brand community identification" (Barger et al., 2016; Brodie et al., 2011;Dholakia & Hermann, 2005; Javadi et al., 2012; Sashi, 2012; Van Doorn et al., 2010; Wirtz, Schilke, & Ullrich, 2010).

D. Content Factors

I. Stimulation and Inspiration

Stimulation is being expected to occur when the users read the post and get inspired by the ideas or topics which they have never known. The content may also fill the gap about a particular problem or answer the needs of the user thus, leads to further interest and/or interaction that premises online customer engagement. Stimulation and inspiration have been first suggested by Calder et al. (2009) in their research under the personal engagement construct as an antecedent variable which refers to customers' needs for stimulation and inspiration occurred from the usage

of the website. Since then, the effects of stimulation and inspiration has not been explored under the customer engagement concept by the academics, yet still, a vast number of researchers cited Calder et al.'s (2009) personal engagement variables in their studies. According to the definition they provided; online customer engagement is manifested from different types of experience and beliefs about the website's relevance or fitting to the user's life. Although personal engagement is explained in a more individualistic dimension in online interactions, it has a significance like influencing other users when the content stimulates the cognition and emotions of online users.

II. Intrinsic Enjoyment

Intrinsic enjoyment originated in the environmental psychology (Koufaris, 2002) and represents the feelings that occur during an activity and it has been first studied to explore the determinants of online game designs (Malone, 1981). However, with the expeditious development of internet and SM, the communication turned into a more complex and interactive structure that people need to interact socially and seek for intrinsic motivations such as enjoyment. In the past three decades, several researchers have sought to determine the effects of factors that could influence online customer engagement. Intrinsic motivations have been the common research topic within these studies. Intrinsic enjoyment has been related to the behavioural aspects of CE as it is one of the key fostering elements that triggers the interest and curiosity of an online customer to get more involved (Calder et al., 2009). Customers are intrinsically enjoying SM when they read pleasant posts with interesting, creative and entertaining information and watch funny videos.

III. Format/Type

According to Malthouse and Calder (2011), context related customer experiences are the focal points for understanding CE. In an online community, the initial reason behind people's participation to a blog or a social network page is their value expectations derived from the community.However, although this seems to be an individual act, the accumulation of other member experiences turns the individual behaviour into a community behaviour. When the brand posts are personally and/or socially valuable for the users, they start to think about active membership and participation. And when it happens, users start to imitate the community behaviour through a stronger participation and interaction in order to feel community belonging more (Brodie et al., 2011; Hollebeek et al., 2014; Van Doorn et al., 2010).

The content format or type can be extrinsic or intrinsic or in some cases both. In the case of extrinsic experiences, the motivational values are utility-focused (e.g. accessing an information on product use or learning from others) whereas, in intrinsic experiences, they are social, hedonic or entertainment values (e.g. fun, fantasy, amusement or playfulness) (Dholakia et al., 2004). Playfulness is one of the active sources within intrinsic value and it involves enjoyment and escapism which express the pleasure acquired from the activities that are absorbing and makes the users feel like getting away from their daily routine (Mathwick,

Malhotra, & Rigdon, 2001). Consequently, the format type of content makes a significant difference in customers' intention to involve in a SM community and with a more accurate expression influences customers' way of engagement with the content.

Thus, the hypotheses regarding the relationships between brand-related, customer-related and content-related factors and behavioural CE are hypothesized as follows:

H1: Blogs that possess higher levels of (a) vividness (b) brand trust and (c) temporal mobility will foster more behavioural CE.

H2: Consumers' (a) utility-oriented consumption (b) social facilitation and (c) community interaction goals will foster more behavioural CE.

H3: Contents which (a) stimulate and inspire customers, (b) which provide intrinsic enjoyment and (c) are playful will foster more behavioural CE.

With the fast advancement of social media, managing customer interactions in the online environment has become a key challenge for companies (Muntinga, Smit, & Moorman, 2011). CE in an online environment is triggered by positive perceptions and experiences of a customer which further directs consumers towards an interactive relationship between the brand and the customer. Web 2.0 tools such as blogs, media sharing sites and social network sites have changed the way and the depth of the interactions between customers and the brands (Christodoulides, 2009). Customers who are triggered by those positive perceptions, engage in different levels with the brand by liking, commenting, sharing and/or generating a new content derived from the brand's online content. These actions also have been strongly related to customer loyalty and commitment to the company as they foster customers to get more about the brand and buy the company's products (Dholakia & Bagozzi, 2006). Additionally, customers who intend to engage with the online brand posts also have a positive orientation to visit the online store of the brand (Dholakia & Durham, 2010). Thompson and Sinha (2009) revealed that customers who interact with the brand have positive intentions to adopt the brand's new products. Other studies also indicated the significant and direct influence of online customer interactivity on purchase intention (Chniti & Bouslama, 2015; Wu et al., 2010). Therefore, the following hypothesis is formulated in order to investigate the relationship between behavioural CE and purchase intention.

