Alanya Akademik Bakış Dergisi
Yıl: 2023, C:7, S:3, s.1447-1467

Alanya Academic Review Journal
Year: 2023, Vol:7, No:3, p.1447-1467

# The Effects of Social Media Engagement on Social Benefits and Behavioral Intentions: The Case of Online Events

**(Research Article)**

*Sosyal Medya Katılımının Sosyal Faydalar ve Davranışsal Niyetler Üzerindeki Etkileri: Online Etkinlikler Örneği*

***Doi:10.29023/alanyaakademik.1310496***

**Pınar YÜRÜK KAYAPINAR**
*Dr. Öğr. Üyesi, Trakya Üniversitesi*
*pinaryuruk@trakya.edu.tr*
*Orcid No: 0000-0002-7460-6465*

**Neslihan CAVLAK**
*Doç. Dr., Namık Kemal Üniversitesi*
*ncavlak@nku.edu.tr*
*Orcid No: 0000-0002-6712-971X*

**Özgür KAYAPINAR**
*Dr. Öğretim Üyesi, Trakya Üniversitesi*
*ozgurkayapinar@trakya.edu.tr*
*Orcid No: 0000-0002-2003-5863*

***Bu makaleye atıfta bulunmak için:*** *Yürük-Kayapınar, P., Cavlak, N., & Kayapınar, Ö. (2023). The Effects of Social Media Engagement on Social Benefits and Behavioral Intentions: The Case of Online Events. Alanya Akademik Bakış, 7(3), Sayfa No.1447-1467.*

***Keywords:***
*Online Events, Social Media Engagement, Online Consumer to Consumer Interactions, Social Benefits, SmartPLS*

*Received:*
*06.09.2023*
*Kabul Tarihi:*
*29.09.2023*

***Anahtar Kelimeler:***
*Online Etkinlikler, Sosyal Medya Katılımı, Online Tüketiciden Tüketiciye Etkileşimler, Sosyal Faydalar, SmartPLS*

**ABSTRACT**

*The aim of this study is to examine the relationships between online C2C interaction, social media engagement, social benefit, and behavioral intention by focusing on the participation in online events through social media tools. Another aim of the study is to investigate the mediation and serial mediation effects between these constructs. SEM results with Smart PLS show that consumers' online interactions have significant effects on their social media engagement (functional, emotional and communal engagement), social benefits, and behavioral intentions. In addition, consumers obtain social benefits by engaging in social media. Social media engagement (functional, emotional and communal engagement) has a mediating role in the relationship between consumers' online interactions and social benefits. It is found that social media engagement (functional, emotional and communal engagement) and social benefit do not have serial mediation effect on the effect of online interaction on behavioral intentions.*

**ÖZET**

*Bu çalışmanın amacı, sosyal medya araçları ile katılım sağlanan online etkinlikler üzerine odaklanarak online C2C etkileşimleri, sosyal medya katılımı, sosyal fayda ve davranışsal niyet arasındaki ilişkileri incelemek ve bu yapılar arasındaki aracılık ve seri aracılık etkilerini araştırmaktır. SmartPLS ile yapılan yapısal eşitlik modellemesi sonucunda şu sonuçlar elde edilmiştir: Tüketicilerin online etkileşimlerinin sosyal medya katılımları*

*(işlevsel, duygusal ve toplumsal katılım), sosyal faydalar ve davranışsal niyetleri üzerinde önemli etkileri olduğu tespit edilmiştir. Ek olarak, etkinlik tüketicileri online etkinliklere sosyal medya katılımları ile sosyal fayda elde etmektedirler. Tüketicilerin online etkileşimleri ile sosyal faydaları arasındaki ilişkide de sosyal medya katılımının (işlevsel, duygusal ve toplumsal katılım) aracılık etkisi bulunmaktadır. Sosyal medya katılımının (işlevsel, duygusal ve toplumsal katılım) ve sosyal faydanın, çevrimiçi etkileşimin davranışsal niyetler üzerindeki etkisinde seri aracılık etkisine sahip olmadığı bulunmuştur.*

## 1. INTRODUCTION

In the digitalizing world, online events have become widespread in almost every field with a large number of participants. Many participants engage in online events for various reasons such as overcoming their loneliness, meeting like-minded others, making friends and socializing (McKenna and Bargh, 1999:261). Online events contain liveliness and information (Kharouf et al., 2020:736). This interaction and dynamism can create a bond (such as friendship, closeness, trust) between participants (Dholakia et al., 2004:248). With this bond, participants can provide social benefits to each other (Gummerus et al., 2012:861). People tend to be more satisfied with events that provide them with certain benefits. Consumers carry out long-term marketing activities such as positive word of mouth, repeat purchase and customer loyalty about the goods and services they are satisfied with (Anderson et al., 1994; Oliver, 1999; Yoshida and James, 2010).

Developments in information and communication technologies allow people to participate in all kinds of events online and to be in continuous interaction with other participants. Social media engagement has played an important role in viral marketing activities in recent years in terms of promoting goods, services and brands and recommending them to others (Brodie et al., 2011:252). Most studies focus on the conceptualization of consumer engagement in brand relationship formation (Van Doorn et al., 2010; Brodie et al., 2011, Vivek et al., 2012; Brodie et al., 2013; Lim et al., 2022). Alternatively, there are studies dealing with the consequences of consumer participation (Brodie et al., 2011; Hollebeek et al., 2011; Vivek et al., 2012; Brodie et al., 2013).

Understanding consumer engagement is of great importance for businesses that take digital marketing strategies seriously to create and maintain consumer loyalty and attract new consumers. There seems to be a limited number of studies on social media engagement (Gummerus et al., 2012; Hollebeek et al., 2014; Khan, 2017; Dessart, 2017; Dolan, et al., 2019) and social media engagement within the scope of online events (Lim et al., 2015; Kharouf et al., 2020).

The current study aims to investigate the effects of online C2C (consumer to consumer) interactions and social media engagement in online events on social benefit and behavioral intentions where consumer participation is handled individually and in the social media environment. The study contributes to the understanding of the social benefits that online events participants derive from the events and the effects of the events on participants' behavioral intention.

## 2. LITERATURE REVIEW

### 2.1. Online C2C Interaction

The digital age makes it easier and faster for consumers to share information with each other. Millions of people come together on social media platforms and can interact on all kinds of subjects (Georgi and Mink, 2013:11; Brodie et al., 2013:107). Online C2C interaction is defined as any individual or group interaction between consumers in the purchase and consumption of goods and services (Martin and Pranter, 1989:10; Libai et al., 2010:269; Kharouf et al., 2020:737).

Consumers can come together with others on a wide variety of online platforms, exchange ideas on common issues, and share their thoughts and experiences about products (Hennig-Thurau et al., 2004:42). Consumers have the power to directly or indirectly affect each other positively or negatively (Martin and Pranter, 1989:6; Zhu et al., 2016:14). Today's consumers can freely communicate with like-minded people they know or have common interests in online communities (Zhu et al., 2016:8) and participate in organized online events (Kharouf et al., 2020:739), which can affect the behavior intention of consumers towards products (Libai et al., 2010; Zhu et al., 2016; Kharouf et al., 2020).

### 2.2. Social Media Engagement

Social media is defined *"as a group of internet-based applications that allow the creation and sharing of user-generated content"* (Kaplan and Haenlein, 2010:62). Social media is a large ecosystem that offers complex relationships and has many social networks and interaction levels (Dessart, 2017:3). The popularity of social media tools is increasing day by day as they encourage social interaction and participation on an unprecedented scale (Khan, 2017:237).

The interactive features of social media allow consumers to participate more actively by creating large amounts of content, apart from passively observing the content (Malthouse et al., 2013:272). Consumer engagement in social media refers to the consumer's focus on a brand or business by going beyond their purchasing behavior and showing their satisfaction or dissatisfaction behaviorally, either positively (posting a positive brand message on a blog) or negatively (organizing negative public actions against a business) (Van Doorn et al., 2010:255). Through social media, consumers can participate in the events organized by businesses, write comments, interact with other consumers, and share them with almost all users.

