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WHAT MOTIVATES CONSUMERS TO CONTRIBUTE ON
SOCIAL MEDIA? THE IMPACT OF BRAND HUMANIZATION,
PRIVACY CONCERN AND IDEAL SELF-CONGRUITY

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"Persistence is the shortest path to success."

Charles Chaplin

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RESUMO

Hoje em dia as redes sociais estão presentes na agenda de todos os gestores de marcas pois são um canal de comunicação privilegiado para comunicar com o target. Para uma marca ter sucesso *online*, é necessário que os utilizadores participem com uma voz ativa, ao invés de se comportarem de forma passiva. Envolver os consumidores para participarem nas redes sociais é um desafio que as marcas devem conseguir ultrapassar. Uma escala proposta para medir o nível de envolvimento dos consumidores foi desenvolvida, baseada nos três níveis hierárquicos de participação *online*: consumo, contribuição e criação. Enquanto consumo se baseia num comportamento passivo, contribuição e criação implicam uma participação ativa. Apesar da literatura existente acerca dos tipos de participação, existe uma lacuna sobre que fatores podem levar os consumidores a contribuir e é esta lacuna que o presente estudo pretende colmatar. Dados quantitativos foram recolhidos através de um questionário para posterior análise das hipóteses através do modelo de regressão linear simples. Os resultados identificam a humanização da marca como um fator de sucesso para motivar os consumidores a contribuir, quer exista congruência ou não entre a personalidade ideal do consumidor e a personalidade da marca. Preocupação com privacidade não evidenciou uma relação significativa com contribuição, ainda assim com correlação negativa: quanto menor a preocupação com privacidade, maior a contribuição nas redes socias. Os resultados ajudam a entender o que poderá motivar os consumidores a contribuir nas redes sociais e, desta forma, permite salientar algumas oportunidades relativamente à estratégia das marcas nas redes sociais. Direções futuras são discutidas.

Palavras-chave: redes sociais, participação, consumo, contribuição

ABSTRACT

Nowadays social media is on the main agenda of all brand managers since it is a privileged communication channel to interact with target. For a brand online page has success, is necessary that users actively participate and have an active voice, instead of just having a passive behaviour. Engaging consumers to make them participate is a challenge that brands should overcome. A scale to measure the consumers' engagement with brand-related social media contents (CEBSC) was developed, based on three hierarquical dimensions of participation: consumption, contribution and creation. While consumption is regarding a passive behaviour, contribution and creations implies an active behaviour. Despite the existent literature regarding the levels of participation on social media, there is a lack of literature about which factors could mediate the relationship between those levels. The current study addresses this opportunity and analyse which factors could lead consumers to contribute on social media, instead of just consume content. Quantitative data from a survey was obtained to test the research hypotheses through the simple linear regression model. The results identify brand humanization as a key factor to motivate consumers to contribute on social media, despite there are congruency or not between consumers ideal self and brands personality. Privacy concern do not have a significant relationship with contribution but the results evidence that the lower the privacy concern, the higher the users' contribution. The findings help to better understand what could motivate the contribution behaviour and, therefore, allows to provide insights regarding social media strategies. Future research directions are discussed.

Keywords: social media, participation, consumption, contribution

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1. Introduction

Over the last years we have been facing the emergence of the Internet in our daily lives. Nowadays the whole world is online and brands should understand the importance of being present in social networks: brands should be where their target is, which means if a brand is not present on social media it does not exist to consumers (Kaplan and Haenlein, 2010).

The rising prevalence of the online sphere has been impacting, not only the way people communicate with each other, but also the channels in which brands communicate with their target (Mangold and Faulds, 2009). Traditional forms of communication are not enough to reach audiences since the communication between brands and consumers have evolved from a monologue to a dialogue, encouraging the exchange of ideas, opinion and experiences, and changing the passive role of consumers to a more proactive one (Dionísio *et al.*, 2009).

Brands should take advantage of social media development since it is a great opportunity to improve the communication with their audience as well as to help connect business to their actual and future customers (Mazzarol, 2015; Vinerean *et al.*, 2013). Nevertheless, it allows to foster those relationships with cost and time efficiency (Kaplan and Haenlein, 2010). The challenge when using social media networks is to find the right way to reach consumers and to make them feel engaged by providing the "*right online incentives to the right online customers*" (Dellarocas, 2010 in Vinerean *et al.,* 2013: 77). The core problem of social media managers is to create an environment in which consumers desire to have an active voice, instead of just having a passive behaviour (Muntinga *et al.*, 2011; Pagani *et al.* 2011).

To analyse brand success in the online sphere it is important to take into account users' participation on social networking sites (SNS's) which implies interaction, shares and likes, among others. These behaviours are entitled consumers' online brand-related activities (COBRAs), with a framework developed by Muntinga *et al.* (2011). This model was later validated and scales were proposed to measure the consumers' engagement with brand-related social media contents (CEBSC) in the three dimensions of participation: consumption, contribution and creation (Schivinski *et al.*, 2016).

The dimension of consumption implies a passive behaviour while the dimensions of contribution and creation imply an active behaviour (Schivinski *et al.*, 2016; Villi and Matikainen, 2016; Muntinga *et al.*, 2011; Pagani *et al.*, 2011). Findings suggested the existence of a hierarchical relationship among the three dimensions (Schivinski *et al.*, 2016): consumption leads to contribution and contribution leads to creation.

Participation is critical for brands' online pages success once this implies to have interaction between brands and users. However engaging consumers to make them actively participate is hard and, nowadays, the majority of the audience is just consuming brand-related content (Schivinski *et al.*, 2016; Muntinga *et al.*, 2011). In this context, managers should focus their efforts on understanding how to change its target behaviour on social media: from passive to active users (Villi and Matikainen, 2016). Considering this, it is important to understand which drivers could motivate the passive and active use of social media (Pagani *et al.*, 2011).

Even though the literature is extensive regarding the social media and participation benefits, there is a lack in the literature concerning which factors could mediate the relationship between the consumption and contribution behaviour on brands' online pages. Hence, the present study aims to address the gap in the literature review regarding which factors could motivate consumers to contribute on social media platforms.

Some factors could be key for audiences to feel more engaged – or not -, thus the research problem will be focused on brand humanization, privacy concern and ideal self-congruity, and its influence on the relationship between consumption and contribution. The framework with the proposed constructs was designed taking into account the literature review.

Considering the research problem about "*What motivates consumers to contribute on social media?*" a quantitative research method was used with the purpose of address the research objectives. First, will be validated the hierarchical relationship between consumption and contribution and then will be analysed if the chosen constructs influence – positive or negatively – consumers to contribute on social media.

Furthermore, this master thesis pretends to contribute for the literature with useful insights regarding social media strategies that brands could follow to increase the consumers' engagement, based on the main conclusions about each studied construct.

2. Literature Review

2.1 Social Media

2.1.1 Social Media as a Tool of Marketing Communication

The world is constantly changing and also the consumer behaviour is. So, it is extremely important that brands follow consumers' needs and adapt its business strategy. We live in a Digital Era in which tools and strategies used by brands have changed due to the emergence of social media (Schivinski and Dabrowski, 2015; Mangold and Faulds, 2009). In light of such changes, it is understandable that many marketers already faced social media as part of their integrated marketing communications (IMC) (Batra and Keller, 2016; Hoffman and Fodor, 2010), being a strategy to efficiently communicate with their target (Edosomwan *et al.*, 2011).

