

The Effect of Sense of Belonging to an Influencer's Account on Purchase Intention: The Mediating Roles of Well-Being and Problematic Engagement

Vesile ÖZÇİFCİ¹

¹ Assoc. Prof. Dr., Aksaray University, FEAS, vesileozcifici@aksaray.edu.tr, ORCID: 0000-0002-8011-9137

Abstract: This study examines the impact of followers' sense of belonging to a social media influencer's account on purchase intention through hedonic well-being, eudaimonic well-being, and problematic engagement. In addition, the study tests whether the frequency of interaction with the influencer moderates these mediating relationships. Survey data were collected from 409 active social media users who follow influencers across multiple platforms. Hypotheses were analyzed using Structural Equation Modeling and the Hayes PROCESS Macro (Model 4 and Model 7). The findings show that the sense of belonging has a significant direct effect on purchase intention and significant indirect effects through hedonic well-being, eudaimonic well-being, and problematic engagement. However, the frequency of interaction with the influencer does not significantly affect either the direct effects or the conditional indirect effects. In conclusion, the study highlights belonging as a central psychological mechanism in influencer marketing and suggests that fundamental psychological processes can operate largely independently of follower interaction frequency. Furthermore, by addressing both hedonic and eudaimonic well-being dimensions together, it fills an important gap that has been limited in the literature. Additionally, including problematic engagement in the model provides an empirical response to the increasingly emphasized "dark side" discussions in influencer research.

Keywords: Sense of Belonging, Hedonic Well-Being, Eudaimonic Well-Being, Problematic Engagement, Purchase Intention

Jel Codes: M31, D12, D90

Bir Etkileyici Hesabına Ait Olma Duygusunun Satın Alma Niyeti Üzerindeki Etkisi: İyi Oluş ve Sorunlu Etkileşimin Aracı Rollerini

Cite: Özçifçi, V. (2026). The effect of sense of belonging to an influencer's account on purchase intention: The mediating roles of well-being and problematic engagement. *Fiscaoeconomia*, 10(1), 1-17. <https://doi.org/10.25295/fsecon.1842146>

Submitted: 14.12.2025
Accepted: 04.02.2026



Telif Hakkı: © 2026. (CC BY)
(<https://creativecommons.org/licenses/by/4.0/>).

Öz: Bu çalışma, takipçilerin bir sosyal medya etkileyici hesabına olan aidiyet duygusunun, hedonik iyi oluş, eudaimonik iyi oluş ve sorunlu etkileşim aracılığıyla satın alma niyeti üzerindeki etkisini incelemektedir. Ek olarak çalışma, etkileyiciyle etkileşim sıklığının bu aracı ilişkileri düzenleyip düzenlemediğini test etmektedir. Anket verileri, birden fazla platformda etkileyicileri takip eden 409 aktif sosyal medya kullanıcılarından toplanmıştır. Hipotezler, Yapısal Eşitlik Modeli ve Hayes PROCESS Makro (Model 4 ve Model 7) kullanılarak analiz edilmiştir. Bulgular, ait olma duygusunun satın alma niyeti üzerinde anlamlı bir doğrudan etkisi olduğunu ve hedonik iyi oluş, eudaimonik iyi oluş ve sorunlu etkileşim yoluyla anlamlı dolaylı etkileri olduğunu göstermektedir. Bununla birlikte, etkileyiciyle etkileşim sıklığının ne doğrudan etkiler ne de koşullu dolaylı etkiler üzerinde anlamlı bir etkisi bulunmamaktadır. Sonuç olarak, çalışma aidiyet duygusunu etkileyici pazarlamasında merkezi bir psikolojik mekanizma olarak vurgulamakta ve temel psikolojik süreçlerin takipçi etkileşim sıklığından büyük ölçüde bağımsız olarak işleyebileceğini öne sürmektedir. Ayrıca hem hedonik hem de eudaimonik iyi oluş boyutlarını birlikte ele alarak, literatürdeki önemli bir boşluğu doldurmaktadır. Bunun yanı sıra, modele sorunlu etkileşimi dahil ederek, etkileyici araştırmalarında giderek daha fazla vurgulanan "karanlık taraf" tartışmalarına ampirik bir katkı sunmaktadır.

Anahtar Kelimeler: Aidiyet Duygusu, Hedonik İyi Oluş, Eudaimonik İyi Oluş, Problemler Etkileşim, Satın Alma Niyeti

Jel Kodları: M31, D12, D90

1. Introduction

Social media platforms have profoundly transformed the ways in which consumers acquire information, communicate, and shape their consumption behaviors. Influencers have emerged as pivotal actors at the center of this transformation. They are regarded not merely as individuals promoting products, but as cultural figures who influence their followers' emotional landscapes, social identities, and purchasing behaviors. Through the content they share, influencers foster new digital communities that drive both social interaction and consumer psychology (Durmuş Şenyapar, 2024; Choubey, 2025). According to the Influencer Marketing Hub report, the global influencer marketing industry is projected to increase its market size by 35% during the 2024–2025 period, rising from \$24 billion in 2024 to \$32.55 billion in 2025. Furthermore, more than 80% of marketers attest that influencer marketing is a highly effective strategy (Influencer Marketing Hub, 2025).

Social media influencers are individuals who construct their own digital identities through shared content, are perceived as role models by vast audiences, and directly influence the behavioral and psychological processes of their followers (Casaló, Flavián & Ibáñez-Sánchez, 2020). Consequently, followers' sense of belonging to influencer communities is not limited to mere content appreciation; it activates deeper psychological mechanisms such as identity congruence, emotional intimacy, and the pursuit of social approval. In this context, the sense of belonging emerges not only as a form of social attachment but as a critical factor shaping consumer behaviors and psychological well-being (Farivar et al., 2022).

The increasing intensity of social media usage, combined with its tendency to become uncontrolled, can manifest in symptoms akin to behavioral addiction, potentially resulting in elevated levels of stress and dependence that negatively impact the individual's life (Altuwairiqi et al., 2019; Hawk et al., 2019). A substantial portion of the literature addresses influencer interaction through positive outcomes, focusing on variables such as brand loyalty, purchase intention, and trust (Tafesse & Wood, 2021). However, there is growing evidence suggesting that the intense emotional bonds followers establish with influencer accounts may foster problematic engagement (Farivar et al., 2022). This situation highlights that social media interaction has a multifaceted structure; it can offer positive psychological experiences for individuals, but under certain circumstances, it can also be associated with negative behavioral outcomes.

A significant limitation of current research is the insufficient coverage of the multidimensional effects of influencer interaction on psychological well-being. Specifically, how hedonic (pleasure, enjoyment, positive affect) and eudaimonic (meaning, autonomy, personal growth) well-being are shaped within the influencer context has been examined in only a limited number of studies, leading to strong calls for these two dimensions to be addressed concurrently (Guzzo et al., 2022). Moreover, empirical studies elucidating the impact of the sense of belonging to an influencer community on problematic engagement remain scarce.

This study examines the effect of the sense of belonging on purchase intention through the mediating paths of hedonic well-being, eudaimonic well-being, and problematic engagement, with the aim of understanding the psychological and behavioral dynamics of influencer–follower relationships more holistically. Additionally, the study tests whether interaction frequency moderates these mediated relationships. By addressing both dimensions of psychological well-being, this research fills a notable gap in the literature. Furthermore, by incorporating problematic engagement into the model, it responds to calls to investigate the "dark side" of influencer research. Finally, by evaluating interaction frequency as a moderating factor, the study offers new evidence that challenges fundamental assumptions within the influencer literature.

Through these aspects, this research provides a more comprehensive explanation of the psychological processes underpinning influencer marketing. It demonstrates that the sense of belonging is a multidimensional construct capable of triggering not only positive

emotional evaluations but also problematic interactions, thereby offering a significant contribution to understanding the complex nature of consumer behavior.