Consumer engagement is defined as the intense involvement of consumers in the activities of a business (Vivek et al., 2012:127). It derives mostly from the consumer experience, which consists of the presentations and activities of businesses towards consumers (Brodie and Hollebeek, 2011:253; Vivek et al., 2012:127). Sustainable success of businesses in the market is only possible when they can offer products in line with the wishes and expectations of their consumers. Consumer engagement is a consumer-centered approach that aims to create the added value needed to meet consumers' requests and needs (Sashi, 2012:258).

Engagement can be seen as an event initiated by consumers and an individual's interaction with social media (Khan, 2017:237). Businesses cannot direct their consumers to make positive shares, comments or tags about themselves or their products. However, voluntary consumer participation can lead to co-creation of value (Brodie et al., 2013:107). Therefore, businesses are increasingly pursuing strategies that drive non-commercial behavior (Verhoef et al., 2010: 248). Because the negative comments of consumers on social media can often cause irreparable situations for businesses, businesses should try to benefit from the power of consumer

participation at every stage of their marketing activities. For example, Lays company organized a competition on Facebook in order to create a different taste for its chips and promised to give 1 percent of the net sales of the new product to the winner. Consumers not only created a different taste and named it, but also designed the chips bag themselves (Yuan et al., 2017:1001). Social media engagement helps businesses better understand consumers' needs, participate in product development, provide quick feedback on the business's marketing strategies and products, and help consumers become advocates of the product (Sashi, 2012:259). Connecting with consumers in this way leads them to create value for the company's products, which can get them more willing to buy those products (Hollebeek et al., 2014:152). Consumers whose demands and expectations are met are satisfied, start to buy the product continuously, and thus a sense of loyalty towards the business can be formed whereas unsatisfied consumers generally tend to leave the business.

Consumer engagement consists of many consumer behaviors such as WOM, blogging, providing consumer ratings, providing feedback (Van Doorn et al., 2010:255; Verhoef et al., 2010:249; Brodie et al., 2011:253). It is seen as a multidimensional concept that includes not only behavioral but also functional, emotional, and social aspects (Lim et al., 2015:159). Higher engagement means higher cooperation and interaction, resulting in higher positive effects gained through such interactions (Habibi et al., 2014:156).

***Functional engagement:*** It is defined as a social media user's interaction with other users in the processes of co-creating, chatting, and sharing content (Lim et al., 2015: 159). The functionality of most of the social media platforms is the mechanisms of liking the sharing, leaving various expressions, commenting, retweeting, tagging, and sharing (Pentina et al., 2018: 65). The main advantage of the functional approach is that it has a direct and immediate effect on consumer engagement behaviors (Harmeling et al., 2017:322). Consumers can share their experiences on all kinds of products they buy through social media, tag them, and have the opportunity to discuss the subject. This situation provides benefits to consumers (peer customer discussions) (Yuan et al., 2017:1006). By the help of this interaction and communication, consumers can have information on many subjects. Functional engagement can encourage users to share the content of the event and exert a certain control over the flow of communication by inviting them to create topic-specific hashtags (Lim et al., 2015: 159). An event with a high functional engagement has a positive effect on the business. Many studies emphasize that the intensity of functional engagement reveals the power of word-of-mouth marketing (Kietzmann et al., 2011; Lim et al., 2015). Consumers spread their positive feelings and thoughts about the events they like, recommend them to other people, write comments and share them (Libai et al., 2010:277; Perrigot et al., 2012:539).

***Emotional engagement:*** It refers to emotional reactions such as enthusiasm and enjoyment (Dessart, 2017:3). When consumers feel positive towards a business, they can participate more in the events of that business and may want to share these events with their acquaintances (Berger, 2011:891). On the other hand, people also gain positive emotional benefits by helping others (Van der Linden, 2017:2). Likewise, consumers share their feelings about a product, a brand or an event with others because they may simply want them to benefit from that event, product, or brand, too (Vivek et al., 2012:127). In the developing marketing paradigm, relations are not only between buyers and sellers, but also between potential consumers and society (Vivek et al., 2012:131). Consumer engagement, derived from interactive experiences, points to the importance of emotions in its development (Blasco-Arcas et al., 2016:560). In addition, interactive experiences can lead to a high level of arousal in individuals, which positively affects their participation in events (Brodie et al., 2011:253; Hollebeek, 2013:154; Vivek et al.,

2012:127). Consumers who come together at events can share common feelings, develop an emotional attachment to each other and to the business, which supports a longer-term participation (Schouten et al., 2007:360). Emotional satisfaction of the participants from being included in the community stems from the feelings of gratitude, empathy, trust and belonging to the group, emphasizing the importance of the social aspect of consumer participation (Brodie et al., 2013:110).

***Communal Engagement:*** Social media allows a wide variety of communities to come together virtually around the world (Hull and Lewis, 2014: 24). Community members can meet and communicate with people similar to themselves through social media, gain an individual hedonic value experience and benefit each other as a result of this interaction (Hennig-Thurau et al., 2004:42; Jahn and Kunz, 2012:347). Virtual communities represent popular social environments where people interact by exchanging resources such as information, ideas and advice about their common interests (Chan and Li, 2010:1033). With the increasing interest of consumers in digital technologies, businesses are investing more and more in promoting consumer participation in social media-based online communities (Vivek et al., 2012: 127; Algesheimer et al., 2005: 19) because information can be transferred to virtual communities more quickly through social media. In social media contexts, interaction refers to events such as liking and commenting on related materials on the community page, sharing stories, photos, videos (Habibi et al., 2014:156). Community participation indicates that members are interested in helping other members, participating in joint events, and acting voluntarily in ways that the community approves, increasing their value for themselves and others (Algesheimer et al., 2005:21). Social media-based events such as concerts, movie screenings and cooking classes bring together communities in physical and virtual space (Harmeling et al., 2017:329), which helps people feel like a part of a big event, have a common sense of purpose and have a desire to contribute to the environment (Schouten et al., 2007:367).

### 2.3. Social Benefit

Social media allows users to be in constant interaction with each other and this interaction can be seen by other users. As a result of this interaction, users can obtain information on the subjects they want and thus benefit each other (Bagozzi and Dholakia, 2002:5). Social benefit is expressed as the social support that people get as a result of friendship and closeness (Dholakia et al., 2004:244). Social benefit is to get help and support from other social media users by establishing better communication and interaction (Kuo and Feng, 2013:951), which may differ based on the interests of the participants.

The fact that consumers share the videos they record on social media while using the product they bought provides a benefit to consumers by enabling them to access all kinds of information about the product (Mangold and Faulds, 2009: 362). For example, the comments of the consumer who buys any product from the Amazon.com site can be read by other consumers who do not have any personal relationship and can benefit those people (Dholakia et al., 2004:248). Many participants join virtual communities mostly to relieve their loneliness, meet like-minded people, make friends and get social support (McKenna and Bargh, 1999:256; Dholakia et al., 2009:244). This type of sharing brings the feelings of belonging, recognition, teamwork, friendship, and social support to the fore in some consumers (Kim et al., 2009:237). In social media, the social benefits of some businesses for their products seem to have a significant effect on the purchase intention of consumers (Gummerus et al., 2012; Liu and Guo, 2017).