Social media has become a global phenomenon (Pew, 2009 in Hermida *et al.*, 2012) and can be defined as "*a group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and that allows the creation and exchange of user generated content*" (Kaplan and Haenlein, 2010: 61). Characterized for being an excellent vehicle for fostering relationship with customers (Vries *et al.*, 2012), social media allows information to be rapidly disseminated so consumers can survey, select, and purchase products from businesses around the world (Al Kailani and Kumar, 2011 in Vinerean *et al.*, 2015).

These online platforms emerged throughout the evolution of traditional marketing to the relationship marketing (Zhang and Lin, 2015; Brien, 2010; Kaplan and Haenlein, 2010) and that is why the aim of the companies is no longer just transfer the information to consumers but rather being more engaging and relational, by changing one-way communication to a two-way and peer-to-peer communication (Mangold and Faulds, 2009; Deighton and Grayson, 1995).

Brands are investing substantially on social media platforms since they represent a privileged communication channel (Langaro *et al.*, 2015) to reach current and potential customers, by enabling real time conversations without time or physical barriers that existed in traditional forms of communication (Zhang and Lin, 2015; Muntinga *et al.*, 2011). It encourages an increased sense of intimacy that allows a relationship to be promoted and sustained between all the parties: consumer-brand and consumer-consumer (Zhang and Lin, 2015; Vinerean *et al.*, 2013; Mangold and Faulds, 2009). Moreover, it generates sales and revenue (Hollebeek, 2014; Kunz and Hackworth, 2011) and strengthens the consumer loyalty and satisfaction (Kasavana *et al.*, 2010 in Zhang and Lin, 2015).

The advantage of being in the online sphere is huge, once posts and comments have the potential to reach audiences in tens of millions (Boling *et al.*, 2014), by generating a "*like economy*" (Villi and Matikainen, 2016: 111). Indeed, the social media penetration worldwide is growing and it is expected to continue increasing in the following years (Figure 1), showing the potential and the opportunity for brands to invest on those platforms.

Figure 1 – Number of social media users worldwide (in billions)
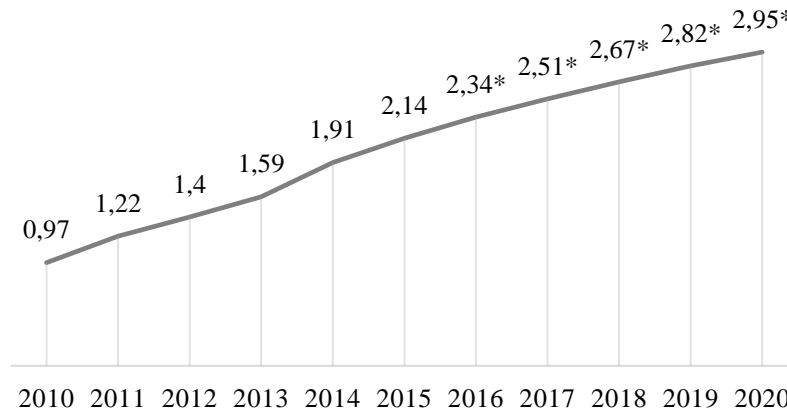
Source: Adapted from Statista (2015)

Social media, just like the world where we live in, is a very active and fast-moving domain (Kaplan and Haenlein, 2010) so brands should fight to not only have a relevant presence but also to become a place in which consumers are constantly motivated to actively participate.

Regarding this, it is of extreme relevance for brands to create and maintain meaningful relationships with the audience and the challenge is to understanding not only what content users will want to consume but also what type of content they are likely to pass along (Olmstead, 2011).

2.1.2 Importance and Effectiveness of Social Media to Brands

Social media have hereby changed the online consumer behaviour (Akrimi and Khemakhem, 2012 in Vinerean *et al.*, 2013; Muntinga *et al.*, 2011; Kaplan and Haenlein, 2010) and consumers and now taking control due to the amazing access to information they have (Mangold and Faulds, 2009). In fact, communication about brands is happening with or without the companies' permission (Kietzmann *et al.*, 2011) as a result of a more proactive role that consumers have in the online sphere, as opposed to their behaviour in Web 1.0 (Labrecque *et al.*, 2013).

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Regardless of being a consumer or a brand, social media is an equal opportunity for both to create and disseminate messages (Zhang and Lin, 2015; Peters *et al.*, 2013), but especially for brands, this could so easily lead to positive outcomes such as negative ones. Online conversations generate more than 3.3 billion brand impression each day (Keller and Libai, 2009 in Berger and Schwartz, 2011) which allows to create a lot of buzz to the brand (Vinerean *et al.*, 2013), either positive or negative. This idea of "*any positive or negative statement made by potential, actual of former customers about a product or company, which is made available to a multitude of people and institutions via the Internet*" is defined as electronic word-of-mouth communication (Hennig-Thurau *et al.*, 2004: 39) and could led to negative viral messages, generating a decreased in the revenues of the firms (Verhagen *et al.*, 2013; Liu, 2006).

Consumers are actually in control of the communications in the online sphere, thus it is important for managers to define an efficient social media strategy by investing in fresh contents that engage them with their audience in a positive manner (Kaplan and Haenlein, 2012). According to Stelzner (2014), almost 97% of brands are using social media as a strategy to complement their business, but just 3% of them believe they are doing it in the right way. Actually, social media is a powerful tool that brands can and should use to improve the business, but using it in a wrong way can be just a waste of resources (Vinerean *et al.*, 2013). The ultimate goal is to achieve participation from consumers, once this action is related to how social media companies gather data and information from users and their connections and then exploit it for their businesses drives (Dijck and Powell, 2013 in Villi and Matikainen, 2016).

It is all about understanding the consumers' preferences and which reasons lead people to follow brands on those online platforms (Pagani *et al.*, 2011; Muntinga *et al.*, 2011). Previous studies have shown that having discounts and information about the product is one of the main reasons why people follow brands on social media, once information is always and easily accessed. Also, it is important to refer that an expressive part follow brands on social media to have the possibility of giving feedback and interacting with the organization (Figure 2), highlighting the need for interaction and communication with other peers (Kaplan and Haenlein, 2010). Reasons regarding the perception of others and peer pressure (e.g. "To show my friends my preferences", "To follow the same pages than my friends") do not seem to be the most important reasons that motivate consumers to "liking" a brand. Hence, if brands desire to create a sphere in which consumers feel engaged, they need to focus on audience' motivations instead of trying just to measure the investment on these online platforms (Hoffman and Fodor, 2010).

Figure 2 – Reasons why consumers follow brands on social media (in percentage)

Reason	Percentage
To hear about products, offers or news	69%
To give direct feedback	46%
To interact directly with the organization	42%
To be entertained with fun and interesting posts	41%
To show my friends my preferences	33%
To be associated with the organization values	28%
To follow the same pages than my friends	11%

Source: Adapted from Statistas (2015)

2.1.3 Types of Social Media Platforms

To attract and engage social media followers and ideally convert them into part of the system instead of just being developers (Montalvo, 2011), companies need to carefully analyse which social media strategy is the best option according to the brand objectives.

Social media platforms are based on co-creation between all the users (Montalvo, 2011; Kaplan and Haenlein, 2010), and a categorization with two main dimensions – self- presentation/self-disclosure and social presence/media richness – was proposed by Kaplan and Haenlein (2010) to differentiate the different types of social media platforms. As represented in Table 1, there are six different types of social media platforms.