H4: The behavioural aspects of behavioural customer engagement are positively associated with purchasing intention.

The research model of this study is shown in Figure 1 below.

Figure 1: Theoretical Model and Hypotheses
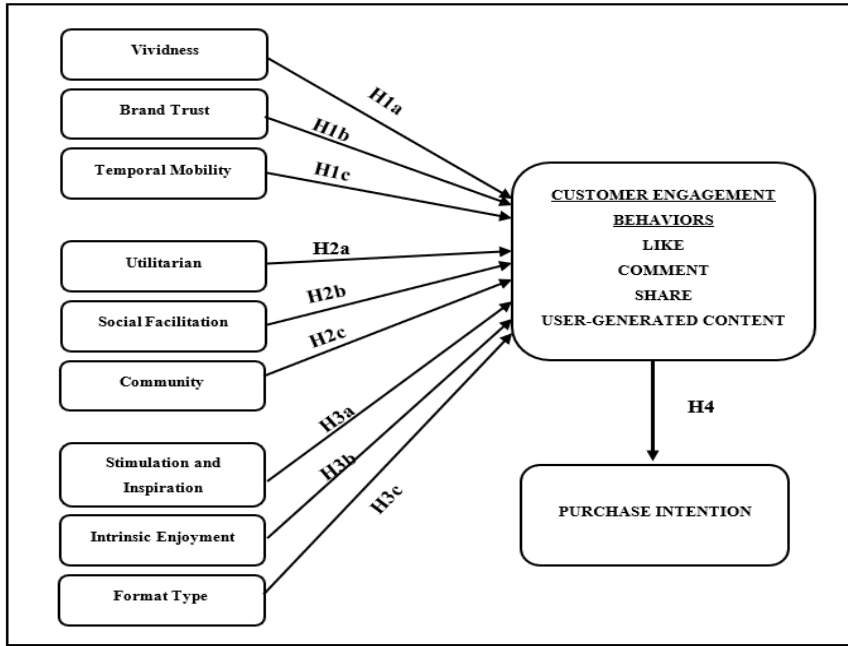
II. METHODOLOGY
A. Research Design and Data Collection

To measure the proposed relationships, two different blogs were designed for this study and distributed to the respondents with a link. The first blog *www.benbero.com* was designed for women users and included posts about interior design, fashion, lifestyle, and manages an online store. The latter was *www.manolog.me* and was designed for men and included posts about manly fashion, lifestyle, technology and manages an online store. The online stores offered both utilitarian and hedonic products to the customers. Examples from the blog page content are presented in the Appendix 1. After the blogs were seen by the respondents, a detailed information page was both added to the home page of the questionnaire and to the start page of the questions to avoid any misunderstanding for evaluation. Moreover, the screen shots taken from both blog pages were also placed in the questionnaire to ensure the respondents could investigate the related pages at any stage of the questionnaire without leaving the survey. The online questionnaire was composed of totally 46 items. The scale items for the brand factors – *vividness, brand trust, temporal mobility*– were adapted from Lyin (2009), Schaufeli et al. (2002) and Delgado and Ballester (2001) customer factors – *utilitarian, social facilitation, community* – and content factors – *stimulation and inspiration, intrinsic enjoyment, format/type* – were drawn from the research of Gutiérrez and Cillánetal (2017) and Calder et al. (2009). The purchase behaviour scale items were adapted from Fahmy and Ghoneim (2016).

And finally, the scale items for engagement behaviour intentions were drawn from the research operationalized by Schivinski et al. (2016). Five-point Likert scale was used to measure all items, with the anchors being "strongly disagree" and "strongly agree." Daily internet usage frequency was measured with anchors as "not frequent", "less than 2 hours", "2-4 hours", "4-8 hours", "more than 8 hours". All items were translated into Turkish as it would be administered in Turkish. To ensure the translation equivalence, back translation was also performed. Next, descriptive data of the respondents were collected. After nomological validity check, a pilot test was conducted with 50 people to check the questionnaire's accuracy and to clear the possible misunderstandings or misinterpretations of the items.

