

QATAR UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

AN ATTEMPT TO UNDERSTAND THE DRIVERS OF SOCIAL MEDIA
COMMUNITY BRAND ENGAGEMENT IN QATAR: THE CASE OF
INSTAGRAM.

BY

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ABSTRACT

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Title: An Attempt to Understand the Drivers of Social Media Community Brand

Engagement in Qatar: The Case of Instagram.

Supervisor of Thesis: Dr. Hatem Osman Aly Salem Elgohary.

The present thesis provides crucial insights into the drivers of social media community brand engagement, since these elements exert a noteworthy influence on several other aspects and outcomes, such as purchasing intention, repurchasing, brand trust, and loyalty. This thesis aims to investigate the factors that influence social media brand community engagement on Instagram, with a particular focus on the Qatari context. The study includes a thorough evaluation of a variety of influential elements. These elements include monetary and non-monetary rewards, social influence determinants such as subjective norms and social identification, and the distinguishing aspects of brand page characteristics such as content quality and interactive features. To further explore the theoretical understanding, the theories of planned behaviour, social identity theory, and social exchange theory will be implemented in the study.

Furthermore, the study investigates the impact of electronic word of mouth in determining the dynamics of social media brand community engagement. Non-monetary rewards, customer community identification, subjective norms, content quality, and page interactivity have all been shown to impact brand community engagement significantly and positively on Instagram. However, monetary rewards were shown to have no impact. Electronic word of mouth was proven to have a significant positive influence as a mediator between the independent and dependent variables. To evaluate the research framework, online questionnaires were distributed

through multiple social media channels, focusing on Instagram users in Qatar who follow at least one social media page. This study gathered a sample of 230 reliable responses. This study adds to the understanding of social media brand community interaction dynamics on Instagram, providing valuable insights into digital marketing. It offers a complete view of how numerous factors interact to shape online brand communities within the ever-changing digital environment.

Keywords: Instagram, Social Media, Brand Community Engagement, Qatar, Rewards, Social Influence, Brand Page Characteristics, Electronic Word of Mouth.

DEDICATION

To my dearest parents, Abdul Hameed and Hanadi, and to my beloved siblings, Essam, Mohamed, and Myaseen, to my wonderful and supportive friends, thank you for your continuous encouragement.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

Social media has evolved and progressed over the years since its establishment in the early 21st century, becoming the most important marketplace for consumers. The percentage of people who use the internet for communication increased from 10% to 20% between 2008 and 2013 (Leeflang et al., 2014). Customers' responsibilities have altered substantially over time, from being only observers to actively participating in creating and developing content online (Zhao et al., 2023). In particular, the most popular social media sites in Qatar are Facebook and Instagram (Kemp, 2023). Approximately 96.8% of Qatar's population, which is 2.62 million individuals, are online users (Kemp, 2023). 1.10 million people in Qatar, which account for 47.2% of the total population, use Instagram (Kemp, 2023).

Brand owners can improve their content through Instagram, which allows them to interact with consumers through a "Question and Ask" sticker or a direct chat box, as well as by geotagging a place in a post or story (Chen and others, 2021). Among social media channels, Instagram has the greatest average engagement rate (Chen et al., 2021). Hence, Instagram is a useful tool for achieving a range of business objectives, which makes it an interesting subject for in-depth investigation to determine the significance of Instagram usage for brands and the drivers of community brand engagement.

The social media platform Instagram provides users with a multidimensional platform for expressing their thoughts and beliefs, as well as encouraging engagement through commenting, posting, liking, and sharing content. Participation in Instagram's online communities fosters solid emotional bonds between users, the community, and

its members. Acknowledging the advantages and disadvantages of social media for businesses and customers can help to better understand the various perspectives of both companies and consumers (Van Doorn et al., 2010). While consumers use social media to discuss their experiences, fill out surveys, like or share posts, businesses have embraced it to enhance engagement and ultimately increase brand loyalty. Customer engagement goes beyond the purchase of goods and services, as it is described as "behavioural manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers." (Van Doorn et al., 2010).

Online brand communities are defined by their shared rituals, beliefs, and preferences, which play an essential role in forming closely-knit networks of people with the same interests or connections (Lima et al., 2019). The focus of this study is Instagram's social media community brand engagement drivers to further understand this concept in the case of Qatar. With the use of electronic word of mouth as a mediator, the present study will examine the effects of rewards, brand page characteristics, and social influence on online community engagement.

1.2 Research Background

Instagram has grown to be one of the most used and significant social media platforms in recent years. Instagram has many features that allow its users to convey their thoughts and beliefs. by allowing the user to comment, post, like, and share content in online communities or simply in their own personal accounts for their followers. Instagram features allow users to communicate their ideas and concerns to other users and brands. Furthermore, being involved in an online community on Instagram develops an emotional attachment between the user, the community, and its members (Ng et al., 2023). This connection fosters the user's feelings of belonging, which makes them stronger and more committed members of their community. Social media's

interactive nature enables sellers and buyers to establish a relationship that is built on commitment and trust, which in turn promotes an emotional relationship between them. (Sashi, 2012). Understanding the reasons that deliver this outcome is significant to the development of the online brand community.

As stated by Sashi et al. (2012), to achieve customer engagement, it is necessary to facilitate a passage for customers through connection, retention, commitment, interaction, satisfaction, and advocacy. Companies communicate with their customers as well as potential customers through their online social pages. This interaction is created through the online community brand page, which occurs between the users as well as the brand. The user feels more a part of the community because of this connection, which strengthens and increases their commitment to it. Moreover, this interaction builds a stronger and more trusted atmosphere between the users. An online brand community paves the way for users to share their experiences as well as explore other users' experiences. Therefore, it is a place for passing information between users, which, as a result, will help the brand establish a stronger foundation for its customers (Mousavi et al., 2023). The term engagement has been explored and changed over the years since 2005 (Brodie, Ilic, Juric, & Hollebeek, 2013).

To further explain, online brand communities are based on shared rituals, beliefs, and preferences, which in turn assist in the formation of a strongly tied community with a shared responsibility towards the brand community and its members. (Lima, Irigaray, & Lourenco, 2019). To further elaborate, online brand communities are a nonphysical space provided for members to convey their thoughts, emotions, and concerns about a particular brand (Lima, Irigaray, & Lourenco, 2019). Upon joining an online brand community, members have different motivations to participate. These motivations will indicate their behaviour in the future. One of the main motivations

addressed in Habibi et al. (2014) was to seek information. Thus, when one customer participates in the expectation of seeking information, this in turn will facilitate the interaction of another customer to provide an answer by sharing their experience and providing any information that they collected in the same manner. (Lima, Irigaray, & Lourenco, 2019).

The definition of brand community engagement has advanced and altered over the years, from cooperation among members to cognitive, emotional, and physical involvement with the brand community (Lima, Irigaray, & Lourenco, 2019). As stated by Hollebeek (2011), there is widespread common recognition throughout the literature that behavioural, emotional, and cognitive states help explain brand engagement. Van Doorn (2010) defined customer engagement as an act that goes beyond simply purchasing a product or service. Doorn states five dimensions to understand engagement behaviours: form of modality, customer's purpose, scope, and valence. Experience with a brand extends beyond a customer's purchase, as they experience the different stages of seeking information about a product, purchasing it, and finally sharing that experience through discussions and reviews on social media (Parihar, Dawra, & Sahay, 2019). According to Parihar et al. (2018), pleasure seeking is a motivational driver for engagement that is related to the enjoyment accompanied by the interaction with a brand, including activities that the brand provides to its customers online.

Henning-Thurau et al. (2014) identified 11 motivations and concluded that only 4 relevant motivations, which are social benefits, self-improvement, concern for others, and economic incentives, are significant motivators that significantly relate to engaging online by posting their opinion and experience online. Advice seeking was also found to be significant; however, the significance was much less than social benefits, self-

improvement, concern for others, and economic incentives. Throughout the literature, many articles reveal that community members participate in online communities for psychological, hedonic, functional, and social benefits (Kumar & Kumar, 2020).

According to Kumar et al. (2020), online brand community self-esteem, experience, and investment in community relationships significantly influence online brand community engagement. France et al. (2016) argue that brand self-congruity, involvement, interactivity, and quality have an impact on consumer brand engagement. Engagement is heavily influenced by self-congruity and involvement (France et al., 2016). The same is true for interactivity, which has a big influence on brand engagement in online communities (France et al., 2016). Furthermore, as stated by Hollebeek et al. (2011), participation and interactivity are prerequisites for the emergence of customer brand engagement. Similarly, in Brodie, Hollebeek, Ilic, & Juric (2011), involvement and interactivity are also considered antecedents of customer engagement.

As reported by Verhagen et al. (2015), social integration benefits, hedonic benefits, and cognitive benefits were all proven to impact customer engagement intentions. In the Carvalho et al. (2018) article, involvement, customer flow experience, and customer interactivity are considered the main drivers of community brand engagement, with customer involvement being the highest driver. According to Tafesse et al. (2016), perceptual experience, epistemic experience, and social experience significantly contribute to brand post likes. In the De Vries et al. (2014) article, it was concluded that customer engagement is influenced by co-creation value, usage volume, social value, and brand strength. Furthermore, rewarding customers is a crucial aspect of enforcing engagement. By offering additional incentives, brands can influence brand community engagement. In addition to incentives, a firm's factors, such as its size in

comparison to other businesses and its emphasis on markets, may be crucial drivers of engagement (Van Doorn et al., 2010).

Online brand community pages are designed to facilitate customer engagement and strengthen ties with brands (De Vries et al., 2014). The customer brand engagement concept consists of interaction, attention, emotions, dialogue, immediate activation, and sensorial pleasure, which combine to create a complete brand experience (Gambetti et al., 2012). Several interviews were conducted in the Dessart et al. (2016) study, which demonstrate participation in online brand communities, including interactions amongst community members as well as direct engagement. In de Oliveira et al.'s (2015) research, it was concluded that entertainment value, subjective norms, social identity, and maintaining interpersonal interactivity were all significantly and positively related to online brand community engagement. However, group norms, social presence, self-discovery, and purposeful value were insignificant, with social enhancement having a negative influence on engagement.

1.3 Research Problem

Throughout literature, engagement has been linked to brand trust, repurchasing intention, loyalty, and commitment. As stated by Mousavi et al. (2023), community identification and brand trust are strengthened by brand support for lurkers. A lurker's sense of belonging, affective commitment to the community (community identity), and trust towards the brand are increased when a brand encourages interaction among its community members, values their contributions, and offers high-quality information in the community. This can result in positive word-of-mouth and purchase intention (Mousavi et al., 2023). Additionally, brand engagement has a strong and significant impact on co-creation and repurchase intention (Cheung et al., 2020). This suggests that enhancing engagement with brands is a successful strategy for fostering a relationship

between the two, which in turn strengthens consumers' intentions to co-create brand value and repurchase intentions.

Given that the objective of brand owners is engagement, which leads to significant outcomes, online brand community engagement is a crucial subject for research. Because engagement has a substantial influence on other elements and outcomes, such as purchasing intention, repurchasing, brand trust, loyalty, and other outcomes, it is also essential for owners to understand the drivers of engagement. After all, a brand's goal is to encourage engagement. Understanding engagement and what motivates engagement is therefore extremely important.

Previous research has emphasized the significance of online brand community contribution in building a stronger, more trusted community between the users and their brand. Through this bond that is created in the online brand community, interactions are formed, and through them, depending on the purpose of each user, they can benefit, whether it is searching for information, giving information, simply contributing with a share, or liking the content. The nature of this environment helps facilitate this important interaction. Therefore, conducting further research on this subject is significant. Understanding the drivers of this interaction and using them to enhance the user experience is the top priority for the brand (Mousavi et al., 2023).

Several researchers have looked at social identity while analysing the factors that influence engagement in online communities (Shen et al., 2013; Hsu et al., 2008; Cheung et al., 2011). However, the works of Shen et al. (2013) and Hsu et al. (2008) were contradictory to Cheung et al. (2011). Since additional investigation is required to fully comprehend this idea regarding participation in the online brand community in the example of Qatar, the research will concentrate more on the theory's construct of customer community identification.

According to the researcher's knowledge, not much research was conducted on the influence rewards have on engagement in online brand communities. Therefore, more research needs to be conducted by testing them on different cultures (Labsomboonsiri et al., 2022), as some cultures may value monetary rewards and some only wish to be recognized and appreciated without a financial reward. Finally, Instagram's growing use as a tool for accomplishing corporate goals has drawn the attention of academics. The association between Instagram use and customer engagement requires more in-depth investigation (Chen et al., 2021).

1.4 Research Aim and Objectives

The thesis seeks to investigate drivers, rewards (monetary and non-monetary), social influence (subjective norms and customer community identification), and brand page characteristics (brand page interactivity, content quality) of social media community brand engagement with the mediating influence of electronic word of mouth and its influence on social media brand community engagement.

Research Objective:

- (1) Enhance the theoretical knowledge of brand owners on rewards, social influence, and brand page characteristics and their influence on online brand community engagement.
- (2) Explore the influence of the mediating role of electronic word of mouth in enhancing brand community engagement.
- (3) Provide advice to brand managers and marketers on how to significantly use online brand communities to attract and retain members.

1.5 Research Questions

RQ1. Do Rewards positively and significantly influence Brand community engagement?

RQ1.1 Do Monetary Rewards positively and significantly influence Brand community engagement?

RQ1.2 Does No-Monetary Rewards positively and significantly influence brand community engagement?

RQ2. Does social influence positively and significantly influence brand community engagement?

RQ2.1 Does customer community identification positively and significantly influence Brand community engagement?

RQ2.2 Does subjective norms positively and significantly influence brand community engagement?

RQ3. Do brand page characteristics positively and significantly influence brand community engagement?

RQ3.1 Does content quality positively and significantly influence brand community engagement?

RQ3.2 Does page interactivity positively and significantly influence brand community engagement?

RQ4. Does electronic word of mouth mediate the relationship between rewards, social influence, brand page characteristics, and online brand community engagement?

1.6 Contribution

This research contributes to the developing area of online brand community engagement. In-depth knowledge of these interactions and their effects on user engagement is presented in this research. To the researcher's knowledge, very little research has been done on the impact rewards have on participation in online brand communities. Since both monetary and non-monetary rewards are important motivators (Verhagen et al., 2015; Van Doorn et al., 2010), more research involving testing them

in various cultural contexts is required (Labsomboonsiri et al., 2022). This is because some cultures may value monetary rewards, while others only desire to be acknowledged and valued without a monetary reward.

Additionally, the electronic word-of-mouth mediation effect highlights how powerful member-generated content is in strengthening the link between rewards, social influence, and brand page characteristics, providing insightful information for brand managers looking to improve their online engagement strategies. This study broadens the theoretical knowledge and provides suggestions for creating a successful online brand community.

Furthermore, although much literature has investigated social identity (de Oliveira et al., 2015; Tsai & Men., 2013; Shen et al., 2013; Hsu et al., 2008; Cheung et al., 2011), only a few have explored the concept of social identification in influencing online brand community engagement (Code & Zaparyniuk, 2010). Similarly, this research will contribute to the theory of planned behavior by focusing on its construct, the subjective norm, which has been discussed and investigated in previous literature (de Oliveira et al., 2015; Shan & King, 2015; Perera et al., 2020). However, this research will further examine this construct along with social identification, as this study combines two constructs from two distinct theories and examines how they affect the engagement of online brand communities.

Finally, content quality has been discussed in the literature (France et al., 2016); however, not much investigation was conducted according to the researcher's knowledge, and thus more attention needs to be given to this concept. Brand page interactivity has been investigated throughout the literature (France et al., 2016; Hollebeek et al., 2011; Brodie et al., 2011; Carvalho et al., 2018); however, according

to the researcher's knowledge, the concept was not tested with electronic word of mouth mediating its influence on online brand community engagement.

1.7 Methodology

The study builds on past findings on the phenomenon, making it cross-sectional research. Additionally, it has a distinct theoretical foundation and a specific goal. Online surveys were distributed to followers of an Instagram social media brand page to evaluate the framework. 230 people made up the sample for this investigation. All the participants in the study used Instagram and followed at least one Instagram brand page. Convenience sampling, which includes choosing people at random from the public was utilized to make it easier for the researcher to gather data. The data was gathered and then exported to SPSS to do the necessary analysis.

1.8 Research Structure

The six chapters that make up the thesis are arranged as follows: In the first chapter, the significance, study objectives and setting are described, and the research contributions are shown. The theoretical framework and conceptual model are all presented in Chapter 2. Chapter 3 examines the relationships that are hypothesized and includes an assessment of the relevant works. The research methodology is then detailed in Chapter 4. Chapter 5 then discusses the methods used for data analysis as well as the findings. The study's 6th chapter examines its theoretical and managerial implications in addition to the final conclusions.

1.9 Chapter conclusion

In conclusion, this stage of the study has described the fundamental aims and scope, which largely focus on evaluating the drivers of social media community brand engagement, with a special emphasis on the case of Qatar. Rewards, social influence, and brand page characteristics are among the important variables under consideration.

Additionally, the study looks at how electronic word-of-mouth influences social media engagement and brand community engagement through mediation. This chapter's framework serves as the foundation for the later analytical and empirical research done throughout this thesis. By examining these components and their interactions, this study aims to provide important insights into the dynamics of social media brand community participation in the context of Qatar.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Three theories provide support for this research. The first theory is the theory of social identity; next comes the theory of planned behaviour, and finally comes the social exchange theory. In terms of social identity theory, drawing from these theories, customer community identification is used, and for the theory of planned behaviour, subjective norms are used. This thesis investigates the drivers of online brand community engagement, focusing on three variables: rewards, social influence, and brand page characteristics. Furthermore, the thesis also examines the mediating role of electronic word-of-mouth. This chapter will elaborate on each theory to support the chosen constructs. A literature review will be provided in depth to support the investigation as well as the theoretical framework. A review of the literature will provide an in-depth examination of each chosen variable, finally leading to the development of all the hypotheses, and finally the conceptual framework will be presented.

2.1.1 Articles review and analysis

The research papers examined and cited in this thesis are published in reliable journals that have level A and B ratings. The journals are information processing and management, International Journal of Hospitality Management, Journal of Computer and Information Systems, Journal of Marketing Communication, Journal of Marketing Intelligence and Planning, International Journal of Educational Management, Journal of Brand Management, Journal of Service Marketing, Communication Research, Computers in Human Behaviour, Journal of Marketing Management, Journal of

Interactive Advertising, Journal of Service Management, and International Journal of Electronic Commerce.

The secondary data used in this research article were collected from scholarly publications. ProQuest, Google Scholar, and the Qatar University Library were the primary resources used in the search. Key phrases used in the research include electronic word-of-mouth, drivers of engagement, and online brand community participation. Lastly, a manual examination of each gathered journal's abstract was done to eliminate out any irrelevant information. Most of the publications were discovered in journals. Most papers were found in journals.

