



## Unlocking Instagram Success: Factors Shaping Consumer Engagement in Social Media Marketing

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### ABSTRACT

In reaching out to consumers, social media marketing is indispensable. The prominence of social media serves as a vital metric for corporations and brands, and it currently occupies a pivotal role within digital marketing strategies. This study focuses on the analysis of posts published on Instagram by two Turkish clothing brands since the beginning of 2023, with the aim of identifying factors that enhance user engagement. According to the results obtained through ordered logistic regression analysis, factors such as the use of images in posts, the presence of a celebrity figure in the post, and the inclusion of tags increase the likelihood of heightened engagement levels. These findings are expected to provide valuable insights for social media marketers and researchers in devising effective Instagram strategies.

**Keywords:** Social Media Marketing, Digital Engagement, Instagram, Ordered Logistic Regression Analysis

**JEL Classification:** M30; M31

## Instagram Başarısını Ortaya Çıkarmak: Sosyal Medya Pazarlamasında Tüketici Etkileşimini Şekillendiren Kilit Faktörler

### ÖZ

Firmaların tüketicilere ulaşmasında sosyal medya pazarlaması oldukça önemli bir araçtır. Kurumlar ve markalar için kilit bir ölçüt olan sosyal medyanın önemi, dijital pazarlama stratejileri içinde önemli bir yer tutmaktadır. Bu çalışma, kullanıcı etkileşimini artıran faktörleri belirlemek amacıyla, 2023 yılının başından bu yana iki Türk giyim markasının Instagram'da yayınladığı gönderilere odaklanmaktadır. Sıralı lojistik regresyon analizi ile elde edilen sonuçlara göre, paylaşımlarda görsel kullanımı, paylaşımında ünlü bir figürün varlığı ve etiket kullanımı faktörlerinin, gönderinin yüksek etkileşimde olma olasılığını artırdığı görülmüştür. Bu bulguların, sosyal medya araştırmacıları ve pazarlamacıları için etkili Instagram stratejileri geliştirmede değerli bilgiler sağlaması beklenmektedir.

**Anahtar Kelimeler:** Sosyal Medya Pazarlaması, Dijital Etkileşim, Instagram, Sıralı Lojistik Regresyon Analizi

**JEL Sınıflandırması:** M30; M31

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## **1. INTRODUCTION**

As social media continues to occupy an increasingly significant space in consumers' lives, marketers have shown a growing interest in the realm of digital engagement. For instance, The projected trend suggests that the worldwide Instagram user base is expected to grow steadily, adding a total of 234.8 million users between 2024 and 2027. Also, in terms of user engagement, carousel posts have consistently been the leading content type on Instagram between 2011 and 2022 ([www.statista.com](http://www.statista.com)). Growing number of companies are prioritizing the establishment of their online presence via social media platforms because of the rising significance of social media in marketing efforts (Podobnik, 2013). As Felix et al., (2017) stated, social media marketing is a multifaceted and cross-disciplinary approach that utilizes social media platforms (often in association with other communication channels) to attain organizational objectives by delivering value to stakeholders. As authors states, at a strategic level, social media marketing encompasses an organization's choices regarding the extent of their social media marketing involvement (spanning from conservative to innovative), the prevailing cultural approach (ranging from traditional to contemporary), the organizational structure (spanning from hierarchical to networked), and the governance style (ranging from authoritative to decentralized). In another study which investigates the brand equity and social media relationship, social media marketing activities (SMMA) had a positive impact on both brand awareness and brand image and brand image significantly affected electronic word-of-mouth (e-WOM) and customer commitment, demonstrating that SMMA positively contribute to the brand's image, consequently fostering committed customers by influencing customer emotions and e-WOM (Seo & Park, 2018).