Regarding the concept of self-presentation/self-disclosure, it is about the people desire to control the impressions other people form of them (Goffman, 1959 in Kaplan and Haenlein, 2010). This gain special importance when applied to an online sphere in which all the users could give their opinion without barriers. In another perspective, social presence/media richness (Short *et al.*, 1976 in Kaplan and Haenlein, 2010) is related to the degree and quality of the communication between parties, being the goal of communication the resolution of ambiguity and the reduction of uncertainty (Daft and Lengel, 1986 in Kaplan and Haenlein, 2010).

Platforms such as blogs and collaborative projects (e.g. Wikipedia) are text-based and consequently, they are characterized by a simple exchange of content and opinions. The difference is in the type of content once blogs usually tend to be focused on specific issues, therefore, score highest on the self-presentation/self-disclosure dimension than collaborative project.

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Nevertheless to text-communication, content communities (e.g. Youtube) and social networking sites (e.g. Facebook) also allow the sharing of videos, pictures, among others. Both platforms have a medium level of social presence/media richness, but social networking sites score higher on self-presentation/self-disclosure.

On the highest level of social presence/media richness, virtual game worlds and virtual social worlds intend to create a three-dimensional world in which consumers interact with each other's. Even so, in virtual social worlds, the self-presentation/self-disclosure is higher because users can choose their behaviour more freely.

Table 1 – Types of social media platforms

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

Source: Adapted from Kaplan and Haenlein (2010)

2.2 Consumer Brand Engagement on Social Media

According to Kohnen (2011), companies have the need to interact with people, listen and share ideas, and involve as many key people as possible in the realization of their goals. This rule could also be applied to the digital environment and implies that consumers feel engaged and motivated in order to have relevant outcomes for both parties (Graffigna and Gambetti, 2015; Hollebeek *et al.*, 2014).

Consumers' engagement has an important role in business success and it is focused on the existence of an interactive and meaningful customer experience with brands (Brodie *et al.*, 2011). Engagement can be seen as a driver for customer-brand relationship and Hollebeek *et al.* (2014: 154) conceptualized the CBE concept (Consumer Brand Engagement) as "*a consumer's positively valenced brand-related cognitive, emotional and behavioural activity during or related to focal consumer brand interactions*". If companies are striving to engage consumers once it is viewed as a crucial metric for measure brand performance (Hollebeek *et al.*, 2014), on the other hand, consumers are eager to create a meaningful relationship in order to be a key element to brands (Graffigna and Gambetti, 2015).

Nowadays consumers are more technological than ever and they are accessing social media on several devices (Parsons, 2013), which means they are always connected and all the moments are relevant to brands interact with their audiences. Although they are aiming to interact and feel part of something (Fournier, 1998) today's consumers just want simple interactions that do not waste their time and, more important than ever, that feel them special and unique (Nunes and Cavique, 2001).

Brands should recognize social media as an opportunity to provide an unbroken engagement relationship with the audience once high levels of CBE mean an achievement of positive organizational performance outcomes, such as sales growth, brand referrals, enhanced consumer involvement and superior profitability (Bijmolt *et al.*, 2010, Nambisan and Baron, 2007, Prahalad 2004, Sawhney, Verona and Prandelli, 2005 in Hollebeek *et al.*, 2014). Furthermore, CBE also leads to better brand knowledge and brand equity that have a positive impact on the relationship between brands and consumers (Aaker, 1997; Keller, 1993 in Schivinski *et al.*, 2016).

It is clear the need and importance of engagement, especially on social media world in which brands are constantly spreading messages (Araujo *et al.*, 2015) and consumers are receiving a lot of information. Thus, brands have to be careful with the contents they share in order to capture consumers' attention and avoid bad reputation.

2.3 Consumers' Participation on Social Media

Consumers want to feel engaged by brands, but they also adopt an individual behaviour by having an active voice and even denounce or denigrate some brands (Lindon *et al.*, 2004) once they have control like never before (Mangold and Faulds, 2009). Indeed, consumers as social media users' are becoming increasingly rigorous regarding the brands and contents they are interacting about (Muntinga *et al.*, 2011).

The concept of participation has become more important with User Generated Content (UGC). UGC is defined as "*media content created or produced by the general public and primarily distributed on the internet*" (Daugherty *et al.*, 2008: 2) and, actually, UGC in form of comments can further encourage user interaction and discussion (Khan, 2016). Participation on social media platforms is all about collaboration, interaction, shares and likes (Schivinski *et al.*, 2016; Montalvo, 2011) and, all in all, UGC is the totality of all the conducts in which people make use of social media (Kaplan and Haenlein, 2010).

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Successful social media platforms are the ones which encourage a "*virtuous cycle of content creation and content consumption*" (Pagani *et al.*, 2011: 443). Brands pages should have a dynamic presence on online sphere once this implies higher levels of participation. In addition, the ultimate goal is to identify users reasons to engage in brand-related activities (Vries *et al.*, 2012). The motivation that could be taken into account as regards to consumers' motivation to participate in social media is: entertain themselves, to pass time and socialize with other peers, to obtain information, among others (Vries *et al.*, 2012). Audiences should become users (Villi and Matikainen 2016), or by other words, passive audiences should turn into active users and "*agents of cultural production on the Internet*" (Villi and Matikainen 2016: 110).

In a perfect world, all users of brands' pages would actively contribute (Schivinski *et al.*, 2016; Jahn and Ludwig, 2012; Muntinga *et al.*, 2011). Active participation has a more relevant role in creating a brand relationship than solely passive participation (Jahn and Ludwig, 2012; Vries, 2012) and this active behaviour belongs to the social logic (Hernández-Serrano *et al.*, 2017) that implies audiences having a significant role and contribution in the social media sphere. Moreover, active participation leads to positive outcomes to brands such as word-of-mouth which, in turns, leads to higher levels of brand awareness, brand loyalty, brand perception and consumer behavioural intentions (Buttle, 1998).

It is also worth pointing out that user participation depends on the consumer relationship with the brand, which means that the same user may create content for one brand and just consume to another one (Schivinski *et al.*, 2016). Furthermore, previous studies also found that passive participation leads to active participation (Schivinski *et al.*, 2016; Jahn and Ludwig, 2012).

Consumers' behaviour on social media can be characterized by interacting, expressing, sharing and creating content about anything (Muntinga *et al.*, 2011). It can be distinguished according to three dimensions (Schivinski *et al.*, 2016; Muntinga *et al.*, 2011), divided in passive participation (consumption) and active participation (contribution and creation):

- **Consumption:** is related to passive participation since it represents the minimum level of engagement. It is characterized by a silent audience once this not involve conscious production and is only about connectivity rather than engagement (Villi and Matikainen, 2016). Studies were done by Muntinga *et al.* (2011) shown this is the most frequent type of participation and can be explained by attitudes like watching videos, watching pictures, reading reviews, among others.

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- **Contribution:** it denotes active participation and represents the medium level of engagement. Is at this stage that consumers start to experience actively the media content (Hermida *et al.*, 2012 in Villi and Matikainen, 2016). This dimension includes both peer-to-peer and peer-to-content interactions (Shao, 2009 in Schivinski *et al.*, 2016) and also implies attitudes such as rating products, like comment and share articles, among others.

- **Creation:** this is the strongest level of engagement and involves "*actively producing and publishing the brand-related content that other consume and contribute*" (Muntinga *et al*, 2011: 17). It involves content production that is related to a successful operation to facilitate and maintain social connections (Marshall, 2009 in Villi and Matikainen, 2016). Furthermore, it may be a stimulus for other users to consume and/or contribute (Schivinski *et al.* 2016). Publishing a weblog, writing articles and products reviews are some examples of this type of active participation.