2. Theoretical Background and Hypotheses

2.1. Sense of Belonging

The sense of belonging is one of the fundamental psychological needs of humans, shaping individuals' propensities to establish regular social bonds with those to whom they feel close. This emotion is predominantly explained through the experience of participating in a specific group or community, enabling individuals to perceive themselves as an integral part of that social structure (Pang, 2020). In the context of online communities, belonging is regarded as a condition for the community's existence; it is noted that without the formation of an emotional attachment among individuals, online groups remain merely platforms where users with shared interests communicate (Zhao et al., 2012).

The interaction between influencers and their followers on social media strengthens individuals' tendencies to form social bonds while simultaneously fostering a sense of belonging among followers (Anwar et al., 2025). In this context, followers not only establish a two-way relationship with the influencer but also interact with other members of the community, participating in the collaborative construction of a collective identity through comments, likes, and content sharing. Thus, influencer communities are becoming alternative social spaces where individuals can fulfill psychological needs such as social validation, emotional intimacy, and identity alignment (Farivar & Wang, 2022).

Recent studies demonstrate that social media users create content, participate in discussions, and strengthen their digital social ties to reinforce their sense of belonging on platforms (Liu & Guo, 2015). Belonging also functions as a mechanism for consumer behavior, enhancing conformity to group norms, social self-management, and the influence of reference groups. Indeed, the relationship between group membership and the usage of specific brands has been demonstrated in various studies, revealing that the sense of belonging steers purchase decisions across different product categories (Vargas-Bianchi, 2022). In this respect, belonging transforms consumption behavior from a merely rational decision-making process into a symbolic indicator of social bonds, allowing individuals to express themselves through consumption (Sarıkaya, 2023). In this context, the proposed hypothesis is:

H1: Sense of belonging positively affects purchase intention.

2.2. Well-Being

Psychological well-being is a multidimensional concept expressing a state of "optimal psychological experience and functioning" shaped by individuals' values, goals, and motivations (Ryan & Deci, 2001). Although various approaches exist in the literature to explain the structure of well-being, the most widely accepted classification addresses it through two fundamental dimensions: hedonic and eudaimonic (Huta & Waterman, 2014; Lu & Chen, 2023).

Hedonic well-being refers to subjective experiences based on positive affect, such as pleasure, happiness, enjoyment, and life satisfaction (Fastame et al., 2022; Rahmani et al., 2018). In contrast, eudaimonic well-being encompasses deeper psychological processes, such as the realization of one's potential, the development of personal strengths, progression toward life goals, and the establishment of meaningful relationships (Jian et al., 2019; Rahmani et al., 2018). In social media marketing, the power of social media influencers stems from the emotional connections they establish with their followers (Wang et al., 2025). These two dimensions provide a crucial theoretical foundation for evaluating followers' psychological experiences in the context of influencer interactions, as they encompass both the individual's emotional pleasures and their processes of personal meaning and self-actualization (Ryan & Deci, 2001). Recent studies reveal that these two dimensions play complementary roles in explaining individual welfare and that

addressing them together facilitates a more accurate understanding of consumer behaviors (Straume & Vittersø, 2012). Consequently, hedonic and eudaimonic well-being have become two fundamental psychological constructs examined in fields such as marketing, service management, tourism, and brand–customer relationships (Chen et al., 2021; Jian et al., 2019; Su et al., 2020). Given their complementary nature, it is crucial to evaluate the psychological impact within the influencer context holistically.

A significant contribution to the literature in this area is the call by Guzzo et al. (2022), who noted the insufficiency of studies evaluating hedonic and eudaimonic well-being simultaneously and argued for the necessity of examining these two dimensions together. Although research on influencer marketing is rapidly increasing, empirical studies evaluating the effects of influencers on follower well-being by addressing these two dimensions concurrently remain limited (Claeys et al., 2023). Therefore, the current study aims to fill this gap in the literature by treating both hedonic and eudaimonic well-being as two complementary psychological outcomes emerging within influencer communities.

The sense of belonging is one of the fundamental psychological needs rooted in human evolutionary origins and plays a determinant role in an individual's mental health and general welfare. Various studies have demonstrated that strong social bonds and community belonging contribute positively to both mental and physical well-being (Levy & Friedman, 2019; Liu & Lee, 2024). In this framework, it is proposed that followers' sense of belonging to an influencer's account can strengthen both their hedonic and eudaimonic well-being.

Consumer behavior literature indicates that positive psychological experiences support positive attitudes and behavioral intentions (Cheung et al., 2008; Jamil & Qayyum, 2021). Specifically, consumer happiness has been shown to have a positive effect on purchase intention (Kim & Lee, 2020). Studies in the social media context also demonstrate that influencer popularity can significantly affect followers' psychological well-being and purchase intention (Jamil et al., 2024).

An increase in hedonic well-being positively influences consumer attitudes and purchase intentions (Dodds et al., 2021; Högberg et al., 2019; Iyer & Muncy, 2016). Similarly, individuals with high levels of eudaimonic well-being are observed to approach brands more positively and exhibit stronger intentions in their purchasing behaviors (Mansoor & Paul, 2022; Xie et al., 2020). However, the fact that empirical research examining the effect of consumer well-being on purchase intention remains limited highlights the need for new research in this area (McClean et al., 2024). Since well-being functions as a mechanism creating positive emotion in consumers' decision-making processes, a high level of welfare can be evaluated as a cognitive catalyst that strengthens purchase intention (Kim & Kim, 2020; Sirgy, 2021). Therefore, understanding how the sense of belonging to an influencer's account shapes followers' psychological experiences and consumption behaviors is of critical importance for the influencer marketing literature. In this context, the following hypotheses have been developed:

H_{2a}: Sense of belonging positively affects purchase intention through hedonic well-being.

H_{2b}: Sense of belonging positively affects purchase intention through eudaimonic well-being.

2.3. Problematic Engagement

The proliferation of social media usage has led to the manifestation of symptoms resembling behavioral addiction in some individuals, such as loss of control, compulsive use, and attachment problems (Altuwairiqi et al., 2019; Nazlıgül et al., 2022). These findings indicate that social media has transcended its role as a mere communication tool, transforming into a behavioral pattern that influences individuals' daily life practices, emotional states, and cognitive processes (Kuss & Griffiths, 2017). Consequently, social media is a dual-faceted phenomenon that must be addressed as both a powerful digital tool satisfying individuals' psychosocial needs in modern life and a potential risk factor capable of engendering addiction.

Escalating usage on social networking sites (SNS) has brought to the forefront forms of "problematic use" characterized by unplanned, impulsive behavior that yields negative consequences for the user (Turel & Qahri-Saremi, 2016). Various studies have demonstrated the adverse effects of such usage on depression, anxiety, and psychological well-being (Frost & Rickwood, 2017; Hussain & Griffiths, 2021; Peng et al., 2021).

Influencers, situated at the center of digital interaction dynamics, attract followers' attention through the content they produce and are capable of shaping their attitudes, emotions, and behavioral tendencies (Ki et al., 2020). Their capacity to establish sustainable psychological bonds and foster communities through brand collaborations has rendered these actors pivotal elements of the modern digital marketing ecosystem. In this context, "problematic engagement" is conceptualized as a behavioral pattern in which social media usage reaches an excessive, compulsive, and uncontrollable level, thereby negatively affecting the functioning of daily life (Gori et al., 2023; Tafesse & Wood, 2021).

It is noted that individuals harboring a strong sense of belonging to influencer communities check influencer accounts more frequently, interact with content more intensively, and position this digital space as a venue for social interaction. This situation is closely related to the need to establish social bonds, which is one of the individual's fundamental psychological needs. As the emotional appeal of influencer content increases, the psychological bond between the follower and the influencer deepens; the intensification of this bond, in turn, may elevate the risk of developing problematic engagement (Farivar et al., 2022). In the context of influencer marketing, the sense of belonging emerges as a dual-faceted psychological element that both supports positive community ties and may trigger uncontrolled usage behaviors. Research shows that followers develop social identities and psychological connections within influencer communities (Pan et al., 2025).