In this study, empirical research has been conducted to investigate how social media strategies impact consumer engagement. In undertaking this research, previously identified variables have been drawn upon. The type of post, visual characteristics and technical specifications are adopted from study of Zhang & Su (2022), the language and style of communication in the post's text are adopted from the studies of Kusumasondjaja (2018), Aggarwal, (2004) and Lee et al. (2015). Also there are some variables added by the author, these are the presence of a celebrity figure in the post, the use of tags, and the number of accounts tagged. Additionally, to calculate engagement, the number of likes and comments on each post has been taken as variables.

## **2. CONSUMER ENGAGEMENT IN SOCIAL MEDIA**

Social media has become a focal point for businesses and academics due to its role in consumer interactions throughout various stages of the consumption process, including information search, decision-making, word-of-mouth communication, product and service adoption, and even product usage and disposal (Filo et al., 2015). The concept of interaction has been utilized in various disciplines such as sociology, political science, psychology, and organizational behavior since the early 2000s (Brodie et al., 2011). In the context of social media, activities like liking, sharing, and commenting enable brands to interact with consumers, ultimately assisting brands in reaching wider audiences.

Through social media sharing platforms, individuals can upload photos, videos, and audio files to websites accessible from anywhere in the world. In addition to this, these platforms offer additional social features such as account creation, commenting, and messaging. Social media sharing sites also strengthen online marketing efforts by providing informative or engaging content to both existing and potential customers (Saravanakumar & SuganthaLakshmi, 2012). One of the classifications of social media found in the literature is the one proposed by Kaplan & Haenlein (2010) (Table 1). According to this classification, one axis of the table

represents social presence/media richness, while the other axis represents self-presentation/self-disclosure concepts. It is noted that the components in the classification, based on the Social Presence Theory, may vary in terms of visual and physical contact degrees. Social presence is influenced by the proximity and immediacy of the medium. It can be said that mediated communication will offer lower social existence compared to face-to-face communication or synchronous communication will offer lower social presence compared to asynchronous communication. The higher the social presence, the broader the social impact will be. The concept of media richness is closely related to the concept of social media. Media richness is defined as the amount of information allowed to be granted in a certain time period. Different media channels vary in terms of richness. Some are more effective in reducing or resolving uncertainty compared to other channels. When this is transferred to the social media environment, a classification emerges based on media richness and the degree of social existence it allows.

**Table 1. Classification of Social Media**

		Social presence/Media richness		
		Low	Medium	High
Self- presentation/Self -disclosure	High	Blogs	Social networking sites	Virtual social worlds
	Low	Collaborative project	Content communities	Virtual game worlds

*Source: (Kaplan & Haenlein, 2010)*

Consumers engage with a brand when they purchase it, consume it, or even when they establish a virtual relationship with it without making a purchase (McAlexander et al., 2002). At this point, the importance of social media platforms for businesses becomes evident. Dwivedi et al., (2015) describe social media marketing as follows: “as a dialogue often initiated by consumers/viewers or used to initiate communications revealing certain promotional information circulating among specific parties, or initiating communication that enables learning from each other’s usage experiences, ultimately benefiting all relevant parties” Social media marketing is a means to capture the attention of customers through social networks. From a business perspective, a "community manager" manages the company’s presence on social media by engaging in activities like brand promotion and providing customer support. Customers benefit from others’ experiences with product and have an idea about the brand’s reputation (Jara et al., 2014). Customers create value for business not only by making purchases but also with the behavioural manners in social media which can be both positive and negative (Kumar et al., 2010).

Digital engagement contains consumers’ thoughts, feelings and actions (such as likes, comments, share etc.) through social media. If consumer desire to interact with a brand in digital environment, this is an online behaviour which emerges from consumer’s thoughts and inner motivations (Scheinbaum, 2016). The interactive nature of digital media allows for both sellers to share information and engage in information exchange with customers, as well as for customers to share information among themselves. Businesses can establish collaborative communities through social media to better understand and resolve the issues of existing customers. This shift in dynamics results in a transformation of the traditional roles of both sellers and customers. Customers, by generating their own content and occasionally serving as the most significant advocates for sellers' products, contribute added value to the engagement (Sashi, 2012). Thus, total likes, comments, and shares devote to the overall engagement of a

social media post. On some platforms, even simply pausing to view or not scrolling past a post can be counted as engagement. For example, Facebook defines engagement as the total actions people take on your social media posts (Cho et al., 2014).