2.3.1 COBRAs Framework

As regards to the change on consumers' behaviour on social media platforms, studies were made in order to give relevant inputs to firms about which are the consumers' activities on social media. The attitudes of users on social media were entitled consumers' online brand-related activities (COBRAs) (Muntinga *et al.*, 2011) and this concept was developed with the aim of analysing the consumers' activity regarding brand-related contents on social media.

COBRA concept "*provides a unifying framework to think about consumer activity pertaining to brand-related content on social media platform*" (Muntinga *et al.*, 2011: 14), which helped to differentiate three levels of consumer behaviour with brands on social media: consumption, contribution and creation (Table 2). It was the first approach to the levels of participation on social media and was based on an identified pattern of activities by the respondents of that study.

Besides this, the author also proposed motivations for users to consume, contribute and create brand-related content. Regarding content consumption, this type of behaviour is driven by information, entertainment and remuneration: (i) information because people need to know what is happening, what are the news, search for information, (ii) entertainment is about the need for enjoyment, relaxation and pastime and (iii) remuneration in a manner that consume content could be related to prospect of money and job benefits and rewards.

Contributing on social media was found to be motivated by personal identity, integration/social interaction and entertainment: (i) personal identity involves the people's aim to feel that belongs to something, to show others their personality and values and to receive external recognition, (ii) integration and social interaction is related to meet like-minded people and then interact and talk with them about a particular brand, despite the developed meaningful friendships with the brand and (iii) entertainment since there are positive feelings on talking with people with common interests.

The highest level of participation, creation, is driven by motivations such as personal identity, integration/social interaction, empowerment and entertainment: (i) personal identity once a brand can be used to shape user' identity and personality, (ii) integration/social interaction in which people shown to have a sense of shared social identity when creating content, (iii) empowerment because people like to influence others in using or purchasing a brand and (iv) entertainment as regards to the enjoyment and pastime motivation.

Table 2 – Examples of brand-related social media use

Consumption	▪ Viewing brand-related video ▪ Listening to brand-related audio ▪ Watching brand-related pictures ▪ Following threads on online brand community forums ▪ Reading comments on brand profiles on SNS ▪ Reading product reviews ▪ Playing branded online videogames ▪ Downloading branded widgets ▪ Sending branded virtual gifts/cards
Contribution	▪ Rating products and/or brands ▪ Joining a brand profile on a social network site ▪ Engaging in branded conversations ▪ Commenting on brand-related weblogs, video, audio, pictures, etc.
Creation	▪ Publishing a brand-related weblog ▪ Uploading brand-related video, audio, pictures or images ▪ Writing brand-related articles ▪ Writing product reviews

Source: Adapted from Muntinga *et al.* (2011)

2.3.2 CEBSC Scale

The study proposed by Mutinga *et al.* (2011) gave direct inputs about consumers' activities but the list of examples was not exhaustive. Beyond to it, the authors did not provide a formal definition of the consumers' online brand-related activities. Thus, further studies were made to fulfil the gap in the literature.

Researches about this thematic were conducted and a scale to measure the consumers' engagement with brand-related social media contents (CEBSC) was created by Schivinski *et al.* (2016) (Table 3). Their goal was to develop and validate a scale that better define the different types of consumers' participation social media platforms.

First of all, they proposed a conceptualization for COBRAs by defining it as a "*set of brand-related online activities on the part of the consumer that vary in the degree to which the consumer interacts with social media and engage in consumption, contribution, and creation of media content*" (Schivinski *et al.*, 2016: 66).

Schivinski *et al.* (2016) shown the existence of a hierarchical relationship among the three dimensions which means that consumption leads to contribution which, in turns, leads to creation. The CEBSC scale was tested and conclusions showed that is a reliable and consistent key instrument to measure consumers' level of participation.

Table 3 – Activities pertinent to each dimension of the COBRA's framework

Consumption	
▪ To download brand-related widgets/applications	▪ To read brand-related posts on social media
▪ To follow a brand on social networking sites	▪ To read brand-related reviews
▪ To follow brand-related blogs	▪ To read other people's comments
▪ To listen to brand-related audio	▪ To send brand-related virtual card
▪ To play brand-related games	▪ To watch brand-related ads
▪ To read brand-related emails	▪ To watch brand-related pictures/graphics
▪ To read brand-related fan page(s) on SNS	▪ To watch brand-related videos
Contribution	
▪ To add brand-related videos to favourites	▪ To "Like" brand-related pictures/graphics
▪ To click on brand-related ads	▪ To "Like" brand-related posts
▪ To comment on brand-related pictures/graphics	▪ To "Like" brand-related videos
▪ To comment on brand-related posts	▪ To participate in online contests/drawings sponsored by a brand
▪ To comment on brand-related videos	▪ To rate brand-related products
▪ To engage in brand-related conversations	▪ To share brand-related pictures/graphics
▪ To forward brand-related emails to friends/family	▪ To share brand-related posts
▪ To join a brand-related profile on SNS	▪ To share brand-related videos
▪ To "Like" brand-related fan pages	▪ To take part in brand-related online events
Creation	
▪ To create brand-related audio	▪ To post brand-related pictures/graphics
▪ To create brand-related hashtags	▪ To post brand-related videos
▪ To create brand-related posts	▪ To post pictures exposing self and a brand
▪ To initiate brand-related posts on blogs	▪ To write brand-related posts on forums
▪ To initiate brand-related posts on SNS	▪ To write brand-related reviews

Source: Adapted from Schivinski *et al.* (2016)

3. Proposed Conceptual Model

The current research study aims to clarify which factors could have a positive – or negative – influence towards consumers' motivation to contribute on social media. Taking this in consideration, the key constructs – brand humanization, privacy concern and ideal self-congruity – will be defined and analysed according to their impact on social media.

The focus of this study is on Social Network Sites (SNS) once it is the most known and used social media platform. It can be defined as the online place where people connect with each other and additionally can invite friends and other peers to have access to those profiles (Kaplan and Haenlein, 2010). As regards to the level of participation, it will be analysed the relationship effect between the proposed constructs and the consuming and contributing dimensions of online behaviour. Hence, the hypotheses formulation will be based on direct effects and the significance level of those relationships.

The conceptual model is illustrated in Figure 4 and below the rational for the conceptual model and hypothesis development will be explained.

Figure 3 – Proposed Conceptual Model
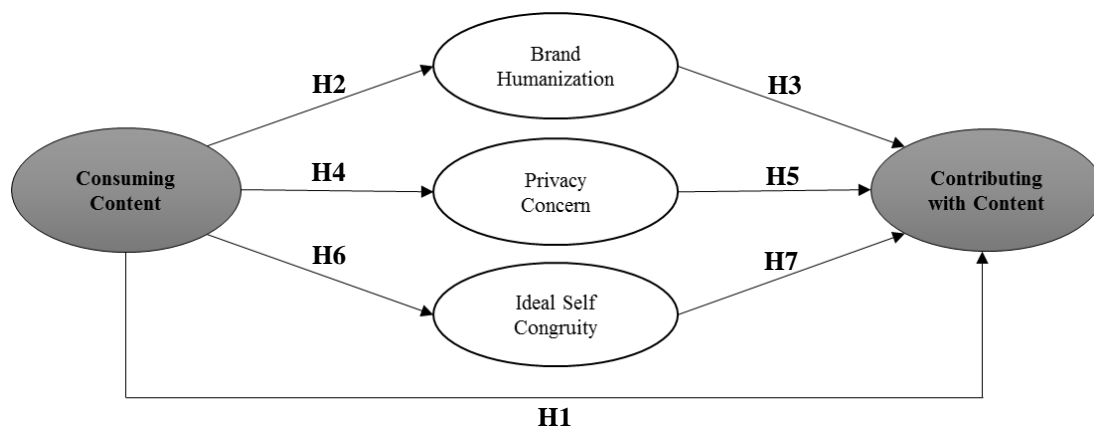
Source: Developed by the author (2017)

3.1 Levels of Participation

Consumers are communicating, building and maintaining relationships with brands and their peers through online platforms (Jahn and Ludwig, 2012), although with different levels of participation. This study focuses only on the consumers' behaviour change from a passive attitude to the next level of engagement on social media platforms. Thus, consumption and contribution are the only dimensions of consumers' participation that were studying.