This process is also consonant with the mechanisms postulated by Social Identity Theory (Tajfel & Turner, 1979). According to the theory, individuals define their self-concepts based on the norms, values, and symbolic meanings of the groups to which they belong and shape their behaviors accordingly. While low levels of belonging are associated with negative psychosocial outcomes such as stress, anxiety, and loneliness, a strong sense of belonging is noted to drive individuals toward greater conformity with group norms (Sarabia-Sanchez et al., 2024). When influencer communities are evaluated from this theoretical perspective, it becomes evident that followers' sense of belonging to an influencer's account may reinforce problematic engagement behaviors. As the individual increasingly perceives themselves as a member of the influencer's digital community, the motivation to interact with content more frequently and intensely rises, potentially laying the groundwork for the development of problematic use (Harwood, 2020). Therefore, in this study, problematic engagement is framed as a maladaptive form of engagement stemming from psychological attachment and is investigated as a behavioral mediator in the relationship between sense of belonging and purchase intention. Problematic use may increase susceptibility to product endorsements by exposing the follower to content more frequently, thereby constituting a behavioral mechanism that heightens purchase intention in the short term. In line with this theoretical framework, the following hypothesis has been developed:

H_{2c}: Sense of belonging positively affects purchase intention through problematic engagement.

The impact of social media usage frequency on well-being is widely debated in the literature. While moderate usage is observed to support psychological welfare, intense usage can yield negative emotional consequences (Alphenaar et al., 2025). Furthermore, limiting daily usage has been shown to have positive effects on well-being (Peng et al., 2021).

Individuals perceiving themselves as part of a particular group reinforces their tendency to interact with content that enhances feelings of happiness. Interactions with social media influencers, particularly through entertaining and inspiring content, have

been shown to create positive emotional experiences in followers. Such interactions allow individuals to feel valued within online communities by fulfilling deeper psychological needs such as belonging and acceptance (Anwar et al, 2025). In this context, influencer interactions can support both hedonic and eudaimonic well-being of followers, and these psychological gains are seen to be related to positive marketing outcomes such as commitment and purchase intention (Jain, et al., 2024). At the same time, frequent and intense interactions can increase the likelihood of problematic participation behaviors (Farivar et al., 2022). These findings reveal that the frequency of interaction with influencers plays a significant role in psychological processes. In this context, the following hypotheses are proposed:

H_{3a}: The positive effect of sense of belonging on hedonic well-being is moderated by interaction frequency.

H_{3b}: The positive effect of sense of belonging on eudaimonic well-being is moderated by interaction frequency.

H_{3c}: The positive effect of sense of belonging on problematic engagement is moderated by interaction frequency.

Research shows that the intensity of interaction in digital environments enhances users' emotional responses and behavioral tendencies (Zheng et al., 2025). In the context of social media, the frequency of interaction shapes the intensity of the relational experience, reflecting the extent of repeated exposure and continuous communication between followers and influencers. The two-way and personalized nature of these interactions allows followers to develop stronger psychological bonds with digital content creators, which has been shown to increase purchase intention (Mauliza & Fadhilla, 2025). Previous studies have also shown that influencer collaborations enhance brand image and that interaction behaviors such as likes, comments, and repeated interactions directly influence consumers' purchase intentions (Lou & Yuan, 2019; Casalo et al., 2020). Importantly, follower-influencer interactions not only directly affect behavioral intentions but also trigger psychological responses such as emotional satisfaction, meaning-making, and interaction intensity, which are key determinants of consumer behavior (Hu et al., 2019; Yuan & Dennis, 2019).

In terms of well-being, social media use dynamics constitute a critical contextual factor shaping psychological outcomes. Moderate interaction supports psychological well-being, while excessive or intense interaction can lead to negative emotional consequences (Alphenaar et al., 2025), a finding supported by evidence showing that limiting daily social media use improves well-being (Peng et al., 2021). Accordingly, interaction frequency is conceptualized as a boundary condition that can strengthen or weaken the indirect effects of hedonic well-being, eudaimonic well-being, and belonging through problematic engagement on purchase intention. Based on this framework, the following hypotheses are proposed:

H_{4a}: The positive effect of sense of belonging on purchase intention through hedonic well-being is moderated by interaction frequency.

H_{4b}: The positive effect of sense of belonging on purchase intention through eudaimonic well-being is moderated by interaction frequency.

H_{4c}: The positive effect of sense of belonging on purchase intention through problematic engagement is moderated by interaction frequency.

Figure 1 presents the proposed model of this study. In addition to the direct effects of the sense of belonging to an influencer's account on purchase intention, the model proposes that hedonic well-being, eudaimonic well-being and problematic engagement serves as a mediating variable in these relationships. Furthermore, interaction frequency with the influencer is proposed to play a moderating role in the relationship between sense of belonging and hedonic well-being, eudaimonic well-being and problematic engagement, such that the strength of this relationship varies depending on the level of interaction frequency.

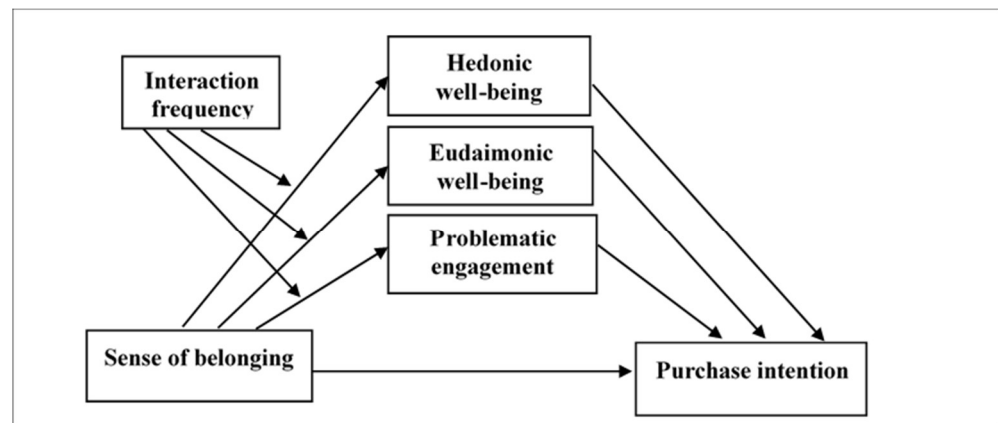


Figure 1. Conceptual Model of The Study

3. Methodology

3.1. Measures and Data Collection

All scales used in this study were adapted from previous research. The sense of belonging scale was adapted from Farivar, et al. (2022); hedonic well-being, eudaimonic well-being and problematic engagement from Lu & Chen (2023) and purchase intention from Coyle & Thorson (2001) and Erkan & Evans (2016). All items were measured using a five-point Likert scale ranging from 1=Strongly disagree to 5=Strongly agree.

A literature-based survey was developed to investigate the effect of followers' sense of belonging to a social media influencer's account on their purchase intentions. Prior to the main study, a pilot test was conducted with 35 participants, leading to the revision of several questionnaire items based on their feedback. Participants responded to the survey voluntarily and anonymously after reviewing a brief explanatory note outlining the study's purpose. Data collection utilized a hybrid approach comprising both online and face-to-face methods. Respondents were instructed to answer the questions with the specific influencer they follow most frequently in mind. To ensure a diverse representation of social media environments, no platform-specific restrictions were imposed. After excluding invalid responses, a final sample of 409 valid questionnaires was retained for analysis.

Regarding the demographic profile, the sample consisted of 211 females (51.6%) and 198 males (48.4%). In terms of age distribution, 191 participants (46.7%) were between the ages of 19 and 29. Regarding social media habits, the majority of participants, 363 individuals (88.8%), reported following fewer than 10 influencers. Furthermore, 183 respondents (43.8%) indicated that they spend between 1 and 3 hours per day on social media. In terms of platform preference, 300 respondents (73.3%) stated that they interact with influencers primarily via Instagram. Finally, 165 participants (40.3%) have been following their selected influencer for less than two years, while 120 (29.3%) reported interacting with them on a daily basis (Table 1).