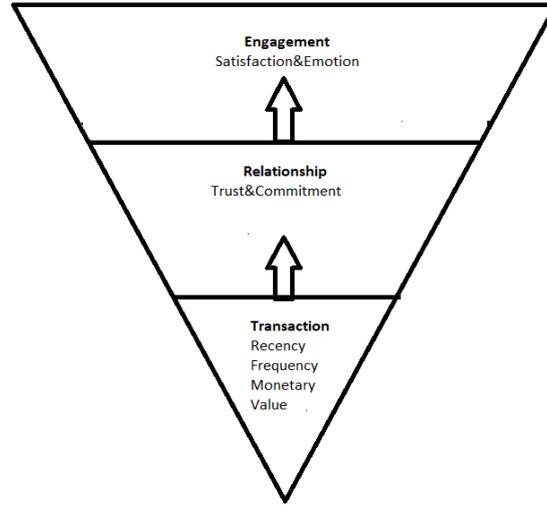
Research has shown that when businesses initiate branded communication on social networks, it can influence consumers' attitudes toward branded content, affect consumers cognitively and emotionally, and potentially lead consumers to become brand advocates within their own social media networks (Gavilanes et al., 2018). Digital engagement enhances the marketing value of influencers. High engagement indicates that viewers actively engage with a social media post or video by influencers (L. Chen et al., 2023). Clicking the "like" button on social media posts is more than just clicking a link to a business's post. It is often regarded as an emotional investment made by the consumer (Gavilanes et al., 2018). Most social media networks try to measure users' viewing habits with various tools. These information-providing metrics include number of likes, number of saves, number of views, number of followers, etc. These metrics can be used by social media users to make inferences. They also have an impact on consumer purchasing decisions. For example, if a product has a high star rating, it can be interpreted as having a high liking rate and being a quality product, or the high number of people following a brand's social media account can affect the perception of the brand's popularity (Hill et al., 2020).

Kumar et al., (2010) stated that customer engagement value is stated to consist of the following four dimensions:

- Customer acquisition behaviour that corresponds to the customer's lifetime value (such as repeat purchases or additional purchases through cross-selling and upselling)
- External customer referral value, which is related to acquiring new customers through official referral programs initiated and promoted by the company
- Customer influencing behaviour through activities like word-of-mouth (WOM) effectiveness, which convinces potential customers and converts them into actual customers or encourages existing customers to increase their wallet share. This behaviour often involves internal motivation and corresponds to customer influencer value
- Customer knowledge behaviour, which can be externally or internally motivated, contributes to customer information and knowledge development through feedback that provides insights and suggestions for improvements to the business. This behaviour corresponds to customer information value.

Although mentioned digital actions are generally considered as consumer engagement, it's important to emphasize that they follow different types of digital engagement in terms of their qualitative aspects. Depending on the emotions conveyed in the post content, the linguistic elements used, and other factors, different responses can emerge (Munaro et al., 2021).

Customer engagement is based on trust and loyalty, with both of these factors leading to satisfaction and positive emotions. Customers with a high level of trust are expected to engage more on social media. Loyalty, on the other hand, indicates that customers are willing to maintain a long-term relationship with the business, showing a willingness to engage in brand-community engagement (de Oliveira Santini et al., 2020). de Oliveira Santini et al. (2020) also state that satisfaction and positive emotions are two fundamental factors in creating customer engagement on social media. Customers are involved in engagement indirectly contribute to businesses through positive word-of-mouth communication.