The following table (table 1) provides a summary of earlier research on the significance of online brand communities. The studies that are shown in the table are the most current and relevant ones that were examined. Since the goal of this study is to examine the factors that influence online brand community engagement, the mentioned research examined a variety of factors and evaluated how much of an impact they had on engagement. Subjective norms, identification, interactivity, content quality, and rewards were all used in many of the studies presented.

Table 1. List of Previous Research On Online Brand Community Engagement.

Authors	Journal	Year	Variable studied	Findings	Theory
Kai Wang, Jeffrey C.F. Tai, Han-fen Hu	Information Processing and Management	2023	social media affordances, OBC identification, co-creation experience, brand engagement, OBC continuance intention.	Important value experiences that can influence OBC continuation intention include co-creation and brand engagement. Through their facilitation of technology-mediated and community interaction, social media affiliations and OBC identity are essential to both value experiences.	Social identity theory
Sahar Mousavi & Stuart Roper	International Journal of Electronic Commerce	2023	perceived brand support, online communities, community identity, brand trust, purchase intention, resistance to negative information, and positive word of mouth	Members' satisfaction with the brand is correlated with its perceived ability to meet their socioemotional needs and build community identity, which in turn builds brand trust. Providing quality information and brand knowledge and encouraging members to interact drive brand trust for lurkers. Posters' sense of community identity and encouragement of interaction among members are what drive their trust.	Organizational support theory and social identity theory,
Saranya Labsomboonsiri, Shane Mathews, Edwina Luck, Rory Mulcahy	International Journal of Hospitality Management	2022	Helping Restaurants, Helping Consumers, Recognition Rewards, Monetary Rewards, eWOM continuity	Study revealed a compelling and contradictory finding: monetary rewards have a negative impact. In particular, the findings showed that reviewers from Australia experienced more significant effects from rewards than reviewers from Thailand, which is thought to be a more individualistic country. Participants are more favourable towards recognition rewards than monetary rewards.	Social capital theory

Authors	Journal	Year	Variable studied	Findings	Theory
Lin Qiao, Mengmeng Song & Nan (Tina) Wang	Journal of Computer Information Systems	2021	Intellectual experience, Entertainment experience, Interactive experience, Sensory experience, Affective experience, Relational experience, Brand identification, Community identification, Opinion giving, Opinion passing, Opinion seeking.	The findings indicate that brand identification and community identification are significantly impacted by virtual brand community (VBC) experiences (intellectual, sensory, entertainment, relational experiences, interactive, and affective), except for interactive experiences. Furthermore, there are distinct effects of community and brand identification on the various kinds of eWOM behaviours.	Stimulus–organism–response theory
Yaniv Gvili & Shalom Levy	Journal of Marketing Communications	2021	Intention to share information, Attitude, Subjective norms, Perceived behaviour control, Shopper’s experience, Collectivism, Product involvement	The results indicate that beliefs—attitude, subjective norms, and perceived behaviour control—mediate the indirect relationship between shoppers' experiences and brand-related information sharing.	planned behaviour (TPB) and consumer culture theory
Man Lai Cheung, Guilherme D. Pires, Philip J. Rosenberger, Mauro Jose De Oliveira	Marketing Intelligence & Planning	2020	Entertainment interactivity, Customization interactivity, Interactive ease of use, Cognitive information-transfer interaction, Cognitive up-to-date information interactivity, Consumer–brand engagement, Consumer–brand engagement – affection, Consumer–brand engagement – activation, Co-creation, Repurchase intention	To increase customers' desire to co-create brand value and repurchase the brand, three important factors directly influence consumer-brand engagement: cognitive information-transfer interaction, entertainment interactivity, and cognitive up-to-date information interactivity. Interactivity ease and customisation interactivity have little effect on consumer involvement with brands and the results that follow.	

Authors	Journal	Year	Variable studied	Findings	Theory
Charitha Harshani Perera, Rajkishore Nayak, Long Thang Van Nguyen	International Journal of Educational Management	2020	Social image, Performance, Attachment, Subjective norms, Perceive brand credibility, eWOM	Brand equity was substantially correlated with subjective norms, eWOM, and perceived brand credibility. The mediating variable was determined to be perceived brand credibility. Additionally, it was discovered that location moderated the association between perceived brand credibility and brand equity.	Signalling theory
Giang Huong Duong, Wann-Yih Wu, Long Hoang Le	Journal of Brand Management	2020	Brand page interactivity, Brand page content quality, Brand community involvement, Comedy production contents, Cognitive processing, Affection, Activation	Customers' affection and cognitive processing are strongly impacted by brand page interactivity and high-quality content, which in turn positively influences their actual behaviour.	The Social Cognitive, Social Presence Theory, Affective Events Theory

<p>Jamie Carlson, Mohammad Rahman, Ranjit Voola, Natalie De Vries</p>	<p>Journal of Services Marketing</p>	<p>2018</p>	<p>Content Quality, Brand page Interactivity,</p>	<p>According to the findings, customer-perceived value perceptions indirectly drive CEB intents through four online-service characteristics: content quality, brand page interactivity, brand page sociability, and customer interaction quality. The results highlight the significance of entitativity as a primary motivator of customer engagement behaviours (CEB) intents, with customer engagement behaviours, brand learning value, and hedonic value following.</p>	<p>Consumption Values Theory, Exchange Theory and the Affect Theory</p>
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Authors	Journal	Year	Variable studied	Findings	Theory
Fan Yang, Fuyuan Shen	Communication Research	2018	Cognition, Enjoyment, interactivity Attitude, Behavioural Intention	User enjoyment, positive attitudes, and desired behavioural intentions were all substantially connected with web interactivity.	Planned behaviour (TPB)
Mauro Jose de Oliveira a, Melby Karina Zuniga Huertas, Zhibin Lin	Computers in Human Behaviour	2016	Subjective norm, Group norm, social identity, Purposive value, Self-discovery, Maintaining interpersonal interconnectivity, social enhancement, Entertainment value, Social presence	User engagement on social media is strongly influenced by the following factors: a) subjective norm; b) social identity; c) entertainment value; and d) maintaining interpersonal connectedness.	Theory of social influence, Theory of uses and gratifications, Theory of social presence,
Yan Shan & Karen Whitehill King	Journal of Interactive Advertising	2015	consumer–brand relationship, interpersonal tie strength, subjective norms, Attitude, eWOM Referral Intentions	Strong consumer-brand relationships are associated with a higher intention on the part of the recipient to forward viral advertising messages sent by online acquaintances, according to a significant interaction effect. This suggests that strong brand relationships can boost the effectiveness of electronic word-of-mouth on social networking sites.	Theory of planned behaviour (TPB)
Julia Wolny & Claudia Mueller	Journal of Marketing Management	2013	Product involvement, Self-involvement, Other involvement, Need for social interaction, Advice seeking, eWOM engagement, subjective norm and attitude influence intention	consumers are more likely to talk about and interact with fashion brands when they have a high level of brand commitment and fashion participation. Moreover, those who are highly motivated by social contact or product participation participate in fashion brand-related eWOM more frequently than people who are not driven by those elements.	Theory of Reasoned Action (TRA)

Authors	Journal	Year	Variable studied	Findings	Theory
Wan-Hsiu Sunny Tsai & Linjuan Rita Men	Journal of Interactive Advertising	2013	Media dependency, Para social interaction, Perceived credibility, Community identification, Engagement, Consuming, Contributing.	The findings support the notion that relationship-oriented elements (par asocial interaction and community identification), apart from perceived credibility, were important in promoting user engagement on social networking sites.	Gratifications (UG) theory
Benedikt Jahn, Werner Kunz	Journal of Service Management	2012	Functional value, Hedonic value, Social interaction value, Brand interaction value, Self-concept value, Fan-page usage intensity, Fan-page engagement, Brand attitude, Brand commitment, Word-of-mouth, Purchase.	The study demonstrates how the fan page's online service consumption behaviour has a big impact on the relationship between customers and brands. Additionally, the study highlights many values as fan-page participation drivers, including utilitarian and hedonistic content.	Gratification theory, customer engagement, and involvement theory.
Ina Garnefeld, Anja Iseke & Alexander Krebs	International Journal of Electronic Commerce	2012	Explicit incentive, Explicit normative incentive, No explicit incentive (control group), contribution.	Explicit normative incentives seem to exclusively benefit active community members, and there was a substantial interaction effect between monetary incentives and members' prior activity levels. Explicit normative incentives do not, in the short or long term, boost willingness to participate.	Social exchange theory, self-perception theory,

Authors	Journal	Year	Variable studied	Findings	Theory
Julia Wolny & Claudia Mueller	Journal of Marketing Management	2013	Product involvement, Self-involvement, other involvement, need for social interaction, Advice seeking, eWOM engagement, subjective norm and attitude influence intention	Consumers are more likely to talk about and interact with fashion brands when they have a high level of brand commitment and fashion participation. Moreover, those who are highly motivated by social contact or product participation participate in fashion brand-related eWOM more frequently	Theory of Reasoned Action (TRA)

As noticed in previous literature, interactivity has been identified as one of the factors that generate online brand engagement, as previously noted in the research background. The body of research on rewards and their effect on engagement is noticeably lacking. Furthermore, very little study has been done on the quality of content. Additionally, social identity is examined in many literatures, yet it is rarely evaluated in terms of engagement on its own. Another important component that has been discussed in a few pieces of literature explaining engagement is the subjective norm; however, more study is needed to fully understand how the theory of planned behaviour affects engagement.

Social identification is an important concept to be studied, as not all results of journals reveal that social identification has a significant effect on engagement (Tsai & Men., 2013; Kaur et al., 2020), while others reveal that it does not (Cheung et al., 2011). Therefore, further research needs to be conducted on this matter in the context of Qatar.

Brand owners need to comprehend the drivers of engagement since these factors have a significant impact on other aspects and outcomes, including purchase intention, repurchasing, brand trust, loyalty, and other outcomes. Considering this, the research will concentrate on the constructs of subjective norms, identification, interactivity, content quality, and rewards to make a significant contribution. As the above table shows, most studies explored the notion theoretically and its impact on online brand community involvement using the theories of social identity and theory of planned behaviour.

2.2 Social Media Community Brand Engagement

Online brand communities are instrumental in allowing customers to establish customer relationships. Engagement online varies from writing reviews, commenting, liking, or recommending a product to being a part of its development or modification

(Rietveld et al., 2020). Moreover, online brand communities are mutually beneficial for brands and customers, as they allow brands to expose their products and services and, in turn, allow customers to share content and seek information related to a specific brand. Individuals show their consent and support by liking or reacting to a post, commenting when expressing their opinion and contribution to the community, and finally sharing when spreading awareness or knowledge (Taylor et al., 2023).

Previous research suggested that engagement is a concept with components of behavior, emotion, and cognition. Therefore, brand engagement is described as a customer's participation in a brand on a behavioral, emotional, and cognitive level (Dessart, 2019). Consumer empowerment is illustrated through brand engagement. Online brand communities are formed by individuals who share a common relationship with a brand. Likewise, community members also share a common interest, value, and appreciation for a brand. Previous research suggests that members of online brand communities all acquire a common identity and understanding that progresses through their community traditions (Dessart, 2019).

In recent studies, brand engagement multidimensional constructs were identified as behavioral, cognitive, and affective components. Moreover, behavioral is defined as the sharing and learning processes of engagement, while cognitive is referred to as the interactions, deep attention, and attachment towards a brand. Finally, the affective element, which is connected to the emotional dimension, describes the joy and passion experienced when engaging in their brand community. (Dessart, 2019).

2.3 Rewards

Creating reward programs can generate stronger performance from individuals in online brand communities, building a more committed and devoted customer base that will voluntarily engage. (Chi et al., 2022). When members are influenced by

rewards, specifically hedonic rewards, the community in turn should reward its members by offering exclusive access to events or having programs that recognize special, engaged customers (Baldus et al., 2015).

The research by Labsomboonsiri et al., (2022) examines two types of rewards, the first being recognition rewards and the second being monetary rewards. Fernandes and Castros (2020) research found economic benefits to be an insignificant indicator of engagement. However, this could be due to their sample being mostly non-product brand-related; therefore, monetary rewards may not be significant.

Individuals tend to share information online for many reasons, some of which are related to themselves and others to their own community. Therefore, rewards may not be the only motive for participation online, but it may also have a collective benefit for both the participant and their community.

2.3.1 Monetary rewards

Monetary rewards are a type of economic capital motive, including discounts, compensation, and giveaways (Labsomboonsiri et al., 2022). Previous research stated the importance of monetary rewards as they influence individuals' motives to participate in online reviews. However, a negative effect was concluded with monetary rewards; although monetary rewards will increase the economic capital of participants, they have a negative influence on helping other members of their online community by giving their opinion or sharing their experience online regularly (Labsomboonsiri et al., 2022).

A study by Burtch et al. (2018), evaluated by Labsomboonsiri et al. (2022), concluded that financial rewards have a positive influence on participating in online reviews, in contrast to Liu et al.'s (2016) work, which states that social motivation has a positive influence on participating in online reviews (Labsomboonsiri et al., 2022).

In separate research, an analysis of explicit monetary incentives as well as explicit normative incentives was applied to passive and active members. According to Garnefeld et al. (2012), only 1% of individuals contribute regularly, while 9% contribute actively, leaving 90% as passive members. For active members, monetary incentives increase short-term participation and decrease long-term participation. However, with normative incentives, active members motivation to participate increases. In contrast, with passive members, monetary incentives have a stronger effect, and normative incentives do not increase their motivation to participate in the short and long term (Garnefeld et al., 2012).

2.3.2 non-Monetary rewards

Recognition rewards are a type of social capital incentive, including ranking, badges, and points. As a motive to enhance self-image and recognition in an online community, users tend to participate to gain rewards that will give them such recognition. Labsomboonsiri et al.'s (2022) study concluded that participants are more favorable towards recognition rewards than monetary rewards.

The study by Labsomboonsiri et al. (2022) is unique in its structure as it is a cross-country investigation of Thailand and Australia. The study states that a difference does exist between the two countries; in Australia, for example, people tend to be more individualistic. A similar study concluded that while feeling affiliated with other members is a motivator for Hong Kong participants, it is not for Canadian participants. This result reflects one's culture, stating that cultures with a high level of collectivism (Asian market) are motivated mainly by social capital benefits, while others who are individualistic are motivated by economic capital motives (Western market) (Labsomboonsiri et al., 2022).

Active community members feel a sense of obligation to actively participate in the community freely, which gives them a sense of belonging. Therefore, when a monetary incentive is introduced, they may feel a decrease in the sincerity of their participation after gaining social approval in the community. Active members feel more attached to their community than passive members, and thus are more motivated to participate and seek the approval of other community members. Therefore, focusing on normative incentives is more effective for these members. While active members are motivated by social approval and recognition, passive members are motivated by monetary incentives due to their disengagement with the community and, in turn, are not concerned with the approval of other community members (Garnefeld et al., 2012).

2.4 Social Influence

Social influence is a combination of many factors, including group norms, social identity, and subjective norms. With regards to subjective norms, they are defined as the expectations of others and their influence on the individual. One's social identity is a key component of their personality because they experience a feeling of belonging and a desire to be a part of a group of people. The feeling of importance, connectivity, and similarity to other individuals in a group could encourage participation and long-term involvement within an online community (De Oliveira et al., 2016).

2.4.1 Customer community Identification

Customer community identification, or social identification, is developed within social groups. Individuals align themselves with a group they identify with, and that group best represents them and aligns with their identity. Individuals might belong to multiple different groups, which helps them associate themselves according to the group's norms and traditions. Online communities, for example, aid in enhancing the development of these social groups. (Code & Zaparyniuk, 2010).

Forming a social identity online is dependent on many factors, one of which is being part of a community online. Belonging to an online community helps individuals form groups with related preferences who like and comment on the same content, and as a result, an online interaction occurs between the members of these groups. Engaging online with members of the community not only provides a sense of entertainment, but also provides help and support for other members who seek out information. Tsai & Men (2013) state that the relationship then becomes a willing give-and-take relationship and thus forms a strong connection and builds a sense of affiliation among group members, which shapes their social identity. Therefore, individuals form their social identity through community affiliation and identification.

When individuals share similar values and a love for certain brand communities, they tend to build a group norm, which leads to a mutual group attitude and behaviors shown in the processes of participation. Tsai & Men (2013) stated that online engagement is positively impacted by the individual's sense of community identification, further explaining that individuals who feel like other group members and are part of a community have a stronger engagement online as they will willingly share and spread word of mouth to their friends and family (Tsai & Men, 2013).

In de Oliveira et al. (2016) article investigating drivers of Facebook engagement amongst Brazilian users, it was concluded that with respect to social identity, a significant influence was identified. Social identity was also proven to be significant in Shen et al. (2013) and Hsu et al. (2008) research. Furthermore, community identification and the willingness to be a part of a community online with similar goals and values were crucial motivational factors for online engagement. The results were contradictory to the work of Cheung et al. (2011), as mentioned in the paper, in which

social identity had no significant influence on the desire to engage on Facebook (De Oliveira et al., 2016).

2.4.2 Subjective norm

In an online environment, the pressure to perform a task or to be involved in an activity that is expected of you is referred to as a subjective norm. When an individual shares a post or participates in any behavior because it is expected of them, it indicates a high level of subjective norms. Therefore, under the pressure to fit in and be part of a chosen environment, an individual finds himself engaging in activities to keep up with their social group and to feel included (Shan & King, 2015).

In related research by Shan & King (2015), it was shown that subjective norms had a significant influence on behavior and intention to engage in online content sharing. Furthermore, it was concluded that the higher the subjective norms, the greater the influence of referral intentions. When members perform as anticipated, it gives them a feeling of approval. The participants' desire to improve their self-esteem and image is connected to their willingness to join an online community. (Shan & King, 2015). Similarly, de Oliveira et al. (2016) also concluded that the desire to interact on Facebook is significantly influenced by subjective norms.

Behavior and attitude determine the individual's motivation to participate online. These motivations are formed by subjective norms. Subjective norms are considered a successful factor in influencing an individual's desire to engage online. In Perera et al.'s (2020) paper, they concluded that subjective norms were crucial for determining how credible a brand was seen, as well as how they affected engagement and performance (Perera, Nayak, & Van Nguyen, 2020).

2.5 Brand Page Characteristics

Online brand communities invest time and effort to provide an environment suitable to ease and enhance their users' engagement online. Providing the perfect tools, instruments, and means of communication is essential for enabling user engagement in online communities. Therefore, brand page characteristics and design are a fundamental aid in the engagement process of communication by allowing users to share their experience online or give their opinion (Carlson et al., 2018). Thus, investing in such tools is important to facilitate such engagement.