### 2.4. Behavioral Intentions

Behavioral intention refers to the measure or degree of intensity of a person's intention to perform a certain behavior (Ajzen and Fishbein, 1969:414). Some behaviors of consumers carry clues about purchasing. Behavioral intention can be seen as an indicator of consumers' attitudes towards the business (Zeithaml et al., 1996:33), which can be positive or negative. When consumers state that they prefer the products of the businesses they have bought before, when they increase the volume of their purchases from a particular business or when they agree to pay the price of the business's products without hesitation, they are considered to have formed a behavioral bond with that business (Zeithaml et al., 1996:34), which means that they have a positive behavioral intention towards that company. Positive behavioral intention includes behaviors such as positive word of mouth, recommendation, loyalty, and willingness to pay more (Kharouf et al., 2020:738).

## 3. METHODOLOGY

### 3.1. Conceptual Framework and Hypotheses Development

The aim of the current study is to examine the behavior of individuals who participate in online events through social media. In line with this main purpose, we seek to answer the following questions: First, do online C2C interactions directly impact social media engagement? Second, can social media engagement create social benefits for online event participants? Third, do social benefits and online C2C interactions directly impact their behavioral intentions related to the online event? Fourth, does social media engagement have a mediating role in the impact of online C2C interactions on social benefit? And lastly, does social benefit have a mediating role in the impact of social media engagement on behavioral intentions to the online event? Considering the relevant literature, the proposed model and hypotheses are shown in Figure 1.

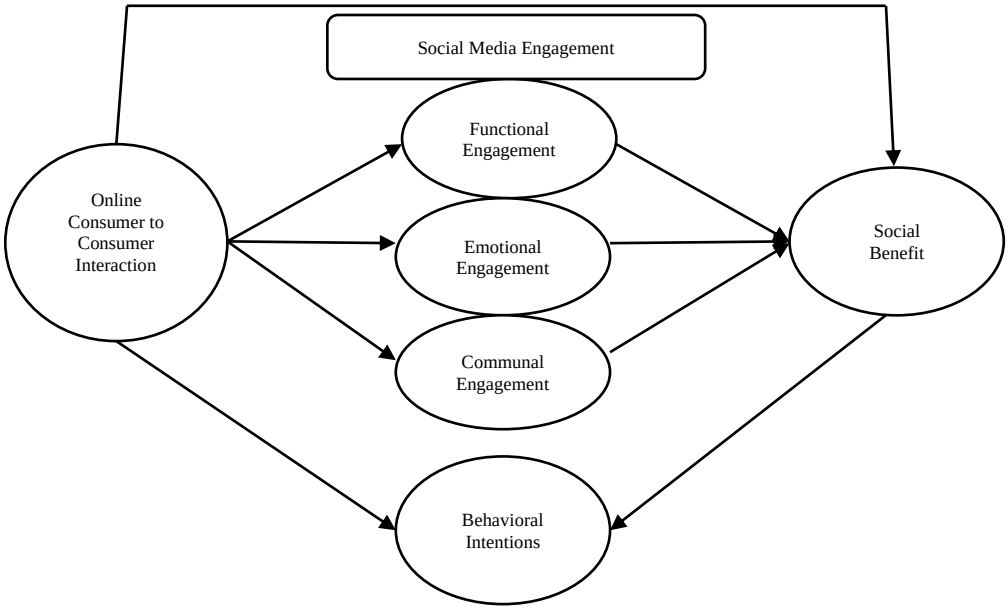


**Figure 1. Conceptual Model**

The hypotheses of the relationships planned to be examined in Figure 1 above are as follows:

$H_1$: Online C2C interaction in the context of an online event has a positive effect on social media engagement.

*$H_{1a}$:* Online C2C interaction in the context of an online event has a positive effect on *functional engagement.*

*$H_{1b}$:* Online C2C interaction in the context of an online event has a positive effect on *emotional engagement.*

*$H_{1b}$:* Online C2C interaction in the context of an online event has a positive effect on *communal engagement.*

$H_2$: Social media engagement in the context of an online event has a positive effect on social benefit.

*$H_{2a}$: Functional engagement* in the context of an online event has a positive effect on social benefit.

*$H_{2b}$: Emotional engagement* in the context of an online event has a positive effect on social benefit.

*$H_{2c}$: Communal engagement* in the context of an online event has a positive effect on social benefit.

$H_3$: Social benefit in the context of an online event has a positive effect on behavioral intentions.

$H_4$: Online consumer to consumer interaction in the context of an online event has a positive effect on behavioral intentions.

$H_5$: Online C2C interaction in the context of an online event has a positive effect on social benefit.

$H_6$: Social media engagement *($H_{6a}$: functional engagement, $H_{6b}$: emotional engagement $H_{6c}$: communal engagement*) mediates the relationship between online C2C interactions and social benefit in the context of an online event.

*$H_{6a}$: Functional engagement* mediates the relationship between online C2C interactions and social benefit in the context of an online event.

*$H_{6b}$: Emotional engagement* mediates the relationship between online C2C interactions and social benefit in the context of an online event.

*$H_{6c}$: Communal engagement* mediates the relationship between online C2C interactions and social benefit in the context of an online event.

$H_7$: Social benefit mediates the relationship between online C2C interactions and behavioral intention in the context of an online event.

$H_8$: Social media engagement *($H_{8a}$: functional engagement, $H_{8b}$: emotional engagement $H_{8c}$: communal engagement*) and social benefit have a serial mediating effect on the relationship between online C2C interaction and behavioral intention.

### 3.2. Measures

The scale was developed according to these objectives, which include demographic variables and four key constructs. The items of the scale were rated on a five-point Likert scale (1: Strongly Disagree to 5: Strongly Agree). The scale, which was originally in English, was

translated into Turkish and the Turkish version was translated back into English by a professional to ensure its accuracy and reliability. The survey consists of four sections. In the first section, respondents were asked whether they participated in an online event through social media, and those who answered "Yes" to this question were asked to indicate which social media they participated in. The next section contained 4 items which was adapted from the study by Kharouf et al., (2020) and which were used for the “Online C2C Interaction” scale to explain consumers' online interactions related to an event. In order to explain the social media behaviors of consumers related to online events, the participants were asked to rate their "Social Media Engagement (functional engagement-4 items, emotional engagement-4 items and communal engagement-4 items)" with 12 items which were adapted from Lim et al., (2015). The construct of “Social Benefit” was measured with 7 items from Gummerus et al. (2012) to explain whether they are providing social benefits in the social media environment. In turn, "Behavioral Intentions" was measured with 2 items from Du et al., (2015) to capture the likelihood to follow the online event in future. The final section included demographic variables.

### 3.3. Sample Characteristics and Procedures of Data Collection

The data was collected by reaching Turkish consumers online considering that consumers spend more time at home especially during the Covid-19 period. In order to measure the online interactions of the participants on social media more successfully, it is tried to reach the consumers who participate in the online event only through their social media accounts. Therefore, before filling out the questionnaire, the participants were asked whether they participated in the online event via their social media accounts. Since it is estimated that consumers will have different goals and behaviors in different events, only those who participated in online events with entertainment content such as concerts, theaters, festivals, museums, virtual museum tours were included in the study. Next, the participants in the online event were selected according to the judgmental sampling method. The data were collected from 568 Turkish consumers who participated in online entertainment events through their social media accounts. The validity and reliability of the collected data, the proposed model and the hypotheses created according to this model were analyzed with the SmartPLS 3 (Ringle, Wende, and Becker, 2015) Statistical Package Program.

## 4. FINDINGS

A total of 535 useable responses were obtained from the participants of the online event through their social media accounts. 51.6%, 25.4%, and 23.0% of the participants used their Twitter, Facebook, and Instagram accounts, respectively. The sample consisted of 67.3% females and 32.7% males. 60.6% of them were single and 39.4% of them were married. Most of respondents were in the 28-36 age-range (32.7%) and most of the respondents have a bachelor's degree (47.1%).