**Figure 1. Evolution of Customer Management**

*Source:* (Pansari & Kumar, 2017)

Pansari and Kumar (2017) emphasize that in the 1990s, marketing primarily benefited from customer transactions, and the metrics used to measure its impact on business profitability included past customer value, wallet share, frequency, and monetary value (Figure 1). Towards the late 1990s and early 2000s, businesses aimed to establish positive customer relationships by ensuring customer satisfaction. Over time, it became evident that loyalty and satisfaction needed to be converted to a certain level of differentiation to achieve sustainable competitive advantage. Motivated by this, businesses turned to influencing customers through relationship marketing, giving rise to the term “engagement”. This term has been used in various academic disciplines such as sociology, political science, psychology, and organizational behaviour over the past decade, and it began to appear in marketing literature after 2006 (Brodie et al., 2011).

Digital customer engagement can be seen as the motivational cues of consumers related to brand interaction. These cues can be cognitive in nature, describing what consumers think about the brand, emotional in nature, explaining how people feel about the brand, or behavioural in nature, indicating how much energy, effort, and time consumers invest in using the brand (Eigenraam et al., 2018).

### **3. METHOD**

Instagram posts were utilized as secondary data source to test the research hypotheses. Data were collected from January 1, 2023, until the beginning of the research method (September 5, 2023). In the following sections, hypotheses, the dataset and variables were defined, descriptive statistics of the dataset were summarized, and the analysis methods to test the hypotheses were explained.

#### **3.1. Hypotheses**

This study involves a comprehensive examination of the brand communication strategies employed by two leading clothing brands on Instagram. This examination will be conducted by

analyzing Instagram posts. The type of social media posts, encompassing their visual attributes and technical specifications, has been drawn upon from the research conducted by Zhang and Su (2022). Furthermore, the linguistic and communicative attributes evident within the textual content of these posts have been assimilated from the scholarly works of Kusumasondjaja (2018), Aggarwal (2004), and Lee et al. (2015). It is important to note that the author of this study has introduced certain additional variables into the analytical framework, specifically, the presence of a prominent celebrity figure within the posts, the utilization of hashtags, and the quantification of accounts tagged. Additionally, for the computation of engagement metrics, the variables encompassing the count of likes and comments on each individual post have been incorporated. The descriptive information provided about the content shared by the brands included in the research on their social media accounts will be beneficial for both marketing researchers and practitioners in keeping up with the trends in social media marketing. The primary aspect examined in the posts is the type of content. In this examination, the content found in the first post of scrolling posts was considered. Accordingly, the type of post was coded as either video or photo. Some researches found that post containing video has more likes and comments (Zhang and Su, 2022; Sabate et al., 2014). Given the belief that photo sharing is more effective in capturing consumer attention within a single frame, the following hypothesis has been formulated:

Hypothesis 1: Instagram posts containing photos have a positive impact on engagement.

The posts were examined for visual features in terms of the presence of images such as adult human faces, children, animals, and brand visuals (Zhang & Su, 2022). Since it was determined that the examined brands have marketing messages targeting young adults, it is hypothesized that the presence of adult figures in the Instagram posts will increase engagement (Hypothesis 2).

Hypothesis 2: The presence of an adult figure in Instagram posts of the examined brands positively affects the engagement of the posts.

The content types of the brands' messages were examined within two different classifications. The first classification includes styles that can be termed as "exchange" and "community". In exchange communication, commercial branded content that includes product, price, and financial benefits is featured, while in community communication, branded content unrelated to financial gain or loss is present. Exchange communication typically includes content that encourages purchase, such as discounts, product information, or prices. On the other hand, community communication features content resembling conversations among friends, focusing more on topics like styles, trends, and personal interests (Aggarwal, 2004; Lee et al., 2015). In this study, it is assumed that the community style of communication will increase engagement by enabling the brand to establish a more intimate communication with the consumer (Hypothesis 3).

Hypothesis 3: Posts using the community communication style have a positive impact on consumer engagement level.

While making another classification related to the type of message content, categories from Kusumasondjaja (2018) were utilized. Accordingly, message contents that emphasize the brand solely with features such as quality, reliability, durability, and comfort without highlighting any specific emotions were coded as informative content. Messages that emphasize distinct emotions like happiness, sadness, romance, pride, etc., were coded as emotional content. The third group includes brand messages that use both of these content types together, coded as mixed content. Given the belief that informative and authentic communication language will increase engagement; the following hypothesis has been formulated:

Hypothesis 4: Informative communication style posts have a positive impact on engagement.