2.5.1 Content Quality

Providing original, attractive, and entertaining content in online communities will attract new members as well as maintain the community's current members. Furthermore, developing online events, exclusive content, and contests will generate user engagement and invite new members to engage in these activities (Jahn et al., 2012).

Content quality is an engagement driver that appeals to individuals if done correctly. The quality and delivery of the content will inspire and push individuals to participate online. Therefore, content must be enjoyable and noteworthy to be distinguishable from other brand page content (Duong et al., 2020).

A platform like Instagram facilitates the use of media, textual, and visual content, which encourages firm and consumer interaction among community members online. Images are more emotionally oriented than textual content, which tends to have a stronger appeal (Rietveld et al., 2020).

Visual content is also another factor that could emotionally influence individuals' engagement. According to Zhao et al. (2023), Image richness influences emotional and behavioural involvement in an effective way; however, it does not

influence cognitive engagement. This shows that people's decisions to like and share a post in an online brand community are influenced by how rich the image quality is. In addition, according to Carlson et al. (2018), content quality has an indirect influence on customer engagement behaviours and intentions through brand learning value, hedonic value, and intrinsic value collectively.

2.5.2 Brand Page Interactivity

User page interactivity is the ability of a brand page to enable and facilitate a setting that makes it easier for users to engage and share information. User page engagement includes things like the number of "likes," "page followers," and "comments" on each post from users who connect with the brand page. Naturally, individuals are affected emotionally by posts they can relate to, which in turn enhances engagement. The higher the number of a page's followers, likes, and comments, the higher the individual's perceived interactivity (Duong et al., 2020).

Interactive features amongst users include multimedia display, hyperlinks, feedback, and providing preferences and replies. The further the online websites enhance their communication and personalization features, which will enable interaction and increase interactivity, this will in turn develop more positive attitudes and increase enjoyment for the user. Therefore, adapting interactive features on a website will enhance interactivity. However, web interactivity did not essentially increase users' knowledge, information processing, or message recall; therefore, increased interactivity does not necessarily affect the user's cognition. This could be the cause of an overload of features which overwhelms online users (Yang & Shen, 2018).

Cheug et al. (2020) found no correlation between interactive ease of use and consumer brand engagement, contradicting earlier studies that stressed the value of

interactive features' usability for consumer online brand engagement. This could be due to it being irrelevant to younger consumers, as they are more open to learning about using online platforms; therefore, ease of use is not important to their intentions to engage online. Similarly, customization features were also irrelevant and not significant (Cheung et al., 2020).

As mentioned by Duong et al. (2020), both interactivity and content quality were found to have a favorable relationship with consumer engagement. However, this positive interaction was moderated by affection and cognitive processing. In addition, Carlson et al. (2018) stated that, along with content quality, brand page interactivity also has an indirect influence on customer engagement behaviours and intentions through brand learning value, hedonic value, and entitativity value collectively.

2.6 Electronic Word of Mouth

Electronic word-of-mouth is a method of sharing, receiving, or even just searching out information. Electronic word of mouth is also thought to be a more trustworthy source for people, both online and offline. When individuals are exposed to other individuals' opinions and experiences of products or services, they enable other community members to learn about the goods' quality by checking out comments, images, or videos uploaded by the members of the community (Qiao et al., 2021). A product review on a social media site is one example of electronic word of mouth. Social media users are likely to view two-way interactions when information about a good, service, company, or brand is shared with them as more dependable and trustworthy. According to Cheung et al., (2020), The connection between cognitive information transfer and consumer engagement was shown to have a considerable and significant impact.

Moreover, electronic word-of-mouth influences a person's decision to use a service or buy a product. Thus, the importance of identifying oneself in a group online is crucial for an individual seeking belonging and commitment. When information and opinions are passed through online communities, other community members will be encouraged to also pass information and give opinions. Online brand communities are a significant and well-known environment for participating in electronic word of mouth (Qiao et al., 2021).

As said by Qiao et al. (2021), opinion giving and transferring are significantly influenced by community identification, while opinion seeking is not much impacted. When individuals seek to participate in communities due to a sense of belonging, they tend to be opinion givers (Qiao et al., 2021). Furthermore, Wolny et al. (2013) stated that due to the need for social interaction, electronic word-of-mouth is influenced. However, when it came to fashion brands, advice seeking was not substantially associated with the frequency of electronic word-of-mouth involvement. Gvili et al. (2021) claim that the desire to use electronic word-of-mouth is positively correlated with attitude, subjective norm, and perceived behavior control.

To spread positive word-of-mouth as well as loyalty and connectivity, companies should focus on the importance of facilitating engagement before, during, and after a purchase transaction (Vivek et al., 2014). To enhance electronic word of mouth, managers can offer rewards for customers who are participating in electronic word of mouth to encourage positive feedback. By creating a competition that rewards individuals who best market the brand, this, as a result, will attract individuals who seek popularity and recognition (Wallace., 2014).

2.7 Theoretical Framework

2.7.1 *Social identity theory*

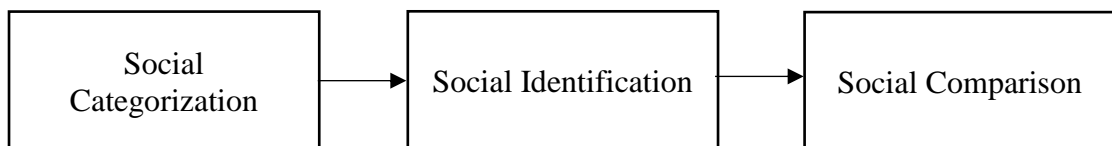
The social identity theory proposed by the British social psychologist Henri Tajfel demonstrates the relevance and importance of fitting into a social group as it provides the individual with a sense of belonging, superiority, and pride. Social identity describes groups as in-groups and out-groups. Individuals view in-group members as superior to members of the out-group, which forms a separation between both groups that ultimately aids in enhancing self-esteem and image (Tajfel, 1979).

Moreover, social identity theory is divided into three sections, or three mental processes, and these include social categorization, followed by social identification, and finally social comparison. Furthermore, social categorization, which is a form of dividing groups into categories to distinguish them from one another. Social identification refers to the emotional aspect of identifying with a certain group and inheriting the identity of the group. Finally, social comparison is the process of comparing the group one is in with the other groups. Therefore, maintaining a positive and well-respected reputation for a group will enhance one's self-esteem and image, as individuals relate themselves directly to their group's image and reputation (Tajfel, 1979).

Interacting with brand communities' online forms a sense of belonging for many individuals, which attaches them to the brand community and in turn promotes loyalty (Prentice et al., 2020). Furthermore, online brand communities are a tool to encourage engagement online, create loyal customers, and foster long-term mutual relationships. As previously stated in the literature, identity seeking is a significant aspect of social identity, making it a primary motive for social media engagement (Farhat et al., 2021). Once an individual identifies with a selected group on social media, they become

emotionally devoted to that group. Feeling affiliated with a group encourages a person to act according to that group's social norms, which can boost their self-image and emotional commitment to the group (Farhat et al., 2021). Additionally, social identity explains how personality traits and parts of an identity emerge and form because of a person's categorization into a group (Wang et al., 2018).

Brand community identification is an emotional state that is impacted by a person's beliefs and sense of community with an online brand. The process of self-categorization gives rise to social identification. Identification takes place when people inside the online brand community have a shared value, interest, or emotion. In addition, brands also have a significant role in influencing brand identification through their online community interactions and reputation (Wang et al., 2023). As stated by Wang et al., (2023), identification facilitates interaction and experience among community members.



2.7.2 Theory of planned behavior (TPB)

The theory of planned behaviour created by Icek Ajzen offers insight into and a forecast of the motivation to engage in an activity (Ajzen, 1991). The theory consists of three variables that influence intention and, in turn, ultimately cause the behaviour to happen. Intentions are a central factor in the theory of planned behaviour because they help to indicate the willingness and effort towards a behaviour. As illustrated in the theory, the greater the intention, the greater the possibility of performing the behaviour (Ajzen, 1991).

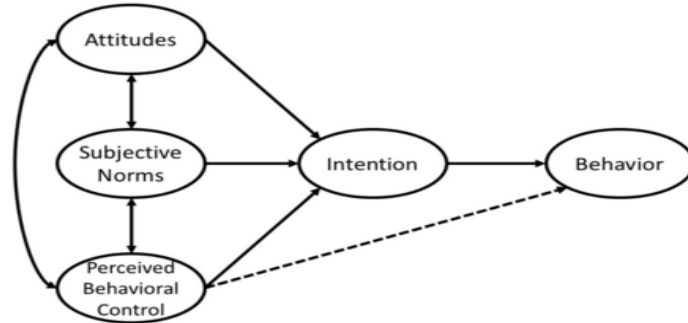
Moreover, the theory of planned behaviour consists of three independent variables: attitude, perceived behaviour control, and subjective norm. Firstly, attitude describes how much a person perceives the activity in question positively or unfavourably. This is referred to as an individual's attitude toward the behaviour. The intention to participate in an act is closely related to the individual's attitude towards that behaviour (Casaló et al., 2010). Bagozzi et al. (2006) states that the intention to engage in an online brand community was shown to be significantly correlated.

Secondly, perceived behaviour control is indicated as the obstacles and ability of the individual depending on time, skills, cooperation, and money. Behavioural control and intentions are a joint function of a behaviour's performance (Ajzen, 1991). When individuals find the behaviour in question has fewer obstacles and is easier to perform, their perceived behavioural control is higher (Gvili et al., 2021). As a result, this suggests that activities like using electronic word of mouth in online communities are connected to how much behavioural control is thought to exist (Gvili et al., 2021).

Finally, subjective norms show how much social pressure there is to partake in an activity or not. Moreover, the greater the intention and, thus, the greater the possibility to carry out the activity, the more positive the subjective norm and attitude, and the higher the perceived control. (Ajzen, 1991).

With regards to intentions to engage, the theory of planned behaviour helps illustrate the pass-along behaviour performed by community members on online platforms. According to the theory, social pressure, and the desire to engage in a behaviour have an impact on the intention to do so. Regarding the subjective norm, the perceived expectations of members of the community influence the behaviour in question. Passing along behaviours by community members pressures other community members to act on those behaviour to be considered part of that community and to be

consistent and involved with their community. Therefore, individuals' pressure to perform the behaviour is influenced by the subjective norm (Shan & King, 2015).



Source: (Ajzen, 1991).

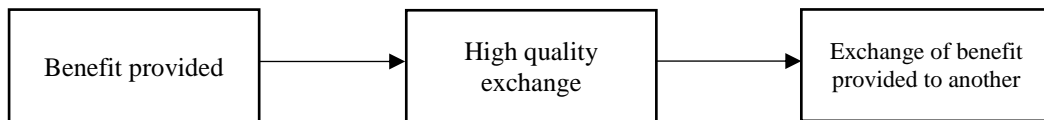
2.7.3 Social exchange theory:

Social exchange is a theory developed by Homan and later revised by Blau, and later Emerson. Social exchange is defined by Homans as the sharing of at least two individuals' actions, whether they are tangible or intangible, profitable, or costly. Moreover, social behavior and social organization brought about by social contact explain how A's conduct reinforces B's behavior, and B's behavior reinforces A's behavior in turn. Homans was especially concerned about the social behavior that came about because of reciprocal reinforcement in social interactions. A failure of reinforcement might possibly break down the relationships (Cook et al., 2003).

There are five propositions developed by Homan in relation to social exchange theory. The first proposition is the success proposition, which argues that when the outcome of the behavior is positive, it will cause the behavior to be repeated. The second proposition is stimulus, which argues that the more a person receives a reward for a behavior, the less value that behavior and its reward will have. The third propositional value argues that the repetition of the behavior will depend on its value to the performer of that behavior. The fourth proposition, deprivation-satiation, contends that when a reward for a behavior is recent, the value of the behavior will be

reduced. Finally, the fifth proposition argues that individuals will emotionally react depending on the reward they receive, whether it's what they anticipated or not (Cook et al., 2003).

In online communities, for example, exchange occurs among members as they share knowledge. Exchanging knowledge is one of the main ways members exchange resources. Furthermore, in online communities, members also tend to exchange information for explicit or implicit rewards. Social interactions and a reciprocity-driven relationship underpin online communities (Garnefeld et al., 2012).



Source: (Cropanzano et al., 2017).

2.8 Research focus

In conclusion, chapter 2 presented the three theories and connected them to the thesis. The three theories discussed social identity, the theory of planned behaviour, and social exchange theory all contribute significantly to the investigation that is being presented in this thesis. Social identity, planned behaviour, and social exchange theory could potentially be used to explain online brand community engagement. However, the research concentrates mainly on the social identity theory, which several scholars have mentioned (Prentice et al., 2020; Farhat et al., 2021; Wang et al., 2018; Tsai & Men, 2013), explaining brand community engagement. Social exchange theory is also used to better explain the independent variable rewards (Garnefeld et al., 2012), and their relation to online brand community engagement. Finally, a construct of planned behaviour theory—subjective norm will be used as it also explains engagement (Gvili et al., 2021; Perera et al., 2020; Oliveira et al., 2016; Shan & King, 2015; Gunawan., et al 2015).

CHAPTER 3 HYPOTHESES DEVELOPMENT AND CONCEPTUAL
FRAMEWORK

3.1 Conceptual Framework

The following chapter introduces the conceptual framework, which is illustrated in Figure 1. The conceptual framework as presented shows the three variables' rewards, social influence, and brand page characteristics, along with the sub-variables. The sub variables are monetary and non-monetary rewards, customer community identification and subjective norms, content quality, and brand page interactivity. The framework also illustrated the mediating effect of electronic word of mouth between the independent variables and the dependent variable, online brand community engagement.

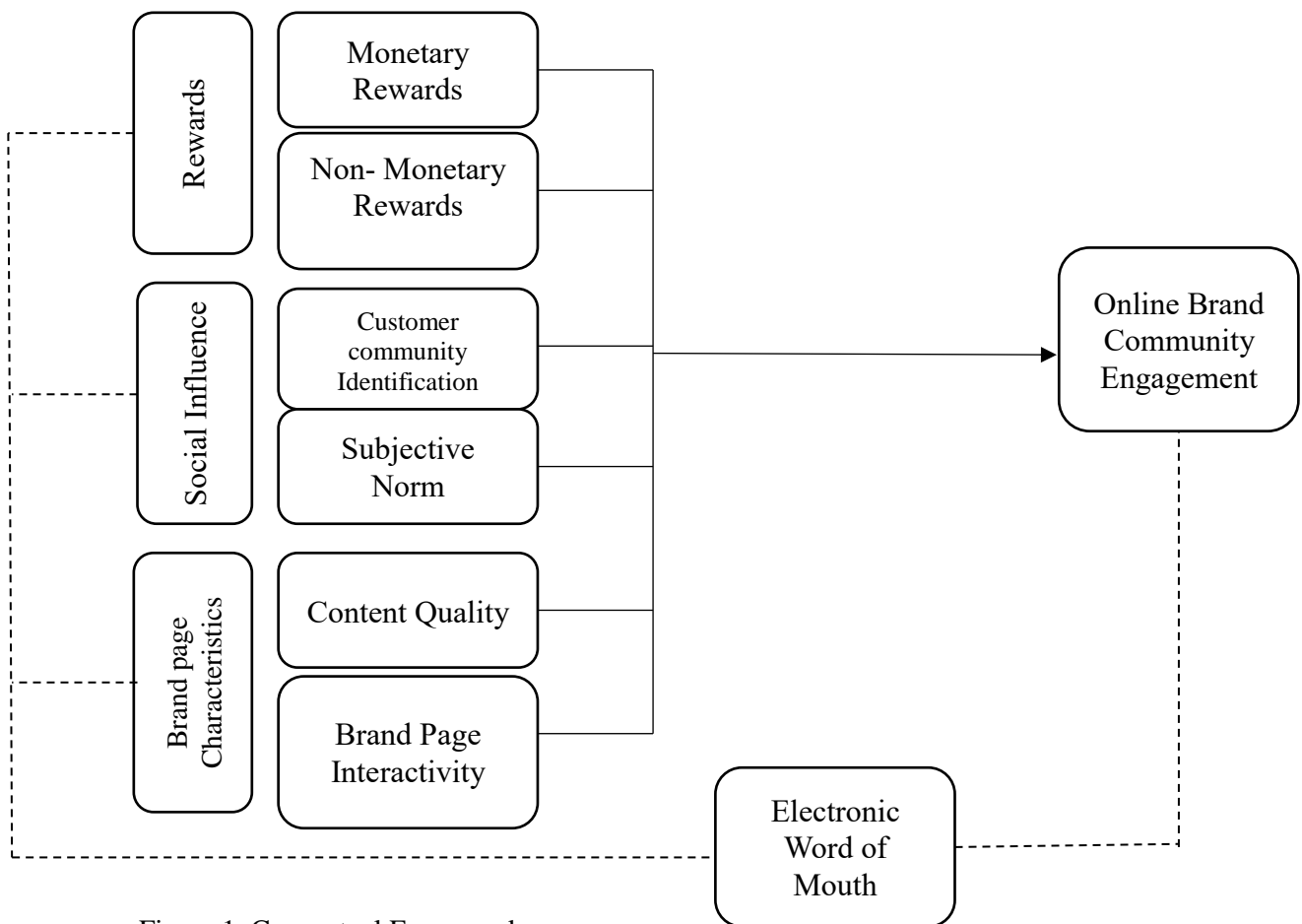


Figure 1. Conceptual Framework

3.2 Introduction to Hypotheses Development

A review of the literature on the 8 variables used in the research is discussed in this section. The linkages between the examined components and online community engagement are made during the literature review, which then precedes the development of the hypothesis. The study's conceptual framework is then given.

3.2.1 Online brand community engagement

Prior research has highlighted the importance of online brand communities' contributions to the growth of a more trustworthy and stable community between users and their brands. Additionally, the interaction between the users is strengthened and made to feel more trustworthy. By taking part in an online brand community, users may share their experiences and gain knowledge from others' experiences. As a result, it works as an opportunity for users to exchange information, which will help the brand build closer relationships with its customers (Mousavi et al., 2023). The characteristics of this artificial environment aid in facilitating this crucial contact. Therefore, it is important to carry out more research on this topic.

The brand's top objective is to comprehend the factors that influence this contact and apply them to improve the consumer experience. Interactions are generated through this connection formed by the online brand community, and through them, based on the goal of each user, whether it was information searching, information giving, or just contributing by sharing or enjoying the content, each user can gain. Because social media is interactive, it is possible to build a relationship based on loyalty and trust, which in turn encourages an emotional connection. (Sashi, 2012). Understanding the causes of this result is crucial for the growth of the online brand community.