### 4.1. Measurement Model

To test the proposed model, the measurement model and structural model were tested. The measurement model consisted of two stages, reflective and formative. Reflective measurement models were analyzed followed by the formative measurement models before the structural model was tested. Internal consistency (cronbach's alpha, composite reliability-CR), convergent validity (indicator reliability, average variance extracted-AVE), and discriminant validity were tested for reflective measurement models. Convergent validity, collinearity between indicators, significance and relevance of outer weights should be evaluated for

formative measurement models. Finally, for the structural model, collinearity statistics (variance inflation factor-VIF), the values of coefficients of determination ($R^2$), predictive relevance ($Q^2$), size and significance of path coefficients, and $f^2$ effect sizes were investigated (Hair et al., 2017: 106).

The values required to ensure convergent validity and internal consistency reliability and the VIF values of each statement are shown in the Table 1. If the VIF value is greater than 5, it indicates collinearity problems. Therefore, as seen in Table 1, items with a VIF value greater than 5 were excluded from the analysis and were not included in the evaluation (Hair et al., 2017: 143; Hair et al., 2019:10). The VIF values of online C2C interactions, functional engagement, communal engagement, and behavioral intentions factors were in the recommended range and none of the items were excluded. The results showed that the VIF values of "Emo2", "SOC3" and "SOC6" were higher than the expected levels for the emotional engagement and social benefits. Therefore, "Emo2", "SOC3" and "SOC6" items were excluded.

**Table 1. Results of Measurement Models**

| Latent Variables | | Items | Convergent Validity | | | Internal Consistency Reliability | | Collinearity Statistics |
|---|---|---|---|---|---|---|---|---|
| | | | Outer Loadings | Indicator Reliability | AVE | Composite Reliability | Cronbach's Alpha | VIF |
| | | | >0.70 | >0.50 | >0.50 | 0.60–0.90 | 0.60–0.90 | <5 |
| **OCC** | | **OCC1** | 0.808 | 0.653 | 0.680 | 0.894 | 0.843 | 1.842 |
| | | **OCC2** | 0.891 | 0.793 | | | | 2.472 |
| | | **OCC3** | 0.870 | 0.757 | | | | 2.113 |
| | | **OCC4** | 0.720 | 0.518 | | | | 1.569 |
| **SME** | **Fun** | **Fun1** | 0.918 | 0.843 | 0.858 | 0.960 | 0.945 | 3.730 |
| | | **Fun2** | 0.933 | 0.870 | | | | 4.399 |
| | | **Fun3** | 0.920 | 0.846 | | | | 3.860 |
| | | **Fun4** | 0.934 | 0.872 | | | | 4.381 |
| | **Emo** | **Emo1** | 0.913 | 0.834 | 0.855 | 0.946 | 0.915 | 3.111 |
| | | ~~**Emo2**~~ | Deleted | | | | | ~~5.337~~ |
| | | **Emo3** | 0.935 | 0.874 | | | | 3.692 |
| | | **Emo4** | 0.925 | 0.856 | | | | 3.254 |
| | **Com** | **Com1** | 0.879 | 0.773 | 0.824 | 0.949 | 0.929 | 2.698 |
| | | **Com2** | 0.921 | 0.848 | | | | 3.950 |
| | | **Com3** | 0.925 | 0.856 | | | | 3.968 |
| | | **Com4** | 0.905 | 0.819 | | | | 3.111 |
| **SOC** | | **SOC1** | 0.918 | 0.843 | 0.819 | 0.958 | 0.945 | 4.644 |
| | | **SOC2** | 0.904 | 0.817 | | | | 3.640 |
| | | ~~**SOC3**~~ | Deleted | | | | | ~~5.812~~ |
| | | **SOC4** | 0.897 | 0.805 | | | | 3.378 |
| | | **SOC5** | 0.893 | 0.797 | | | | 3.418 |
| | | ~~**SOC6**~~ | Deleted | | | | | ~~5.086~~ |
| | | **SOC7** | 0.911 | 0.830 | | | | 4.303 |
| **BI** | | **BI1** | 0.814 | 0.663 | 0.769 | 0.869 | 0.716 | 1.450 |
| | | **BI2** | 0.936 | 0.876 | | | | 1.450 |

As seen from Table 1, the outer loadings are as follows: online C2C 0.720-0.891, functional engagement 0.918-0.934, emotional engagement 0.913-0.935, communal engagement 0.879-0.925, social benefit 0.893-0.918, behavioral intention 0.813-0.936. The indicator reliability of variables are as follows: online C2C 0.518-0.793, functional engagement 0.843-0.872,

emotional engagement 0.834-0.874, communal engagement 0.773-0.856, social benefit 0.797-0.843, behavioral intention 0.663-0.876. Outer loadings should be greater than 0.70, indicator reliability values should be higher than 0.50 and AVE values should be above 0.50 (Hair et al., 2019: 111; Fornell and Larcker, 1981: 46). All values were greater than the recommended values. Thus, convergent validity was supported. As indicated in Table 1, composite reliability and Cronbach's α values should be greater than 0.60 (Bagozzi and Yi, 1988: 80; Hair et al., 2014: 111) and all these values were greater than 0.80.

Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) are usually used to test discriminant validity (Fornell and Larcker, 1981: 44; Henseler et al., 2015: 116). The square roots of the AVE values for the Fornell-Larcker Criterion, which is shown on the bold diagonal, should be higher than the correlation between the constructs (Yürük et al., 2017: 372).

**Table 2. Discriminant Validity**

| | | Fornell-Larcker Criterion | | | | | HTMT | |
|---|---|---|---|---|---|---|---|---|
| | | | SME | | | | | |
| Constructs | OCC | Fun | Emo | Com | SOC | BI | <0.90 | … confidence interval does not include 1 |
| OCC | **0.825** | | | | | | Yes | Yes |
| SME Fun | 0.451 | **0.926** | | | | | Yes | Yes |
| SME Emo | 0.428 | 0.767 | **0.925** | | | | Yes | Yes |
| SME Com | 0.457 | 0.817 | 0.731 | **0.908** | | | Yes | Yes |
| SOC | 0.500 | 0.731 | 0.666 | 0.736 | **0.905** | | Yes | Yes |
| BI | 0.201 | 0.063 | 0.105 | 0.086 | 0.128 | **0.877** | Yes | Yes |

*The square roots of the AVE values are the values in the diagonal of the table.*

As shown in Table 2, the square roots of AVE were greater than the correlation between the constructs. As for HTMT should be <0.90, and the confidence interval should not include 1 (Hair et al., 2017: 172,265). In the Table 2, the HTMT values were also within the recommended range. Therefore, discriminant validity was supported according to both Fornell-Larcker Criterion and HTMT values.

### 4.2. Structural Model

Figure 2 shows the structural path coefficients and the results of structural model evaluation according to the hypotheses.

