Does Brand Love Make Every Consumer Behave On Social Media ? The Role of Personality Traits and Brand Love On Customer Engagement Behavior

Dwi Martiyanti
Faculty of Economics and Business, Mulawarman University
E-Mail dwi.martiyanti@feb.unmul.ac.id

ABSTRACT

The customer engagement behavior is an important concept for the company along with the increasing use of social media by consumers. Previous studies examined customer engagement behavior on social media by the role of technology factors or features on the brand page. Nevertheless, the role of individual consumer traits and the consumer-brand relationships on customer engagement in brands on social media are still limited. This paper aims to explore customer engagement behaviours to brands in social media. This explores the extent to which personality traits are related to consumer-brand relationship and customer engagement behaviours in social media. The findings are presented from a survey of Instagram users who engage with fashion brand pages. The data collecting was done by online survey from 209 respondents, age between 18 and 34 years. The results support four of the seven hypotheses with significant relationship between the constructs analysed. Customers with openness and extraversion tend to love brands. Openness performs engagement behavior to brands in Instagram but extraversion does not. On the other hand, individuals who have neuroticism tend not to love brands and not perform engagement behavior. Eventually, brand love is a strong customer motivation to perform customer engagement. This study contributes to existing literature by examining consumer behavior on social media in the presence of emotional motivation. This paper extends literature by studying combined effect of emotional motivation resulting from the presence of personality traits in individual customer behavior.
Keywords:, Brand Love, Customer Engagement Behavior, Social Media.

1. INTRODUCTION

The increasing use of social media has influenced the way consumers interact and behave in all types of markets. They not only passively receive stimulation from the brand but can also actively engage with the brand/company and other actors (such as other consumers). Through social media, consumers can interact with the brand/company and share information with

consumers who have the same interests (Lamberton and Stephen, 2016; Maslowska et al., 2016). As a result, the new type of customer behavior that has emerged as a consequence of digitization has prompted companies to start looking for ways to create engagement with customers (Maslowska et al., 2016) on social media.

The consumer engagement has long been recognized as one of the main drivers of corporate financial success (Kunz *et al.,* 2017). This has also been expressed by several previous researchers (Sedley, 2008; Kabadari and Price, 2014) that customer engagement is seen as a strategic imperative to build and maintain competitive advantages, as well as a predictor of future business performance for the company. Companies can extract value from existing and potential customers with the feedbacks and suggestions that can be received through this social media. These conditions allow companies to respond to their consumers, increase offerings, handle problems and provide better services.

Now, a series of consumer actions on social media in response to brand-related content is important for companies to understand. Social media has offered opportunities to strengthen the relationship with costumers. The costumers can interact and engage with brands (Bolton, 2013). Several studies have been conducted to understand customer engagement behaviors on social media but most studies (Cvijik and Michahelles, 2013; DeVries and Carlson, 2014; Lei *et al.,* 2017; Pentina *et al.,* 2018; Tsai and Men; 2014, Luarn *et al.,* 2015) reveal the role of technology in influencing customer engagement behaviors. Previous research by Van Doorn *et al.* (2010) argued that customer engagement behaviors were not only influenced by technological factors but also by customer factors such as individual customer trait. The customer characteristics can influence cognitive processes and decision making.

Several studies supported that consumer engagement behavior through social media has provided positive results for companies. Consumer engagement has long been recognized as one of the main drivers of a company's financial success (Kunz et al., 2017). These behaviors affect loyalty (Chiang et al., 2017; DeVries & Carlson 2014; Gummerus et al., 2012), purchase (Malthaouse et al., 2016; Eisingerich et al., 2019), and co-creation (Yuan et al., 2017). That makes a series of consumer actions on social media in response to brand-related content important for companies to understand.

Social media has offered opportunities to strengthen relationships with consumers. Through this platform, companies must be able to manage relationships with consumers and be

able to understand the factors that can influence these behaviors. Several studies have been conducted to understand customer engagement behavior on social media but most of the research (Cvijik and Michahelles, 2013., DeVries and Carlson, 2014; Lei et al., 2017; Pentina et al., 2018; Tsai and Men; 2014, Luarn et al., 2015) revealed that those behaviors were influenced by the role of technology factors or features on the brand page. Previous conceptual research by Van Doorn et al. (2010) argued that customer engagement behavior was not only influenced by technology factors, but also by individual consumer traits. Customer characteristics could affect the cognitive, affective, and decision-making processes. However, the influence of individual consumer traits on consumer involvement in brands on social media has received less attention. Thus, this research is the first to examine the effect of the customer-based aspect (individual consumer trait) on consumer engagement with brands on social media.

Through conceptual research, Barger et al. (2016) argued that consumer engagement with brand-related content on social media could be influenced by individual differences and personality traits. A personality trait is one of the important psychological aspects that not only affect cognitive but also affective states (Matzler, 2006) and individual behaviors (Kabadayi and Price, 2014; Hart et al., 2015). Voorn et al. (2015) suggested that Differential Emotion Theory (DET) could be used to explain the strong and consistent relationship between emotional experiences and personality traits (Voorn et al., 2015). DET could be the forerunner of personality traits (Abe et al., 2015) to find out the basic emotional framework and structure of consumer motivation in post-purchase contexts such as online engagement (Bhattacharya and Anand, 2019).