Schivinski *et al.* (2016) have shown that consumers could engage in higher levels as a result of a learning process, therefore resulting in a hierarchical relationship among the dimensions. Consuming dimension was identified as an antecedent of consumers' engagement in the contribution behaviour. Taking this into account, it is proposed that consumers who consume a lot of brand-related activities are more likely to contribute on brands' online pages once are exposed to a lot of brand communications:

H1. Consumers' level of consumption has a positive and significant relationship on consumers' level of contribution.

3.2 Brand Humanization

As human beings, people are looking forward to build as many relationships as possible since they are meaningful and based on trust and loyalty (Epley *et al.*, 2007; Fournier, 1998). The same can be applied to the brands. The concept of viewing a brand as a human relies on the following premise: consumers are not only just concerned about brands' attributes and characteristics but rather in how the brand contributes as a relationship partner (Breazeale and Avery, 2015; Kervyn *et al.*, 2012; Fournier, 1998).

The concept of humanized brands has been developed through the idea of Anthropomorphism. Some authors conceptualize this as "*a property of branded products in regards to the extent to which these objects are perceived as if they were actual human beings*" (Guido and Peluso, 2015: 1). To fulfil the consumers' need for affiliation and engagement, brands need to be humanized in the manner they are characterized by having a personality and values as well as they should be able to deal with others in a human way too: in the way they communicate, what contents they use, through which channels and how often try to connect with consumers (Aggarwal and McGill, 2012).

Past research suggested that human behaviour motivates consumers to achieve successful and long-lasting social interaction with the brand (Aggarwal and McGill, 2012) and therefore, lead to several outcomes like retention, satisfaction, recommendations, an unwillingness to switch brands and a willingness to share (Smit *et al.*, 2007 in Fournier and Breazeale, 2015; Fedorikhin *et al.*, 2006; Thomson *et al.*, 2005). In addition, some authors found that brand anthropomorphism is a key factor that facilitates an ongoing consumer-brand relationship (Hudson *et al.,* 2016) and that the level of participation depends on consumers' relationship with brands (Schivinski *et al.*, 2016).

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The idea of brand humanization has gained importance in the marketing world, suggesting that this could be a trigger for brands to have more engagement with its consumers on social media platforms (Hollebeek *et al*, 2014). Once social media emerged as a platform in which brands could reinforce the relationship with customers (Pagani *et al.*, 2011), brands should be focusing in interacting with followers by "*replying to comments, solving problems, and inviting participation*" (Hudson *et al.*, 2016: 3) which means acting like a human being. Hence it is first proposed that exist higher levels of consumption lead to higher levels of brand humanization perception:

H2. Consumers' level of consumption has a direct and significant relationship on consumers' perception of brand humanization.

Moreover, more connections and interactions between brands and consumers lead to a win-win situation (Hudson *et al.*, 2016). Considering this, the study proposes that brand humanization influences the consumer' behaviour on social media once being a humanized brand might lead consumers to contributing on SNS:

H3. Brand humanization has a positive and significant influence towards consumers' motivation to contribute on social media.

3.3 Privacy Concern

The use of social network sites (SNS) is seen as a world of endless opportunities in which the audience could "*pass time, maintain relationships, meet new people, keep up with current trends, and gather social information*" (Quinn, 2016: 61). Furthermore, the use of social media has been linked to a lot of benefits that implies individuals to share information in an online sphere in which they could not control what happens to all the shared information (Steijn *et al.*, 2016), making them vulnerable to privacy risks.

Vitak *et al.* (2016) concluded that social media users recognize the benefits of sharing information on the online sphere, even though they worry to share only the right information with the right audience. This concern regarding privacy indicates how much the users are concerned with the status of their privacy (Steijn *et al.*, 2016) and in online platforms this worry could be represented by the idea that "*audiences must navigate these spaces carefully to reap relational benefits while ensuring content is not shared with unintended audiences*" (Vitak *et al.*, 2016: 1485).

Past researchers have proven that exists a relationship between the privacy concern and the online consumers' behaviour (Quinn, 2016; Steijn *et al.*, 2016; Vitak *et al.*, 2016; Dwyer *et al.*, 2007), while this depends on the idea of each person about what exactly constitutes privacy (Steijn and Vedder, 2015 in Steijn *et al.* 2016). Additional studies also have shown that this concern could be negatively improved when existing an uncertainty about the ability to control access to online shared information (Petronio, 2002 in Vitak *et al.*, 2016).

Consumers' concern regarding their privacy has been gaining importance about how this influences the consumers' behaviour on social media platforms and the goal should highlight the risk-benefit trade-off (Steijn *et al.*, 2016) once users are less concerned when they perceived more benefits than risks (Beldad, Jong and Steehouder, 2011 in Steijn *et al.*, 2016).

The concern about the share of information and how content is seen and treated in the online sphere by companies might have an important role in the way brands engage with the audiences on those environments, once users are concerned about privacy online (Quinn, 2016; Buchanan *et al.*, 2007). Still, when consumers perceived the risk-benefit trade-off, they tend to be less concerned about privacy issues. Then this study suggests that higher levels of consumption could lead to lower levels of consumers' privacy concern:

H4. Consumers' level of participation has a direct and significant relationship on consumers' perception of privacy concern.

Considering that privacy worries could prevent users from even consuming content on social media platforms (Acquisti and Gross, 2016 in Vitak *et al.*, 2016), it is expected that the lower privacy concern, the higher the consumers' contribution on social media platforms:

H5. Privacy concern has a negative and significant influence towards consumers' motivation to contribute on social media.

3.4 Ideal Self-Congruity

Creating unique and memorable customer experiences has become an important topic once brands aim to strengthen the connection with their customers. Aaker (1997) found that value-expressive brands success stem from the harmony between brand personalities and consumers' self-concept since this is reflected in favourable consumer responses (Aguirre-Rodriguez *et al.*, 2012). As consumers are buying products and choosing brands for what they mean (Fournier, 1998) and this symbolic consumption reflects their personality, it was found that consumers tend to choose products that are consistent with their self-concept (Sirgy, 1982).

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This consistency is called self-image congruity and it is related to the "*cognitive match between consumers' self-concept and a product/brand image, store image, destination image or user image of a given product/brand/service*" (Sirgy *et al.*, 2000). It is composed for four dimensions: actual self, social self, ideal self and ideal social self (Sirgy, 1982) (Table 4).

Table 4 – The four dimensions of self-concept

	Actual Self Concept	Ideal Self Concept
Private Self	**ACTUAL SELF** How a person sees herself or himself	**IDEAL SELF** How a person would like to see herself or himself
Social Self	**SOCIAL SELF** How consumers think others see them	**IDEAL SOCIAL SELF** How a person would like to be perceived by other people

Source: Adapted from Sirgy (1982)

Findings have proven that the congruity of self-concept influences consumers' attitudes and behaviour toward the brand (Koo *et al.*, 2014; Lee and Jeong, 2014), increases brand trust and satisfaction (Kressman *et al.*, 2006 in Hosany and Martin, 2012; Jamal and Goode, 2001), and could be a tool to persuade consumers to interact and sustain a long-term relationship (Lee and Jeong, 2014; Aguirre-Rodriguez *et al.*, 2012).