Table 1. Sample demographic properties

Variable	Category	f	%
Gender	Female	211	51.6
	Male	198	48.4
Age	19-29	191	46.7
	29-39	92	22.5
	39-49	52	12.7
	49-59	74	18.1
Number of followed influencers	<10	363	88.8
	10-20	26	6.4
	20-30	9	2.2
	>30	11	2.7
Time spent on social media	<1 hour	79	18.9
	1-3 hours	183	43.8
	4-6 hours	123	29.4
	7-9 hours	20	4.8
	>10 hours	13	3.2
How long has he/she been following the influencer	<1 year	123	30.1
	1-2 years	165	40.3
	2-3 years	45	11.0
	3-4 years	25	6.1
	>4 years	51	12.5
Social media platform where influencers are followed	Facebook	24	5.9
	X	18	4.4
	Instagram	300	73.3
	Youtube	38	9.3
	Other	29	7.1
Frequency of interaction with the influencer	Once a month	97	23.7
	Once a week	86	21.0
	Two to three times a week	106	25.9
	Daily	120	29.3

3.2. Data analysis

Structural equation modeling was applied using AMOS 24 and the maximum likelihood estimation method. The analysis began with a confirmatory factor analysis (CFA) to verify the convergent and discriminant validity of the measurement model. Then, the structural model was estimated to test the hypothesized conceptual framework.

3.3. The Measurement Model

Confirmatory factor analysis (CFA) was conducted to assess the convergent validity of the latent constructs within the measurement model. The analysis yielded a good model fit ($\chi^2=444.056$, $df=136$, $\chi^2/df=3.265$, $GFI=0.893$, $AGFI=0.850$, $CFI=0.959$ and $RMSEA=0.075$) (Prahinski & Fan, 2007; Rao & Holt, 2005; Zhang et al., 2006). As presented in Table 2, all item factor loadings surpassed the acceptable minimum threshold of 0.50, serving as an initial indicator of convergent validity. To further substantiate this validity, composite reliability (CR) and average variance extracted (AVE) values were assessed. The results support convergent validity, as all AVE values exceed 0.50 and all CR values exceed 0.70 (Table 2). Finally, regarding internal consistency, Cronbach's alpha coefficients were calculated for each construct, and all were found to be above the critical threshold of 0.70 (Hair et al., 2017).

Table 2. Measurement scales and results

Constructs/items	Standardized loading	CR	AVE	Alpha
<i>Sense of belonging</i>		0.91	0.73	0.87
I feel a strong sense of belonging to this influencer account.	0.866			
I have complete trust of others in this influencer account.	0.860			
I enjoy being a follower of this influencer account.	0.862			
I am very committed to this influencer account.	0.818			
Overall, this influencer account has a high level of morale ¹				
<i>Problematic engagement</i>		0.94	0.85	0.91
I feel lost when I do not check this influencer account.	0.909			
I am obsessed with this influencer account.	0.917			
When I do not check this influencer account, I feel disconnected	0.939			
<i>Hedonic well-being</i>		0.94	0.81	0.92
Watching this influencer's video or reading his/her post makes my life better.	0.896			
Watching this influencer's video or reading his/her post makes my life more satisfying.	0.881			
Watching this influencer's video or reading his/her post makes my life happier.	0.900			
Watching this influencer's video or reading his/her post makes my life more optimistic.	0.922			
<i>Eudaimonic well-being</i>		0.96	0.87	0.95
Watching this influencer's video or reading his/ her post makes me think I am different.	0.924			
Watching this influencer's video or reading his/ her post makes me more confident.	0.934			
Watching this influencer's video or reading his/ her post makes me more positive about myself.	0.932			
Watching this influencer's video or reading his/ her post brings me closer to my ideal self.	0.931			
<i>Purchase Intention</i>		0.93	0.77	0.89
It is very likely that I will buy the product.	0.903			
I will purchase the product next time I need a product.	0.837			
I will definitely try the product.	0.859			
I will recommend the product to my friends.	0.901			
Frequency of interaction with the influencer (1=Once a month, 2=Once a week, 3=Two to three times a week, 4=Daily)

¹Because the factor loading was less than 0.50, it was removed from the analysis.

Discriminant validity can be established if the mean variance (AVE) values of the variables in the model are greater than the square of the correlations between the variables. As shown in Table 3, the AVE values of the variables were found to be higher than the squares of the correlations between the variables. Consequently, discriminant validity can be established among the variables in the model (Fornell & Larcker, 1981).

Table 3. Correlations and discriminant validity

Constructs	Mean	SD	1	2	3	4	5
1 Sense of belonging	3.03	0.79	0.85				
2 Problematic engagement	2.46	0.76	0.66**	0.92			
3 Hedonic well-being	2.91	0.85	0.76**	0.68**	0.90		
4 Eudaimonic well-being	2.80	0.88	0.73**	0.69**	0.83**	0.93	
5 Purchase Intention	2.97	0.81	0.69**	0.62**	0.66**	0.67**	0.88

Note: Diagonal elements (in italics and bold): squared root of AVE values.

Off-diagonal elements: correlations among constructs, **p<0.01 (two-tailed test)

3.4. Hypothesis Testing

Linear regression analysis was used to determine the effects of sense of belonging on purchase intention. According to the results of the analysis, it was determined that the sense of belonging positively affects purchase intention (b=0.68, p=0.00). Based on the finding, the H₁ is supported.

In order to evaluate the indirect effect of sense of belonging on purchase intention via hedonic well-being, PROCESS (V3) Model 4 with 5,000 bootstrap samples and 95% percentile bootstrap confidence intervals (CIs) was employed (Bozkurt, 2023). The

findings demonstrated that sense of belonging has a significant and positive effect on purchase intention through hedonic well-being (IE=0.2402; CI [0.1480, 0.3328]); eudaimonic well-being (IE=0.2647; CI [0.1773, 0.3525]); problematic engagement (IE=0.1934; CI [0.1288, 0.2608]). It can be seen that none of the confidence intervals contain zero, which confirms that hedonic well-being, eudaimonic well-being, and problematic engagement significantly mediate the relationship between sense of belonging and purchase intention. Accordingly, hypotheses H_{2a}, H_{2b}, and H_{2c} are supported.

To test H_{3a}, H_{3b} and H_{3c} PROCESS Model 1 was employed with 5,000 bootstrap samples and 95% percentile confidence intervals (CIs) (Bozkurt, 2023; Hayes, 2022). First, the moderating effect of interaction frequency on the relationship between sense of belonging and hedonic well-being, eudaimonic well-being and problematic engagement was tested. According to the results, the effect of sense of belonging on hedonic well-being is not moderated by interaction frequency (b=0.006, SE=0.0324, p=0.85). Similarly, the effect of sense of belonging on eudaimonic well-being (b=-0.03, SE=0.0351, p=0.39) and problematic engagement (b=-0.05, SE=0.0334, p=0.10) was not moderated by interaction frequency. Therefore, hypotheses H_{3a}, H_{3b}, and H_{3c} were not supported.

To test Hypotheses H_{4a}, H_{4b}, and H_{4c}, PROCESS Macro Model 7 was employed with 5,000 bootstrap resamples and 95% percentile confidence intervals (Hayes, 2022; Bozkurt, 2023). According to the results obtained from Model 7, interaction frequency does not significantly moderate the indirect effect of sense of belonging on purchase intention through hedonic well-being. The index of moderated mediation was statistically non-significant, as the corresponding bootstrap confidence interval included zero (IE=0.0018, CI [-0.0181, 0.0211]). Therefore, Hypothesis H_{4a} is not supported.

Based on the results obtained from Model 7, interaction frequency does not significantly moderate the indirect effect of sense of belonging on purchase intention through eudaimonic well-being. This is evidenced by the fact that the bootstrap confidence interval for the index of moderated mediation includes zero (IE=-0.0099, CI [-0.0335, 0.0121]). This finding indicates that the indirect effect of sense of belonging on purchase intention via eudaimonic well-being does not vary significantly across different levels of interaction frequency. Consequently, Hypothesis H_{4b} was not supported.

Similarly, the Model 7 results indicate that interaction frequency does not significantly moderate the indirect effect of sense of belonging on purchase intention through problematic engagement. The bootstrap confidence interval for the obtained index of moderated mediation includes zero (Index=-0.0170, CI [-0.0496, 0.0136]). This result demonstrates that the effect of sense of belonging on purchase intention via problematic engagement does not change significantly as the level of interaction frequency increases. Thus, Hypothesis H_{4c} was also not supported.