Several studies have revealed that personality was a highly relevant factor in determining brand love (Voorn et al., 2015; Karvandi, 2016) and customer engagement behavior on social media (Kabadayi and Price, 2014; Marbach et al., 2016). As stated by previous researchers, brand love was a strong affective foundation (Fournier, 1998) which was the key to creating customer engagement behavior or intense consumer responses such as recommending, telling positive stories about brands, giving feedback (Bergkvist and Bech-Larsen, 2010; Sarkar, 2014; Wallace and Chernatony, 2014). Therefore, examining the role of personality traits is one of the potentially beneficial ways to understand the psychology of platform users (Liu and Campbell, 2017). However, research related to the role of personality on behavior in social media is still very limited (Hart *et al.,* 2015; Liu and Campbell, 2017). However, examination of the direct influence of individual consumer traits on brand attachment behavior on social media has been overlooked.

This study extends previous study (Kabadayi and Price, 2014; Karvandi, 2016; Barger *et al.,* 2016) in marketing related to the role of personality in customer engagement behaviors on social media. Kabadayi and Price (2014) have studied the relationship between personality traits and liking and commenting behaviors on social media. The results show that extraversion and openness can predict liking and commenting behaviors on social media through broadcasting and interaction. Meanwhile, high neuroticism will reduce broadcasting behavior and has no relationship with interaction behavior. Nevertheless, Kabadayi and Price (2014) study has not conducted a study on how the affective component can be formed from personality traits so that they affect the engagement behaviors on social media. Previous research by Sashi (2012) showed that the strong affective bond was able to influence voluntary customer engagement behavior without encouragement from the company. Another researcher Karvandi (2016) has conducted a research related to the role of personality traits in influencing the affective components of consumers. However, this research has not conducted a study related to affective components which are influenced by personality traits in customer engagement behaviors. Meanwhile, the study by Barger *et al.* (2016) is still limited conceptually and has not been conducted empirically.

In the previous research, Kabadayi and Price (2014) reported that personality traits were predictors of consumer behaviors on Facebook through two modes of interaction, namely broadcasting and communicating that consumers could use on social media. However, this study did not examine the potential process model of a mechanism for the role of emotions that could function as a motivational system formed from personality traits in influencing behavior. In addition, the direct role of personality traits on customer engagement behaviors on social media has not been carried out. That research also has not introduced the function "share" that was often used by consumers and was very popular today. For this, we would use DET as a foundation to explain that emotion was the primary motivation reflected in individual traits that influenced engagement behaviors on social media. This research also added a share function to consumer behavior on social media.

Other researchers, Barger et al. (2016), also reported that personality traits were predictors of consumer behaviors on social media. However, their research was still conceptual. Therefore, this research would carry out an empirical study. Furthermore, in the efforts made by marketers to encourage brand-consumer relationships in an online context, Gutierrez-Cilan et al. (2017) admitted that other factors could help explain consumer decision to engage actively on brand

pages, namely personality traits. However, their research focused more on technical aspects, which were the utilitarian and hedonic features that appeared on brand pages. While regarding the ability of affective aspects to influence behaviors, Karvandi (2016) has reported that consumer personality traits motivated consumers' emotional aspect, namely brand love. His research has not conducted further studies regarding the emotional impact of consumer personality traits on engagement behaviors on social media. Taking the unique perspective that emotions could be the primary motivation for attachment behaviors in an online context influenced by personality traits, this research proposed personality traits as significant antecedents of brand love that then influenced customer engagement behaviors on social media.

Based on the reasons above and a call to expand on previous research (Barger *et al.,* 2016; Gutirreczilland *et al.,* 2017), we investigated the relationship between personality traits and customer engagement behavior related to brand content on social media. In particular, we looked into how levels of extraversion, neuroticism and openness to experience led customers to engage a brand-related posts on Instagram. Furthermore, we also include brand love as an intermediary factor in the relationship between personality traits and customer engagement behavior on social media in the research model. This study develops research by Barger *et al.* (2016) and Kabadayi and Price (2014) on customer engagement behavior on social media mediated by brand love (Karvandi 2016).

On a framework related to motivation and the literature on consumer attachment behavior, this study responded to the observation from research by Barger et al. (2016). Their research proposed conceptually that personality traits could become predictors of consumer behaviors on social media. In addition, Gutierrez-Cilan et al. (2017) also suggested conducting further empirical research discussing personality traits and their influence on active engagement on brand pages. Therefore, this research proposed that personality traits led to consumer engagement behavior on social media. Specifically, we observed how the levels of extraversion, neuroticism, and openness to experience led customers to engage in brand-related posts on Instagram. Then, we also included brand love as an intermediary factor in the relationship between personality traits and customer engagement behavior on social media in the research model. Therefore, this research aimed to determine personality traits associated with consumer-brand relationships and customer engagement behaviors on social media. In addition, this survey aimed to understand whether consumer experiences with brands ever used would influence

intense emotional bonds and ultimately brand behaviors on Instagram brand pages. The main contribution of this paper was to provide empirical evidence detailing the relationships between personality, brand love, and customer engagement behaviors from an integrated marketing perspective. This paper begins with literature reviewing, methodology, reporting the empirical findings, and discussing the implications. Finally, it addresses the limitation of the study and identifies directions for further research.