III. RESULTS

A. Descriptive Analysis

The questionnaire was distributed through convenience sampling to 351 respondents from different demographics all around Turkey. The distribution was done over SM sites such as Facebook, Instagram, LinkedIn, and Twitter, by doing so the SN usage of all respondents is validated. Accordingly, 68.4 percent of the respondents are female, and 31.6 percent are male. The majority of the respondents are in the range of 31-40 years old and cover 44.2 percent of the total sample group. The second dominant age group is in the range of 21-30 years old which is represented as 24.2 percent in the sample group. The next age groups respectively are 41-50 years old with 20.5 percent; respondents over 50 years old with 8.3 percent and the last group is under 20 years old with 2.8 percent.

The results regarding internet usage frequencies show that 36.8 percent of the respondents are online between 2-4 hours on a daily basis. The next group which covers 31.6 percent of the sample group has 4-8 hours internet usage frequency. According to the findings, 15.1 percent of the sample group use internet less than 2 hours per day whereas 13.7 percent use internet more than 8 hours per day. 2.8 percent of the respondents are not frequent internet users on a daily basis.

B. Factor and Reliability Analyses

An exploratory factor analysis (EFA) and reliability analyses were run to specify the dimensions of brand-related, customer-related and content-related factors. The items that measure CE behaviours include Liking Intention, Commenting Intention, Sharing Intention and Intention for User Generated Content. Results of the factor analysis for CEB (KMO=0.859, χ2 Bartlett test (351) =1370,543, p=0.000) were satisfactory and a single factor emerged. After the factor analysis, reliability analysis was run and a Cronbach's Alpha value of 0,945 was obtained. Similarly, the exploratory factor analysis for purchase intention (KMO=0.768, χ2Bartlett test (351) =989,612, p=0.000) was satisfactory. As a result, a single factor was extracted. The Cronbach's Alpha for 3 items was 0,945 which shows the consistency of each question with each other and compatibility of the scale. The results of the factor and reliability analyses for all constructs in the study are reported in Table 2.

Next, a confirmatory factor analysis (CFA) was done with Amos 22 version to all constructs in the model to confirm the corresponding item structure. The

model showed an acceptable model fit with χ2 / df = 2.614 and CFI = 0.963, TLI = 0.944 and RMSEA =0.065. According to Hair et al. (2010), these values are good representations of model fit. Also, the loadings did not differ significantly from the loadings in EFA, confirming the structural stability. Next, composite reliabilities (CR) and average variance extracted (AVE) values were calculated again provided by Hair et al. (2010). All values were satisfactory exceeding the thresholds of 0.7 and 0.5 (Fornell & Larcker, 1981). The results of the CFA analysis are also reported in Table 2.

C. Hypotheses Testing

In order to test all relationships proposed in the research model altogether and see the model fit with data, SEM was performed. The fit indices were χ2 / df = 2.088, CFI = 0.976, GFI = 0.911, NFI = 0.911 and RMSEA = 0.068 and were therefore within the acceptable limits according to Hair et al. (2010). Next, the path coefficients were examined. According to the results, Vividness, Brand Trust, Utilitarian, Social Facilitation, Stimulation and Inspiration variables are insignificant predictors and they don't contribute to the CE behaviour. However, intrinsic enjoyment (ß=0.30), temporal (ß=0.25) and playful format type (ß=0.24) are almost equally powerful in influencing customer behavioural engagement intentions. On the other hand, community displays a lower influence (ß=0.15). In terms of the analysis covering the investigation of purchasing behaviour resulting from the CE, according to the results customer engagement behaviours have a strong impact on purchase intention (ß=0.85). Overall, hypotheses H1c, H2c, H3b, H3c and H4 were all supported at p < .01 level.