Although H_{4a}, H_{4b}, and H_{4c} were not supported, a more detailed examination of the interaction effect is warranted to provide supplementary insights. Therefore, the statistically non-significant index values were further analyzed using the Pick-a-Point Method (Bozkurt, 2023).

As shown in Figure 2, the sense of belonging to the influencer's account positively affects purchase intention via hedonic well-being when the interaction frequency with the influencer is low ($\theta_{M \rightarrow Y} | (W=1)=0.22$, CI [0.1366, 0.3103]), medium ($\theta_{M \rightarrow Y} | (W=2)=0.28$, CI [0.1731, 0.3949]), high ($\theta_{M \rightarrow Y} | (W=3)=0.24$, CI [0.1516, 0.3446]), and very high ($\theta_{M \rightarrow Y} | (W=4)=0.22$, CI [0.1103, 0.3262]). Based on this analysis, the positive indirect effect of the sense of belonging on purchase intention through hedonic well-being is significant at all levels of interaction frequency. In other words, at all levels of interaction frequency, the sense of belonging to the influencer's account enhances individuals' hedonic well-being, which in turn positively impacts consumers' purchase intention. These results demonstrate the robustness of the proposed model. Although the formal test of moderation was not significant, the conditional process analysis reveals that the indirect effect of sense of belonging on purchase intention via hedonic well-being remains positive and statistically significant across all levels of interaction frequency (see Figure 2). This

indicates that the sense of belonging enhances hedonic well-being and subsequent purchase intention regardless of whether followers interact with the influencer frequently or infrequently.

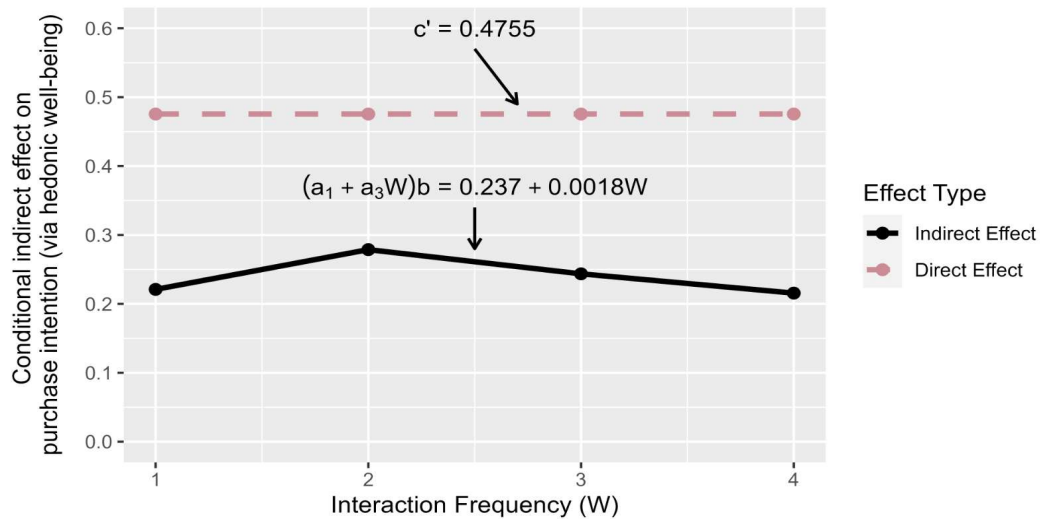


Figure 2. Direct and indirect effects of sense of belonging on purchase intention

As shown in Figure 3, the sense of belonging to the influencer’s account positively affects purchase intention via eudaimonic well-being when the interaction frequency with the influencer is low ($\theta_{M \rightarrow Y} | (W=1)=0.26$, CI [0.1787, 0.3480]), medium ($\theta_{M \rightarrow Y} | (W=2)=0.29$, CI [0.1953, 0.4057]), high ($\theta_{M \rightarrow Y} | (W=3)=0.25$, CI [0.1645, 0.3547]) and very high ($\theta_{M \rightarrow Y} | (W=4)=0.23$, CI [0.1242, 0.3290]). According to the results obtained, the positive indirect effect of the sense of belonging on purchase intention through eudaimonic well-being is significant at all levels of interaction frequency. In other words, across all levels of interaction frequency, the sense of belonging to the influencer’s account enhances individuals’ eudaimonic well-being, which subsequently positively influences consumers’ purchase intention. This finding further supports the stability of the mediation mechanism. As illustrated in Figure 3, the indirect path through eudaimonic well-being is statistically significant at low, medium, and high levels of interaction. This suggests that the influence of belonging on followers’ self-concept and meaning—and the resulting purchase intention—is a consistent phenomenon that operates independently of the sheer volume of interaction.

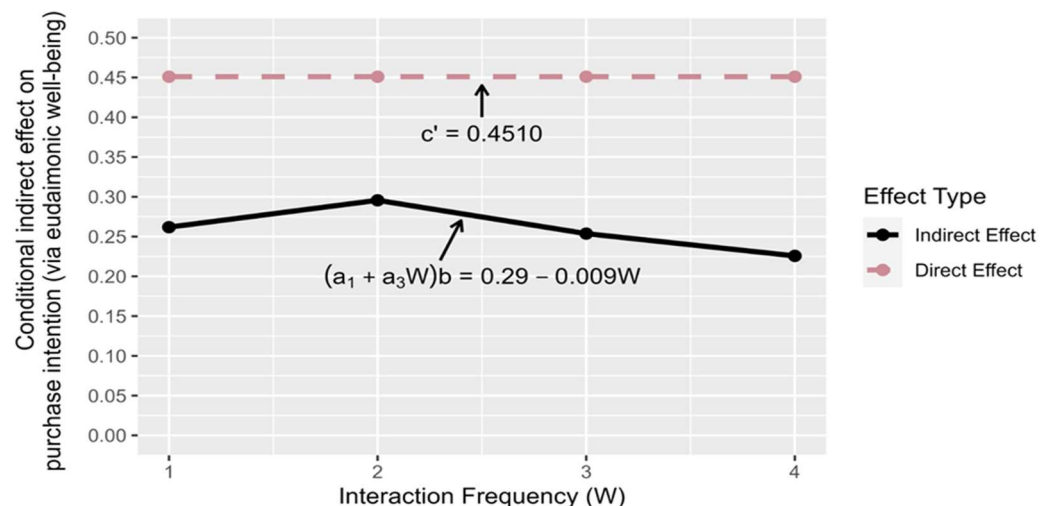


Figure 3. Direct and indirect effects of sense of belonging on purchase intention

As shown in Figure 4, the sense of belonging to the influencer's account positively affects purchase intention via problematic engagement when the interaction frequency with the influencer is low ($\theta_{M \rightarrow Y} \mid (W=1)=0.21$, CI [0.1374, 0.2936]), medium ($\theta_{M \rightarrow Y} \mid (W=2)=0.21$, CI [0.1222, 0.3050]), high ($\theta_{M \rightarrow Y} \mid (W=3)=0.15$, CI [0.0871, 0.2216]), and very high ($\theta_{M \rightarrow Y} \mid (W=4)=0.19$, CI [0.0616, 0.3026]). Based on the results obtained, the positive indirect effect of the sense of belonging on purchase intention through problematic engagement is significant at all levels of interaction frequency. These results indicate that the sense of belonging to the influencer's account positively affects purchase intention via problematic engagement across all levels of interaction frequency. Crucially, the conditional analysis shows that the indirect effect via problematic engagement remains statistically significant even at the highest levels of interaction (see Figure 4). This does not provide evidence that the effect fades at higher interaction levels due to habituation or saturation. Instead, it suggests that the 'dark side' of influencer marketing—where purchase intention is driven by compulsive engagement—persists and remains effective even among the most intensely interacting followers.