2. METHOD

2.1 Differential Emotions Theory/ DET

Conceptual model in this research article is based on differential emotions theory/ DET (Izard, 1977). DET considers that emotion functions as the main motivational and organizational system for humans throughout the life span (Izard, 1971, 1977, 1991 in Abe et al., 2015). Nonetheless, Abe et al., (2015) stated that the theory has focused on various kinds of emotional structures but their contribution to the personality theory has been blurred. In accordance with the previous research (Izzard et al., 1993), Abe et al. (2015) stated that the individual had emotional variations due to the emotional experiences from previous environmental conditions. Repetitive emotions will be associated with cognitive patterns that can form a stable emotional scale and become personality traits. Individuals who score high in neuroticism are associated with negative emotional expression; extraversion, conscientiousness and agreeableness are associated with positive emotional expressions; and openness are associated with the expressions of intense positive and negative emotions.

Supporting these results, Voorn et al. (2015) used the Differential Emotion Theory to show a strong and consistent relationship between emotional experiences and personality traits. Voorn et al., (2015) revealed that personality traits such as extraversion, neuroticism and openness were associated with feelings and emotions in brands, namely brand love. The positive influences of extraversion and openness give room for a wider range of feelings and emotions so that they are open to experiences of love that go beyond traditional interpersonal relationships such as brand love. Meanwhile, the negative influences on neuros in interpersonal relationships make them maintain the quality of the relationship with the brand. Furthermore, Bhattacharya and Anand (2019) used this theory in explaining the post-purchase context. They argued that the differential emotion theory (Izzard, 1977) could be used to determine the basic emotional framework and

structure of consumer motivation in the post-purchase context, namely online retail brand engagement.

2.2 Personality Trait and Customer Engagement Behavior

Customer engagement is a voluntary customer behavior towards a brand (out of purchase) (Van Doorn et al., 2010 and Jaakola et al., 2014). Such behaviors involve the consumer's interactive experience with the brand that can be short-term or highly variable (Brodie et al., 2011). Customer engagement has been recognized by several researchers (Brodie et al., 2013; Kunz et al., 2017) as the key driver of customer-based financial success. Opportunities to encourage such behavior are getting easier for companies as consumers' use of social media increases to connect with brands. Nonetheless, Kunz et al. (2017) revealed that many companies were still struggling to take advantage of this opportunity in a sustainable manner. As a result, it was necessary to understand what factors drove consumers to engage with brands on social media.

Van Doorn et al. (2010) stated that the customer engagement was a manifestation of customer behaviors that focused on the brand (outside of purchase) which was caused by motivation (Van Doorn et al., 2010). This motivation came from the psychological aspect, namely the relationship between customers and brands (such as Fournier, 1998). This behavior involved consumers' interactive experiences with the brand which could occur in short term or vary widely to the extent that the engagement was long term or relatively stable.

The emergence of new media such as social media and all new ways in which the customers can interact with the company makes the type of customer engagement with behavioral focus become major concern for the company today. The customer engagement is a relevant concept, especially in this era of big data and digital media (Maslowska et al., 2016). In the online environment, Barger et al. (2016) defined customer engagement as a measurable action taken by the consumers on social media in response to brand-related content. That behavior is manifested through reactions to content (such as clicking a like button or giving a good rating), commenting on contents (such as Facebook comments, Twitter replies), sharing contents with other users (such as Facebook sharing, Twitter retweeting) and posting user-generated contents (such as product reviews, Facebook post about brands).

This behavioral approach is emphasized to capture the active role of consumers in tracking consumer behaviors across various platforms (Kunz et al., 2017). Social media has created a space for users, consumers or customers to express their opinions and concerns and share which can

refer to product, brand, and company. In addition, social media also facilitates active communication between the company and its consumers or customers in providing the best offers and handling complaints from them (Oviedo-Garcia et al., 2014). Several previous studies (Cvijik and Michahelles, 2013; DeVries and Carlson 2014; Lei et al., 2017; Pentina et al., 2018; Tsai and Men, 2014; Luarn et al., 2015) argued that consumers would conduct engagement behaviors because of the attractiveness of features on social media. However, only a few empirical research were available to describe precisely how consumers engaged with brands on social media out of technology factors (social media features).

VanDoorn et al. (2010) conceptually proposed that those behaviors were caused by motivations that arose from the psychological aspects, especially personality traits and affective states. This was further proposed by Barger et al. (2016) that personality traits and experiences with products caused engagement behaviors on social media. Previous research also found that personality traits became predictors of consumer behaviors on Facebook, even though they were through the modes of interaction (broadcasting and communicating) in their behaviors on Facebook (Kabadayi and Price, 2014). Personality is a tendency that can influence the thoughts, feelings, and actions of consumers who have a significant role in consumer-brand relationships (Voorn et al., 2015). In particular, Karvandi (2016) revealed that these personality traits can influence consumers' love for the brand. Therefore, considering the psychological impact as a predictor of consumer engagement behaviors on social media was assumed significant. In the current research, engagement was considered as a behavioral construct that arose from the presence of psychological factors derived from the consumers' personality traits. In other words, engagement was influenced by brand love, such as feeling that the brand was unique, ideal, having used for a long time. These feelings arose from the personality traits of each consumer, so it affected engagement.