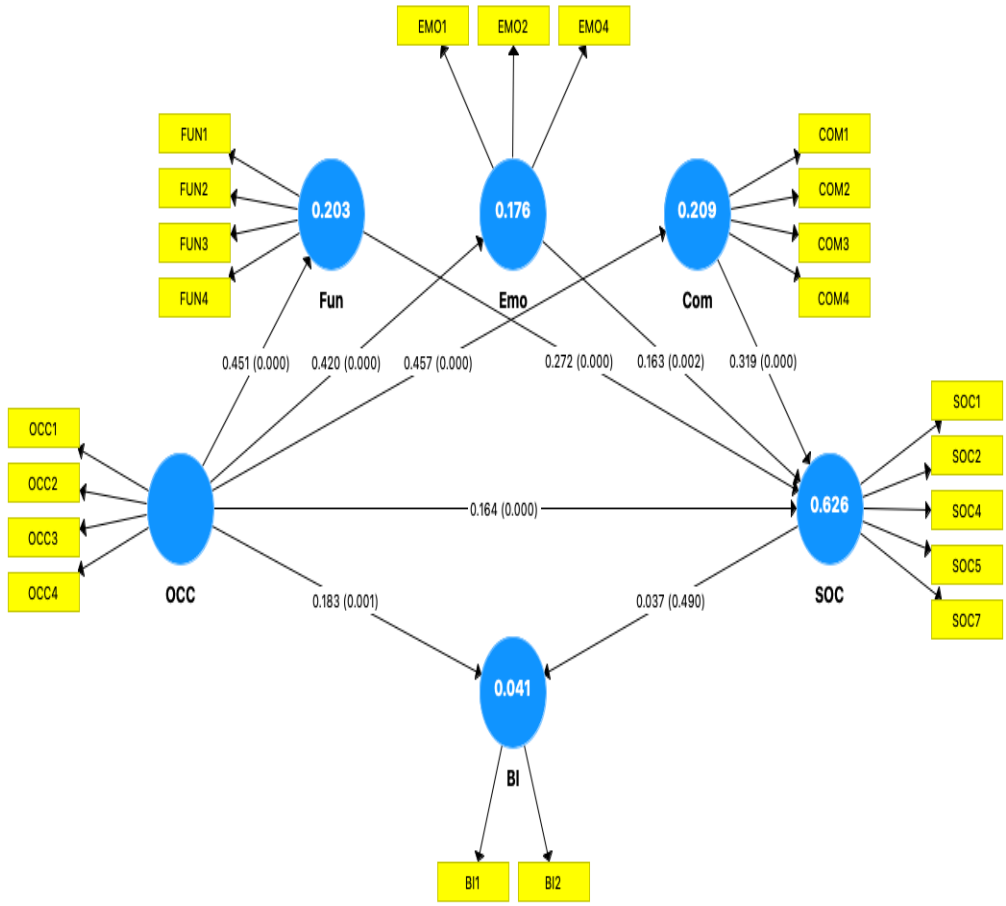


**Figure 2. Structural Model**

The partial least squares structural equation modeling (PLS-SEM) was used to test the research model Figure 2. Analyzes were performed using the SmartPLS 3.2.9 statistical program (Ringle, Wende and Becker, 2015). There are standard assessment criteria such as VIF, $R^2$, $f^2$ and $Q^2$ values that should be considered in the structural model. These values are shown in Table 3 and Table 4. Using the blindfolding (Omission Distance: 7) method, the effect sizes of $f^2$ were derived from $R^2$ values.

**Table 3. The Results of VIF, R2 and Q2**

| Endogenous latent constructs | | VIF¥ | | | | | $R^{2\dagger}$ | $Q^{2\ddagger}$ |
|---|---|---|---|---|---|---|---|---|
| | | OCC | SME | | | SOC | | |
| | | | Fun | Emo | Com | | | |
| | **Fun** | 1.000 | - | - | - | - | 0.203 | 0.173 |
| **SME** | **Emo** | 1.000 | - | - | - | - | 0.183 | 0.155 |
| | **Com** | 1.000 | - | - | - | - | 0.209 | 0.170 |
| **SOC** | | 1.302 | 3.721 | 2.667 | 3.326 | - | 0.623 | 0.501 |
| **BI** | | 1.334 | - | - | - | 1.334 | 0.041 | 0.025 |

¥*VIF: Collinearity*

† *$R^2$: Coefficient of determination.*
‡ *$Q^2$: Cross-validated redundancy.*

If VIF values are above 5, collinearity issues arise between predictor constructs. Therefore, it is recommended that VIF values be below 5 (Hair et al., 2019: 10). As shown in Table 3, all the VIF values were below 5. So, there were no collinearity issues between constructs. Since collinearity is not a problem according to VIF values, $R^2$ values should be examined. $R^2$ values indicate the explanatory power of the model. It measures the explained variance in each of the endogenous constructs. The results showed that 20%, 18% and 20% of the variance in the functional engagement, the emotional engagement and the communal engagement were explained, respectively. 62% and 4% of the variance in the social benefit and the behavioral intention were explained, respectively. $Q^2$ values should be greater than zero for the endogenous construct to ensure predictive accuracy for the structural model (Hair et al., 2019: 12). The $Q^2$ values in Table 3 were all greater than zero, which supports the predictive accuracy of the structural model.

The path coefficient, standard deviation, t-statistic, p values, $f^2$, the lower and upper values of bootstrap confidence intervals (97.5%) and the results of the hypothesis are shown Table 4. To test whether the hypotheses were supported or rejected, t and p values were used with Bootstrap (5000 samples). Table 4 shows the direct effects tested by excluding mediating variables in the model and Table 5 shows the results of indirect effects by including mediating variables.

**Table 4. The Results of Direct Effects**

| Hyp. | Path | Path coef. (*b* ) | Std. Devi. | t sta. | p* values | $f^{2**}$ | Bootstrap Confidence Interval | | Decision |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Lower 2.5% | Upper 97,5% | |
| **$H_1$** | **OCC→SME** | | | | | | | | |
| **$H_{1a}$** | OCC→Fun | 0.451 | 0.056 | 8.078 | **0.000** | 0.255 | 0.128 | 0.446 | ✓ |
| **$H_{1b}$** | OCC→Emo | 0.428 | 0.057 | 7.545 | **0.000** | 0.224 | 0.106 | 0.405 | ✓ |
| **$H_{1c}$** | OCC→Com | 0.457 | 0.058 | 7.835 | **0.000** | 0.264 | 0.128 | 0.468 | ✓ |
| **$H_2$** | **SME→SOC** | | | | | | | | |
| **$H_{2a}$** | Fun→SOC | 0.282 | 0.075 | 3.756 | **0.000** | 0.057 | 0.010 | 0.143 | ✓ |
| **$H_{2b}$** | Emo→SOC | 0.140 | 0.055 | 2.556 | **0.011** | 0.019 | 0.001 | 0.064 | ✓ |
| **$H_{2c}$** | Com→SOC | 0.329 | 0.080 | 4.084 | **0.000** | 0.086 | 0.028 | 0.188 | ✓ |
| **$H_3$** | **SOC→BI** | 0.037 | 0.052 | 0.705 | **0.481** | 0.001 | 0.000 | 0.015 | ✗ |
| **$H_4$** | **OCC→BI** | 0.182 | 0.054 | 3.398 | **0.001** | 0.026 | 0.005 | 0.066 | ✓ |
| **$H_5$** | **OCC→SOC** | 0.163 | 0.036 | 3.961 | **0.000** | 0.054 | 0.015 | 0.120 | ✓ |

* *$p<0.05$*
** *Value of effect sizes (0.02=Small, 0.15=Medium, 0.35=Large).*

As seen in Table 4, there were significant effects of the online C2C interaction on the functional engagement *($b$ =0.451; $p<0.05$)*, on the emotional engagement *($b$ =0.428; $p<0.05$)*, on the communal engagement *($b$ =0.457; $p<0.05$)*, on the behavioral intentions *($b$ =0.182; $p<0.05$)*, and on the social benefit *($b$ =0.163; $p<0.05$)*. There were also significant effects of the functional engagement *($b$ =0.282; $p<0.05$)*, emotional engagement *($b$ =0.140; $p<0.05$)* and communal engagement *($b$ =0.329; $p<0.05$)* on the social benefit. The results suggested that hypotheses *$H_{1a}$, $H_{1b}$, $H_{1c}$, $H_4$, $H_5$, $H_{2a}$, $H_{2b}$, $H_{2c}$* of the research were supported. However, there

was no effect of the social benefit *(b =0.037; p<0.05* on the behavioral intention. Therefore, $H_3$ was not supported.