Table 2. CFA and EFA Factor and Reliability Analyses Results

Construct	Questions	Loadings	Chronbach's Alpha Reliability	CR	AVE
Vividness	Q1 This blog has a vivid interface and beautiful page design.	0.789	0.884	0.82	0.69
	Q2 This blog has reasonable arrangement of resources which makes it easy to find what I want.	0.833			
	Q3 The application of multimedia technologies is satisfying.	0.814			
Brand Trust	Q4 This blog will help me to solve any problems that I may have with the product.	0.747	0.856	0.83	0.65
	Q5 This blog will offer me new products I may need.	0.749			
	Q6 The feeling of trust provided by this blog is (very low/very high).	0.836			
Temporal Mobility	Q7 This blog would be part of my daily routine.	0.895	0.939	0.89	0.71
	Q8 This blog would be one of the blogs I've always wanted to go on the web.	0.909			
	Q9 This blog would help me to get my day started.	0.87			
Utilitarian	Q10 This blog provides information that helps me make important decisions	0.802	0.895	0.85	0.7
	Q11 You can learn how to improve yourself from this blog	0.859			
	Q12 I can give advice and tips to people I know based on things I've read on this blog.	0.83			
Social Facilitation	Q13 I can bring up things I have seen in this blog in conversations with many other people.	0.902	0.942	0.82	0.66
	Q14 This blog often gives me something to talk about.	0.901			
	Q15 I can use things from this blog in discussions or arguments with people I know	0.888			
Community	Q16 I'm as interested in input from other users as I am in the regular content on this blog.	0.817	0.877	0.91	0.72
	Q17 This blog does a good job of getting its visitors to contribute or provide feedback.	0.809			
	Q18 A big reason I like this blog is what I get from other users.	0.798			
Stimulation	Q19 This blog can inspire me in my own life.	0.879	0.914	0.9	0.7
	Q20 This blog can stimulate my thinking about lots of different topics.	0.878			
	Q21 Some stories on this blog touch me deep down.	0.807			

Table 2. CFA and EFA Factor and Reliability Analyses Results continued

Construct	Questions	Loadings	Chronbach's Alpha Reliability	CR	AVE
Intrinsic Enjoyment	Q22 Exploring this blog, is a treat for me.	0.881	0.928	0.88	0.68
	Q23 This blog improves my mood, makes me happier.	0.88			
	Q24 I like to explore this blog when I am eating or taking a break.	0.863			
Format Type	Q25 This blog provides a welcome distraction from my daily routine.	0.881	0.91	0.79	0.67
	Q26 This blog offers me useful information	0.88			
	Q27 This blog has an entertaining format.	0.863			
CEB	Q29 Liking Intention	0.903	0.945	0.92	0.74
	Q30 Commenting Intention	0.904			
	Q31 Sharing Intention	0.878			
	Q32 Intention for User Generated Content	0.898			
Purchase Intention	Q33 The likelihood that I would shop on this blog's online store is high.	0.923	0.945	0.81	0.61
	Q34 I would be willing to buy a product on this blog's online store.	0.934			
	Q35 I would recommend this blog and its online store to my friends.	0.867			

DISCUSSION AND CONCLUSION

This study has been conducted with a systematic approach to explore the effects of CE antecedents and establish a meaningful relationship between them and engagement behaviours. The second objective of the study was to understand whether CE may also further lead to purchase intention. The research model of this study is conceptualized by applying Barger et al. (2016)'s theory regarding CE on SM and adopted to the blog setting, which has not been studied in the literature, even though it is highly used by many companies. As a result, the findings of the study are specifically useful not only for blog owners, but also for brand managers that are employing blogs in their marketing programs.

According to the findings, not all factors related with the brand, customer and content create CE. In fact, blogs' vividness and brand trust, consumers' utility and social orientation and inspiring contents were found to not influence CE. However, blogs that enable consumers to engage with the post freely (temporal mobility) and contents that provide an intrinsic enjoyment and are playful foster online CE. Temporal regularity in online media defines the customers' mobility and interest in a brand and creates online interactivity which also premises online CE. In other words, when individuals are interested in a blog page, they tend to like, share or comment on content in the page or even generate a more individual content from the blog page and share it with others. These findings further confirm the importance of engaging content in creating CE to enhance purchase intentions.

This finding also explains the effect of community interactions motivation of consumers on CE behaviours. As found, social media with its multifunctional

power which enables people to share their opinions about a brand or product, give advice, learn from others and involve in community conversations create interactive experiences that foster consumer-brand closeness.