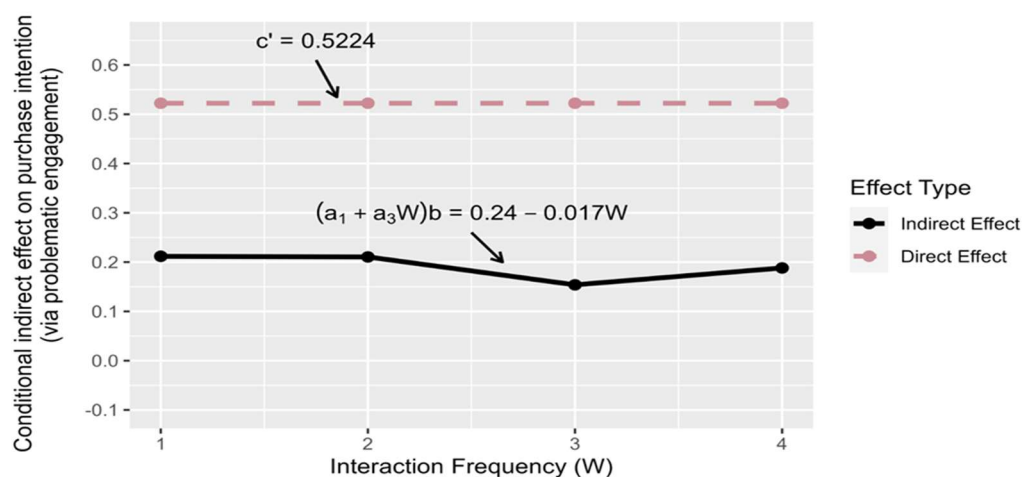


Figure 4. Direct and indirect effects of sense of belonging on purchase intention

4. Discussion

This study contributes significantly to the literature by examining the multidimensional effects of the sense of belonging to influencer communities on consumer psychology and behavior. The findings indicate that the sense of belonging significantly enhances both hedonic and eudaimonic well-being, while simultaneously elevating the level of problematic engagement. These results are consistent with Social Identity Theory, which suggests that individuals experience more positive emotional outcomes as they develop a sense of belonging to a social group (Harwood, 2020; Tajfel & Turner, 1979). The emotional intimacy and identity congruence generated by group membership facilitate followers' ability to derive pleasure from influencer content and utilize this content for personal meaning production (Jian et al., 2019; Su et al., 2020).

Various studies have emphasized that hedonic well-being strengthens consumer attitudes and behavioral intentions, noting that the pleasure, entertainment, and enjoyment derived specifically from social media content influence purchasing decisions (Dodds et al., 2021; Högberg et al., 2019; Iyer & Muncy, 2016; Jamil et al., 2024; Kim & Kim, 2020; Qayyum et al., 2023).

The support found for the mediating effect of eudaimonic well-being constitutes another important theoretical contribution. It has previously been determined that content supporting an individual's life purpose, personal growth, or search for meaning strengthens consumer attitudes (Mansoor & Paul, 2022; Straume & Vittersø, 2012; Xie et al., 2020). The findings of this study demonstrate that influencer posts can trigger deeper

psychological processes such as personal development, self-concept, and self-actualization. Thus, it is revealed that influencer impact possesses a richer psychological structure based on meaning and identity construction, rather than being limited to superficial entertainment.

Another significant finding of the study is that a strong sense of belonging to an influencer's account can indirectly increase purchase intention by elevating the level of problematic engagement. This approach, which is increasingly debated in the literature, aligns with studies suggesting that intense and near-obsessive forms of interaction can reinforce short-term behavioral responses under certain conditions (Alim et al., 2025; Farivar & Wang, 2022). These findings demonstrate how influencer-based engagement shapes consumer purchasing behavior, making a significant contribution to the research calls in the literature focusing on the "dark side" of influencer marketing.

One of the study's noteworthy findings is that interaction frequency did not assume a significant moderating role in the relationships between the sense of belonging and hedonic well-being, eudaimonic well-being, or problematic engagement. Comprehensive review studies, particularly by Valkenburg et al. (2022), indicate that quantitative indicators of social media usage, such as frequency and duration, often present weak and inconsistent relationships in explaining psychological processes. How frequently users interact with platforms may not directly reflect the emotional depth, cognitive meaning, or level of psychological investment in that interaction.

In this context, low interaction frequency may point to a conscious, selective, and meaningful mode of usage, whereas high interaction frequency may represent an automatic, habit-based, or passive form of exposure. Indeed, Valkenburg et al. (2022) emphasize that the psychological effects of social media usage are non-linear and exhibit significant inter-individual differences. This explains why interaction frequency alone does not function as a contextual factor that amplifies psychological processes.

Studies show that overexposure on social media can weaken positive emotional responses and lead to psychological burnout (Huang, 2021; Meier & Reinecke, 2023). Within this framework, in cases where the effects of the sense of belonging on well-being and problematic engagement are already strong and established, increases in interaction frequency may not be expected to further strengthen these relationships. Therefore, the absence of a moderation effect may stem from the fact that the sense of belonging is a relatively stable and deep psychological construct, as predicted by Social Identity Theory (Harwood, 2020; Tajfel & Turner, 1979). Furthermore, the measurement of frequency reflects only "how many times interaction occurred," offering no insight into the quality, motivation, or emotional intensity of the interaction. This result can be evaluated as an important theoretical contribution highlighting the complex nature of social media interactions.

The findings of this study offer actionable management implications for brands, influencers, and digital marketing professionals operating in influencer-focused environments. First, the results demonstrate that followers' sense of belonging to an influencer's account plays a central role in shaping purchase intention through hedonic well-being, eudaimonic well-being, and problematic engagement. However, it also reveals that increasing the frequency of interaction with followers does not always lead to stronger psychological or behavioral outcomes. This finding suggests that marketing strategies should focus on the quality, psychological significance, and meaningfulness of influencer content that strengthens the sense of belonging among followers, rather than quantitative measures like interaction frequency. Furthermore, strategies that encourage excessive or constant interaction within influencer communities may increase behavioral responses in the short term, but in the long term, they can create risks such as psychological saturation, emotional fatigue, and burnout. In this context, it is recommended that brands adopt balanced communication strategies that consider sustainable interaction patterns, healthy community dynamics, and follower well-being, rather than approaches that aim to maximize interaction intensity.

This study has certain limitations. First, interaction frequency was treated solely as a behavioral measure. Future research could deepen these relationships by using more advanced metrics that reflect the quality of interaction. Additionally, the problematic engagement and well-being variables were measured via subjective self-reports. This indicates that the effect of perceptual bias cannot be entirely ruled out. Future studies could overcome this limitation by employing experimental designs.

The data for the study were collected from a single cultural context; therefore, influencer–follower dynamics may vary across different cultures. Finally, the quantitative findings could be supported by qualitative methods to examine followers' experiences, forms of belonging, and mechanisms of excessive attachment in greater depth.