Apart from these classifications, whether a celebrity is featured in the brand's post has also been coded. Only actors and national athletes were classified as celebrities. Social media influencers were not classified as celebrities in this study because they are famous within a smaller segment of society. It is believed that featuring a famous character in the post will increase engagement. In this regard, the following hypothesis has been formulated:

Hypothesis 5: Featuring a famous person in Instagram posts has a positive impact on customer engagement.

Instagram users use hashtags and tagging other accounts, thinking that it will increase the engagement of their posts. To test this, the following hypotheses have been formulated:

Hypothesis 6: Using hashtags in Instagram posts increases the level of engagement.

Hypothesis 7: Tagging other accounts in Instagram posts increases the level of engagement.

The number of likes and comments on the post has been examined under the technical specifications category, and these variables have been defined as the dependent variables of the study (Zhang & Su, 2022).

### **3. METHOD**

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#### **3.1. Data Set**

Instagram was selected as the social media platform for the research process. Given that internet users allocate a greater portion of their time to Instagram in comparison to other social media platforms, it becomes essential for organizations to gain insights into the reasons behind consumers' utilization of Instagram and the gratifications they derive from it (Sheldon & Bryant, 2016). The primary reason for choosing Instagram as the social media platform is the belief that it is the most effective tool for brands to communicate with consumers through visuals. When Instagram was first established, it had significant differences from Facebook. Instagram distinguishes itself from Facebook in several key aspects. Firstly, unlike Facebook, Instagram necessitates users to upload a photo or video when generating new content. Secondly, Instagram offers various filters for users to enhance or embellish their photos. Lastly, unlike Facebook, it is common for individuals to maintain public Instagram profiles, allowing users to "follow" view, like, and comment on photos of individuals they may not know personally (Lup et al., 2015). Later on, Facebook also implemented similar features to Instagram on its own platform. For this reason, it was decided to focus on clothing brands primarily targeting young people, with the assumption that the engagement with customers on the Instagram accounts of the selected companies would be more active.

When selecting clothing brands for accessing Instagram posts, the following criteria were considered:

- a. The brand should be among Turkey's top 50 most valuable brands (obtained from brandirectory.com).
- b. The brand should have an actively used official Instagram account.
- c. The brand should have over 500,000 followers.
- d. Brands selected should produce similar products and target similar audiences.

As a result, two clothing companies that met these criteria and produced similar products were included in the research. All posts shared until September 5, 2023, from the beginning of 2023, were examined according to the specified criteria and coded in an Excel workbook. In February 2023, during the period of the earthquake disaster in Turkey, the nation was in mourning, and February became a month of solidarity and unity for everyone. Posts related to this context were not included in the brands' normal marketing strategies and were therefore excluded from coding. To ensure inter-coder reliability, a second coder was selected, who was an expert in the field. This person was provided with general information about the concepts to be coded. After the coding process was completed, Krippendorff's alpha ( $\alpha$ ) method was used to establish inter-coder reliability. It was determined that the Krippendorff's alpha ( $\alpha$ ) value fell within acceptable limits (0.66/0.83) (Neuendorf, 2001). Coded data in the Excel workbook were then analyzed using SPSS 23 and STATA 13 programs.

### 3.2. Definition of Variables

The first coding is whether there is a photo or a video in the first screen of the post. In a carousel post, the content in the first visual was evaluated. The figures in the visual in the post were coded in three categories. The first one is photos or videos with adults, the second one is photos or videos with children, and finally, photos or videos with other content. Within this coding, it was also observed that there were various combinations such as both adults and children or both animals and adults in the photos; however, the number of posts with this content was not large enough to be included in the analysis, so 9 visuals were excluded from the analysis.