3.2.2 Effect of rewards on online brand community engagement

Motivational factors such as rewards are significant as an encouragement tool used to motivate individuals to participate in online brand communities. Rewards, whether monetary or non-monetary, have a different but significant effect depending on the type of community and the environment in which they are given. Thus, according to previous literature, providing financial incentives will most likely make people more devoted to the community, as they may feel recognized as an important member of this community (Kuang et al., 2019). For rewards to have a positive effect, they need to be strategically used. Understanding the community members and their preferences for the way they would like to be recognized is crucial. If used effectively, this could increase the level of engagement, boost interaction between users, and create a sense of achievement. Although many might not like to be rewarded for their participation, many appreciate the recognition that they are receiving from the community.

Previous research (Labsomboonsiri et al., 2022; Garnefeld et al., 2014; Kaur et al., 2020) stated the significant influence of monetary and non-monetary rewards on online brand community engagement. Consequently, the following hypothesis will be examined in this research:

H1. Rewards positively and significantly influence brand community engagement.

H1a. Monetary rewards positively and significantly influence brand community engagement.

H1b. Non-Monetary Rewards positively and significantly influence brand community engagement.

3.2.3 Effects of social influence on online brand community engagement

Social identification, a construct derived from social identity theory, helps explain the process of aligning oneself with a group or community. This identification

influences the behaviour of that individual as well as their level of online brand community engagement in many ways. Social identification can increase participation, build emotional attachment with the community they identify with, and enhance their sense of belonging, which in turn will result in long-term engagement with the identified group or community. The interaction amongst members creates the same ideologies, which in turn enhances their sense of identity (Chen et al., 2019).

Following social identification, subjective norm is also another construct that is derived from the planned behaviour theory that is also a driver for online brand community engagement. Subjective norms, as stated in the literature, influence the desire to participate in a particular activity. Therefore, subjective norm is the social pressure of performing an activity to follow the rest of the community. As proven in Gunawan et al. (2015), the subjective norm does influence the behaviour of the individual to engage online.

Previous research (Tsai & Men., 2013; Kaur et al., 2020) states that online engagement is positively and significantly impacted by social identification, and many authors stress the relevance of social identification in building online brand communities (Qiao et al., 2021; Wang et al., 2023). Similarly, previous research (Gvili et al., 2021; Perera et al., 2020; Oliveira et al., 2016; Shan & King, 2015; Gunawan et al., 2015) also stated that subjective norms have a positive influence on online engagement. Consequently, the following hypothesis will be examined in this research:

H2. Social influence positively and significantly influences brand community engagement.

H2a. customer community identification positively and significantly influences Brand community engagement

H2b. subjective norms positively and significantly influence Brand community engagement

3.2.4 Effects of Brand page characteristics on online brand community engagement

Providing quality information as well as building brand page interactivity will lead to an increase in member visitation and contribution in the online brand community. Prior studies found that page interactivity and information quality were crucial for engagement (Islam et al., 2017). Incorporating elements that encourage individuals to become active users is crucial, as it will significantly influence the level of engagement within the community. Along with interactivity, delivering correct information, high-quality material, being trustworthy, and being creative can help to establish an emotional bond that, because of the degree of experience, will encourage brand loyalty.

Previous research (Jahn et al., 2012; Zhao et al., 2023; Carlson et al., 2018; Duong et al., 2020) states the importance of content quality on online brand community engagement. Similarly, previous research (Duong et al., 2020; Carlson et al., 2018) also stated the importance of brand interactivity. Consequently, this paper will examine the following hypothesis:

H3. Brand page characteristics positively and significantly influence Brand community engagement

H3a. Content quality positively and significantly influences Brand community engagement

H3b. Brand page interactivity positively and significantly influences Brand community engagement

3.2.5 Electronic word of mouth as a mediator

According to the researcher's knowledge, not much research was found on electronic word of mouth being used as a mediator for online brand community engagement. Cheung et al. (2020) found a noteworthy association between cognitive information-transfer interaction and online consumer engagement. Interaction between members of an online community is significantly facilitated by electronic word of mouth (Srivastava et al., 2020). When information is shared online between members of an online community, trust is automatically generated between them. The sharing of information, therefore, will generate interactions and build a stronger community (Wolny et al., 2013). As a result, more community members will be motivated to participate within the community to feel included, respected, and valued for their participation (Qiao et al., 2021). Accordingly, this paper will examine the following hypothesis:

H4a. Electronic word of mouth mediates the relationship between rewards and online brand community engagement.

H4b. Electronic word of mouth mediates the relationship between social influence and brand community engagement.

H4c. Electronic word of mouth mediates the relationship between brand page characteristics and brand community engagement.

3.3 Chapter Conclusion

In conclusion, Chapter 3 presents the conceptual framework by discussing the framework components and the relationships that are being tested. Later in the chapter, all the variables were discussed and analysed in depth, connecting each with the dependent variable, online brand community engagement, by generating hypotheses that will later be tested and examined.

CHAPTER 4: METHODOLOGY

4.1 Introduction

In the first parts of this study, secondary research was given, the variables covered in earlier literature were assessed, and then hypotheses were developed. The research design, data collection, item measurements and their sources, study population, data analysis, and conclusion will all be covered in this chapter.

4.2 Research Design

In the instance of Qatar, the goal of this study is to look at the factors that influence brand community interaction on social media. The research establishes an understanding of the contribution rewards, social influence, and brand page characteristics have on online brand community engagement. With rewards, the research investigates both monetary and non-monetary rewards. As for social influence, both customer community identification, and subjective norms will be tested to evaluate the relationship they have with online brand community engagement. Finally, brand page characteristics, which is divided into brand page interactivity and content quality and their relationship with online brand community engagement. Electronic word of mouth will be tested to evaluate its mediation. The cross-sectional nature of this study might be attributed to the fact that it expands upon earlier observations of the phenomenon. Further, it is characterized by a clear theoretical framework and a well-defined objective.

4.3 Data Collection

To evaluate the framework, online questionnaires were sent via several social media platforms. Families, friends, and supervisors received online access to the questionnaire. Students received the link via email, and it was also posted on social media with instructions for users to share it with other QU students, friends, and family.

The questionnaire was initially developed in English, then, with the assistance of family members, it was translated to Arabic and then given to a third party for translation review. Adjustments were made accordingly before sending the questionnaire. The questionnaire was created on Google Docs, with both languages presented in the same form. The questionnaire consisted of 6 sections. The first section provided the cover letter, which included the study's title, its objectives, and the elements required for completing the questionnaire. The cover letter stated the importance of confidentiality and the optional participation of all participants, as well as the right to withdraw at any point.

All participants had access to the supervisors' and researchers' information if they wanted further details regarding the study's findings. The following section tested the first inclusion criteria, which is following at least one Instagram community, by asking, "Do you follow at least one Instagram social media brand community?" If participants answer "yes," they will be automatically taken to the next section. However, if they answer "no," then they will be automatically taken to a section that will thank them for their time and inform them that they do not meet the essential requirement to continue with the survey. Section two consists of questions related to the Instagram social media brand community and consists of the following questions: "Under which category does this social media brand community fall under? Do you consider yourself an active participant on Instagram social media brand page (share, like, comment)?"

All the survey's questions examine the link between the independent variable (rewards, social influence, and brand page characteristics) and the dependent variable (online brand community engagement), as well as the role of electronic word-of-mouth in mediating that relationship. Each question will be tested using a 5 Likert rating scale,

with 1 being “strongly disagree” and 5 being “strongly agree.” Finally, the last section stated personal questions, including sex, age, education level, occupation, and annual household income in Qatari Riyals.

4.4 Measurement Items and Sources

Section B of the questionnaire included 5 measurements of monetary rewards adapted from Labsomboonsiri et al., (2022). Non- monetary rewards were also adapted from the same source and included 5 measurement items (Labsomboonsiri et al., 2022). When testing social influence, customer community identification was adapted from Prentice et al., (2019) and contained 4 measurements, while subjective norm was adapted from Wolny et al. (2013) and contained only 4 measurements. When testing brand page characteristics, content quality was used and was adapted from Duong et al., (2020) with 3 measurement items, along with brand page interactivity, which was also adapted from Duong et al., (2020) with 4 measurement items.

Finally, brand community engagement, the dependent variable, was tested using 4 measurement items adapted from Kumar et al (2020). Electronic word of mouth as the mediator was tested using 3 measurement items adapted from Su et al., (2016). As previously indicated, the questionnaire's last section gathered demographic information about the respondents, including inquiries about their sex, age, level of education, occupation, and yearly household income in Qatari Riyals. The questionnaire's cover page states that this data is kept private, and that people's privacy is respected.

Table 2. Measurement Items and Sources

Variable	Items	Source	Hypothesis
Monetary rewards	1. I believe sooner or later my efforts to engage in online communities will financially pay off	(Labsomboonsiri et al., 2022).	H1a. Monetary Rewards positively and significantly influence Brand community engagement
	2. My personal goal is to get monetary rewards		
	3. I hope to get giveaways or discount coupons in return for my engagement		
	4. The online community provides virtual tokens that can be converted into real gifts		
	5. It can help me gain monetary compensation benefits		
Non-Monetary rewards	1. Recognised for my effort to engage in an online community	(Labsomboonsiri et al., 2022).	H1b. Non-Monetary Rewards positively and significantly influence Brand community engagement
	2. Appreciated for my effort to engage in an online community		
	3. Valued for my effort to engage in an online community		
	4. Accepted for my effort to engage in an online community		
	5. Respected for my effort to engage in an online community		

Variable	Items	Source	Hypothesis
Customer community identification	<ol style="list-style-type: none"> 1. When someone criticizes this community, it feels like a personal insult 2. This community's success is my success 3. When someone praises this community, it feels like a personal compliment 4. When a story in the media criticized this community, I would feel embarrassed 	(Prentice et al., 2019)	H2a. social identification positively and significantly influence Brand community engagement
Subjective Norm	<ol style="list-style-type: none"> 1. Most people who are important to me would probably enjoy reading my comments or posts 2. Most people who are important to me would probably consider my posts as useful 3. posts and comments by friends influence my buying behaviour 	(Wolny et al. 2013)	H2b. subjective norm positively and significantly influence Brand community engagement
Content Quality	<ol style="list-style-type: none"> 1. I find the information on the post on this brand page to be valuable 2. I think this brand page is a helpful resource 3. There is useful information on this brand page 	(Duong et al., 2020)	H3a. content quality positively and significantly influence Brand community engagement

Variable	Items	Source	Hypothesis
Brand page Interactivity	<ol style="list-style-type: none"> 1. I can get answers from the brand on this brand page. 2. I can interact easily with the brand on this brand page 3. I can give feedback to the brand on this brand page 4. I can communicate with the brand on this brand page 	(Duong et al., 2020)	H3b. page interactivity positively and significantly influence Brand community engagement
Electronic Word of Mouth	<ol style="list-style-type: none"> 1. I am likely to say positive things about this Instagram social media brand community to others. 2. I would recommend this Instagram social media brand community to my friends and relatives 3. If my friends were looking for a Brand community to follow, I would recommend this social media brand community. 	(Su et al., 2016)	<p>H4a. electronic word of mouth mediates the relationship between rewards and online brand community engagement</p> <p>H4b. electronic word of mouth mediates the relationship between social influence and brand community engagement.</p> <p>H4c. electronic word of mouth mediates the relationship between brand page characteristics and brand community engagement.</p>
Brand Community Engagement	<ol style="list-style-type: none"> 1. I benefit from following the community's rules 2. I am motivated to participate in the activities because I feel good afterwards or because I like it 3. I am motivated to participate in the community's activities because I can support other members 4. I am motivated to participate in the community's activities because I can reach personal goals 	(Kumar et al 2020)	Dependent Variable

4.5 Study Population

Nine individuals were dropped from the study because they didn't participate in at least one brand community on Instagram. This study gathered a sample of 230 people. Approximately 70% of the gathered sample were females. This difference in sample could be due to females being more active on social media and spending longer hours in comparison to males (Croes et al., 2021). The population that was being tested was all on Instagram and followed at least one Instagram brand page. Therefore, Instagram users in Qatar are the intended sample. Participants needed to be at least 18 years old to be included in the study. To make sure that participants used Instagram and followed at least one page, questions were added at the beginning of the survey. The sample includes participants from different ages (above 18) and educational levels.

Convenience sampling was used, which involves selecting participants randomly from the population to facilitate data collection for the researcher. This approach focuses on choosing easily accessible subjects who are straightforward for the researcher to reach. The snowball technique was also used when it was needed to collect more data. This sampling method relies on referrals from existing participants to expand the sample size.

4.6 Data Analysis

After the data was collected, it was transformed from Google Doc to an Excel sheet, where a coding process was initiated before being exported to SPSS to conduct the required analysis. To begin, a descriptive data analysis was conducted in which the essential characteristics of each variable were revealed. Then the mean of the differences was tested. After performing a descriptive analysis, an exploratory factor analysis, a reliability and validity test, and finally a multiple regression analysis were

carried out to determine the direct effects as well as to determine how electronic word of mouth mediated the relationship between the variables.

4.7 Conclusion

Chapter 4 introduces the research design, describing the factors at play as well as the sort of study being done. In this chapter, the process of gathering data was thoroughly detailed, including an analysis of the processes involved, the methods followed in relation to the questionnaire, and an explanation of the measurements and the sources from which they were gathered. Finally, describes the inclusion and exclusion criteria for the research before introducing the study population. An explanation of the data analysis procedure, which will be covered in the following section, concludes this chapter.

CHAPTER 5: DATA ANALYSIS AND FINDINGS

5.1 Introduction

5.2 Descriptive Data Analysis

This research studies a sample of 230 people who are members of various brand communities on Instagram. It is worth noting that the research did not include nine individuals since they did not belong to at least one brand community on Instagram. This approach assures that the descriptive analysis will only include people who are participating in Instagram brand communities. The goal is to investigate this data to better understand this group's behaviors preferences, and traits. This provides important insights into how brand communities function on Instagram and how they can be manipulated for effective digital marketing and engagement benefits.

5.2.1 Sample characteristics

Following the deletion of nine participants who lacked affiliation with at least one Instagram brand community, this section of research views the frequencies connected to demographic factors within the investigated sample of 230. The emphasis is on key demographic factors, including gender, active participation status, education, occupation, and income, with graphical representations like diagrams and charts used to show the distribution and frequency.

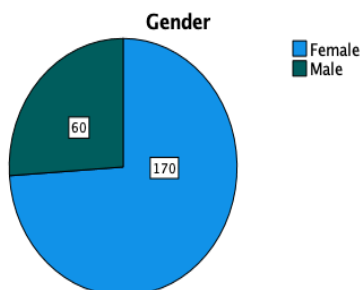


Figure 2. Gender chart

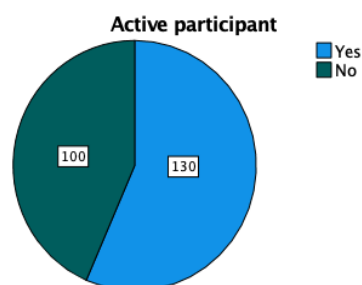


Figure 3. Active participants chart

The results of the respondents (N= 230) reveal that 73.9% of respondents are females and 26.1% of respondents are males. 56.5% of which are active participants and 43.5% of which are not.

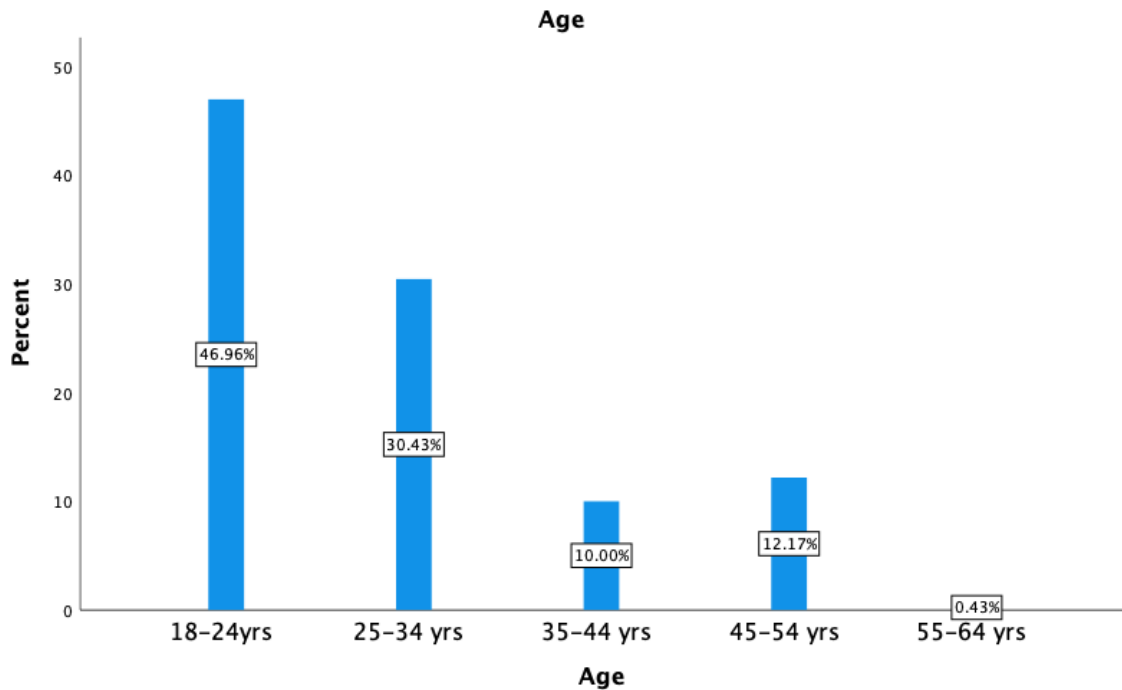


Figure 4. Age distribution graph

Following with the respondents age, most of them are 18-24 years of age, taking 46.96% of the sample size. Next is 25-34 years of age, taking 20.43% of the sample size. Age groups 45-54 and 35-44 years of age are close in range, with the first being 12.17% and the other being 10.00%. Finally, with no surprise, age groups between 55-64 years of age make up less than 1% of the total sample size.