**Table 5. The Results of Mediation Effects**

| Total Effect | | Direct Effect | |
|---|---|---|---|
| **Path coef. (α)** | **p Values** * | **Path coef. (α)** | **p Values** |
| | **OCC→SOC** | | |
| 0.500 | **0.000** | 0.164 | **0.000** |
| | **OCC→BI** | | |
| 0.201 | **0.000** | 0.183 | **0.001** |

| Hpy | Specific Indirect Effects | Path coef. (α) | Std. Devi. | t sta. | p* values | Bootstrap Confidence Interval Lower 2.5% | Bootstrap Confidence Interval Upper 97.5% | Decision |
|---|---|---|---|---|---|---|---|---|
| **$H_6$** | **OCC→SME→SOC** | | | | | | | |
| **$H_{6a}$** | OCC→Fun→SOC | 0.123 | 0.038 | 3.231 | **0.001** | 0.072 | 0.241 | ✓ |
| **$H_{6b}$** | OCC→Emo→SOC | 0.068 | 0.025 | 2.772 | **0.006** | 0.025 | 0.120 | ✓ |
| **$H_{6c}$** | OCC→Com→SOC | 0.146 | 0.038 | 3.231 | **0.001** | 0.047 | 0.196 | ✓ |
| **H7** | **OCC→SOC→BI** | 0.006 | 0.009 | 0.655 | **0.512** | -0.011 | 0.0026 | ✗ |
| **$H_8$** | **OCC→SME→SOC→BI** | | | | | | | |
| **$H_{8a}$** | OCC→Fun→SOC→BI | 0.005 | 0.007 | 0.637 | **0.524** | -0.008 | 0.021 | ✗ |
| **$H_{8b}$** | OCC→Emo→SOC→BI | 0.003 | 0.004 | 0.620 | **0.535** | -0.004 | 0.012 | ✗ |
| **$H_{8c}$** | OCC→Com→SOC→BI | 0.005 | 0.018 | 0.637 | **0.240** | -0.009 | 0.024 | ✗ |

* *p<0.05*

In Table 5, mediating analysis was conducted to test the mediating roles of functional engagement, emotional engagement, and communal engagement in the effect of online C2C interaction on social benefit. First, the total effect of online C2C interaction on social benefit was examined and it was found to be positive and significant *(b =0.500; p<0.05).* The effect obtained by including mediating variables was still positive and significant. However, it was observed that the mediator variables decreased the $R^2$ value *(b =0.164; p<0.05).* In addition, the indirect effects obtained by including functional engagement *(b =0.123; p<0.05),* emotional engagement *(b =0.068; p<0.05)* and communal engagement *(b =0.146; p<0.05)* as mediators were positive and significant. According to these results, hypotheses $H_{6a}$, $H_{6b}$, and $H_{6c}$ were accepted. While these indirect effects were positive and significant, it was found that serial mediating effects were not significant. It was suggested that social media engagement (functional, emotional, and communal engagement) and social benefit do not have a serial

mediating effect on the relationship between the online C2C interaction and behavioral intention. Similarly, social benefit does not seem to have a mediating effect on the relationship between online C2C interaction and behavioral intention. Therefore, $H_7$, $H_{8a}$, $H_{8b}$, $H_{8c}$ were not supported.

## 5. CONCLUSION

Social media offers unique opportunities to interact with consumers at deep and meaningful levels (Dolan et al., 2019). One of these opportunities is online events, which allow participants to interact with each other by exchanging ideas about the information and support they seek. This interaction raises the need to understand the effects and consequences of positive social media engagement.

The aim of this study was to investigate the effects of social media engagement of participants of online events on social benefit and behavioral intentions. The results of the study are similar to previous studies in that online C2C interaction positively affects social media engagement. While following online events, participants can interact with people around the world in their fields of interest, discuss current issues and stay in touch with these people. People generally like to be in the same environment with the people with whom they can connect more easily and who have common interests. This finding is consistent with previous studies examining the interaction between consumers and brands in social media (Malthouse et al., 2013; Brodie et al., 2013; Gummerus et al., 2012; Dolan et al., 2016; Schivinski et al., 2016; Dolan et al., 2019) and emphasizes that C2C interaction positively affects social media engagement.

It is stated that the most basic motivations of consumers in the use of social media are to meet their needs for social interaction, obtain social benefits and feel completed (Hennig-Thurau et al., 2004). Research shows that many individuals participate in social media and virtual communities to relieve their loneliness, meet like-minded people, make friends, and provide social benefits (McKenna and Bargh, 1999; Dholakia et al., 2004; Colgate et al., 2005; Gummerus et al., 2012; Savci et al. 2018; Dolan et al., 2019; Arslan and Şimşek, 2022; Uyaroğlu et al. 2022). Similar results were obtained for online events attended via social media. Event consumers participate in online events for similar reasons as they do in an event they attend physically, one of which is to achieve social benefits. Oh et al., (2023) stated that the participation of university students in virtual social events might provide them with various social benefits by increasing their experiences and interacting with people around the world because online events allow participants to socialize, discuss specific topics, help and receive feedback from other participants. Our results also concluded that online event participation has a positive effect on social benefit.

The findings of the current study revealed that social benefit from online event participation did not have a positive effect on participants' behavioral intentions. This finding shows that the social benefit obtained by the participants does not have an effect on their decision to participate in such online events again in the future. They derive social benefits from the online events they participate in, but this benefit does not shape their future behavior. Individuals tend to decide whether or not to participate in an online event again based on their interactions in the online environment, which suggests that online interactions are directly related to future participations in online events.While these results are similar to the study of Gummerus et al., (2012), it differs from the studies of Liu and Guo (2017), Zhou et al., (2014) and Jung et al., (2014) who stated the opposite.

Our findings suggest that online C2C interactions in the context of an online event have a positive effect on behavioral intentions. Online events are also seen as activities involving participants who are thought to come together for similar purposes looking forward to that day with excitement. Studies show that a positive C2C communication in an online environment positively affects the behavioral intention of consumers (Gruen et al., 2006; Wang et al., 2012; Du et al., 2015; Zhu et al., 2016; Shin and Perdue, 2022).

## 6. LIMITATIONS AND FUTURE DIRECTIONS

This study has potential limitations and offers recommendations for future research. Firstly, this study analyzes the participants who participate in online events only with social media tools and their interactions on social media. Online events participated through different online platforms (website, blog...) were not examined, which may yield different results. In addition, it is possible to compare events that the participants attend physically to the online ones.

Especially during the Covid-19 pandemic, the behavior of consumers, who have become more digital, towards online events has also become important. This study focused only on social benefit and behavioral intention. Therefore, the effects (economic, psychological...) of participating in an online event on consumers is a separate research topic. Further, consumers' social media usage rates and social media experiences were not taken into consideration in the current study. Future research might also focus on investigating the technology acceptance of consumers. In addition, which social media tools the participants communicate with other consumers the most and when they use them might be considered in future studies as examining the interactions and behaviors before, during and after the event may provide different results. The fact that consumers have different cultural backgrounds differentiates the type of online events they attend and can change their motivation to participate, which might be studied interculturally as a research topic.

Considering all these limitations of the current study, online events need to be investigated in more detail. Despite all these limitations, studies of examining the behavior of participating in online events through social media might make significant contributions to the marketing and tourism literature, specifically social media, and events. This study provides important findings about which social media tools consumers use to participate in online events, how they benefit from them, how they interact with other users, which might guide future research.

## 7. MANAGERIAL IMPLICATIONS

Brands, businesses, event organizers should focus on designing online events that make it easier for attendees to interact with each other before and during the event. Chat, comment, share content, etc. platforms that provide support can encourage organic C2C interactions. Providing event content, insights, and surprises that attendees will actually want to share online drives consumers' functional engagement behaviors. Creating event experiences that evoke enthusiasm, excitement, joy, and other positive emotions increases consumers' emotional engagement and social transmission.

Additionally, it is important to analyze online event data to determine the most interesting content types, interaction opportunities, and platform features. Having staff, partners and influencers interact with attendees during the event, encouraging high engagement, will increase the effectiveness of the event.