Examining the role of personality traits is one potentially useful way of understanding the psychology of internet and social media use (Liu and Campbell, 2017). Several previous studies (McElroy, et al 2007; Kabadayi and Price, 2014; Hart *et al.,* 2015; Marbach *et al.,* 2016) have linked personality traits to the use of those technological media. Extraversion is associated with the characteristic of the individuals who use the Internet as a tool for obtaining things to share with others, such as information and music (McElroy *et al.,* 2007). Moreover, Kabadayi and Price (2014) suggested that extraversion described the extent to which a person was able to socialize and

experience positive emotions. Extroverted individuals are found to have many relationships with other people through social networking and to take a central and dominant position in the network of friends. They are more likely to voice their own opinions, conduct research and share information with other people. These make them frequently interact with large audiences in a "one-to-many" interaction mode. This opinion is also supported by Hart *et al.* (2015) and Marbach *et al.* (2016) that extraversion is actively involved in social media and has more group members because they prefer to be in social situations rather than alone. These results are supported by Liu and Campbel's (2016) research which revealed that extraversion is the best predictor of doing activities on social media. Therefore, we suggest that extraversion can influence customer engagement behavior on brand content on social media. Thus, our final hypotheses are:

      H1. Extraversion influences customer engagement behavior.

Individuals who have neurosis tend to be anxious, have worries which are too emotional and react strongly to all types of stimuli (Amichai-Hamburger, 2002). Neuroticism reflects a person's tendency to experience psychological distress and a high level of sensitivity to threats (Kabadayi and Price, 2014). Previous research by Amichai-Hamburger (2002) revealed that people whose scores are high in this trait tend to use the Internet to avoid loneliness. However, they limit their interactions only to people they know personally. Neuroticism also plays role in controlling information, so that high neuroticism tends to control what information is shared. Individuals with high levels of neuroticism are generally more anxious in social situations, so that they try to keep their social circle small, mostly made up of people they know and feel close to. Liu and Campbell (2017) argued that they would use social media to reduce anxiety through conversations or social connections. Then, previous research by Kabadayi and Price (2014) suggested that neurotic individuals are more likely to use social media for information seeking purposes. Therefore, we suggest that neuroticism can influence customer engagement behavior on brand content in social media. Thus, our final hypotheses are:

      H2. Neuroticism influences customer engagement behavior.

Individuals with openness have more curiosity, imagination and are more flexible in their thinking. They tend to seek more information and are broader-minded and tolerant of different perspectives (Marbach *et al.*, 2016). Moreover, previous research by Ross *et al.* (2009) suggested that individuals who were open to experiences would show greater social behaviors on social media. They had a tendency to interact with a wide audience to satisfy their curiosity. They were

more sociable and had greater tendency to use social media in general (Ross *et al.,* 2009). Several other studies also support the relationship of that personality to the use of social media. Amichai-Hamburger and Vinitzky (2010), Kabadayi and Price (2014) and Marbach *et al.* (2016) argued that individuals with higher scores on openness to experience are more willing to use social media as a communication tool and use more features. They will tend to seek more information and have broader minds and are tolerant of different perspectives. Consequently, they are more open to experiences and tend to get along more easily through social media. Therefore, we suggest that neuroticism can influence customer engagement behavior on brand content in social media. Thus, our final hypotheses are:

H3. Openness to experience influences customer engagement behavior.

2.3 Personality trait and brand love

In addition to influencing individual behaviors in brands as explained, personality also has an important role in influencing affective component (Matzler et al., 2006; Voorn et al., 2015; Karvandi 2016). Matzler et al. (2006) stated that the affective responses to brands were influenced by individual personalities. Brand love is a level of integration between the brand and oneself that is driven by emotional relationships and an overall positive attitude towards the brand (Batra et al., 2012). The previous research by Carroll and Ahuvia (2006) argued that brand love had a much stronger affective focus which was resulted from a long-term relationship between consumers and the brand.

Individuals who have high scores on extraversion prefer to look for new opportunities and pleasures so that extroverted people are more able to experience positive emotions (Kabadayi and Price 2014, Sulaiman et al., 2017). The previous research (Matzler et al., 2006) argued that a strong positive affective response was shown by customers who achieved high scores on extraversion. Thus, customers with high scores on extraversion will give stronger response to affective stimuli (Matzler et al., 2006) so that it influences brand love (Karvandi 2016). This is also consistent with the research of Voorn et al. (2015) that consumers with high extraversion scores will foster strong brand love. Therefore, we assume that extraversion can influence brand love. Thus, our final hypotheses are:

H4. Extraversion influences brand love.

Neuroticism indicates a lack of psychological adjustment and a degree of emotional stability. Highly neurotic people tend to be afraid, sad, shy, distrustful, and have difficulty in

managing stress and emotional instability (Costa and McCrae 1992 in McElroy *et al.,* 2007). They are generally more anxious in social situations, so that they try to maintain a social circle with people they know and feel close to (Marbach *et al.,* 2016). Given that neuroticism is associated with loneliness, people who are anxious usually have a low quality of interpersonal relationship. As a result, the low quality of interpersonal relationship will encourage them to use the brand to compensate lack of love in their social life (Voorn *et al.,* 2015). Thus, our final hypotheses are:

H5. Neuroticism influences brand love.