References

- Alim, Md. A., Thaichon, P., Quach, S., & Weaven, S. (2025). Influencer–follower interactions and consumers' behavioral responses: A multi-method approach and future research agenda. *Journal of Consumer Behaviour*, 1–38. <https://doi.org/10.1002/cb.70056>
- Alphenaar, L. E., Shiner, R. L., Arana, C. C., & Prinzie, P. (2025). Social media and subjective well-being: The moderating role of personality traits. *Journal of Happiness Studies*, 26(4). <https://doi.org/10.1007/s10902-025-00898-0>
- Altuwairiqi M., Jiang N., & Ali, R. (2019). Problematic attachment to social media: Five behavioural archetypes. *International Journal of Environmental Research and Public Health*, 16(12), 1–36. <https://doi.org/10.3390/ijerph16122136>
- Anwar, S., Tanveer, F., & Zubair, A. (2025). Escapism and belonging: How fun-based influencer interactions boost happiness on social media. *The Critical Review of Social Sciences Studies*, 3(2), 335–345. <https://thecrsss.com/index.php/Journal/about>
- Audria, U., Susan, M., & Gomulia, B. (2023). Fanning the flames of brand love: The impact of the fan page and the mediating role of sense of Brand Community. *Journal of Eastern European and Central Asian Research (JEECAR)*, 10(5), 727–740. <https://doi.org/10.15549/jeecar.v10i5.1206>
- Bozkurt, S. (2023). *Process makro ile aracılık, düzenleyicilik ve durumsal aracılık etki analizleri* (1. Basım). Ekin Yayınları.
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chen, C., Teng, Z., Lu, C., Hossain, Md. A., & Fang, Y. (2021). Rethinking leisure tourism: From the perspective of tourist touch points and perceived well-being. *SAGE Open*, 11 (4), 1–15. <https://doi.org/10.1177/21582440211059180>
- Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: the adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Choubey, T. (2025). The rise of influencer culture and its psychological, social, and behavioral impact on youth. *International Journal of Research Publication and Reviews*, 6(4), 4002–4007. <https://doi.org/10.55248/gengpi.6.0425.1456>
- Claeys, P., Charry, K., & Tessitore, T. (2023). To be real or not to be real? The effect of genuine (vs. Nongenuine) depictions of social media influencers on followers' well-being and brand purchase intention. *Psychology & Marketing*, 41(1), 203–222. <https://doi.org/10.1002/mar.21920>
- Coyle, J. R., & Thorson, E. (2001). The effects of progressive levels of interactivity and vividness in Web marketing sites. *Journal of Advertising*, 30(3), 65–77. <https://doi.org/10.1080/00913367.2001.10673646>
- Dodds, S., Jaud, D. A., & Melnyk, V. (2021). Enhancing consumer well-being and behavior with spiritual and fantasy advertising. *Journal of Advertising*, 50(4), 354–371. <https://doi.org/10.1080/00913367.2021.1939203>
- Durmuş Şenyapar, H. N. (2024). A comprehensive analysis of influencer types in digital marketing. *International Journal of Management and Administration*, 8(15), 75–100. <https://doi.org/10.29064/ijma.1417291>
- Erkan, I. & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Farivar, S., & Wang, F. (2022). Effective influencer marketing: A social identity perspective. *Journal of Retailing and Consumer Services*, 67, <https://doi.org/10.1016/j.jretconser.2022.103026>
- Farivar, S., Wang, F., & Turel, O. (2022). Followers' problematic engagement with influencers on social media: An attachment theory perspective. *Computers in Human Behavior*, 133, 107288. <https://doi.org/10.1016/j.chb.2022.107288>
- Fastame, M. C., Ruiu, M., & Mulas, I. (2022). Hedonic and eudaimonic well-being in late adulthood: Lessons from sardinia's blue zone. *Journal of Happiness Studies*, 23, 713–726. <https://doi.org/10.1007/s10902-021-00420-2>

- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Frost, R. L., & Rickwood, D. J. (2017). A systematic review of the mental health outcomes associated with Facebook use. *Computers in Human Behavior*, 76, 576–600. <https://doi.org/10.1016/j.chb.2017.08.001>
- Gori, A., Topino, E., & Griffiths, M. D. (2023). The associations between attachment, self-esteem, fear of missing out, daily time expenditure, and problematic social media use: A path analysis model. *Addictive Behaviors*, 141. <https://doi.org/10.1016/j.addbeh.2023.107633>
- Guzzo, R. F., Wang, X., & Abbott, J. (2022). Corporate social responsibility and individual outcomes: The mediating role of gratitude and compassion at work. *Cornell Hospitality Quarterly*, 63(3), 350–368. <https://doi.org/10.1177/1938965520981069>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Second Edition). Sage Publications.
- Harwood, J. (2020). Social identity theory. J. van den Bulck (Ed.), *International encyclopedia of media psychology*. Wiley. <https://doi.org/10.1002/9781119011071.iemp0153>
- Hawk, S. T., van den Eijnden, R. J. J. M., van Lissa, C. J., & ter Bogt, T. F. M. (2019). Narcissistic adolescents' attention-seeking following social rejection: Links with social media disclosure, problematic social media use, and smartphone stress. *Computers in Human Behavior*, 92, 65–75. <https://doi.org/10.1016/j.chb.2018.10.032>
- Hayes, A. F. (2022). *Introduction to mediation, moderation, and conditional process analysis: A Regression-Based Approach* (Third Edition). New York: The Guilford Press.
- Högborg, J., Ramberg, M.O., Gustafsson, A., & Wastlund, E. (2019). Creating brand engagement through in-store gamified customer experiences. *Journal of Retailing and Consumers Services*, 50, 122–130. <https://doi.org/10.1016/j.jretconser.2019.05.006>
- Hu, H., Zhang, D., & Wang, C. (2019). Impact of social media influencers' endorsement on application adoption: A trust transfer perspective. *Social Behavior and Personality: An International Journal*, 47(11), 1-12. <https://doi.org/10.2224/sbp.8518>
- Huang, C. (2021). Time spent on social network sites and psychological well-being. *Cyberpsychology, Behavior, and Social Networking*, 24(1), 41–46. <https://doi.org/10.1089/cyber.2016.0758>
- Hussain, Z., & Griffiths, M. D. (2021). The associations between problematic social networking site use and sleep quality, attention-deficit hyperactivity disorder, depression, anxiety and stress. *International Journal of Mental Health and Addiction*, 19(3), 686–700. <https://doi.org/10.1007/s11469-019-00175-1>
- Huta, V., & Waterman, A. S. (2014). Eudaimonia and its distinction from hedonia: Developing a classification and terminology for understanding conceptual and operational definitions. *Journal of Happiness Studies*, 15, 1425-1456. <https://doi.org/10.1007/s10902-013-9485-0>
- Influencer Marketing Benchmark Report 2025. Influencer Marketing Hub. (2025, April 25). <https://influencermarketinghub.com/influencer-marketing-benchmark-report/>
- Iyer, R., & Muncy, J. A. (2016). Attitude toward consumption and subjective well-being. *Journal of Consumers Affairs*, 50(1), 48–67. <https://doi.org/10.1111/joca.12079>
- Jain, R., Schuster, L., Luck, E., & Jin, H. S. (2024). Influencer marketing, narrative transportation, and consumer well-being: An exploration of how virtual influencers impact followers' well-being. *International Journal of Consumer Studies*, 48(6), e13105. <https://doi.org/10.1111/ijcs.13105>
- Jamil, R. A., & Qayyum, A. (2021). Word of mouse vs word of influencer? An experimental investigation into the consumers' preferred source of online information. *Management Research Review*, 45(2), 173–197. <https://doi.org/10.1108/mrr-03-2021-0184>
- Jamil, R. A., Qayyum, U., Hassan, S. R., & Khan, T. I. (2024). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*, 33(3), 366-385. <https://doi.org/10.1108/EJMBE-08-2022-0270>
- Jian, Y., Zhou, Z., & Zhou, N. (2019). Brand cultural symbolism, brand authenticity, and consumer well-being: The moderating role of cultural involvement. *Journal of Product and Brand Management*, 28(4), 529–539. <https://doi.org/10.1108/jpbm-08-2018-1981>
- Ki, C. W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102133>