Further, the findings show that content has the strongest contribution to online CE. Previous research proved the relationship between intrinsic enjoyment and the behavioural aspects of CE and defined it as one of the key fostering elements that trigger the interest and curiosity of an online customer to be more involved (Calder et al. 2009), which was confirmed within the context of blogs in this study. Customers are intrinsically enjoying the blog when they read pleasant posts with interesting, creative and entertaining information and watch funny videos. Hence, CE in blogs is triggered by positive perceptions and experiences of customers which creates an interactive relationship between the brand and customer and thus eventually strongly leads to purchase intention.

As a conclusion, bloggers or brands that use bloggers to promote their products need to initially concentrate on the content to make people enjoy and be inherently satisfied with the playful content that enables them to interact with the like-minded blog community. These will foster CE and in return strongly influence purchase intentions. Nevertheless, although some aspects such as informative or inspiring content has not been found significantly in this research, this might be because of the blog type or because of the respondents. Customer engagement behaviours cover a comprehensive research area which needs to be explored within a wider context. Although this study is useful for brands that use blogs to communicate with their consumers, there are as predicted several shortcomings of the study apart from general shortcomings that are due to the nature of research in social sciences. For instance, the study is a cross-sectional study and measure only current intentions of the consumers. Further, time and money constraints disabled researchers to let respondents spend more time on blogs. Apart from those, there are also other factors that may play a role in CE, however, to be able to capture the antecedents parsimoniously, researchers only used the ones in the study. Future researchers may focus on online engagement by implementing and conceptualizing "other possible" antecedents in the model, such as the influence of word-of-mouth, collective self-esteem or social identity and investigate their contributions and use other "types" of blogs targeting different consumers.
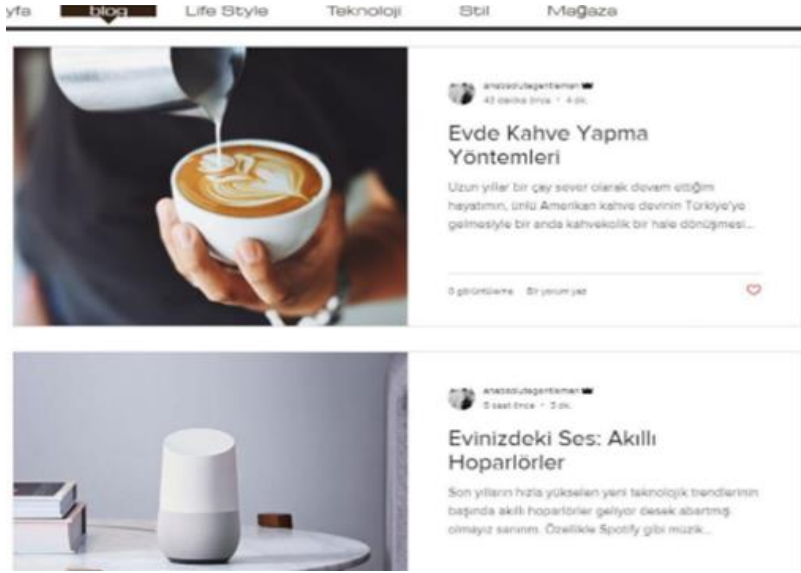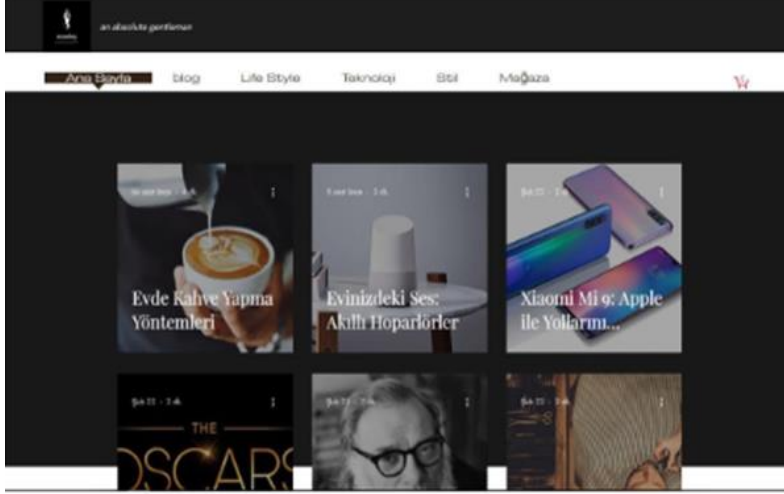
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Appendix 1. Examples from Blog Posts

www.manolog.me ANA SAYFA

www.benbero.com ANA SAYFA