Furthermore, openness represents one's curiosity and desire to explore new ideas. Openness individuals tend to construct new ideas, hold unconventional values (Costa and McCrae 1992 in McElroy *et al.,* 2007), and experience positive and negative emotions more sharply than introvert individuals (Matzler *et al.,* 2006). Individuals with high scores on openness are more open to affective responses from brands. They are more able to feel or experience the influence of a stronger brand than introvert individuals. Like customers who are extraversion, customers whose scores are high on openness also tend to experience a wider range of feelings and emotions. They have positive emotions and will respond more strongly to affective stimuli (Matzler *et al.,* 2006). When open individuals have more positive feelings and emotions and respond to strong affective stimuli, they are also open to the experience of brand love which is a positive affective state (Voorn *et al.,* 2015). Karvandi (2016) also stated that individuals who are open influence brand love. Therefore, we assume that openness to experience can influence brand love. Thus, our final hypotheses are:

H6. Openness influences brand love.

On the previous research, Fournier (1998) claimed that the feeling of love gave consumers a positive perception of the brand and could reduce the implications of negative information on the brand. In accordance with Fournier (1998), Batra *et al.,* (2012) also argued that brand love could inhibit the negative information on the brand and influence the brand purchase intention, willingness to pay higher prices and involvement in positive WOM. Brand love includes great attitude intensity, having certainty, often thinking about the brand and talking about the brand. Consumers who love the brand will visit the brand, often carry out dialogue, often read and post content in the brand community on social media (Batra *et al.,* 2012).

Several researchers (Carroll and AHuvia 2006, Bergkvist and Bech-Larsen 2010) also stated that brand love could drive subsequent behaviors such as doing WOM, visiting brand site,

purchasing brand merchandise (Caroll and Ahuvia, 2006), active engagement on brand site (Bergkvist and Bech-Larsen 2010) and customer engagement behavior (Prentice *et al.,* 2019, Junaid *et al.,* 2019). Active engagement is performed when a customer is willing to invest time, energy, money or other resources beyond what is expended during the purchase or consumption of a brand. Therefore, we propose that brand love can influence customer engagement behavior on social media such as liking, commenting and sharing. Thus, our final hypotheses are:

H7. Brand love influences customer engagement behavior on social media.

The conceptual model for the study, including the hypotheses, is presented in Figure 1.
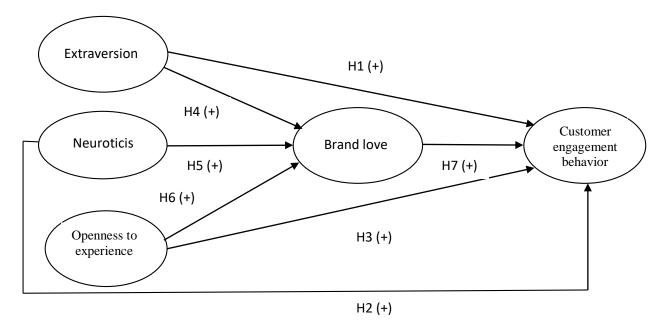

Figure 1. Conceptual model and hypothesized relationships

3. RESULT AND DISCUSSION

The primary aim of this study is to examine the extent to which personality traits are related to consumer-brand relationship and customer engagement behaviours in social media. For this purpose, we used the data of Instagram user in Indonesia. In Indonesia, the use of the internet for social media is high enough both from the business and consumer sectors (APJII, 2013-2019 and Hootsuite and We Are Social 2021). According to APJII (2018) and Hootsuite and We Are Social; Facebook is the most popular social media in Indonesia with a penetration rate (50.7%), followed by Instagram (17.8%) and Youtube (15.1%). Nonetheless, social media users use Instagram more to connect with brands than any other social media. Through Instagram, they exchange opinions, search for products, and share experiences related to products or brands.

The data in this research were collected using a cross-sectional approach, which meant the data was collected only once. Data was collected using a survey by distributing questionnaires to several respondents who used an online questionnaire link through the Google Form application. The sampling method used in this research was the objective sampling technique and the snowball technique. This snowball sampling technique aimed to increase the number of samples and broaden the sample coverage. While in the Objective Sampling technique, the researcher uses several sample criteria that will be used in this study. The present research employs Structural Equation Modeling (SEM) to test the direct and indirect effects.

3.1 Sample and Data collection

The data in this research were collected using a cross-sectional approach, which meant the data was collected only once. Data was collected using a survey by distributing questionnaires to several respondents who used an online questionnaire link through the Google Form application. The direct distribution of the questionnaires was done by meeting the respondents and asking the respondent's willingness to fill out the questionnaire that had been provided by the survey officer. While distributing the questionnaires online, the questionnaires were distributed via Google Form. The results of the online questionnaire distribution were reviewed according to predetermined criteria.

The survey started with several open-ended questions about their activities on social media, the purpose of using social media, and social media used to connect with the brand. Next, we asked about the brands they followed on Instagram. Then, they answered all questions in the questionnaire based on the brands they followed on Instagram related to research variables using a 5-point Likert-type scale (1=strongly disagree to 5= strongly agree).

The user of Instagram from Indonesia is considered working populations for the current study. While the samples selected in this study are respondents who have an active Instagram account, follow fashion brand accounts on Instagram, and have used the product/fashion brand for at least three years. Participants' age are between 18 and 34 years, this age range is consistent with this research because the individuals in this age group are a generation that grew up on the internet and use social media as a means of communication. They use social media to interact and give feedback, both with other people and the brands or products they use (Kabadayi and Price 2014).