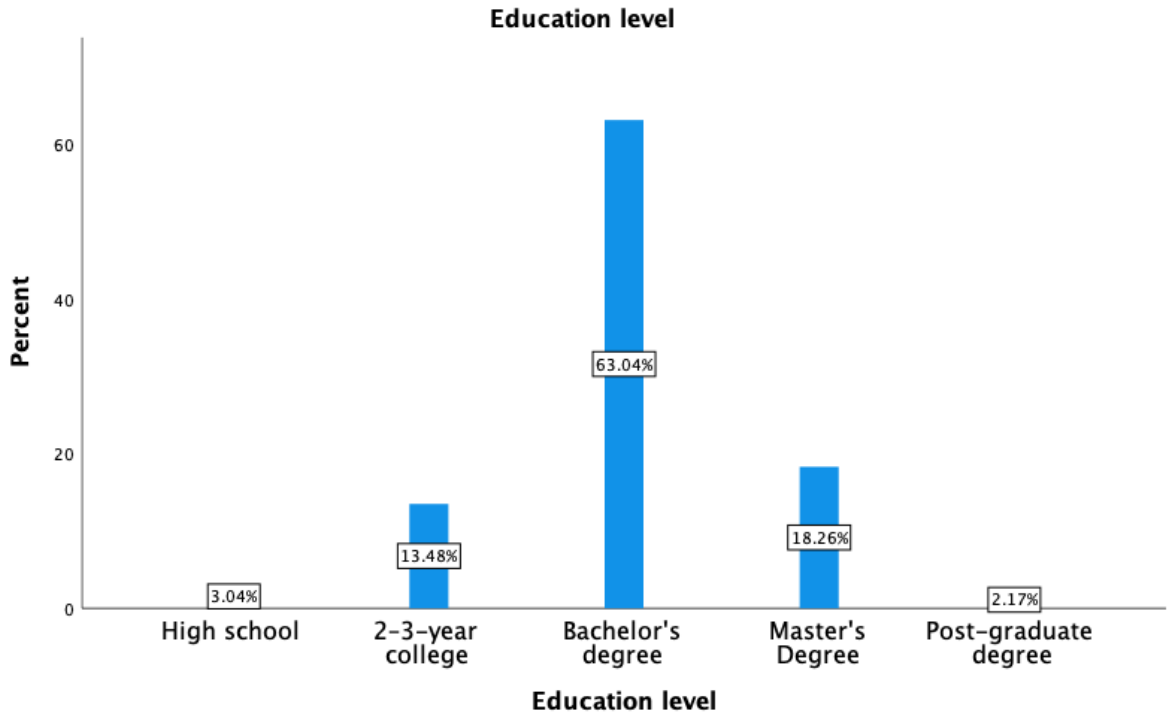


Figure 5. Education distribution graph

As for the educational level, the majority of those who responded had bachelor's degrees, making up 63.04% of the sample size. Next, respondents with a master's degree making up 18.26% of the sample size. Respondents with a 2–3-year college degree make only 13.48% of the total sample size, while high school and respondents with post graduate degree both make less than 5% of the total sample size.

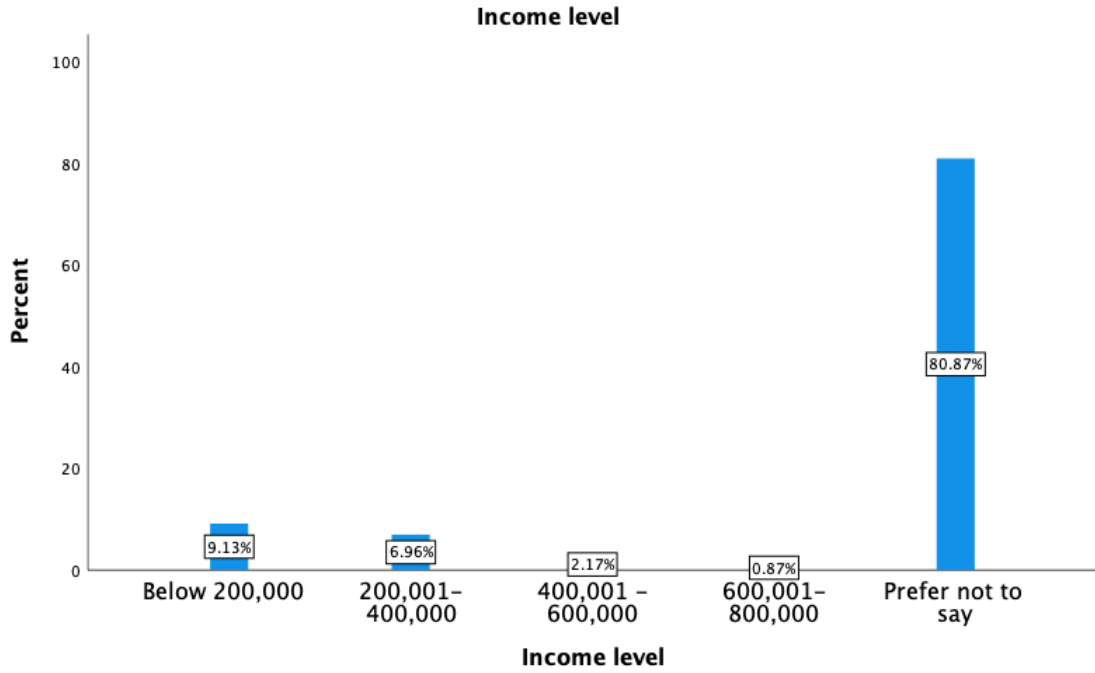


Figure 6. Income distribution graph

Regarding annual household income, most of the respondents preferred not to say, making up 80.87% of the total sample size. 0.13% of the respondents have below 200,000, and only 6.96% have between 200,001-400,000. Finally, less than 5% of the sample size is 400,001-80,000.

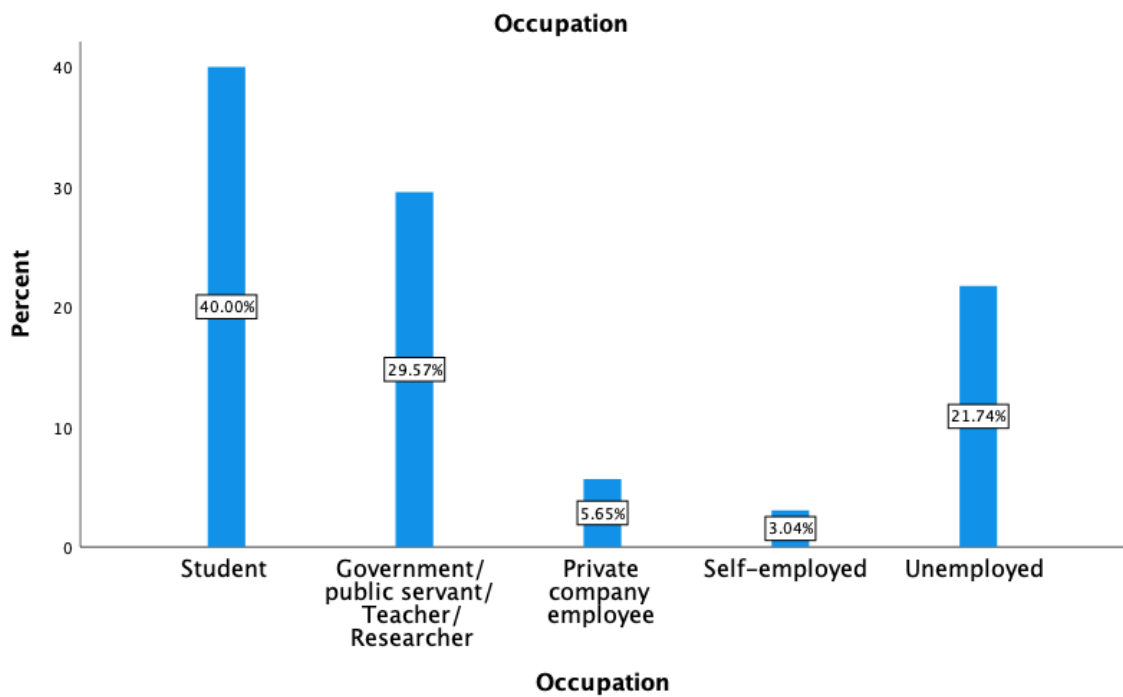


Figure 7. Occupation distribution graph

Finally, in terms of occupation, 40.00% of respondents are students, with 29.57% of them being government, public servants, teachers, or researchers, and 21.74% of respondents being unemployed. Private company employees and self-employed are the lowest, with one being 5.65% and the other 3.04%.

5.3 Validity Analysis Test

5.3.1 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

The KMO analysis determines if the statistics are sufficient for factor analysis, stating that a result closer to 1 represents better and more appropriate data. The value presented in the table is 0.847 which is closer to 1 and above 0.8 (Kaiser, 1974), which denotes that the statistics are suitable for factor analysis. Following the KMO analysis, the variable has a relationship, according to Bartlett's test, which suggests that they are substantially connected and appropriate for factor analysis with a p-value of 0.000. (Bartlett, 1951).

Table 3. Kaiser-Meyer-Olkin and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.847
Bartlett's Test of Sphericity	Approx. Chi-Square	3590.313
	df	325
	Sig.	0

5.3.2 Confirmatory factor analysis

Confirmatory Factor Analysis (CFA) is a statistical analysis used to determine how survey items or questions relate to the variables. It aids researchers in determining whether a survey's questions are valid for measuring the objectives of the survey

(Truong & McColl, 2011). This analysis can validate the survey and make sure it accurately measures the concepts that are related to the investigation.

The results of the confirmatory factor analysis (CFA) reveal significant and favourable factor loadings for the survey items. The questionnaire's validity in measuring the drivers of the online brand community is confirmed by the high factor loadings, which show a strong relationship between the observed variables and their corresponding factors. After the analysis was conducted, factor loadings that were below 0.5 were removed (Truong & McColl, 2011).

Table 4. Confirmatory Factor Analysis

Variable	Items	Factor Loading
Monetary rewards	1. I believe sooner or later my efforts to engage in online communities will financially pay off	0.793
	2. My personal goal is to get monetary rewards	0.778
	3. I hope to get giveaways or discount coupons in return for my engagement	0.767
	4. The online community provides virtual tokens that can be converted into real gifts	0.787
	5. It can help me gain monetary compensation benefits	0.826
Non-Monetary rewards	1. Recognised for my effort to engage in an online community	0.756
	2. Appreciated for my effort to engage in an online community	0.854
	3. Valued for my effort to engage in an online community	0.873
Customer community identification	1. When someone criticizes this community, it feels like a personal insult	0.807
	2. This community's success is my success	0.779
	3. When someone praises this community, it feels like a personal compliment	0.765
	4. When a story in the media criticized this community, I would feel embarrassed	0.662

Variable	Items	Factor Loading
Subjective Norm	1. Most people who are important to me would probably enjoy reading my comments or posts	0.793
	2. Most people who are important to me would probably consider my posts as useful	0.806
	3. posts and comments by friends influence my buying behaviour	0.668
Brand page Interactivity	1. I can get answers from the brand on this brand page.	0.811
	2. I can interact easily with the brand on this brand page	0.672
Content Quality	1. I find the information on the post on this brand page to be valuable	0.736
	2. I think this brand page is a helpful resource	0.879
	3. There is useful information on this brand page	0.871
Brand Community Engagement	1. I benefit from following the community's rules	0.799
	2. I am motivated to participate in the activities because I feel good afterwards or because I like it	0.837
	3. I am motivated to participate in the community's activities because I can support other members	0.81
	4. I am motivated to participate in the community's activities because I can reach personal goals	0.573

5.4 Reliability Test

Cronbach's alpha is a coefficient that is applied when evaluating the validity of a measuring scale with several items or questions intended to evaluate a single underlying concept. The degree of association or connection between the items on a scale is measured by Cronbach's alpha. The value of this statistic ranges from 0 to 1, with higher values suggesting a greater reliability. In practice, a high Cronbach's alpha (e.g., greater than 0.7) indicates that the scale's items consistently assess the intended construct, giving researchers confidence in the scale's reliability. A low Cronbach's alpha (below 0.7) may suggest item discrepancies and require revision or correction of the scale to improve reliability and measurement quality (Cortina, 1993).

The reliability analysis results show that the measurement dimensions are trustworthy in assessing the corresponding constructs. There is confidence in the items' consistency across most dimensions, including monetary rewards, non-monetary rewards, customer community identification, content quality, electronic word of mouth, and brand community engagement, because they all have Cronbach's alpha values ranging from 0.823 to 0.922, displaying strong reliability. This signifies that the elements contained within these measurements consistently measure what is intended. However, while still considered acceptable, the measurements of subjective norm and brand page interactivity had slightly poorer reliability, with Cronbach's alphas of 0.746 and 0.791, indicating moderate reliability. Table 8 demonstrates all the constructs with their reliability measurements.

Table 5. Cronbach's Alpha Coefficient

Dimensions	Cronbach's Alpha	Number of Items	Analysis
Monetary Rewards	0.882	5	Highly Reliable
Non-Monetary Rewards	0.922	5	Highly Reliable
Customer Community Identification	0.823	4	Highly Reliable
Subjective Norm	0.746	3	Acceptable
Content Quality	0.851	3	Highly Reliable
Brand page interactivity	0.791	4	Acceptable
Electronic Word of Mouth	0.883	3	Highly Reliable
brand community engagement	0.821	4	Highly Reliable

5.5 Descriptive Results

Descriptive statistics involve summarizing and presenting data in a way that reveals essential characteristics. Monetary Rewards, Non-Monetary Rewards, Customer Community Identification, Subjective Norm, Content Quality, Brand Page Interactivity, E-Word of Mouth, and Brand Community Engagement are all measured in this analysis. The analysis offers the mean (average) and standard deviation (how spread out the data is around the mean) for each variable. These statistics assist researchers and analysts in comprehending the central tendency and variability of each variable.

Table 6. Descriptive Statistics

	Mean	Std. Deviation
Monetary Rewards	2.8226	1.05608
Non-Monetary Rewards	3.0009	1.03198
Customer Community Identification	2.7293	0.98673
Subjective Norm	3.3971	0.98745
Content Quality	3.8261	0.82106
Brand Page Interactivity	3.5065	0.82633
E-Word of Mouth	3.8522	0.91903
Brand Community Engagement	3.312	0.82385

For monetary rewards, the mean of 2.8 suggests that respondents rated their perception between neutral and disagree with a 1.06 standard deviation, indicating that there is some variability in responses with only a few respondents, rating lower and higher. As for non-monetary rewards, the mean of 3.00 indicates that the respondents have a neutral perception of non-monetary rewards influencing their engagement status. The standard deviation of this variable is 1.03, which shows that most respondents have a similar perception. Next, customer community identification has a mean value of 2.7, which indicates that identifying with a specific community neutrally influences the respondents to engage in online communities. Given that the standard deviation of this variable is 0.99, this denotes that many respondents had similar responses. The subjective norm has a mean value of 3.4, suggesting that, on average, respondents feel neutral towards this variable being a driver of engagement. For this variable, the fact that the standard deviation was 0.99 indicates that many respondents gave similar answers.

Furthermore, content quality (mean= 3.8; STD= 0.82) and brand page interactivity (mean= 3.5; STD= 0.82) both closely related in their mean value with the same standard deviation. Both variables fall under brand page characteristics, which

shows that respondents only somewhat agree that brand page interaction is motivated by brand page interactivity and content quality. The low standard deviation means that most respondents have the same responses. Next, electronic word of mouth, has the greatest mean value of 3.9 and a standard deviation of 0.9, suggesting that respondents are generally in favour of this variable's impact on their participation in online brand communities and are above neutral in their opinion. Lastly, brand community engagement has a mean value of 3.3, suggesting that, on average, respondents rated their brand community engagement slightly above neutral.

5.5.1 Test of mean of differences

The table displays the findings of an investigation looking at mean variations across age groups and other factors. Each variable, such as Monetary Rewards, Non-Monetary Rewards, Subjective Norm, Customer Community Identification, Content Quality, Brand Page Interactivity, Brand Community Engagement and Electronic Word of Mouth are evaluated for age group differences.

Table 7. Test of Mean Differences Between Age and Variables

		Sum of Squares	df	Mean Square	F	Sig.
Monetary Rewards	Between Groups	7.192	4	1.798	1.63	0.168
	Within Groups	248.21	225	1.103		
	Total	255.402	229			
Non-Monetary Rewards	Between Groups	11.313	4	2.828	2.736	0.03
	Within Groups	232.567	225	1.034		
	Total	243.88	229			
Subjective Norm	Between Groups	27.034	4	6.758	7.748	<.001
	Within Groups	196.253	225	0.872		
	Total	223.287	229			
Customer Community Identification	Between Groups	11.358	4	2.84	3.019	0.019
	Within Groups	211.606	225	0.94		
	Total	222.964	229			
Content Quality	Between Groups	5.71	4	1.428	2.161	0.074
	Within Groups	148.666	225	0.661		
	Total	154.377	229			
Brand Page Interactivity	Between Groups	19.23	4	4.807	7.888	<.001
	Within Groups	137.135	225	0.609		
	Total	156.365	229			
Electronic Word of Mouth	Between Groups	27.593	4	6.898	9.36	<.001
	Within Groups	165.826	225	0.737		
	Total	193.418	229			
Brand Community Engagement	Between Groups	8.744	4	2.186	3.353	0.011
	Within Groups	146.686	225	0.652		
	Total	155.43	229			

Significant differences in scores for Non-Monetary Rewards, Subjective Norm, Customer Community Identification, Brand Page Interactivity, Electronic Word of Mouth, and Brand Community Engagement are observed across age groups, as evidenced by low p-values (.001,.001,.001,.001,.001, and 0.011, respectively). These findings indicate that age groups respond differently to these variables. Monetary

Rewards and Content Quality, on the other hand, show no significant age-related variations, as demonstrated by higher p-values (0.168 and 0.074, respectively).

Next, table 8 highlights the findings of an analysis on whether there are any significant changes in various factors based on educational levels. Each variable, such as Monetary Rewards, Non-Monetary Rewards, Subjective Norm, Customer Community Identification, Content Quality, Brand Page Interactivity, Electronic Word of Mouth, and Brand Community Engagement, are analysed in order to conclude whether there are any notable variations across educational groupings.

Table 8. Test of Mean Differences Between Education and Variables

		Sum of Squares	df	Mean Square	F	Sig.
Monetary Rewards	Between Groups	16.738	4	4.184	3.945	0.004
	Within Groups	238.665	225	1.061		
	Total	255.402	229			
Non-Monetary Rewards	Between Groups	12.518	4	3.129	3.043	0.018
	Within Groups	231.362	225	1.028		
	Total	243.88	229			
Subjective Norm	Between Groups	26.436	4	6.609	7.554	<.001
	Within Groups	196.851	225	0.875		
	Total	223.287	229			
Customer Community identification	Between Groups	11.097	4	2.774	2.946	0.021
	Within Groups	211.867	225	0.942		
	Total	222.964	229			
Content Quality	Between Groups	10.997	4	2.749	4.314	0.002
	Within Groups	143.38	225	0.637		
	Total	154.377	229			
Brand Page Interactivity	Between Groups	20.918	4	5.229	8.687	<.001
	Within Groups	135.448	225	0.602		
	Total	156.365	229			
Electronic Word of Mouth	Between Groups	8.275	4	2.069	2.514	0.042
	Within Groups	185.143	225	0.823		
	Total	193.418	229			
Brand Community Engagement	Between Groups	3.582	4	0.895	1.327	0.261
	Within Groups	151.848	225	0.675		
	Total	155.43	229			

There are significant differences based on education levels in variables such as Monetary Rewards, Non-Monetary Rewards, Subjective Norm, Customer Community Identification, Content Quality, Brand Page Interactivity, and Electronic Word of Mouth as indicated by low p-values (e.g., 0.004, 0.018,.001, 0.021, 0.002, .001, and 0.042 respectively). This shows that education levels do influence how people respond to these variables. Brand Community Engagement, on the other hand, does not indicate significant variations among education categories because their p-values are greater.