**Table 2. Description of Variables**

Variable	Code	Short Definition
Post Type	1: Video post 2: Photo post	Identification of whether the video or photo is present in the first (visible) screen of the post.
Visual features of post	1: Including adult 2: Including child 3: Other	The presence of an adult face, child image, or animal image in the visual content appearing on the first visible screen of the post.
Technical specifications of the post	Number of hashtags in the post Number of mentions in the post	Number of brand-added tags and number of influenced accounts when the post was published.
Communication Language	1: Exchange communication 2: Community style	The choice of a more friendly language in the communication style in the brand's post description, which is formed in a way that directs towards price and product purchase or addresses a friend group, independently of the product.

communication		
Communication Style	1: Informational 2: Emotional 3: Mix	The brand's communication in the caption of the post, whether it communicates informatively, emotionally, or both.
The presence of a celebrity figure in the post	1: No celebrity in the post 2: Celebrity in the post	The brand's post includes a celebrity figure in its visual.
The number of likes and comments on the post.	The number of likes on the post. The number of comments on the post.	The number of people who liked the post and the number of people who commented on the post
The day of the post	1: Weekday 2: Weekend	The day when the brand posted the content coinciding with a weekday or weekend.
Engagement Groups	1: Low engagement 2: Moderate engagement 3: High engagement	The engagement has been divided into three groups based on the number of likes and comments on the post.

The number of tags contained in the post and the number of accounts tagged in the post were directly coded by writing down these values. Collaborating with famous personalities by brands encourages consumers to be more interested in the brand and engage with it (Phua et al., 2018). In order to observe this in the analyzed posts, whether there is a famous person in the visual was added to the coding manual. To understand whether the engagement varies by day, it was coded whether the day the post was published is a weekday or a weekend by looking at the day. The evaluation of the text in the post in terms of communication was done under two headings. When the language used by the brand in the post is directly related to the purchase, it is coded as exchange-style communication. In cases where the language is not sales-focused but rather appeals to a more friendly circle, and does not contain details related to the product's sale, it is coded as community-style communication (Lee et al., 2015). Another coding option related to communication is whether the message's content is informative about the company, brand, or product, emotional, or a mixture of both. The dependent variables measuring engagement, such as the number of likes and comments on the post, have also been noted in the coding manual.

When calculating engagement, first, the averages of hashtags and mentions were separately computed. Then, these variables were divided by the mean, with values below the mean categorized as low hashtag or mention, and values above the mean categorized as high hashtag or mention. Subsequently, posts with both high mention and high hashtag were coded as high engagement, those with both low hashtag and low mention were coded as low engagement, posts with low hashtag and high mention were labeled as moderate engagement, and posts with low mention and high hashtag were also categorized as moderate engagement.

### 3.3. Descriptive statistics for the dataset

The majority of the analyzed 707 posts (585) were in the form of photos. If a carousel post was analyzed, the content of the first page was analyzed. The majority (80.1%) of the images feature an adult figure. This aligns with the marketing messages of the analyzed clothing

brands which target young adults. The “other” category includes data where different content such as animal figures or brand names are used in the visuals.

**Table 3. Distribution of Visual Types in Posts**

	Frequency	Percent
Video-containing post	122	17.3
Photo-containing post	585	82.7
Adult figure	566	80.1
Child figure	49	6.9
Other figures	92	13.0
Exchange style	438	62.0
Community style	269	38.0
No celebrity in post	587	81.8
Celebrity in post	129	18.2
Informational	505	71.4
Emotional	51	7.2
Mix	151	21.4
Posts with hashtag	433	61.2
Posts without hashtag	247	38.8
Posts with mention	275	38.9
Posts without mention	432	61.1
Low engagement	413	58.4
Moderate engagement	187	26.4
High engagement	107	15.1
<b>Total</b>	<b>707</b>	<b>100</b>

When examined in terms of language content used in the posts it is observed that the majority of posts use an exchange communication language that mainly focuses on product features or directs to product sales. The data includes posts that have collaborated with various social media influencers. However, these individuals have not been categorized as celebrities. Actors and athletes have been coded as celebrities. It is observed that only 18.2% of the examined posts collaborated with famous personalities.