3.2 Measurements

All variables adopted from previous research (Carroll and Ahuvia 2006; Kabadayi and Price 2014; DeVries and Carlson 2014). We measured three personality traits by using items based on Kabadayi and Price (2014). Although the Five Factor model exposed that there were five dimensions of personality, we only used three dimensions which were most closely related to social media behavior. As previously explained, three personality traits, namely extrovert, neuroticism, and openness, were related to the use of social media (Amichai-Hamburger and Vinitzky 2010; Kabadayi and Price 2014). Brand love was measured using items based on Albert et al., (2009) and customer engagement behavior was measured using items based on DeVries and Carlson (2014). Furthermore, the researcher carried out the re-translation process which was conducted by translating the English questionnaire into Indonesian and translated back into English. This process was assisted by translators and academics in the field of marketing in order to get consistency in bilingual translation so that the items on the questionnaire did not lose their literal meaning. Specific scale items for variables are listed in Table 2 along with loadings and reliability items.

The questionnaire consisted of three parts. The first part was an explanation of a brief description of the research topic, objectives, respondent requirements, and the contact number of the researchers who could be contacted by respondents if anyone needed information related to the questionnaire. The second part consisted of questions about respondents' demographic information such as name, cellphone number, age, gender, status, brands that respondents have been used and liked, length of use of brands, reasons for liking brands, use of Instagram accounts, information related to following clothing brand accounts, and activities on the accounts of the followed brands. Part three contained 29 questions related to variables of personality traits, brand love, and customer engagement behaviors on Instagram. In this last part, participants were asked to answer questions related to variables of brand love and customer engagement behaviors on Instagram based on the instructions in the second part, which was related to brand names that have been used and liked.

4. CONCLUSIONS AND IMPLICATIONS

Table 1 presents details of participant demographic information. Of the 209 respondents indicated that the respondents were aged between 18 and 34. Respondents in the sample all have

active Instagram accounts and are followers of fashion brands (such as shoes, bags, clothes and watches). About 83 percent participants use Instagram every day, 13 percent use Instagram once in every two or three days, 2 percent use Instagram once in every 4 or 6 days and the remaining 2 percent use Instagram more than once a week.

Table 1
Demographic information of the respondents.

Demographic characteristics	Data	Frequency ($n=209$)	Percentage
Age	18-20 years	124	59.3
	21-23 years	46	22
	24-26 years	12	5.7
	27-29 years	10	4.8
	>30 years	17	8.1
Gender	Female	153	73.2
	Male	56	26.7
Occupation	Managerial employees	2	1
	Operational officer	14	6.7
	Housewife	8	3.8
	Businessman	6	2.9
	Student	175	83.7
	Professional (Athlete, lawyer, consultant, artist)	4	1.9
Brand usage period	< 1 years	16	7.7
	>1-2 years	26	12.4
	>2-3 years	54	25.8
	>3-4 years	59	28.2
	>4 years	54	25.8
Access Instagram	Every day	174	83.25
	every 2-3 days	25	13.40
	Every 4-6 days	5	2.39
	Once a week	5	2.39
	like	201	0.96

activity on	Comment	97	0.46
Instagram	Share	84	0.40
(*respondents can	Repost	36	0.17
choose more than			
one answer)			

Table 2 explains the reliability and validity of the study variables. We evaluated the characteristics of the construct measurement in confirmatory analysis using the AMOS structural equation modelling. The results suggested elimination for two items of extraversion, three items of neuroticism and two items of openness and two items of brand love with a standardized parameter estimate less than 0.5. CFA yielded fit data: GFI= 0,90; CFI= 0,95; TLI=0,94, and RMSEA root= 0,05. On convergent validity analysis, all factor loadings were above 0,5 and statistically significant. Then in discriminant validity, the value of average variance extracted (AVE) was more than 0.5 and the value of composite reliability (CR) was more than 0.7. Each ranged from 0,500 to 0,592 and from 0,790 to 0,864. Thus, the discriminant validity was also supported and all CR values were above the desired value of 0,6.

Table 2
Scale items, reliabilities, and items loadings

	Loadings factor
Extaversion α = 0.774, CR = 0.798, AVE = 0.500	
I see myself as someone who generates a lot of enthusiasm	0.79
I see myself as someone who is sometimes shy/inhibited (R)	0.77
I see myself as someone who is reserved (R)	0.63
I see myself as someone who has an assertive personality	0.62
Neuroticism α = 0.801, CR = 0.811, AVE = 0.592	
I see myself as someone who can be tense	0.77
I see myself as someone who worries a lot	0.88
I see myself as someone who remains calm in tense situations (R)	0.64
Openness to experience α = 0.810, CR = 0.842, AVE = 0.577	
I see myself as someone who has an active imagination	0.65
I see myself as someone who likes to reflect/play with ideas	0.86

I see myself as someone who is inventive	0.88
I see myself as someone who has few artistic interests	0.61
Brand Love α = 0.854, CR = 0.864, AVE = 0.517	
This Brand is special	0.69
I am always happy to use this brand	0.80
I feel emotionally close to this brand	0.82
I idealized this brand	0.73
I have been using this brand for a long time	0.64
I dream about that brand since long	0.61
Customer engagement behavior α = 0.710, CR = 0.790, AVE = 0.568	
I regularly like fashion brand pages on Instagram	0.69
I regularly comment fashion brand pages on Instagram	0.57
I regularly share activities related to images/graphics, texts or videos on fashion brand pages on Instagram	0.95