Following, table 9 displays the results of the study to see if there are any significant differences in certain characteristics based on an occupation. Each variable, such as Monetary Rewards, Non-Monetary Rewards, Subjective Norm, Customer Community Identification, Content Quality, Brand Page Interactivity, the dependent variable (brand community engagement), and the mediating variable (electronic word of mouth), is investigated to see if there are any noticeable differences between occupation groups.

Table 9. Test of Mean Differences Between occupation and Variables

		Sum of Squares	df	Mean Square	F	Sig.
Monetary Rewards	Between Groups	1.323	4	0.331	0.293	0.882
	Within Groups	254.079	225	1.129		
	Total	255.402	229			
Non-Monetary Rewards	Between Groups	3.876	4	0.969	0.908	0.46
	Within Groups	240.004	225	1.067		
	Total	243.88	229			
Subjective Norm	Between Groups	11.63	4	2.907	3.091	0.017
	Within Groups	211.657	225	0.941		
	Total	223.287	229			
Customer Community identification	Between Groups	4.143	4	1.036	1.065	0.375
	Within Groups	218.821	225	0.973		
	Total	222.964	229			
Content Quality	Between Groups	3.642	4	0.911	1.359	0.249
	Within Groups	150.735	225	0.67		
	Total	154.377	229			
Brand Page Interactivity	Between Groups	9.89	4	2.472	3.798	0.005
	Within Groups	146.475	225	0.651		
	Total	156.365	229			
Electronic Word of Mouth	Between Groups	16.536	4	4.134	5.259	<.001
	Within Groups	176.882	225	0.786		
	Total	193.418	229			
Brand Community Engagement	Between Groups	2.542	4	0.635	0.935	0.444
	Within Groups	152.888	225	0.68		
	Total	155.43	229			

There are significant variations based on employment for some variables such as Subjective Norm, Brand Page Interactivity, and Electronic Word of Mouth, as evidenced by low p-values (e.g., 0.017, 0.005, and 0.001, respectively). This shows that occupation influences how people respond to these variables. However, there are no notable significant variations across occupation groups for Monetary Rewards, Non-Monetary Rewards, Customer Community Identification, Content Quality, and Online Brand Community Engagement, given their p-values to be higher (e.g., 0.882, 0.46, 0.375, 0.249, and 0.444, respectively). In summary, the data reveal that occupation influences some characteristics but not others.

Finally, table 10 displays the findings of an investigation on whether there are any significant differences in various factors based on income level. Monetary Rewards, Non-Monetary Rewards, Subjective Norm, Customer Community Identification, Content Quality, Brand Page Interactivity, Electronic Word of Mouth, and Brand Community Engagement are all investigated to see if there are any significant differences between income levels.

Table 10. Test of Mean Differences Between Income and Variables

		Sum of Squares	df	Mean Square	F	Sig.
Monetary Rewards	Between Groups	10.332	4	2.583	2.372	0.053
	Within Groups	245.07	225	1.089		
	Total	255.402	229			
Non-Monetary Rewards	Between Groups	14.878	4	3.72	3.655	0.007
	Within Groups	229.002	225	1.018		
	Total	243.88	229			
Subjective Norm	Between Groups	14.626	4	3.657	3.943	0.004
	Within Groups	208.661	225	0.927		
	Total	223.287	229			
Customer Community Identification	Between Groups	6.255	4	1.564	1.624	0.169
	Within Groups	216.709	225	0.963		
	Total	222.964	229			
Content Quality	Between Groups	12.72	4	3.18	5.051	<.001
	Within Groups	141.657	225	0.63		
	Total	154.377	229			
Brand Page Interactivity	Between Groups	18.756	4	4.689	7.667	<.001
	Within Groups	137.609	225	0.612		
	Total	156.365	229			
Electronic Word of Mouth	Between Groups	17.765	4	4.441	5.689	<.001
	Within Groups	175.653	225	0.781		
	Total	193.418	229			
Brand Community Engagement	Between Groups	5.059	4	1.265	1.893	0.113
	Within Groups	150.37	225	0.668		
	Total	155.43	229			

There are significant variations based on income for various variables such as Non-Monetary Rewards, Subjective Norm, Content Quality, Brand Page Interactivity, and Electronic Word of Mouth, as evidenced by the low p-values (e.g., 0.007, 0.004,.001,.001, and.001, respectively). This shows that economic levels influence how people respond to these variables. However, no significant differences across income groups were found for other variables such as monetary rewards, customer community identification, and online brand community engagement, with a larger p-value (e.g., 0.053, 0.169, and 0.113, respectively). In conclusion, the data reveal that income influences some variables but not others.

5.6 Pearson's Correlation Test

A statistical method for identifying and understanding the relationship between two or more variables is the correlation test. It helps us determine if variations in one variable are influenced by variations in another. A correlation coefficient, which measures the intensity and direction of the connection, is a way to represent correlation (Obilor & Amadi, 2018).

Table 11. Pearson's Correlation

		Monetary Rewards	Non-Monetary Rewards	Customer Community Identification	Subjective Norm	Content Quality	Brand Page Interactivity	Electronic Word of Mouth	Brand Community Engagement
Monetary Rewards	Pearson Correlation	1	.441**	.337**	.379**	.211**	.235**	.259**	.252**
	Sig. (2-tailed)		<.001	<.001	<.001	0.001	<.001	<.001	<.001
Non-Monetary Rewards	Pearson Correlation	.441**	1	.347**	.386**	.208**	.422**	.319**	.379**
	Sig. (2-tailed)	<.001		<.001	<.001	0.002	<.001	<.001	<.001
Customer Community Identification	Pearson Correlation	.337**	.347**	1	.449**	.209**	.267**	.243**	.382**
	Sig. (2-tailed)	<.001	<.001		<.001	0.001	<.001	<.001	<.001
Subjective Norm	Pearson Correlation	.379**	.386**	.449**	1	.363**	.589**	.453**	.310**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001
Content Quality	Pearson Correlation	.211**	.208**	.209**	.363**	1	.515**	.576**	.367**
	Sig. (2-tailed)	0.001	0.002	0.001	<.001		<.001	<.001	<.001

		Monetary Rewards	Non-Monetary Rewards	Customer Community Identification	Subjective Norm	Content Quality	Brand Page Interactivity	Electronic Word Of Mouth	Brand Community Engagement
Brand Page Interactivity	Pearson Correlation	.235**	.422**	.267**	.589**	.515**	1	.503**	.390**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001
Electronic Word of Mouth	Pearson Correlation	.259**	.319**	.243**	.453**	.576**	.503**	1	.514**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001
Brand Community Engagement	Pearson Correlation	.252**	.379**	.382**	.310**	.367**	.390**	.514**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	

This table (Table 11) shows the relationship between numerous elements. Correlation measures the relationship between two variables. In this situation, the various components interact with one another. For example, a Pearson Correlation of 0.441 exists between "Monetary Rewards" and "Non-Monetary Rewards," indicating a positive association between these two. The "Sig. (2-tailed)" score of .001 indicates that this connection is statistically significant at the level of 0.01. Similarly, when Subjective Norm and Brand Page Interactivity, are examined a Pearson Correlation of 0.589** is found. This significant positive correlation indicates that these two are linked. Therefore, a score of .001 for "Sig. (2-tailed)" suggests that this link is statistically significant. In summary, the table helps understand how many aspects are related to one another, with a focus on whether these relationships are statistically significant, as shown by indicating significant at the 0.01 level. The table shows that all associations are statistically significant at the 2-tailed 0.01 level (Obilor & Amadi, 2018).

5.7 Regression Analysis

This section will assess the relationship between all the variables using multicollinearity and multiple regression analysis. The multicollinearity test will examine whether the independent variables are reliable for assessment. While the multiple regression analysis will test the hypotheses by examining the importance of the association between the dependent and independent variables, and finally, the impact of the mediating variable on both the independent and dependent variables.

5.7.1 Collinearity tests

A low level of multicollinearity is revealed by the results of the multicollinearity analysis for the independent variables. Tolerance values, which measure the quantity of variance in each independent variable that cannot be clarified by others, are all more than 0.5, indicating that the variables are not closely connected (Dormann, et al., 2013).

Furthermore, all variables' variance inflation factor (VIF) values are less than 2, which is much less than the threshold level of 5, suggesting that multicollinearity is not a problem. This means that in multiple regression analysis, independent variables can be used without risk, allowing for a stronger interpretation of their correlations with the study's dependent variable.

Table 12. Multicollinearity Test

(Constant)	Tolerance	VIF
Monetary Rewards	0.728	1.373
Non-Monetary Rewards	0.673	1.486
Customer Community Identification	0.744	1.344
Subjective Norm	0.533	1.878
Content Quality	0.719	1.391
Brand Page Interactivity	0.505	1.981

The multicollinearity diagnostic results are largely positive, with all variables demonstrating modest levels of multicollinearity. Tolerance values range from 0.505 to 0.744; These numbers are all higher than the suggested level of 0.5, suggesting that the variables are not strongly correlated and may be included in the regression analysis without raising any issues (Dormann, et al., 2013). Furthermore, the variance inflation factor (VIF) values for all variables are less than two. This confirms the dataset's lack of serious multicollinearity. These findings give reason to believe in the strength of the next statistical analysis, allowing for a reliable assessment of the links between these independent factors and the dependent variable under investigation.

5.7.2 Regression and hypothesis testing

This section investigates how rewards impact people's engagement with brand communities. This study investigates two types of rewards: monetary and non-monetary rewards. H1 is the primary idea, and it suggests that rewards have a positive and substantial effect on brand community engagement generally. H1a and H1b

investigate the impact of monetary and non-monetary factors on how people engage with brand communities. The purpose is to better understand how various rewards might inspire consumers to engage in brand communities.

H1. Rewards positively and significantly influence brand community engagement

H1a. Monetary Rewards positively and significantly influence brand community engagement

H1b. Non-Monetary Rewards positively and significantly influence brand community engagement.

The findings for H1.a display a p-value of 0.122 and a beta coefficient of 0.106. Although the p-value is higher than 0.05 (0.122), showing that this association is not statistically significant at the usual significance level (0.05), the beta coefficient implies a positive link between monetary rewards and brand community engagement. Therefore, H1.a is not supported by the provided results. A p-value of less than 0.001 and a beta coefficient of 0.333 are seen in the data for hypothesis H1.b., which indicates strong statistical significance. The beta coefficient suggests a positive and significant relationship between non-monetary rewards and the independent variable, accounting for roughly 15% of the variance in brand community engagement. Therefore, H1.b is supported by the provided results, which concludes the partial acceptance of H1.

Table 13. Hypotheses 1 Model Data

Model	Beta coefficient	R Square	F	t	P-value	Supporting Hypotheses
H1.a	0.106	0.153	20.475	1.553	0.122	No
H1.b	0.333	0.153	20.475	4.887	<.001	Yes

Table 14. Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.391a	0.153	0.145	0.76162	0.153	20.475	2	227	<.001
a Predictors: (Constant), Non-Monetary Rewards, Monetary Rewards									
b Dependent Variable: Brand Community Engagement									

Table 15. ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.754	2	11.877	20.475	<.001b
	Residual	131.676	227	0.58		
	Total	155.43	229			
a Dependent Variable: Brand Community Engagement						
b Predictors: (Constant), Non-Monetary Rewards, Monetary Rewards						

In the following section, social influence is analysed. The following are the hypotheses: H2a investigates the impact of customer community identification, arguing that a strong link to a social group promotes brand community participation favourably. H2b analyses subjective norms and makes the case that being positively impacted by others has a positive impact on brand community engagement. This paper aims to get a complete understanding of how these social elements interact to shape individuals' engagement in brand communities through this research.

H2. social influence positively and significantly influences brand community engagement

H2a. customer community identification positively and significantly influence brand community engagement

H2b. subjective norm positively and significantly influence brand community engagement

The analysis results provide considerable support for both hypotheses. The data show a statistically significant positive relationship for H2a, which posits that customer community identification positively and significantly influences Brand community engagement, as indicated by a beta coefficient of 0.304, an R-squared value of 0.17, an F-statistic of 23.3, a t-statistic of 4.497, and a p-value of 0.001. Similarly, for H2b, which proposes that subjective norm influences Brand community engagement positively and significantly, the data supports this hypothesis, although with a smaller effect size, as shown by a beta coefficient of 0.174, an R-squared value of 0.17, an F-statistic of 23.3, a t-statistic of 2.571, and a p-value of 0.001. These findings imply that both customer community identification and subjective norms play important roles in shaping individuals' engagement, accounting for roughly 17% of the variance in brand community engagement, with customer community identification having a greater influence.

Table 16. Hypotheses 2 Model Data

Model	Beta coefficient	R Square	F	t	P-value	Supporting Hypotheses
H2. a	0.304	0.17	23.3	4.497	<.001	Yes
H2. b	0.174	0.17	23.3	2.571	<.001	Yes

Table 17. Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.413a	0.17	0.163	0.75372	0.17	23.3	2	227	<.001
a Predictors: (Constant), Subjective Norm, Customer Community Identification									
b Dependent Variable: Brand Community Engagement									

Table 18. ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.473	2	13.236	23.3	<.001b
	Residual	128.957	227	0.568		
	Total	155.43	229			
a Dependent Variable: Brand Community Engagement						
b Predictors: (Constant), Subjective Norm, Customer Community Identification						

Next, analyses of brand page characteristics were evaluated for their effect on brand community engagement, with a particular emphasis on two aspects: content quality and page interactivity. Hypothesis H3 claims that overall brand page qualities have a favourable and significant impact on brand community engagement. H3a focuses on content quality, implying that higher-quality material improves brand community engagement. H3b, on the other hand, investigates the role of page interactivity, arguing that more engaging brand pages improve brand community engagement. The aim is to investigate how certain qualities of brand communities might shape and improve individuals' engagement in brand communities through this research.

H3. brand page characteristics positively and significantly influence Brand community engagement

H3a. content quality positively and significantly influence Brand community engagement

H3b. Brand page interactivity positively and significantly influence Brand community engagement

The findings clearly support both hypotheses (H3a and H3b). The data show a statistically significant positive relationship for H3a, which claims that the quality of content has a favourable and significant impact on brand community engagement, showing a beta coefficient of 0.226, an R-squared value of 0.19, an F-statistic of 26.617, a t-statistic of 3.248, and a significant p-value of 0.001. Similarly, the data provides strong support for H3b, which suggests that page interactivity significantly and positively influences brand community engagement, with a beta coefficient of 0.274, an R-squared value of 0.19, an F-statistic of 26.617, a t-statistic of 3.928, and a highly significant p-value of 0.001. This data suggests that both content quality and page interactivity play important roles in promoting individuals' engagement with a brand's community, accounting for roughly 19% of the variance in brand community engagement.

Table 19. Hypotheses 3 Model Data

Model	Beta coefficient	R Square	F	t	P-value	Supporting Hypotheses
H3. a	0.226	0.19	26.617	3.248	0.001	Yes
H3. b	0.274	0.19	26.617	3.928	<.001	Yes

Table 20. ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.526	2	14.763	26.617	<.001b
	Residual	125.904	227	0.555		
	Total	155.43	229			

a Dependent Variable: Brand Community Engagement

b Predictors: (Constant), Brand Page Interactivity, Content Quality

Table 21. Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.436a	0.19	0.183	0.74474	0.19	26.617	2	227	<.001

a Predictors: (Constant), Brand Page Interactivity, Content Quality

b Dependent Variable: Brand Community Engagement

5.8 Mediation Analysis

In this study, a mediation analysis was made to investigate the relationships between the independent variables Rewards, social influence, brand page characteristics, the mediator variable "Electronic word of mouth," and the outcome variable brand community engagement. The PROCESS macro in SPSS was used for the analysis. Mediation analysis is used to gain a better understanding of the complicated relationships between the variables. It assists in determining whether

electronic word of mouth operates as a mediator, providing insights into how these aspects influence customer engagement with a brand collectively.

A regression analysis was performed, and significant connections between the variables were discovered. This paper aims to discover the individual contributions of these components to the engagement process by analysing the direct effects of rewards, social influence, and brand page attributes, on brand page engagement. Simultaneously, electronic word of mouth mediating effect was investigated, offering light on how it functions as a mediator through which these independent variables can influence brand engagement.

Rewards: H4a. electronic word of mouth mediates the relationship between rewards and online brand community engagement

With an R-squared value of 30.81%, the regression model shows strong explanatory power, which means that the rewards can account for about 30.81% of the variance in brand community engagement. The significance is confirmed by the F-statistic ($F = 50.5361$, $p < 0.001$). Statistical significance was observed for the direct impact of rewards on brand community engagement ($\beta = 0.2062$, $SE = 0.0546$, $t = 3.7766$, $p < 0.001$, 95% CI [0.0986, 0.3137]). According to this, Rewards may directly affect brand community engagement. The indirect influence of rewards on brand community engagement via the mediating factor electronic word of mouth was also statistically significant, according to an indirect effect analysis ($\beta = 0.1389$, $BootSE = 0.0308$, 95% Bootstrap CI [0.0807, 0.2013]). This demonstrates that electronic word of mouth serves as a crucial medium between Rewards and brand community engagement.

The results of this study provide credibility to the idea that rewards and electronic word of mouth have a substantial impact on brand community involvement. The positive coefficients for both factors indicate that brand community rises along

with rewards and electronic word of mouth. This shows that businesses can increase brand community engagement by putting in place efficient reward programs and using word of mouth as an interaction intermediary with their customers.

Social influence: H4b. electronic word of mouth mediates the relationship between social influence and brand community engagement.

The regression model has considerable explanatory power, with an R-squared value of 31.10%, indicating that the social influence variable account for about 31.10% of the variance in brand community engagement. The F-statistic ($F = 51.2238$, $p = 0.001$) verifies the model's overall significance. Furthermore, Social Influence has a direct influence on brand community engagement ($\beta = 0.2314$, $p = 0.0001$), indicating that it has an independent effect on brand community engagement. Electronic Word of Mouth serves as a medium between social influence and brand community engagement. The indirect effect is statistically significant ($\beta = 0.1677$, $\text{BootSE} = 0.0320$, $\text{BootLLCI} = 0.1058$, $\text{BootULCI} = 0.2310$), emphasizing electronic word of mouth mediation in improving brand community engagement. The results emphasize the value of social influence as well as online word of mouth in promoting brand community engagement. Electronic word of mouth acts as a bridge, enhancing the relationship between social influence and brand community engagement, with social influence having a direct impact on it.