Although communicating the social benefits obtained as a result of the events to the participants does not directly affect them, it can inform the participants about the possible functional,

emotional and social gains. Asking attendees directly about their event experience, interactions, involvement, and future intentions can provide actionable feedback to improve the event. Organizing competitions and giveaways to reward participants with high participation in order to attract the motivation and attention of the participants can focus the event and increase participation.

As a result, businesses, brands, event planners should focus on creating visually appealing and engaging content on social media, building strong relationships with customers, and investing in social media marketing activities to increase customer engagement and increase sales. Therefore, it is thought that the results of this study will guide all stakeholders.

## KAYNAKÇA

AJZEN, I., & FISHBEIN, M. (1969). "The Prediction of Behavioral Intentions in a Choice Situation''. Journal of Experimental Social Psychology, 5(4): 400-416.

ALGESHEIMER, R., DHOLAKIA, U. M., & HERRMANN, A. (2005), ''The Social Influence of Brand Community: Evidence From European Car Clubs''. Journal of Marketing, 69(3):19-34.

ANDERSON, E.W., FORNELL, C., & LEHMANN, D.R. (1994), ''Customer Satisfaction, Market Share, and Profitability: Findings from Sweden''. Journal of Marketing, 58(3): 53–66.

ARSLAN, A., & ŞİMŞEK, G. (2022). "Gezginlerin Seyahat Deneyimlerini Sosyal Medyada Paylaşma Motivasyonları". Turizm Akademik Dergisi, 9(2), 379-392.

BAGOZZI, R. P., & YI, Y. (1988). "On the Evaluation of Structural Equation Models". Journal of the Academy of Marketing Science, 16(1): 74-94.

BAGOZZI, R.P., & DHOLAKIA, U. M. (2002). ''Intentional Social Action in Virtual Communities''. Journal of Interactive Marketing, 16(2): 2-21.

BERGER, J. (2011). Arousal Increases Social Transmission of Information, Psychological Science, 22 (7): 891-893.

BLASCO-ARCAS, L., HERNANDEZ-ORTEGA, B.I., & JIMENEZ-MARTINEZ, J. (2016). ''Engagement Platforms: The Role of Emotions in Fostering Customer Engagement and Brand Image in Interactive Media, Journal of Service Theory and Practice, 26(5): 559-589.

BRODIE, R.J., HOLLEBEEK, L.D., JURIĆ, B., & ILIĆ, A. (2011). ''Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research''. Journal of Service Research, 14(3): 252-271.

BRODIE, R.J., ILIC, A., JURIC, B., & HOLLEBEEK, L. (2013). ''Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis", Journal of Business Research, 66(1): 105-114.

CHAN, K.W. & LI, S.Y. (2010), ''Understanding Consumer-to-Consumer Interactions in Virtual Communities: The Salience of Reciprocity'', Journal of Business Research, Vol. 63, No. 9-10: 1033-1040.

COLGATE, M., BUCHANAN-OLIVER, M., & ELMSLY, R. (2005). ‘’Relationship Benefits in an Internet Environment’’. Managing Service Quality: An International Journal, 15(5): 426-436.

DESSART, L. (2017). ‘’Social Media Engagement: A Model of Antecedents and Relational Outcomes’’. Journal of Marketing Management, 33(5-6): 1-25.

DHOLAKIA, U.M., BAGOZZI, R.P., & PEARO, L.K. (2004). ‘’A Social Influence Model of Consumer Participation in Network and Small-Group-Based Virtual Communities’’. International Journal of Research in Marketing, 21(3): 241-263.

DHOLAKIA, U.M., BLAZEVIC, V., WIERTZ, C., & ALGESHEIMER, R. (2009). “Communal Service Delivery: How Customers Benefit From Participation in Firm-Hosted Virtual P3 Communities”. Journal of Service Research, 12(2): 208-226.

DOLAN, R., CONDUIT, J., FAHY, J., & GOODMAN, S. (2016). "Social Media Engagement Behaviour: A Uses and Gratifications Perspective". Journal of Strategic Marketing, 24(3-4): 261-277.

DOLAN, R., CONDUIT, J., FRETHEY-BENTHAM, C., FAHY, J., & GOODMAN, S. (2019). ‘’Social Media Engagement Behavior: A Framework for Engaging Customers Through Social Media Content’’. European Journal of Marketing, 53(10): 2213-2243.

DU, J., JORDAN, J.S., & FUNK, D.C. (2015). ‘’Managing Mass Sport Participation: Adding a Personal Performance Perspective to Remodel Antecedents and Consequences of Participant Sport Event Satisfaction’’. Journal of Sport Management, 29(6): 688-704.

FORNELL, C., & LARCKER, D.F. (1981). “Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 18(1): 39-50.

GEORGI, D., & MINK, M. (2013). ‘’eCCIq: The Quality of Electronic Customer-to-customer Interaction’’. Journal of Retailing and Consumer Services, 20(1): 11-19.

GRUEN, T.W., OSMONBEKOV, T., & CZAPLEWSKI, A.J. (2006). ‘’eWOM: The Impact of Customer-to-customer Online Know-how Exchange on Customer Value and Loyalty’’. Journal of Business Research, 59(4): 449-456.

GUMMERUS, J., LILJANDER, V., WEMAN, E., & PIHLSTRÖM, M. (2012). ‘’Customer Engagement in a Facebook Brand Community’’. Management Research Review, 35(9): 857-877.

HABIBI, M.R., LAROCHE, M., & RICHARD, M.O. (2014). ‘’The Roles of Brand Community and Community Engagement in Building Brand Trust on Social Media’’. Computers in Human Behavior, 37(1): 152-161.

HAIR, J.J.F., SARSTEDT, M., HOPKINS, L., & G. KUPPELWIESER, V. (2014). “Partial Least Squares Structural Equation Modeling (PLS-SEM) An Emerging Tool in Business Research”. European Business Review, 26(2): 106-121.

HAIR, J.F., RISHER, J.J., SARSTEDT, M., & RINGLE, C.M. (2019). "When to Use and How to Report the Results of PLS-SEM". European Business Review, 31(1): 2-24.

HAIR, J.F., TOMAS, G., HULT, M., RINGLE, C.M., & SARSTEDT, M. (2017). A Primer On Partial Least Square Structural Equations Modeling (PLS-SEM). 2. Edition, Los Angeles, CA: Sage.

HARMELING, C.M., MOFFETT, J.W., ARNOLD, M.J., & CARLSON, B.D. (2017). "Toward a Theory of Customer Engagement Marketing". Journal of the Academy of Marketing Science, 45: 312-335.

HENNIG-THURAU, T., GWINNER, K.P., WALSH, G., & GREMLER, D.D. (2004). ''Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?''. Journal of Interactive Marketing, 18(1): 38-52.

HENSELER, J., RINGLE, C.M., & SARSTEDT, M. (2015). "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modelling". Journal of the Academy of Marketing Science, 43: 115-135.

HOLLEBEEK, L.D. (2013). "The Customer Engagement/Value Interface: An Exploratory Investigation". Australasian Marketing Journal, 21(1): 17-24.

HOLLEBEEK, L.D., GLYNN, M.S., & BRODIE, R.J. (2014). "Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation". Journal of Interactive Marketing, 28: 149–165.

HULL, K., & LEWIS, N.P. (2014). ''Why Twitter Displaces Broadcast Sports Media: A Model''. International Journal of Sport Communication, 7(1): 16-33.

JAHN, B., & KUNZ, W. (2012). ''How to Transform Consumers Into Fans of Your Brand''. Journal of Service Management, 23(3): 344-361

JUNG, N.Y., KIM, S., & KIM, S. (2014). ''Influence of Consumer Attitude Toward Online Brand Community on Revisit Intention And Brand Trust''. Journal of Retailing and Consumer Services, 21(4): 581-589.

KAPLAN, A.M., & HAENLEIN, M. (2010). ''Users of the World, Unite! The Challenges and Opportunities of Social Media''. Business Horizons, 53(1): 59-68.