- Kim, H. Y., & Lee, Y. (2020). The effect of online customization on consumers' happiness and purchase intention and the mediating roles of autonomy, competence, and pride of authorship. *International Journal of Human-Computer Interaction*, 36(5), 403–413. <https://doi.org/10.1080/10447318.2019.1658375>
- Kim, M., & Kim, J. (2020). How does a celebrity make fans happy? Interaction between celebrities and fans in the social media context. *Computers in Human Behavior*, 111. <https://doi.org/10.1016/j.chb.2020.106419>
- Kuss, D. J., & Griffiths, M. D. (2017). Social networking sites and addiction: Ten lessons learned. *International Journal of Environmental Research and Public Health Review*, 14, 311. <https://doi.org/10.3390/ijerph14030311>
- Levy, D., & Friedman, Y. (2019). Postforced eviction communities: The contribution of personal and environmental resources to the sense of belonging to the community. *Journal of Community Psychology*, 47(1), 104–116. <https://doi.org/10.1002/jcop.22103>
- Liu, C-T., & Guo, Y. M. (2015). The role of sense of belonging in social media usage: A tale of two types of users. *Asia Pacific Journal of Information Systems*, 25(2), 211–233. <http://dx.doi.org/10.14329/apjis.2015.25.2.403>
- Liu, J., & Lee, J-S. (2024). Social media influencers and followers' loneliness: the mediating roles of parasocial relationship, sense of belonging, and social support. *Online Media and Global Communication*, 3(4), 607–630 <https://doi.org/10.1515/omgc-2024-0025>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lu, H-H., & Chen, C-F. (2023). How do influencers' characteristics affect followers' stickiness and well-being in the social media context?. *Journal of Services Marketing*, 37(8), 1046–1058. <https://doi.org/10.1108/jsm-11-2022-0363>
- Mansoor, M., & Paul, J. (2022). Consumers' choice behavior: An interactive effect of expected eudaimonic well-being and green altruism. *Business Strategy and Environment*, 31(1), 94–109. <https://doi.org/10.1002/bse.2876>
- Mauliza, F., & Fadhilla, H. N. (2025). The influence of social media marketing on purchase intention. *Research Horizon*, 5(3), 675–690. <https://doi.org/10.54518/rh.5.3.2025.560>
- Mclean, G., Krey, N., & Barhorst, J. B. (2024). Revealing the double-edged sword: Introducing the technology and consumer well-being paradox model. *Psychology & Marketing*, 42, 5–20. <https://doi.org/10.1002/mar.22110>
- Meier, A., & Reinecke, L. (2023). Social media and mental health: Reviewing effects on eudaimonic well-being. R. L. Nabi & J. Gall Myrick (Eds.), *Emotions in the digital world: Exploring affective experience and expression in online interactions* (215–234). Oxford University Press. <https://doi.org/10.1093/oso/9780197520536.003.0012>
- Nazlıgül, M. D., Koçyiğit, Ö., & Merdan Yıldız, E. D. (2022). Problematic social media use for mood modification: Its associations with shame, guilt, anger, and difficulties in emotion regulation. *Addicta: The Turkish Journal on Addictions*, 9(1), 84–93.
- Palazon, M., Delgado-Ballester, E., & Sicilia, M. (2018). Fostering Brand Love in Facebook brand pages. *Online Information Review*, 43(5), 710–727. <https://doi.org/10.1108/oir-05-2017-0175>
- Pan, M., Blut, M., Ghiassaleh, A., & Lee, Z. W. Y. (2025). Influencer marketing effectiveness: A meta-analytic review. *Journal of the Academy of Marketing Science*, 53, 52–78. <https://doi.org/10.1007/s11747-024-01052-7>
- Pang, H. (2020). Examining associations between university students' mobile social media use, online self-presentation, social support and sense of belonging. *Aslib Journal of Information Management*, 72(3), 321–338 <https://doi.org/10.1108/AJIM-08-2019-0202>
- Peng, X., Yan, D., Yuan, X., & Zhou, C. L. (2021). The influence of social media on Depression. *Proceedings of the 2021 4th International Conference on Humanities Education and Social Sciences (ICHESS 2021)*. <https://doi.org/10.2991/assehr.k.211220.055>
- Prahinski, C. & Fan, Y. (2007). Supplier evaluations: The role of communication quality. *Journal of Supply Chain Management*, 43: 16–28. <https://doi.org/10.1111/j.1745-493X.2007.00032.x>
- Qayyum, A., Jamil, R. A., Shah, A. M., & Lee, K. Y. (2023). Inclusive advertising featuring disability on instagram: Effect on consumer well-being, brand engagement, and purchase intention. *Journal of Retailing and Consumer Services*, 75. <https://doi.org/10.1016/j.jretconser.2023.103515>
- Rahmani, K., Gnoth, J., & Mather, K. (2018). Hedonic and eudaimonic well-being: A psycholinguistic view. *Tourism Management*, 69, 155–166. <https://doi.org/10.1016/j.tourman.2018.06.008>
- Rao, P., & Holt, D. (2005). Do green supply chains lead to competitiveness and economic performance? *International Journal of Operations & Production Management*, 25(9), 898–916. <https://doi.org/10.1108/01443570510613956>
- Ryan, R. M., & Deci, E. L. (2001). On happiness and human potentials: A review of research on hedonic and eudaimonic well-being. *Annual Review of Psychology*, 52, 141–166. <https://doi.org/10.1146/annurev.psych.52.1.141>

- Sarabia-Sánchez, F. J., Küster Boluda, I., Vila-Lopez, N., & Sarabia-Andreu, F. (2024). Belonging and beliefs: How social influences drive the intention to purchase foods with health claims. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/ejmbe-06-2024-0192>
- Sarıkaya, B. F. (2023). *Z-Kuşağı influencer olmak istiyor mu? Türk ve Alman gençleri üzerine bir çalışma* (1. Basım). Eğitim Yayınevi.
- Sirgy, M. J. (2021). Macromarketing metrics of consumer well-being: An update. *Journal of Macromarketing*, 41(1), 124-131. <https://doi.org/10.1177/02761467209680>
- Straume, L. V., & Vittersø, J. (2012). Happiness, inspiration and the fully functioning person: Separating hedonic and eudaimonic well-being in the workplace. *The Journal of Positive Psychology*, 7(5), 387-398. <https://doi.org/10.1080/17439760.2012.711348>
- Su, L., Tang, B., & Nawijn, J. (2020). Eudaimonic and hedonic well-being pattern changes: Intensity and activity. *Annals of Tourism Research*, 84. <https://doi.org/10.1016/j.annals.2020.103008>
- Tafesse, W., & Wood, B. P. (2021). Followers' engagement with Instagram influencers: The role of influencers' content and engagement strategy. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102303>
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. W. G. Austin & S. Worchel (Eds.), *The social psychology of intergroup relations* (33-47). Brooks/Cole.
- Turel, O., & Qahri-Saremi H. (2016). Problematic use of social networking sites: Antecedents and consequence from a dual-system theory perspective. *Journal of Management Information Systems*, 33(4), 1087-1116 <https://doi.org/10.1080/07421222.2016.1267529>
- Valkenburg, P. M., Meier, A., & Beyens, I. (2022). Social media use and its impact on adolescent mental health: An umbrella review of the evidence. *Current Opinion in Psychology*, 44, 58-68. <https://doi.org/10.1016/j.copsyc.2021.08.017>
- Vargas-Bianchi, L. (2022). Pursuing belonging through consumption: refining the belonging process framework. *Qualitative Market Research: An International Journal*, 25(4), 469-491 <https://doi.org/10.1108/QMR-11-2021-0134>
- Xie, L., Li, D., & Keh, H. T. (2020). Customer participation and well-being: The roles of service experience, customer empowerment and social support. *Journal of Service Theory and Practice*, 30(6), 557-584. <https://doi.org/10.1108/JSTP-11-2019-0228>
- Yuan, L. (Ivy), & Dennis, A. R. (2019). Acting like humans? Anthropomorphism and consumer's willingness to pay in electronic commerce. *Journal of Management Information Systems*, 36(2), 450-477. <https://doi.org/10.1080/07421222.2019.1598691>
- Zhang, Q., Vonderembse, M. A., & Lim, J. (2006). Spanning flexibility: Supply chain information dissemination drives strategy development and customer satisfaction. *Supply Chain Management: An International Journal*, 11(5), 390-399. <https://doi.org/10.1108/13598540610682408>
- Zhao, L., Lu, Y., Wang, B., Chau, P. Y. K., & Zhang, L. (2012). Cultivating the sense of belonging and motivating user participation in virtual communities: A social capital perspective. *International Journal of Information Management*, 32(6), 574-588. <https://doi.org/10.1016/j.ijinfomgt.2012.02.006>
- Zheng, H., Han, F., Huang, Y., Wu, Y., & Wu, X. (2025). Factors influencing behavioral intention to use e-learning in higher education during the COVID-19 pandemic: A meta-analytic review based on the UTAUT2 model. *Education and Information Technologies*. <https://doi.org/10.1007/s10639-024-13299-2>

Conflict of Interest: None.

Funding: None.

Ethical Approval: None.

Author Contributions: Vesile ÖZÇİFÇİ (100%)

Çıkar Çatışması: Yoktur.

Finansal Destek: Yoktur.

Etik Onay: Yoktur.

Yazar Katkısı: Vesile ÖZÇİFÇİ (%100)