Brand page characteristics: H4c. electronic word of mouth mediates the relationship between brand page characteristics and brand community engagement.

The regression model has significant explanatory power, with an R-squared value of 28.66%, indicating that brand page characteristics account for about 28.66% of the variance in Brand Community Engagement. The F-statistic ($F = 45.5954$, p

0.001) verifies the model's overall significance. Brand Page Characteristics had a direct effect on brand community engagement ($\beta = 0.2172$, $p = 0.0087$), suggesting that enhancing brand page features positively affects brand community engagement. Electronic word of mouth mediates the relationship between Brand Page Characteristics and brand community engagement. The indirect impact ($\beta = 0.2830$, $\text{BootSE} = 0.0601$, $\text{BootLLCI} = 0.1756$, $\text{BootULCI} = 0.4140$) is statistically significant, indicating that electronic word of mouth has a mediating role in improving Brand Community Engagement. The results emphasize the significance of brand page characteristics and online word-of-mouth in promoting brand community engagement. Brand page characteristics directly affect brand community engagement, and electronic word of mouth, which serves as a mediating mechanism for enhancing brand community engagement, amplifies this influence.

5.9 Discussion

In conclusion, the hypotheses relating to the drivers and mediating factors impacting social media brand community engagement on Instagram were examined in this chapter. The conclusions have given helpful information about brand engagement. Monetary rewards have no significant impact on brand community engagement, while non-monetary rewards have a positive and significant impact. This stresses the importance of non-monetary rewards in boosting engagement within brand communities. The study also reveals the positive and important effects of social identification and subjective norms in influencing brand community engagement, emphasizing the significance of social influence variables in shaping online brand interactions. Furthermore, the study found that content quality and page interactivity had a positive and significant impact on brand community engagement, stressing the importance of brand page qualities in attracting and maintaining community members.

Finally, the relevance of online interactions in enhancing the influence of these elements on brand engagement is highlighted by the emergence of electronic word of mouth as a powerful mediator. Overall, these results paint a more complex picture of the variables affecting brand community engagement on social media, as well as the function of digital word of mouth as a mediator in the context of Instagram. Below is the summary of the results discussed.

Table 22. Summary of results

	Hypotheses	Results
H1	Rewards positively and significantly influence brand community engagement.	Partially accepted
H1a	Monetary rewards positively and significantly influence brand community engagement.	Rejected
H1b	Non-Monetary Rewards positively and significantly influence brand community	Accepted
H2	Social influence positively and significantly influences brand community engagement.	Accepted
H2a	Customer community identification positively and significantly influences Brand community engagement	Accepted
H2b	Subjective norms positively and significantly influence Brand community engagement	Accepted
H3	Brand page characteristics positively and significantly influence Brand community engagement	Accepted
H3a	Content quality positively and significantly influences Brand community engagement	Accepted
H3b	Brand page interactivity positively and significantly influences Brand community engagement	Accepted
H4a	Electronic word of mouth mediates the relationship between rewards and online brand community engagement.	Accepted
H4b	Electronic word of mouth mediates the relationship between social influence and brand community engagement.	Accepted
H4c	Electronic word of mouth mediates the relationship between brand page characteristics and brand community engagement.	Accepted

CHAPTER 6: CONCLUSIONS, LIMITATIONS, IMPLICATIONS AND FUTURE RESEARCH

6.1 Introduction

Chapter 6 presents the study's implications. The findings of the results-based thesis are then provided. The chapter concludes with a review of the research's limitations and suggestions for more research.

6.2 Theoretical and Managerial Implications

This research has considerable and significant value. The present analysis adds to existing knowledge about the drivers of social media brand community engagement in existing literature. Furthermore, the study's findings have managerial significance since they reveal how rewards, social influence, and brand page characteristics influence engagement, as well as the influence of electronic word of mouth as a mediator.

6.2.1 Theoretical implications

Online brand communities are an important part of relationship marketing since they use digital platforms to develop long-term connections between customers and businesses. It is crucial to realize that an online brand community's goal is to encourage ongoing interaction, which includes both brand-related and social interactions. This emphasizes the importance of a consistent, long-term, and positive approach to community management.

To begin, these research findings contribute to the theories discussed, including the theories of social identity, planned behaviour, and social exchange. The results of this study support social identity theory, which emphasizes the value of social group membership. An online brand community's members have a feeling of authority and belonging because of their social identities. Social identification, a construct of the

social identity theory, was proven to be significantly related to online brand community engagement. This finding demonstrates that when members deeply identify with a brand community, they are more likely to engage with it. (Wang et al., 2023). This theoretical perspective has been reinforced by the findings of this research, further emphasizing the importance of this theory in explaining the influential factors that encourage engagement.

Social identification, as defined by the theory, is the emotional aspect of identifying with a community and, in turn, gaining the identity of that community. Individuals tend to desire to belong and to be part of a larger society. Through this desire, they tend to, over time, build a connection and share common values, interests, and feelings with the online brand community. This process forms identification, and through this identification, members tend to be motivated to engage to keep hold of this identity.

This research also expands the scope of the theory of planned behaviour by revealing the significant influence of subjective norms in encouraging online brand community engagement (Gunawan et al., 2015). Furthermore, the greater the perceived control and the more favourable the subjective norm and attitude, the greater the intention and hence the liking to undertake the activity (Ajzen, 1991). Therefore, as stated by the theory of planned behaviour, significance was found between subjective norms and online brand community engagement, supporting the theory and its findings. In terms of subjective norms, the perceived expectations of community members influence the behaviour in question. Community members who pass on behaviours put pressure on other community members to act on those behaviours to be regarded as part of that community. As a result, the subjective norm influences individuals' pressure to engage in the community. (Shan & King, 2015).

This study uniquely combines two constructs of two different theories and their influence on online brand community engagement. Social identification and subjective norms significantly influence engagement, which adds to the theoretical understanding by illustrating how these two constructs collectively shape engagement.

Furthermore, this study also aligns with prior research on the significance of subjective norms and social identification on engagement (Shan & King, 2015; Oliveira et al., 2016; Tsai & Men, 2013; de Oliveira et al., 2016; Shen et al., 2013; Hsu et al., 2008). However, Cheung et al.'s (2011) work contradicts this study's findings as it states that the desire to participate is unaffected by social identification. This research also adds to existing literature with its findings on the significance of content quality and brand page interactivity, as research is also limited.

These findings emphasize the significance of recognizing different aspects of social identification, given its impact on engagement. The study gives new insights to the field of social identity research, expanding understanding of how social identification functions in many circumstances. The study's findings demonstrate the complex relationship between brand page interactivity and content quality and engagement.

This research also adds to the social exchange theory, as non-monetary rewards are a form of exchange between the individual and the community. As stated by Homan Social exchange is the sharing of at least two individuals' actions, whether they are intangible or tangible, costly or profitable relationships (Cook et al., 2003). Sharing knowledge in online brand communities and being rewarded by the community is a form of exchange, whether the exchange is monetary or non-monetary. Social communication and a reciprocity-driven relationship strengthen online communities and, in turn, encourage engagement among members of the community (Garnefeld et

al., 2012). Although the results show that monetary rewards are insignificant, non-monetary rewards were proven to be significant and influence online brand community engagement.

This study's findings align with Labsomboonsiri et al.'s (2022) and add to the current knowledge on the impact of monetary and non-monetary rewards on online brand community engagement. Although the study analysed two different countries with two different results, it shows the significance of culture in determining an individual's motivational factors to engage in online communities. As stated in this research, non-monetary rewards were significant, which aligns with the results on the Asian market, which is motivated by social capital rather than financial.

Furthermore, the study also opened an opportunity for future investigation by adding to the literature the mediation of electronic word of mouth and its significance on rewards, social influence, and brand page characteristics. These significant findings contribute to a better understanding of the effects of non-monetary and monetary rewards, social identification, subjective norms, brand page interactivity, and content quality on brand engagement, with electronic word of mouth mediating the process. This investigation adds to the literature by expanding the knowledge of electronic word-of-mouth which is limited. This knowledge will aid in the understanding of the importance of encouraging online conversations and peer-to-peer referrals, which can result in a closer-oriented community.

Research on electronic word of mouth is scarce, and thus the knowledge obtained in this paper contributes to the current literature and can be further expanded. For example, as this research used electronic word of mouth as a mediator and was found to be significant, another study could be conducted to analyse this as a moderator. The knowledge obtained in this paper contributes to the literature

by assisting managers in overcoming the obstacles associated with drawing in new members, keeping them around, and getting them to share experiences.

6.2.2 Managerial implications

The study's conclusions are significant for managers and brand strategists working in the digital age. Understanding the causes and consequences of online brand community participation is crucial for developing stronger, more loyal, and actively involved customers. This study benefits managers by providing useful insights to help them enhance their approach to online brand community management. Managers can use the identified engagement factors, such as non-monetary rewards, content quality, brand page interactivity, and electronic word of mouth, to build active and loyal online brand communities. This study's results assist brand managers and marketers, providing advice for improving online brand community engagement. These findings provide managers with solutions for strengthening their online brand communities, and ultimately, business success.

Understanding social identification and subjective norms enables managers to foster a sense of belonging and shared identity among community members, leading to more meaningful customer interactions. Managers should emphasize efforts to strengthen and improve the quality of customer interactions with the brand community. These interactions within the community can also inspire innovative ideas, which are becoming important for businesses. Overall, businesses must prioritize expanding customer connections and allowing consumers to engage actively in marketing and product development. Virtual brand communities should offer a social space where consumers can interact and support one another while sharing their experiences with the brand. Marketers should concentrate their communication methods on the

similarities, connections, or fit between the brand, community, and its users to foster community identification.

Managers should maximize their engagement methods by recognizing the importance of non-monetary benefits and recognizing that user acknowledgment and appreciation can be more influential motivators than money incentives. Brands should consider developing reward systems that recognize user contributions while also providing a feeling of belonging and value within the community. This can help users form stronger ties with the brand, leading to higher engagement. Furthermore, understanding potential cross-cultural differences in the impact of rewards enables managers to customize their engagement tactics for global markets.

Firms should recognize customer efforts in brand communities. Based on their contribution history, badges, such as top contributor or gold customer, might be established and distributed to the entire community. Furthermore, prizes, such as special offers, should be announced on a regular basis. This will help businesses build great client interaction through online brand communities.

Furthermore, the emphasis on content quality and interaction highlights the importance of companies investing in providing captivating dynamics and a compelling online experience that can attract and maintain community members. The study emphasizes the relevance of page interactivity and content quality in attracting and retaining community members. To keep people engaged, brand managers should invest in providing compelling, useful, and interactive content.

To boost customer participation in online brand communities, organizations should stimulate interactivity, provide outstanding information, provide awards, and continuously improve system quality. Organizations must provide useful, trustworthy, and timely information to consumers and encourage them to interact with other

customers. They should also allow customers to ask questions and share their ideas and experiences. Marketers must establish quality control methods to ensure information accuracy. They should, for example, supervise, filter, and delete material from biased or untrustworthy sources. Online community experts should ask users to evaluate the usefulness of material and highlight some of the most beneficial.

Brand pages should make information search efficient by highlighting the most popular topics now being debated to improve system quality and enhance engagement. Marketers may deliver customers who follow their brand communities quick yet fun quizzes. Such information can help to personalize content and promotions, increase engagement, and reduce barriers to content development. This strategy may also improve engagement, thereby enhancing the overall efficacy of the community.

The discovery of electronic word of mouth as a key mediator highlights the necessity of stimulating online community discussion among members, which can lead to brand encouragement and enhanced community structure. Additionally, promoting electronic word of mouth is critical because it mediates the impact of rewards, social identification, and subjective norms on brand engagement. Encouragement of online conversations and peer-to-peer referrals can result in brand encouragement and a closer, more connected community.

Ultimately, firms that focus on non-monetary benefits, content quality, interactivity, and electronic word of mouth may build active communities, which could enhance brand trustworthiness and encourage engagement. Furthermore, considering cultural differences in reward preferences can help global brands customize their engagement methods to unique cultural contexts, thereby increasing their community-building efforts. Managers should:

- Recognize the Importance of Contributions by recognizing that online brand communities rely heavily on user contributions. Encourage users to submit their experiences, knowledge, and thoughts.
- Prioritize active participation by engaging with people in the community, responding to their comments, and creating discussions. To keep the community active, encourage polls, conversations, and user-generated content.
- Use compensation strategies by investigating various compensation methods, both monetary and non-monetary, to encourage community involvement. Create rewards that are tailored to the preferences of the targeted community.
- Encourage social identity by Creating a community identity that reflects the brand. For example, building the same beliefs and values that are shared by all members of the community.
- Invest in quality content by creating informative, entertaining, and valuable content that meets the requirements and interests of users. Quality material attracts and keeps members of the community.
- Improve page interactivity by making the brand's online platforms more interactive by incorporating elements such as allowing comments, live events, and user-generated content challenges.
- Encourage electronic word of mouth by enabling discussions between community members. Encourage them to share their brand-related experiences and recommendations.

6.3 Limitations and Future Research

This study has various limitations that should be highlighted. First, to better understand the influence of some of the variables, it may be possible to investigate in-

depth certain brand page aspects that affect consumer behaviour. This study only investigates two of these characteristics: interactivity and content quality.

According to the findings of this study, members of online communities on Instagram favour recognition-based rewards over monetary rewards. The findings demonstrate that they are highly driven by the rewards of recognition. Recognition rewards are likely to have various interrelationships in the eastern market compared to other markets, which should be kept in mind in future empirical studies of online community participation. This study emphasized the importance of recognition rewards in building engagement within online brand communities. It does, however, provide general advice for the use of points, badges, and rankings. Future study efforts may thus include experimental investigations targeted at determining the exact forms of recognition awards that result in higher improvements in online brand community engagement.

The current study investigated members of the community living in Qatar. Therefore, there is room for further research to look at different marketplaces. Comparing nations with varying degrees of technological adoption, for example, may provide further perceptions into the nature of the interactions.

Researchers are strongly advised that, for future research, the validation of these findings be expanded to include a variety of countries with diverse cultures when compared to the current research context. Researchers can gain a better understanding of how cultural and environmental differences may influence or change patterns discovered in this study. Therefore, such cross-validation significantly increases knowledge in this area.

Cultural differences are significant in the online brand community; therefore, there is an opportunity to examine the cultural influence (Madupu & Cooley, 2010).

These differences in culture might be researched based on linguistic, national, and ethnic factors. Investigating cross-cultural differences in the causes and effects of engagement would be another recommended direction for examination. For example, people from collectivistic cultures could be more motivated to socially integrate than those from individualistic ones (Madupu & Cooley, 2010; Munjal et al., 2019). Similarly, as stated previously in the research, societies with a high degree of collectivism (the Asian market) are primarily driven by social capital benefits, whereas societies with a high level of individualism are primarily motivated by economic capital motives (the Western market) (Labsomboonsiri et al., 2022). This research supports this notion due to Qatar's collectivist culture (Prowse & Goddard, 2010). Non-monetary rewards appeared to be significant, unlike monetary reward, which had no significance.

Finally, this study only used Instagram as the environment to empirically test the model; additional social networking platforms, such as Twitter and Facebook, might be included in future research. to provide a more diverse perspective and findings. Future research might investigate how online community engagement effect other dimensions, including, brand attachment, brand loyalty, and brand image.

6.4 Conclusion

This study investigated three independent variables: reward, social influence, and brand page characteristics' effect on the dependent variable, community brand engagement. Furthermore, the study looked at the importance of these characteristics and whether they have a substantial beneficial impact on brand community engagement.

The results of the research illustrate the significance of non-monetary rewards on brand community engagement, answering the first research question (RQ 1.2): Does no-monetary reward positively and significantly influence brand community

engagement? However, monetary rewards had no significance on brand community engagement; hence, the research question is resolved (RQ 1.1): Does monetary rewards positively and significantly influence brand community engagement? would be no, due to monetary rewards being irrelevant to encouraging members of the community to engage in online communities. As mentioned, this could be due to individuals being motivated by recognition as well as being valued and acknowledged by the community rather than being rewarded with simply monetary rewards. This concludes that rewards are partially significant, with monetary rewards being insignificant and non-monetary rewards being significant.

The study's findings also supported the second study question (RQ 2.1): Does social identification positively and significantly influence brand community engagement? And (RQ2.2): Does subjective norm positively and significantly influence Brand community engagement? The results emphasise the importance of social influence on brand community engagement, as parts one and two of the second question are confirmed to be significant, resulting in full acceptance of the second research question.

The third research question (RQ 3.1) is: Does content quality positively and significantly influence Brand community engagement? And (RQ 3.1): Does page interactivity positively and significantly influence Brand community engagement? It was confirmed, stating the significance of the content presented on online brand communities as well as page interactivity and its influence in encouraging individuals to participate and engage. Finally, the mediating role was analysed, and the current research concluded that electronic word of mouth does mediate the link between rewards, social influence, brand page characteristics, and online brand community engagement, answering the fourth question of this research (RQ 4): RQ4. Does

electronic word of mouth mediate the relationship between social rewards, social influence, brand page characteristics, and online brand community engagement?

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APPENDIX

Appendix A: English Cover letter

An Attempt to Understand the Drivers of Social Media Community Brand Engagement in Qatar: The Case of Instagram.

The purpose of this study is to investigate the drivers of social media community brand engagement on Instagram in the context of Qatar. With electronic word of mouth as a mediator, the current study will examine the relationship between social influence, brand page characteristics, and rewards on online brand community engagement.

You are invited to take part in the study by answering the questionnaire on the following page. The questionnaire will take you about 15 minutes. If you follow at least one Instagram social media brand page, you will be included in the survey. Also, if you are above 18 years old or reside in Qatar you will be included in the study. In the questionnaire you will be required to fill out a demographic survey. Participating in the study is completely voluntary.

This study aims to reach 200 participants. Anonymous data will be compiled from every survey response. While taking part in this study won't directly benefit you, the knowledge gathered could one day help in better understanding the concepts being studied. We value your participation by giving your permission to take part in the study by filling out and submitting this survey. The data we collect about you will be kept private. No names will be mentioned. You are entitled to withdraw from participating in the survey at any time. There are no risks, and there are no potential discomforts from participating. Also, all data will be kept confidential and that no one will have access to the collected data. All stakeholders have been informed and approvals obtained.

For students, unwillingness to participate in the study or withdrawal from the study will not in any way interfere with the student-instructor relationship or affect student's course grades assessment.

This study is approved by the Qatar University institutional Review Board with the approval number 2066591-1; if you have any question related to ethical compliance of the study you may contact them at QU-IRB@qu.edu.qa or at 4403 5307. The results will be available for the participants if they wish to have it. Please feel free to get in touch with the researcher at ea2102283@qu.edu.qa for any follow up on the research conducted. QU-IRB and Ministry of Public Health (MoPH) can access the data (if needed).