Consumers tend to have a greater attachment to brands whose images are in conformity with their self-perception (Koo *et al.*, 2014) and it has been proven that people are more likely to have positive attitudes when brands hold similar beliefs (Osgood and Tannenbaum, 1995 in Lee and Jeong, 2014). Therefore, brands should be focusing their efforts on fulfilling target expectations.

Believing that self-congruity between brands and consumers can generate a sustainable and key competitive advantage (Aguirre-Rodriguez, 2012) and that relationships are stronger when the brand reflects and contributes to consumers' ideal self (Alvarez and Fournier, 2016), it is expected that higher levels of consumption lead to higher levels of ideal self-congruity perception:

H6. Consumers' level of consumption has a direct and significant relationship on consumers' perception of ideal self-congruity.

It is all about the consumers' need for interaction and previous studies have shown that individuals tend to express themselves by choosing and having more interaction with brands that fit with their own personality and/or their desired personality (Aaker, 1999; Kassarjian, 1971; Sirgy, 1982 in Jamal and Goode, 2001), being the value congruity a "*powerful human motivator to develop and maintain relationships*" (Gaunt, 2006 in Lee and Jeong, 2014: 51). Thus, it is expected that ideal self-congruity motivate the audience start to contribute on social media instead of having just a passive participation:

H7. Ideal Self-Congruity has a positive and significant influence towards consumers' motivation to contribute on social media.

4. Methodology

4.1 Research Method

According to Shields and Rangarajan (2013), there are three approaches to develop a research study: exploratory, descriptive and causal research. In order to accomplish the research goals, a causal research study was developed once all the hypotheses are formulated to study the cause-effect relationship between variables. Also, descriptive approach was taken since this is the suitable method to analyse consumers' characteristics and behaviour (Marôco, 2007; Malhatroa and Birks, 2006).

Primary data was collected through a quantitative analysis, more specifically, through an online questionnaire. This is an efficient way of collecting responses since each person will answer to the same set of questions (Saunders, Lewis and Thornhill, 2009).

4.2 Sample and Procedure

The target population is composed of all the individuals from whom we want to extract some specific data and, therefore, take some conclusions about (Malhatroa and Birks, 2006; Directorate, 2016). Regarding this study, the objective was to only focus on people who follow brands on social media platforms, in concrete, social networking sites (SNS). The objective was to collect 500 total responses to have a safety margin of error that allows having a target sample higher than possible, bearing in mind that some responses have to be excluded after a deep analysis of each response.

Once the central question of this research consisted of the study of consumers' behaviour on brands' online pages, the questionnaire was made on Qualtrics Research Platform and then mainly shared at one online platform, available in the Portuguese idiom. The chosen platform was Facebook since it covers 68% of Portuguese users (Internet World Stats, 2017). Furthermore, the questionnaire link was also shared on other platforms like Gmail and LinkedIn to reach a higher diversity in the final sample.

The questionnaire was structured into different sections, focusing on the main issues of the study. First, a set of questions was presented to analyse if people are present on social media, in which platforms and how often they access them. Then, to validate the conceptual model the filter question "Do you follow brands on social media?" was made and respondents who did not follow brands on social media platforms were redirected to the end of the questionnaire.

The ones who follow brands' online pages were the focus once it was assumed they have been exposed to social media content created by the pages' administrator (Schivinski and Dabrowski, 2015). Those respondents were analysed as regards to the number of brands they follow and how important they considered to a brand be present on the online environment.

In additional, to have a better understanding of the results and solid data regarding the research problem, three different industries from FMCG (Fast Moving Consumer Goods) were used, namely non-alcoholic beverages, food and beauty/personal care. These industries were selected based on the two following criteria: (i) the segment size, which implies a relevant penetration among Facebook users, (ii) hedonic products, since previous studies shown that this leads to higher levels of "customer delight, satisfaction, word of mouth and repurchase intentions" (Chitturi *et al.*, 2008). A set of 5 brands for each industry was provided to help consumers in their answers, while also existing the possibility to select the option "Other".

The final 5 brand selection included international brands donated of specific characteristics: (i) Portuguese brand page, (ii) minimum of 500 followers, (iii) frequency of social media communication (at least two posts per week), (iv) been active for more than two years. This analysis resulted in the following set:

- **Non-alcoholic beverages**: Coca-Cola, Lipton, Água das Pedras, Ucal and Sumol
- **Food**: Knorr, Donuts, Iglo, Cerelac and Nestlé
- **Beauty/Personal Care**: Dove, Maybelline New York, Axe, Gillette and L´Óreal Paris

The respondents were asked to select all the brands - among the set - they follow on social media and then to consider just one to continue to the next answers. The chosen brand was related to the one that respondents' remember to read a post more recently.

The following sections were focused on each analysed construct: consumption, contribution, brand humanization, privacy concern and ideal self-congruity (this one divided in two questions –consumer and brand perspective). Each construct was presented in an isolated section in order to do not confuse the respondent and, consequently, minimizing envies results.

Questionnaire ended with socio-demographic questions to be able of characterized the target sample with accuracy and relevant details.

4.3 Constructs and Items

To accomplish the goals of this study, one of the most important steps was to define the constructs according to the literature. It is important to refer that all the items and measures were adopted from previous studies to help guarantee validity and reliability issues.

All the items were translated to Portuguese with a careful review throughout the accuracy of the translation (Annex 1). Furthermore, the items were randomized which allows to detect random responses and reduce bias (Malhotra and Birks, 2006). The proposed constructs were resumed on Table 5, having a total of 28 items.

Consumption and Contribution. The levels of participation on online platforms were measured using the items proposed and verified by Schivinski *et al.* (2016). The items reflected several attitudes regarding consuming (5 items, e.g. I read posts related to brand X) and contributing to brand-related content (6 items, e.g. I comment on posts related to brand X). All items were scored on a 7-point Likert scale ranging from "Never" (1) to "Always" (7), having also the intermediate option "Sometimes" (4).

Brand Humanization. This construct was measured with 7 item adapted from Waytz *et al.* (2010), all of them representing different human behaviour characteristics (e.g. The brand X appears to have the ability to experience emotions). The respondents were asked to select their level of agreement according to a 7-point Likert scale ranging from "Strongly disagree" (1) to "Strongly agree" (7), existing the option of select "Neither disagree nor agree" (4). In the original scale, the Likert scale was made based on the frequency of the attitude but, in this case, the scale was adapted to the level of agreement to achieve coherence between all the constructs.

Privacy Concern. This construct was measured with 5 items from Joordan and Heerdan (2017) that were applied to the online environment (e.g. It bothers me when brand X ask me for personal information). The original scale included 10 items but it was operationalized only with the most suitable 5 items to this specific study. The items were also scored on a 7-point Likert scale from "Strongly disagree" (1) to "Strongly agree" (7), existing the option of select "Neither disagree nor agree" (4). Regarding the hypothesis testing, the item of privacy concern was recoded (7-1, 6-2, 5-3, 4-4, 3-5, 2-6, 1-7) once the hypothesis proposed that the analysed constructs have opposite levels: (i) higher levels of consumption – lower levels of privacy concern and (ii) lower levels of privacy concern – higher levels of contribution.