When the content of the message is examined it is seen that informative content accounts for 74% while emotional content accounts for only 7.2%. Companies mostly manage their Instagram accounts to provide information about their products or to promote new creations using visuals of the data 73.1% were published on weekdays while 26.9% were published on weekends. It is expected that these brands actively using their social media accounts would have more posts published during the five weekdays.

When examining the distribution of the engagement variable it is observed that posts with low engagement levels have the highest frequency. This is followed by posts with moderate engagement and high engagement. The calculation of engagement levels will be explained in the next section.

### **3.4. Ordered Logistic Regression Model**

The dependent variable for the regression analysis to test the hypotheses is the engagement variable. This variable is defined by taking the average of likes and comments separately and then dividing it into two. Low engagement is defined for low likes and low comments. Medium engagement is defined for low likes and high comments, and high engagement is defined for high likes and high comments.

Categorical variables in the analysis are as follows: day variable (whether the post was published on a weekend or a weekday), post type (video/photo), visual content in the post (adult/child/other), the purpose of the post message (exchange/community style), whether a celebrity is present in the post, and the type of message in the post (informative/emotional/mixed). In addition to the categorical variables included in the regression model, there are also two quantitative variables: the number of hashtags in the post and the number of mentioned accounts.

## **4. RESULTS**

Before conducting the ordered logistic regression analysis, a multicollinearity assumption test was performed among continuous variables. When examining the VIF (Variance Inflation Factor) values for the tag and mentioned account continuous variables, they were found to be 1.05 and 1, respectively, which are less than 10. This indicates that there is no multicollinearity issue among the variables.

Subsequently, a specification test was conducted for model specification, and as a result, the coefficient related to the \_hatsq variable was found to be statistically insignificant ( $p=0.196 > 0.10$ ). Therefore, there is no specification error in the model. Finally, the assumption of equal parameters for the two-levels of the dependent variable was tested using the likelihood ratio test (Mert, 2016). The likelihood ratio test statistic was calculated as 4.32 with a p-value of 0.8893. Since  $p=0.8893 > 0.05$ , the null hypothesis stating that the odds ratios do not vary across levels of the dependent variable is accepted at the 0.05 significance level.

Subsequently, the goodness of fit of the model was examined by looking at the likelihood ratio chi-square (LR chi<sup>2</sup>(9)) value, which was found to be 172.61 with a p-value of

0.000 < 0.01. This indicates that the estimated model is significant. Table 4 displays the coefficients that are significant when a post in the low engagement group transitions to the medium or high engagement group.

**Table 4. Ordered Logistic Regression Model Results**

Independent Variables	Coef.	p-value	Odds Ratio
Photograph	1.0350	<b>0.000*</b>	2.8151
Child figure	-.1722	0.573	0.8418
Other figure	-.2958	0.289	0.7439
Celebrity	0.2303	<b>0.000*</b>	9.3029
Emotional message	0.4683	0.193	1.5972
Mix message	0.2284	0.323	1.2566
Hashtag	-.0011	<b>0.083**</b>	1.1612
Mention	-.0011	0.978	0.9988

N=707 LR chi2= 163.07 Prob > chi2 =0.000 Pseudo R2= 0.1212

\* Significance level of 0.05.

\*\* Significance level of 0.1.

The chance of a low engagement level post transitioning to a medium engagement level increases by 1.19 times when a photo is used in the post. Featuring a celebrity in the post also increases the chance of the post being at a medium engagement level by 9.30 times. If a significance level of 0.1 is considered in the model, the number of tags used in the post also becomes significant. Using tags in the post increases the chance of transitioning from a low engagement level to a medium engagement level by 1.16 times. Based on these results, it is observed that featuring an adult, child, or other figures in the visuals of the post does not have a significant effect on increasing engagement. Another result is that using an informative or exchange communication style does not have a significant effect on changing engagement levels. It has been observed that the tags used by companies to increase engagement and reach more people increase the probability of transitioning to a higher level of engagement by 1.16 times. However, contrary to this, tagging another account in the post was found to be insignificant in the model. As a result hypothesis are concluded as;

Hypothesis 1 (Supported): Instagram posts containing photos have a positive impact on engagement.