4.1 Measurement Model

The model fitness is assessed by conducting confirmatory factor analysis in AMOS by employing frequently employed five indices, including Chi-Square/Degrees of Freedom, Comparative Fit Index (CFI), Goodness-of-fit (GFI), Normed fit index (NFI), The Tucker Lewis index (TLI) and Root Mean Square Error Leaders' Core Self-Evaluation and Team Performance Approximation (RMSEA). The results of all hypothesis tests are summarized in Table 3. The overall indices model (p. 0,03; CFI 0,98; GFI 0,92; NFI 0,90; TLI 0,97; RMSEA 0,03) shows that the proposed model has a good fit.

4.2 Hypotheses Testing

The results provide support for some of the hypothesized relationships, except H1, H2, H5. The research results show that the individuals with openness personality traits have a positive relationship with customer engagement behavior and brand love. Therefore, these results provide support for H3 and H6. On the other hand, the individuals with neuroticism personality traits are not associated with customer engagement behavior and brand love. Therefore, these results do not provide support for H2 and H5. Furthermore, the individuals with extrovert personality traits also do not have a positive relationship with customer engagement behavior, but the individuals

with extrovert personality traits have a positive relationship with brand love. Therefore, while H4 is supported, there is no support for H1. Finally, H7 is supported, which means that brand love is positively related with customer engagement behavior. There findings are discussed in detail in the following section.

Table 3
Structural Model Result

Hypotheses	Path	Estimate	*p*-value	Decision
H1	Extrovert → CEB	,25	,89	Rejected
H2	Neuroticism → CEB	,01	,42	Rejected
H3	Openness → CEB	,34	,01	Accepted
H4	Extrovert → Brand Love	,23	,01	Accepted
H5	Neuroticism → Brand Love	,05	,84	Rejected
H6	Openness → Brand Love	,01	***	Accepted
H7	Brand Love → CEB	,52	***	Accepted

4.3 DISCUSSIONS

Customer engagement is an important factor for company performance (Patterson *et al.,* 2006; VanDoorn *et al.,* 2010; Brodie *et al.,* 2013; Kabadayi and Price 2014; and Kunz *et al.,* 2017). The literature reveals that personality traits are characteristics and tendencies regarding the thoughts, feelings and actions of individuals (McElroy *et al.,* 2007) which are very relevant in motivating the behaviors in social media (Kabadayi and Price 2014; Marbach *et al.,* 2016; Liu and Campbell 2017). While the previous research (Kabadayi and Price 2014) discussed the role of personality trait in customer engagement behavior through two interaction modes, our research focuses on the role of personality trait in customer engagement behavior through the role of customer-brand relationship, namely brand love. This article provides new insights by highlighting the relationship between personality trait and customer engagement behavior to brands in Instagram. Furthermore, this research introduces customer-brand relationship, namely brand love as a mediating variable.

Personality has been shown influence the customer engagement behavior to brands in Instagram. Individuals with openness personality trait becomes a direct predictor of customer engagement behavior in social media. This is because individuals with openness are more open

to experiences and sociable in social media (Marbach *et al.,* 2016), including brands. In addition, they also have a curiosity and desire to explore new ideas so that they tend to have positive emotions and will respond more strongly to affective stimuli. Therefore, when they love brands, they will explore their curiosity through brand accounts in social media and use the communication features provided. Thus, based on the current findings, we support H3 and H6.

Meanwhile, individuals with extrovert personality trait do not directly influence customer engagement behavior. Extrovert describes individuals who are able to socialize and experience positive emotions (Kabadayi and Price 2014). They prefer to seek new opportunities and pleasures (Kabadayi and Price 2014) so that they are able to respond stronger to brands and foster brand love (Voorn *et al.,* 2015). Nevertheless, extrovert finds no effect related to the use of brand accounts in Instagram. This is as explained by previous research (Ross *et al.,* 2009 and Blackwell *et al.,* 2017) that extroverts do not use social media as an alternative to social activities so that they are not too addicted to activities in social media (Ross *et al.,* 2009 and Blackwell *et al.,* 2017) including brand pages. In this context, extrovert did not affect their attachment behavior on the brand page in Instagram. Therefore, we reject H1.

This will be different when individuals with extraversion love brands; it is possible that they will carry out active activities in online brand accounts because of the new fun and tendencies of their socializing characteristics. As explained by previous research (Albert 2009), individual who loved brand would have a high level of interest on an object (Stenberg 1987), positive emotional relationships, passion and brand integration with oneself. This is due to brands provide intrinsic (giving happiness or enthusiasm) and extrinsic rewards (such as great quality) (Batra *et al.,* 2012). Thus, we support H4.

On the other hand, individuals with neuroticism do not influence customer engagement behavior either directly or indirectly. As previously research explained (Ross *et al.,* 2009), neuroticism was not associated with posting information and using communicative features in social media. They have more control over the information that will be shared in social media and use it only to find information (Kabadayi and Price, 2014). Results were also found regarding their love for the brand. Although there are different product categories, our research supports the results of Voorn *et al.,* (2015), which is there was not any support of neuroticism for brand love. Individuals with neuroticism show a lack of psychological adjustment and emotional stability. As revealed by previous research (McElroy *et al.,* 2007), they tended to be afraid, sad,

embarrassed, and distrustful (McElroy *et al.,* 2007) so that they would find it difficult to build relationship with brands in the long run. Given that brand love is the result of a long-term relationship with a brand that includes strong affective and cognitive (Batra *et al.,* 2012). Therefore, we reject hypotheses H2 and H5.