Ideal Self-Congruity. This construct was measured with 6 items proposed by Koo *et al.* (2014). Ideal self-congruity was analysed in two different questions: one focused on brand' perception and other focused on respondent' ideal self. Both were scored on a 7-point Likert scale ranging from "Strongly disagree" (1) to "Strongly agree" (7), existing the option of select "Neither disagree nor agree" (4)". the level of congruity was operationalized through the absolute value of the gap score between a respondent' ideal self-image and its brand perception, represented by a mathematical formula: $i = 7 - |Pi - Si|$, in which Pi is the rating of the brand' perception and Si the rating of respondent' ideal self-image. The gap was calculated and defined in the software (e.g. A gap value of 0 means a perfect level of congruity and a gap value of 6 no relevant congruity, being the gap value of 4 a moderate level of congruity). Regarding the hypothesis testing, the code was reverted as Koo *et al.* (2014) performed. Reverse this scale allows to understand the level of congruity once a small gap score indicates a high level of congruity and vice versa.

4.4 Pre-Test

Before launching the questionnaire, a pre-test was performed to test the instrument of measurement, helping to avoid and minimize future errors (Malhotra and Birks, 2006). The aim was to determine if the respondents fully understood the correct flow of the questions, the comprehension of the statements and to receive feedback about the dimension of the questionnaire.

A small group of people made the questionnaire, having the concern of shared also with people that do not work in Marketing or Management related areas to guarantee a reliable and impartial opinion. The answers resulting from pre-test were not included in the sample. Taking into account all the inputs, some changes were made:

- Restructuring questions to reduce the questionnaire size and duration
- Rephrasing some concepts that helped to clarify what was being asked
- Corrections on items translation to guarantee the accuracy of the concept

Table 5 – Conceptual model constructs and proposed items

Constructs	Items
Consumption (Schivinski *et al.*, 2016)	CNS1: I read posts related to brand X CNS2: I read fanpages(s) related to brand X CNS3: I watch pictures/graphics related to brand X CNS4: I follow blogs related to brand X CNS5: I follow brand X
Contribution (Schivinski *et al.*, 2016)	CNT1: I comment on videos related to brand X CNT2: I comment on posts related to brand X CNT3: I comment on pictures/graphics related to brand X CNT4: I share brand X related posts CNT5: I "Like" pictures/graphics related to brand X CNT6: I "Like" posts related to brand X
Brand Humanization (Waytz *et al.*, 2010)	BH1: The brand X appears to have a mind of its own BH2: The brand X appears to have intentions BH3: The brand X appears to have free will BH4: The brand X appears to have consciousness BH5: The brand X appears to have desires BH6: The brand X appears to have beliefs BH7: The brand X appears to have the ability to experience emotions
Privacy Concern (Joordan and Heerden, 2017)	PC1: The brand X should disclose the way the data are collected, processed, and used. PC2: I should be aware and knowledgeable about how my personal information will be used. PC3: It bothers me when brand X ask me for personal information. PC4: I am concerned that brand X is collecting too much personal information about me. PC5: I think twice before providing personal information when brand X ask for it.
Ideal Self-image (Koo *et al.*, 2014)	ID1: I would like to see myself as being more lively - I see brand X as being lively ID2: I would like to see myself as being more friendly - I see brand X as being friendly ID3: I would like to see myself as being more sophisticated - I see brand X as being sophisticated ID4: I would like to see myself as being more logical - I see brand X as being logical ID5: I would like to see myself as being more reliable - I see brand X as being reliable

Source: Developed by author (2017)

4.5 Data Analysis Procedure

As the first step of the data analysis procedure, all the questionnaires responses went through an initial screening in order to validate some errors that could invalidate and/or envies the final analysis. All the variables were correctly coded and introduced into the statistical software IBM *Statistical Package for Social Sciences* version 22 (SPSS), in which all the analysis and hypothesis tests were performed.

To achieve accuracy in the study results, invalid responses were defined according to two perspectives: (i) missing values: respondents who do not finished the questionnaire, which means questionnaires that have lack of responses to all the questions, (2) target sample: respondents who are not the sample of this study, which means people who do not follow brands on social media.

After the treatment of the database, an analysis of the sample was made in order to take some conclusions about socio-demographic characteristics. It was important to study the knowledge and behaviour patterns of social media platforms among the studied sample. The cross-tabulation analysis was used to analyse more than one variable at time which allows supporting further tests conclusions.

The following phase consisted of an analysis of the scales. Although all the used items were tested by the authors in previous literature, an exploratory factor analysis (EFA) made sense to support the model organization and adjust the constructs to this specific study data. The EFA started with a Principal Component Analysis (PCA). PCA is a statistical procedure (Pearson, 1901) that allows reducing the number of factors taking into account the extracted variance (Hair *et al.*, 2010). The main method of extracting factors is through a right-angled rotation of varimax – an orthogonal matrix – that create a simplified structure by maximizing the variability of the loadings (i.e. correlations) of the initial variables for each PC. To define the number of factors that were kept the criterion of eigenvalue was used: consider only the items which have Eigenvalue ≥ 1 (Kaiser, 1960; Sharma, 1996; Hair *et al.*, 1995), being an eigenvalue a representation of how much variance there is in data.

To analyse if the subscales were suitable to performed PCA, two tests were made: Kaiser-Meyer Olkin Measure of Sampling Adequacy and Bartlett Test of Sphericity. A deep analysis was made in order to check if the principal components given in PCA were the same than the proposed by the authors.

Afterwards, the constructs were checked for their reliability. The Cronbach's alpha (Cronbach, 1984) was used to assess the reliability of the scales once this test intends to verify if the results of a scale can be consistently replicated (Marôco, 2007). The Cronbach's alpha if item deleted was also inspected in order to adjust the constructs. A final structure was achieved with all the loadings values, the Cronbach's alpha and the items coherent organization.

With all the constructs and scales validated, the following step were to compute variables in order to create one variable per construct with the respective items: (i) Consumption (CNS), (ii) Contribution (CNT), (iii) Brand Humanization (BH), (iv) Privacy Concern (PC), (v) Ideal Self-Congruity (ID). The scores were made based on statistical function mean, taking into account just the items validated on PCA. Then, those means were used to test each hypothesis.

The final analysis started with descriptive analysis for each construct, using statistical measures such as mean and mode. Descriptive analysis is useful to support hypotheses and, furthermore, to deeply understand target behaviour. Hence, it was analysed, for each construct, which was the item that had higher and lower mean and mode to evaluate the consumers' perspective.

Besides this, it was also relevant to conclude whether there were any differences between the three different groups of industries – non-alcoholic beverages, food and beauty/personal care – concerning the social media platforms' participation and the remaining constructs. Parametric test ANOVA was used with the goal of test the equality of means of a quantitative variable, in the three independent groups, being this test only possible if the following assumptions were validated: (i) the samples comes from populations with normal distributions, (ii) the samples come from populations with equal variances and (iii) the samples are independents. If they were not validated, there is a need to move forward to a non-parametric test – Kruskal-Walls – that analysis equality of distributions instead of equality of means.

Regarding the hypotheses test, an analysis was made through the Pearson correlation coefficient (Pearson, 1985) – measure of linear correlation between two variables. This was applied to the constructs as a whole and the closer to 1 (in an absolute value), the stronger the relationship between variables. Also, it was analysed the collinearity between items and the lower the relationship, the better the results.

Furthermore, a simple linear regression model was chosen to test all the hypotheses once they have similar formulations: to analyse if the constructs were correlated or not and its level of correlation. The goal was to analyse the proportion of variance of each dependent latent variable explained by its explanatory variables in the model (Langaro *et al.*, 2016).