Hypothesis 2 (Not supported): The presence of an adult figure in Instagram posts of the examined brands positively affects the engagement of the posts.

Hypothesis 3 (Not supported): Posts using the community communication style have a positive impact on consumer engagement level.

Hypothesis 4 (Not supported): Informative communication style posts have a positive impact on engagement.

Hypothesis 5 (Supported): Featuring a famous person in Instagram posts has a positive impact on customer engagement.

Hypothesis 6 (Supported): Using hashtags in Instagram posts increases the level of engagement.

Hypothesis 7 (Not supported): Tagging other accounts in Instagram posts increases the level of engagement.

## **5. DISCUSSION and CONCLUSION**

In this study, the subject under investigation is the factors influencing the engagement of posts shared by brands on social media. While message content holds the potential to be a potent instrument for enhancing digital interaction and dissemination, there has been limited research aimed at identifying specific content components that impact popularity and examining their effects on audience engagement (Hill et al., 2020).

One of the findings from this research is that a post containing a photo instead of a video increases the chance of the engagement level moving up to a higher category. This result may be related to consumers not wanting to waste time watching videos in the fast-paced atmosphere of social media, or it could be connected to the idea that traditional video content from clothing brands may not capture consumers' attention sufficiently. Exploring this result from these perspectives in future studies will provide meaningful contributions to the field. Another result, the higher likelihood of posts containing celebrities receiving greater engagement, is a topic that is being discussed in the literature. To McCracken's (1989) meaning transfer model, the diverse symbolic associations that consumers attribute to a celebrity get conveyed to the promoted product through endorsement subsequently reaching the consumer through purchase and consumption. He also highlighted that the effectiveness of certain celebrity endorsements surpasses others due to a seamless alignment between the celebrity and the product concerning cultural connotations and imagery.

Also Chen & Chen (2018) found that social engagement on Instagram serves two distinct objectives. Initially akin to other social media platforms, users employ Instagram to nurture connections with their existing friends in their everyday routines. Additionally, users also utilize Instagram to engage with celebrities and seek experiences reminiscent of celebrity engagement. Thus leveraging celebrities in advertising campaigns is a commonly employed tactic to elicit positive reactions from consumers (Phua et al., 2018; Choi & Rifon, 2012). The celebrity endorsement strategy in social media images still maintains its relevance for Instagram. Another finding of this study is that using hashtags in Instagram posts increases the likelihood of the rising in the post's engagement level. When hashtags are used, the chance of people who do not follow the account but are part of the target audience seeing the post also increases. Therefore, using hashtags that directly reach the target audience would be beneficial.

The results of this study suggest the following managerial implications: Social media marketing is an arena where both consumers and companies actively participate. Increasing engagement in this field will yield beneficial outcomes for brands in terms of reaching consumers and creating new touchpoints. Collaborating with celebrity figures that the target audience trusts, admires, and follows in the context of social media marketing can also enhance the brand's impact on social media.

Like any study, this research also has some limitations. One of them is that while every attempt has been made to reduce coding errors, it remains challenging to eradicate all potential mistakes due to the manual coding process. Future research should tackle this problem by employing dedicated software tailored for data coding. Thus, study can be expanded with

including more posts in the research. For further research, study could explore how marketing strategies vary across different social media platforms. The findings may be applicable to different companies and brands.

#### **Statement of Research and Publication Ethics**

This study has been prepared in accordance with the rules of scientific research and publication ethics.

#### **Contribution Rates of Authors to the Article**

The author contributed 100% to the article.

#### **Declaration of Interest**

There is no conflict of interest for the authors or third parties arising from the study.

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