Finally, we show that brand love drives customer engagement behavior. This study supports the results of previous research (Bergkvist and Bech-Larsen 2010; Junaid *et al.,* 2019) that found a positive direct effect of brand love on customer engagement behavior. Moreover, the findings also support Sashi's (2012) previous research statement that the strong affective bond can influence voluntary customer engagement behaviour without any encouragement from the company. Love is a strong affective basis that can reinforce interest in continuing future relationship with brands (Loureiro *et al.,* 2012 and Albert and Merunka 2013). Thus, we support H7.

4.3.1 Study Implications

a) Theoretical

Going through the extensive review of the literature on customer engagement behavior on social media, most studies (Cvijik and Michahelles, 2013; DeVries and Carlson, 2014; Lei et al., 2017; Pentina et al., 2018; Tsai and Men; 2014, Luarn et al., 2015) reveal the role of technology in influencing customer engagement behaviors. Previous research by Van Doorn et al. (2010) argued that customer engagement behaviors were not only influenced by technological factors but also by customer factors such as individual customer trait dan consumer brand-relationship. However, research related to the role of personality (Hart et al., 2015; Liu and Campbell, 2017) and consumer-brand relationship on behavior in social media is still very limited. Therefore, the present study considered it to investigate the relationship between personality traits, brand relationships and customer engagement behavior related to brand content on social media.

Based on the research objectives that have been formulated previously and the research results, the theory of differential emotions (Izzard, 1977) can be used to determine the basic emotional framework and structure of consumer motivation in the context of (beyond purchase) customer engagement behavior. Personality traits such as openness are associated with feelings and emotions within the brand, namely brand love. The positive effect of openness provides space for feelings and emotions to experience love for the brand, thus making them maintain a quality

relationship with the brand. In addition, research also shows that emotion, namely brand love, has a very large influence on behavior on Instagram. This study empirically identifies the driving factors of customer engagement behavior on Instagram which will help researchers and academics to apply them in their related research work. Additionally, the present study could be pioneer to understanding customer engagement behaviors in social media, personality traits and brand love.

4.3.2 Practical

This study seeks to gain insight into customer engagement behaviour in social media by exploring personality traits and customer love to brand in Instagram. The findings have implications for managers who use social media in building relationship with customers. The study distinguishes between customers who love brands for customers with personality traits of extraversion, neuroticism and openness. Brand managers can use Instagram to predict the personality of their users or customers (Ehnrenberg 2013; Kabadayi and Price 2014). This allows brand managers to identify the users' personality traits and categorize them as users who love the brands and are active on the brand pages. Managers can consider a number of activities that can stimulate their activities in Instagram to achieve better brand engagement behavior.

Customers in this study who love brands with extraversion tend to *like* voicing opinions and sharing information. Considering customers with this trait, managers should strive to design social benefits that they want to provide for costumers with extraversion. Brand managers can post brands that are able to help them to stimulate social activities on brand pages, such as encouraging them to enter the brand's social network, asking for input, encouraging to share opinions, and rewarding their comments on brand-related topics or posts.

Meanwhile, for customers with neuroticism, brand managers can use messages that are attractive, convincing and touching their emotions. For example, brand managers give facilities that encourage other visitors or customers to tell and share their experiences related to brands. Therefore, they can see the real experiences about the brands from some other visitors or customers and can strengthen confidence in order to increase love and drive engagement behavior. Furthermore, in individuals with openness, brand managers must always maintain the relationship with them so that they are always active and actively involved on the Instagram brand page. Brands managers must always update brand development information, provide useful information, hold competitions or other rewarding activities.

4.4 Limitations and Directions

This study sought to understand the consumer relationship with customer engagement behavior in Instagram. Nevertheless, this research has several limitations. This study only includes liking, commenting and sharing as part of customer engagement behaviour. However, other forms of customer engagement behaviour as suggested by Tsai and Men (2014), Machado et al., (2016) and Asperen et al., (2017) have not been used. In accordance with facilities provided by Instagram to carry out this engagement behaviour, such as recommend company SNS pages, repost or upload video, audio, images, or product related images about the brand are interesting for further research. Future studies should extent the conceptual model by including "recommendation" and "upload" as well as liking, commenting and sharing.

In addition, understanding the motivation for engagement behaviour also requires further investigation. It would be interesting to study whether customers who carry out engagement behaviour to brand are also motivated by the content factor. Further research can investigate the things that motivate customers to engage because of the platform attractiveness (Cvijik and Michahelles (2013) or the presence of anonymity factors (Bronstein et al., 2016) which can affect personality traits so as to perform brand engagement behavior. The internet, in this case social media, has a unique characteristic in social interactions, namely anonymity, which allows individuals to separate their actions online between their identity and real life. The previous research by Amichai-Hamburger, et al., (2002) revealed that the characteristic made people with neuroticism find "real people" on the internet (Amichai-Hamburger, et al., 2002); so that they are able to perform engagement behavior in social media.

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