KHAN, M.L. (2017). ''Social Media Engagement: What Motivates User Participation and Consumption on YouTube?''. Computers in Human Behavior, 66(1): 236-247.

KHAROUF, H., BISCAIA, R., GARCIA-PEREZ, A., & HICKMAN, E. (2020). ''Understanding Online Event Experience: The Importance of Communication, Engagement and Interaction''. Journal of Business Research, 121(1): 735-746.

KIETZMANN, J.H., HERMKENS, K., MCCARTHY, I.P., & SILVESTRE, B.S. (2011). "Social media? Get serious! Understanding the Functional Building Blocks of Social Media". Business Horizons, 54 (3): 241-251.

KIM, D. J., FERRIN, D.L., & RAO, H.R. (2009). ''Trust and Satisfaction, Two Stepping Stones for Successful E-commerce Relationships: A Longitudinal Exploration''. Information Systems Research, 20(2): 237-257.

KUO, Y.F., & FENG, L.H. (2013). ''Relationships Among Community Interaction Characteristics, Perceived Benefits, Community Commitment, and Oppositional

Brand Loyalty in Online Brand Communities''. International Journal of Information Management, 33(6): 948-962.

LIBAI, B., BOLTON, R., BUGEL, M.S., DE RUYTER, K., GOTZ, O., RISSELADA, H., & STEPHEN, A.T. (2010). "Customer-to-customer Interactions: Broadening the Scope of Word of Mouth Research", Journal of Service Research, 13(3): 267-282.

LIM, J.S., HWANG, Y., KIM, S., & BIOCCA, F.A. (2015). ''How Social Media Engagement Leads to Sports Channel Loyalty: Mediating Roles of Social Presence and Channel Commitment''. Computers in Human Behavior, 46(1): 158-167.

LIM, W.M., RASUL, T., KUMAR, S., & ALA, M. (2022). "Past, Present, and Future of Customer Engagement". Journal of Business Research, 140: 439-458.

LIU, D., & GUO, X. (2017). ''Can Trust and Social Benefit Really Help? Empirical Examination of Purchase Intentions for Wearable Devices''. Information Development, 33(1): 43-56.

MALTHOUSE, E.C., HAENLEIN, M., SKIERA, B., WEGE, E., & ZHANG, M. (2013). ''Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House''. Journal of Interactive Marketing, 27(4): 270-280.

MANGOLD, W.G., & FAULDS, D.J. (2009). ''Social Media: The New Hybrid Element of the Promotion Mix''. Business Horizons, 52(4): 357-365.

MARTIN, C.L., & PRANTER, C.A. (1989). ''Compatibility Management: Customer-to-customer Relationships in Service Environments''. Journal of Services Marketing, 3(3): 5-15.

MCKENNA, K.Y.A., & BARGH, J.A. (1999). ''Causes and Consequences of Social Interaction on the Internet: A Conceptual Framework''. Media Psychology, 1(1): 249–269.

OH, H. J., KIM, J., CHANG, J.J., PARK, N., & LEE, S. (2023). ''Social Benefits of Living in The Metaverse: The Relationships Among Social Presence, Supportive Interaction. Social Self-efficacy, and Feelings of Loneliness''. Computers in Human Behavior, 139(1): 1-11.

OLIVER, R.L. (1999). ''Whence consumer loyalty?''. Journal of Marketing, 63, (Special issue): 33–44.

PENTINA, I., GUILLOUX, V., & MICU, A.C. (2018). ''Exploring Social Media Engagement Behaviors in the Context of Luxury Brands''. Journal of Advertising, 47(1): 55-69.

PERRIGOT, R., KACKER, M., BASSET, G., & CLIQUET, G. (2012). "Antecedents of Early Adoption and Use of Social Media Networks for Stakeholder Communications: Evidence From Franchising". Journal of Small Business Management, 50(4): 539-565.

RINGLE, C.M., WENDE, S., & BECKER, J.M. (2015). SmartPLS 3. (Available from SmartPls Web Site: www.smartpls.com)

SASHI, C. M. (2012). ''Customer Engagement, Buyer-Seller Relationships, and Social Media''. Management Decision, 50(2): 253-272.

SAVCİ, M., ERCENGİZ, M., & AYSAN, F. (2018). "Turkish Adaptation of the Social Media Disorder Scale in Adolescents". Archives of Neuropsychiatry, 55(3), 248

SCHIVINSKI, B., CHRISTODOULIDES, G., & DABROWSKI, D. (2016). ‘’Measuring Consumers' Engagement With Brand-related Social-media Content: Development and Validation of a Scale That Identifies Levels of Social-media Engagement With Brands’’. Journal of Advertising Research, 56(1): 64-80.

SCHOUTEN, J.W., MCALEXANDER, J.H., & KOENIG, H.F. (2007). ‘’Transcendent Customer Experience and Brand Community’’. Journal of the Academy of Marketing Science, 35(3): 357–368.

SHIN, H., & PERDUE, R.R. (2022). ‘’Customer Nontransactional Value Cocreation in an Online Hotel Brand Community: Driving Motivation, Engagement Behavior, and Value Beneficiary’’. Journal of Travel Research, 61(5): 1088-1104.

UYAROĞLU, A.K., ERGİN, E., TOSUN, A.S., & ERDEM, Ö. (2022). “A Cross-Sectional Study of Social Media Addiction and Social and Emotional Loneliness in University Students in Turkey”. Perspectives in Psychiatric Care, 58(4), 2263-2271.

VAN DER LINDEN, S. (2017). ‘’The Nature of Viral Altruism and How to Make it Stick’’. Nature Human Behaviour, 1(3): 1-4.

VAN DOORN, J., LEMON, K.N., MITTAL, V., NASS, S., PICK, D., PIRNER, P., & VERHOEF, P.C. (2010). ‘’Customer Engagement Behavior: Theoretical Foundations and Research Directions’’. Journal of Service Research, 13(3): 253-266.

VERHOEF, P.C., REINARTZ, W.J., & KRAFFT, M. (2010). ‘’Customer Engagement as a New Perspective in Customer Management’’. Journal of Service Research, 13(3): 247-252.

VIVEK, S.D., BEATTY, S.E. & MORGAN, R.M. (2012). ‘’Customer Engagement: Exploring Customer Relationships Beyond Purchase’’. Journal of Marketing Theory and Practice, 20(2): 127–149.

WANG, X., YU, C., & WEI, Y. (2012). ‘’Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework’’. Journal of Interactive Marketing, 26(4): 198-208.

YOSHIDA, M., & JAMES, J.D. (2010). ‘’Customer Satisfaction With Game and Service Experiences: Antecedents and Consequences’’. Journal of Sport Management, 24(3): 338-361.

YUAN, S.T.D., CHOU, S.Y., YANG, W.C., WU, C.A., & HUANG, C.T. (2017). ‘’Customer Engagement Within Multiple New Media and Broader Business Ecosystem– A Holistic Perspective’’. Kybernetes, 46(6): 1000-1020.

YURUK, P., AKYOL, A., & SIMSEK, G.G. (2017). Analyzing The Effects Of Social Impacts Of Events On Satisfaction And Loyalty. Tourism Management, 60, 367-378.

ZEITHAML, V.A., BERRY, L.L., & PARASURAMAN, A. (1996). ‘’The Behavioral Consequences of Service Quality’’. Journal of Marketing, 60(2): 31-46.

ZHOU, Z., JIN, X.L., & FANG, Y. (2014). ‘’Moderating Role of Gender in the Relationships Between Perceived Benefits and Satisfaction in Social Virtual World Continuance’’. Decision Support Systems, 65: 69-79.

ZHU, D. H., CHANG, Y. P., & LUO, J. J. (2016). ‘’Understanding the Influence of C2C Communication on Purchase Decision in Online Communities From A Perspective Of Information Adoption Model’’. Telematics and Informatics, 33(1): 8-16.