Your agreement to start this questionnaire signifies you have read and give permission to collect and use the data.

By clicking next you agree to participate in the survey.

PI 1 (Project Supervisor) Name: Hatem Osman Aly Salem Elgohary
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Appendix B: English Questionnaire

Part A

Participants must be following at least one Instagram social media brand community to continue with the following survey.

1. Do you follow at least one Instagram social media brand community?

- Yes
- No

If “No”

[Thank you note]

2. Under which category does this social media brand community fall under?

- Art and Entertainment
- Beauty, cosmetics, and personal care
- Fashion
- Food and beverages
- Hotel and lodging
- Media / News
- Real estate
- Music
- TV and Movies
- Education
- Other _____

3. Do you consider yourself an active participant on Instagram social media brand page (share, like, comment)?

- Yes
- No

Part B

Sections	Please circle only one number from 1 to 5 on each line	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Rewards						
1.1 MR (Labsomboonsiri et al., 2022).	I engage in online community because....					
	I believe sooner or later my efforts to engage in online communities will financially pay off	1	2	3	4	5

	My personal goal is to get monetary rewards	1	2	3	4	5
	I hope to get giveaways or discount coupons in return for my engagement	1	2	3	4	5
	The online community provides virtual tokens that can be converted into real gifts	1	2	3	4	5
	It can help me gain monetary compensation benefits	1	2	3	4	5
1.2 NMR (Labsomboonsiri et al., 2022).	Gaining/recognition rewards (e.g., points, badges, and ranking/voting) from the online community makes me feel...					
	Recognised for my effort to engage in an online community	1	2	3	4	5
	Appreciated for my effort to engage in an online community	1	2	3	4	5
	Valued for my effort to engage in an online community	1	2	3	4	5
	Accepted for my effort to engage in an online community	1	2	3	4	5
	Respected for my effort to engage in an online community	1	2	3	4	5
2.1 CCI (Prentice et al., 2019)	Social Influence					
	When someone criticizes this community, it feels like a personal insult	1	2	3	4	5
	This community's success is my success	1	2	3	4	5
	When someone praises this community, it feels like a personal compliment	1	2	3	4	5
	When a story in the media criticized this community, I would feel embarrassed	1	2	3	4	5
2.2 SN (Wolny et al. 2013)	I engage in online community because....					
	Most people who are important to me would probably enjoy reading my comments or posts	1	2	3	4	5

	Most people who are important to me would probably consider my posts as useful	1	2	3	4	5
	posts and comments by friends influence my buying behaviour	1	2	3	4	5
Brand page Characteristics						
3.1 BPI (Duong et al., 2020)	I engage in online community because....					
	I can get answers from the brand on this brand page.	1	2	3	4	5
	I can interact easily with the brand on this brand page	1	2	3	4	5
	I can give feedback to the brand on this brand page	1	2	3	4	5
	I can communicate with the brand on this brand page	1	2	3	4	5
3.2 CQ (Duong et al., 2020)	I engage in online community because....					
	I find the information on the post on this brand page to be valuable	1	2	3	4	5
	I think this brand page is a helpful resource	1	2	3	4	5
	There is useful information on this brand page	1	2	3	4	5
4. eWoM (Su et al., 2016)	eWoM					
	I am likely to say positive things about this Instagram social media brand community to others.	1	2	3	4	5
	I would recommend this Instagram social media brand community to my friends and relatives	1	2	3	4	5
	If my friends were looking for a Brand community to follow, I would recommend this social media brand community.	1	2	3	4	5
Online Brand Community Engagement						
5. BCE (Kumar et al 2019)	I engage in online community because....					
	I benefit from following the community's rules	1	2	3	4	5
	I am motivated to participate in the activities because I feel	1	2	3	4	5

good afterwards or because I like it					
I am motivated to participate in the community's activities because I can support other members	1	2	3	4	5
I am motivated to participate in the community's activities because I can reach personal goals	1	2	3	4	5

MR: monetary rewards; NMR: non-monetary rewards; CCI: Customer community identification; SN: subjective norm; CQ: content quality; BPI: brand page interactivity; EWOM: electronic word of mouth; BCE: brand community engagement.

Part C

All information is kept private. Please check the box next to the suitable response.

i). Your Gender:

- Male
- Female

ii). Your Age:

- 18-24 yrs.
- 25-34 yrs.
- 35-44 yrs.
- 45-54 yrs.
- 55-64 yrs.
- 65 and above

iii). Your education level:

- High school
- 2-3-year college
- Bachelor's degree.
- Master's Degree
- Postgraduate

iv). Your Occupation:

- Student
- Government/ public servant/ Teacher/ Researcher /
- Private company employee
- Self-employed
- Unemployed
- Retired

v). Your annual household income in Qatari Riyals

- Below 200,000
- 200,001-400,000
- 400,001 - 600,000
- 600,001-800,000
- 800,001 - above
- Prefer not to say

The research team sincerely appreciates the time you dedicated to participating in this survey. Your responses will significantly contribute to our research study. Thank you

The results will be available for the participants if they wish to have it provide your contact details

Appendix C: Arabic Cover letter

An Attempt to Understand the Drivers of Social Media Community Brand Engagement in Qatar: The Case of Instagram.

الغرض من هذه الدراسة هو التحقيق في دوافع مشاركة المجتمع على وسائل التواصل الاجتماعي للعلامات التجارية على إنستغرام في سياق دولة قطر. باستخدام الكلام الشفهي الإلكتروني كوسيط، ستفحص الدراسة الحالية العلاقة بين التأثير الاجتماعي وخصائص الصفحة والمكافآت على مشاركة المجتمع عبر الإنترنت.

أنت مدعو للمشاركة في الدراسة من خلال الإجابة على الاستبانة في الصفحة التالية. سيستغرق الاستبانة حوالي 15 دقيقة. إذا كنت تتابع صفحة علامة تجارية واحدة على الأقل على مواقع التواصل الاجتماعي في Instagram فسيتم تضمينك في الاستطلاع. وأيضًا، إذا كان عمرك أكبر من 18 عامًا أو كنت مقيمًا في قطر، فسيتم إدراجك في الدراسة. في الاستبانة سيطلب منك ملء استبانة ديموغرافي. المشاركة في الدراسة تطوعية تمامًا.

تهدف هذه الدراسة إلى الوصول إلى 200 مشارك. سيتم تجميع البيانات المجهولة من كل استجابة. في حين أن المشاركة في هذه الدراسة لن تفيدك بشكل مباشر، فإن المعرفة التي يتم جمعها يمكن أن تساعد يومًا ما في فهم المفاهيم التي تتم دراستها بشكل أفضل. نحن نقدر مشاركتك من خلال منحك الإذن بالمشاركة في الدراسة من خلال ملء هذا الاستبانة وإرساله. ستبقى البيانات التي نجمعها عنك خاصة. لن يتم ذكر أي أسماء. يحق لك الانسحاب من المشاركة في الاستبانة في أي وقت. لا توجد أخطار، ولا توجد مضايقات محتملة من المشاركة. أيضًا، سيتم الحفاظ على سرية جميع البيانات ولن يتمكن أي شخص من الوصول إلى البيانات التي تم جمعها. تم إبلاغ جميع أصحاب المصلحة والحصول على الموافقات.

بالنسبة للطلاب، فإن عدم الرغبة في المشاركة في الدراسة أو الانسحاب منها لن يتعارض بأي شكل من الأشكال مع العلاقة بين الطالب والمعلم أو يؤثر على تقييم درجات الطالب.

تمت الموافقة على هذه الدراسة من قبل مجلس المراجعة المؤسسية بجامعة قطر برقم الموافقة 1-2066591 إذا كان

لديك أي سؤال يتعلق بالامتنال الأخلاقي للدراسة، يمكنك الاتصال بهم على QU-IRB@qu.edu.qa أو على 5307 4403. ستكون النتائج متاحة للمشاركين إذا رغبوا في الحصول عليها. لا تتردد في الاتصال بالباحث على lea2102283@qu.edu.qa لمتابعة أي بحث تم إجراؤه. يمكن لـ QU-IRB ووزارة الصحة العامة (MoPH) الوصول إلى البيانات (إذا لزم الأمر).

موافقتك على بدء هذا الاستبانة تعني أنك قد قرأت ومنح الإذن بجمع واستخدام البيانات

بالضغط على التالي فإنك توافق على المشاركة في الاستبانة.

PI.1 : (مشرف مشروع) الاسم: حاتم عثمان علي سالم الجوهري

العنوان: كلية الإدارة والاقتصاد، جامعة قطر، الدوحة، قطر

بريد إلكتروني: helgohary@qu.edu.qa

رقم الهاتف: +974 4403 7

Appendix D: Arabic Questionnaire

الجزء أ

يجب أن يتابع المشاركون صفحة علامة تجارية واحدة على الأقل لوسائل التواصل الاجتماعي على Instagram لمتابعة الاستبانة التالي.

1. هل تتابع صفحة علامة تجارية واحدة على الأقل على Instagram؟

- نعم
- لا

في حالة النقر على "لا"

[ملاحظة شكر] أنت لا تلبى المتطلبات الأساسية لهذا الاستطلاع نشكرك على وقتك، ولكن نأسف

2. تحت أي فئة يندرج مجتمع العلامة التجارية لوسائل التواصل الاجتماعي هذا؟

- فن وترفيه
- الجمال ومستحضرات التجميل والعناية الشخصية
- الموضة
- المأكولات والمشروبات
- الفندق والسكن
- وسائل الإعلام / الأخبار
- العقارات
- موسيقى
- التلفزيون والأفلام
- التعليم
- أخرى _____

3. هل تعتبر نفسك مشاركًا نشطًا في صفحة العلامة التجارية هذه (مشاركة، إعجاب، تعليق)؟

- نعم
- لا

Part B

الأقسام	يرجى وضع دائرة حول رقم واحد فقط من 1 إلى 5 في كل سطر	لا أوافق بشدة	لا أوافق	محايد	موافق	موافق بشدة
المكافآت						
1.1 MR (Labsomboonsiri et al., 2022).	أشارك في صفحة عبر الإنترنت لأن					
	أعتقد أن جهودي للمشاركة في مجتمعات الإنترنت ستؤتي ثمارها المالية عاجلاً أم آجلاً	1	2	3	4	5
	هدفي الشخصي هو الحصول على مكافآت مالية	1	2	3	4	5

	أمل أن أحصل على هدايا أو كوبونات خصم مقابل مشاركتي	1	2	3	4	5
	يوفر المجتمع عبر الإنترنت رموزًا افتراضية يمكن تحويلها إلى هدايا حقيقية	1	2	3	4	5
	يمكن أن يساعدني في الحصول على مزايا التعويض النقدي	1	2	3	4	5
1.2 NMR (Labsomboonsiri et al., 2022).	الحصول على / مكافآت التقدير (على سبيل المثال، النقاط، والشارات، والترتيب / التصويت) من الصفحة عبر الإنترنت يجعلني أشعر...					
	بأنني معترف بجهودي للمشاركة في مجتمع عبر الإنترنت	1	2	3	4	5
	بتقدير لجهودي للمشاركة في مجتمع عبر الإنترنت	1	2	3	4	5
	بقيمه جهودي للمشاركة في مجتمع عبر الإنترنت	1	2	3	4	5
	بقبول لجهودي في المشاركة في مجتمع عبر الإنترنت	1	2	3	4	5
	احترام لجهودي للمشاركة في مجتمع عبر الإنترنت	1	2	3	4	5
2.1 CCI (Prentice et al., 2019)	التأثير الاجتماعي					
	عندما ينتقد شخص ما هذا المجتمع، فإنه يبدو وكأنه إهانة شخصية	1	2	3	4	5
	نجاح هذا المجتمع هو ناجح	1	2	3	4	5
	عندما يمتدح شخص ما هذا المجتمع، فإنه يبدو وكأنه مجاملة شخصية	1	2	3	4	5
	عندما تنتقد قصة في وسائل الإعلام هذا المجتمع، أشعر بالحرع	1	2	3	4	5
2.2 SN (Wolny et al. 2013)	أشارك في صفحة عبر الإنترنت لأن					
	يستمتع معظم الأشخاص المهمين بالنسبة لي بقراءة تعليقاتي أو منشوراتي	1	2	3	4	5
	يعتبر معظم الأشخاص المهمين بالنسبة لي مشاركاتي مفيدة	1	2	3	4	5

	مشاركات وتعليقات الأصدقاء تؤثر على سلوكي الشرائي	1	2	3	4	5
خصائص صفحة العلامة التجارية						
3.1 BPI (Duong et al., 2020)	أشارك في صفحة عبر الإنترنت لأن					
	يمكنني الحصول على إجابات من العلامة التجارية في هذه الصفحة	1	2	3	4	5
	يمكنني التفاعل بسهولة مع العلامة التجارية في هذه الصفحة	1	2	3	4	5
	يمكنني تقديم ملاحظات للعلامة التجارية في هذه الصفحة	1	2	3	4	5
	يمكنني التواصل مع العلامة التجارية على صفحة العلامة التجارية هذه	1	2	3	4	5
3.2 CQ (Duong et al., 2020)	أشارك في صفحة عبر الإنترنت لأن					
	أجد المعلومات الواردة في المنشور على صفحة العلامة التجارية هذه ذات قيمة	1	2	3	4	5
	أعتقد أن صفحة العلامة التجارية هذه مصدر مفيد	1	2	3	4	5
	هناك معلومات مفيدة في صفحة العلامة التجارية هذه	1	2	3	4	5
6. eWoM (Su et al., 2016)	كلمة شفوية إلكترونية					
	من المحتمل أن أقول أشياء إيجابية عن مجتمع العلامة التجارية لوسائل التواصل الاجتماعي على الانستغرام للآخرين.	1	2	3	4	5
	أود أن أوصي بمجتمع العلامات التجارية لوسائل التواصل الاجتماعي هذه على الانستغرام لأصدقائي وأقاربي.	1	2	3	4	5
	إذا كان أصدقائي يبحثون عن مجتمع للعلامات التجارية لينبعوه، فإنني أوصي بمجتمع العلامة التجارية هذه	1	2	3	4	5
المشاركة المجتمعية عبر الإنترنت للعلامة التجارية						
7. BCE (Kumar et al 2019)	أشارك في صفحة عبر الإنترنت لأن					
	أستفيد من اتباع قواعد المجتمع	1	2	3	4	5
	لدي دافع للمشاركة في الأنشطة لأنني أشعر بالرضا بعد ذلك أو لأنني أحب ذلك	1	2	3	4	5
	أنا متحمس للمشاركة في أنشطة المجتمع لأنني أستطيع دعم الأعضاء الآخرين	1	2	3	4	5

أنا متحمس للمشاركة في أنشطة المجتمع لأنني أستطيع الوصول إلى الأهداف الشخصية	1	2	3	4	5
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MR: مكافآت نقدية ؛ NMR: مكافآت غير نقدية ؛ CCI: تحديد مجتمع العملاء ؛ SN: معيار شخصي ؛ CQ: جودة المحتوى ؛ BPI: تفاعل صفحة العلامة التجارية ؛ EWOM: كلمة شفوية إلكترونية ؛ BCE: مشاركة مجتمع العلامة التجارية.

الجزء ج

يتم الاحتفاظ بكل المعلومات الخاصة. الرجاء تحديد المربع بجوار الرد المناسب.

I. النوع :

- ذكر
 أنثى

II. عمرك:

- سنة 18-24
 سنة 25-34
 سنة 35-44
 سنة 45-54
 سنة 55-64
 وما فوق 65

III. مستوى تعليمك:

- سنوات الكلية-3-2
 المدرسة الثانوية
 درجة الماجستير
 درجة البكالوريوس
 ماجستير أو أعلى

IV. مهنتك:

- طالب
 حكومي / موظف حكومي / مدرس / باحث
 موظف شركة خاصة
 العاملون لحسابهم الخاص
 غير موظف
 متقاعد

V. دخل أسرتك السنوي بالريال القطري

- Below 200,000
 200,001-400,000
 400,001 - 600,000
 600,001-800,000
 أعلى من 800,001
 يفضل عدم التصريح

يقدر فريق البحث بصدق الوقت الذي خصصته للمشاركة في هذا الاستطلاع. ستساهم ردودك بشكل كبير في دراستنا البحثية. شكرًا لك.

ستكون النتائج متاحة للمشاركين إذا رغبوا في أن تقدم تفاصيل الاتصال الخاصة

Appendix E: QU-IRB Ethical Approval



Qatar University Institutional Review Board QU-IRB

QU-IRB Registration: IRB-QU-2020-006, QU-IRB, Assurance: IRB-A-QU-2019-0009

DATE: August 30, 2023

TO: Hatem El-Gohary
FROM: Qatar University Institutional Review Board (QU-IRB)

PROJECT TITLE: 2066591-1 An attempt to understand the drivers of social media community brand engagement in Qatar: the case of Instagram.

QU-IRB REFERENCE #: QU-IRB 1910-E/23
SUBMISSION TYPE: New Project

ACTION: DETERMINATION OF EXEMPT STATUS
DECISION DATE: August 30, 2023
REVIEW CATEGORY: Exemption category # 2

Thank you for your submission of New Project materials for this project. The Qatar University Institutional Review Board (QU-IRB) has determined this project is EXEMPT FROM IRB REVIEW according to Qatar Ministry of Public Health regulations. Please note that exempted proposals do not require renewals however, any changes/modifications to the original submitted protocol should be reported to the committee to seek approval prior to continuation.

We will retain a copy of this correspondence within our records.

Documents Reviewed:

- Other - QU-IRB Check List.pdf (UPLOADED: 06/11/2023)
- Other - ICF checklist.docx (UPLOADED: 06/11/2023)
- Qatar University - IRB Application - Qatar University - IRB Application (UPLOADED: 08/28/2023)
- Questionnaire/Survey - Questionnaire Arabic.docx (UPLOADED: 08/28/2023)
- Questionnaire/Survey - Questionnaire English.docx (UPLOADED: 08/28/2023)
- Training/Certification - citiCompletionReport_12299592_56300907.pdf (UPLOADED: 06/11/2023)
- Training/Certification - citiCompletionCertificate_12299592_56300907.pdf (UPLOADED: 06/11/2023)

If you have any questions, please contact QU-IRB at 4403 5307 or qu-irb@qu.edu.qa. Please include your project title and reference number in all correspondence with this committee.

Best wishes,

Prof. Emad Abu Shanab
Chairperson, QU-IRB



This letter has been issued in accordance with all applicable regulations, and a copy is retained within Qatar University's records.

Qatar University-Institutional Review Board (QU-IRB), P.O. Box 2713 Doha, Qatar
Tel +974 4403-5307 (GMT +3hrs) email: QU-IRB@qu.edu.qa