Each of the seven hypotheses was analysed through the standardised estimated coefficients, determination coefficient (R^2) (percentage of explained variance), *p*-value and *t*-value (Baumgartner and Homburg, 1996 in Langaro *et al.*, 2016).

Regarding the significance level, *p*-value is the common method to analyse simple linear regression model and is assessed thorough an ANOVA test of regression to understand the validity of the model (the null hypothesis that all coefficients=0 should be rejected). In addition, *t*-value was inspected to conclude about a significant relationship. This happens when t-value is higher than 2 (in an absolute value) (Langaro *et al*., 2016).

Residual values are an observable estimate of the statistical error. Therefore, were also analysed once they have to meet the following criteria: (i) mean of residuals is zero, (ii) independent variable is not correlated with the residual terms, (ii) variance of random term is constant and (iii) residuals follow a normal distribution. All of the criteria were analysed for each hypothesis.

5. Results

A questionnaire in Portuguese (Annex 2) was made and designed in Qualtrics Research Platform, being available in Portugal in June 2017 with a total of 732 responses collected.

As a conclusion of the responses analysis, 563 responses were valid (76.91%) with 169 missing values (23.09%). Regarding this specific study, 426 responses (n=426) of the valid ones were considered the target sample – answered "yes" when asked if respondents follow brands on social media – and they are the ones considered in the following data analysis.

To perform the statistical analysis two assumptions were used: (i) set of distributions were considered normally distributed by applying the Central Limit Theorem which assumes the normality for variables with more than 30 observations (n>30) (Marôco, 2007) and (ii) the value of significance of 0.05 for decision criteria on hypotheses testing.

5.1 Sample Characterization

With the goal of characterizing the sample, socio-demographic questions were analysed through the variables: gender, age, education, employment status and other questions regarding consumers' behaviour on social media.

Regarding the gender distribution (Figure 5), the number of women respondents is prevailing with 323 responses (75.82%), registering a smaller dominance of male respondents with only 103 responses (24.18%). The majority of respondents are aged between 18 and 24 years old (53.52%) but the sample was very diverse with respondents in different age groups (Figure 6). The sample is characterized by people who are mostly employed (50.23%) or students (31.46%), being bachelor (49.06%) and master (27.70%) the most common academic degrees.

Figure 4 – Distribution of the sample by gender (in percentage)
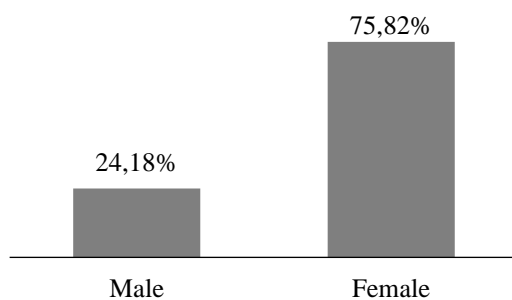
Figure 5 – Distribution of the sample by age (in percentage)
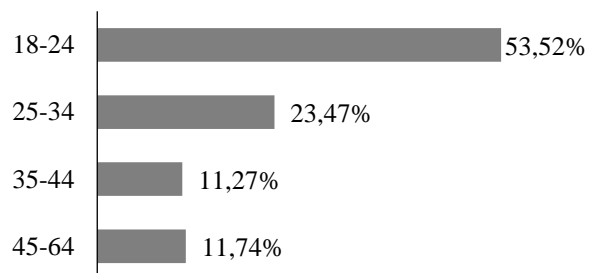
Regarding the use of social media, respondents were asked if they are present on social media. As expected almost everyone is a social media user, with only 3 respondents (<1%) answering "No".

To deeply understand the consumer presence on social media, respondents selected in which platforms they are present and how often they access to them (Table 6). Social media platforms, such as Facebook and Instagram, have a higher frequency of access with almost half of the sample saying they access at least 3 times a week each of these platforms. Facebook, as referred before, is one of the most used social media platforms which is supported by the idea that just 0.36% of the respondents answered do not access it and 38.98% access it daily.

LinkedIn and Youtube revealed to also be present on the respondents' daily life, even though with small frequency of usage. Other platforms, such as Twitter, Pinterest and Tumblr, did not have significant results which could be explained by its target members who are younger people than the studied sample. Besides the proposed options, respondents could also select the option "Other" which revealed also a high dominance of WhatsApp.

Table 6 – Distribution of the sample by social media and frequency of access (in percentage)

Social Media	Never	< 1 time a week	1 – 2 times a week	> 3 times a week	Daily
Instagram	4.91%	7.55%	6.79%	12.30%	26.63%
Facebook	0.36%	1.54%	3.59%	12.30%	38.98%
Twitter	21.27%	8.78%	4.99%	4.10%	2.48%
LinkedIn	9.98%	23.88%	25.75%	16.86%	4.47%
Pinterest	16.68%	21.26%	10.58%	5.47%	2.11%
Youtube	0.44%	13.10%	29.54%	34.62%	18.13%
Tumblr	23.14%	6.16%	4.59%	1.59%	0.93%
Snapchat	14.53%	17.10%	12.97%	11.62%	4.90%
Other	8.70%	0.62%	1.20%	1.14%	1.37%

Source: Developed by the author (2017)

Furthermore, the aim was to analyse if respondents follow brands on the selected social media platforms, which helped to defined the target sample. From our 563 universe, 426 (75.67%) follow brands on social media while 137 (24.33%) respondents have the opposite behaviour, by answering they do not follow brands.

Almost half of the respondents who follow brands on social media revealed to follow more than 10 brands (38.73%), 17.61% follow between 6 and 9 brands, 28.64% between 1 and 5 and 15.02% have no idea about how many brands they are following (Figure 7).

Moreover, it was analysed how important respondents considered – from 0 to 100 – to a brand be present on social media platforms. Results support and highlight the importance of brands have an online page with an average result of 81.45%.

Figure 6 – Distribution of the sample by the number of brands followed (in percentage)
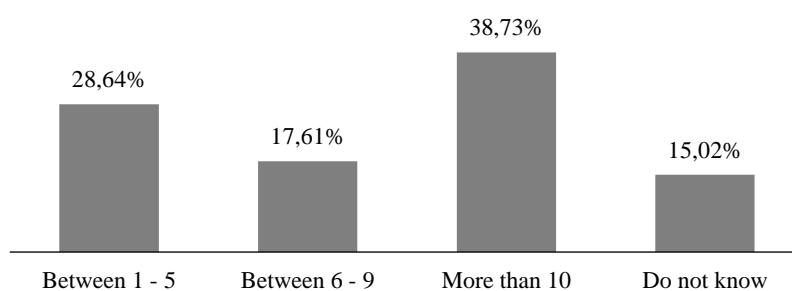
Source: Developed by author (2017)

Regarding the chosen industry by the respondents, it was noticed a high dominance of the beauty/personal care industry (34.98%) and non-alcoholic beverages (29.81%) with less dominance of the food industry (14.79%). The remaining percentage belongs to the category Others (20.42%). The high dominance of Beauty/Personal Care industry could be explained by the fact that more than half of the sample is characterized by women.

In resume, it was concluded the target sample was characterized mainly by woman respondents aged between 18 and 24 years old who are students or workers. They are regular social media users, being Facebook, Instagram and Youtube the most used ones, with online preference for beauty/personal care and non-alcoholic beverages industries.

5.2 Validation of Measures

Considering the total of 28 items proposed, the statistical study started at the validation and reliability of the questionnaire, items, scales and respective organization. This analysis started with Principal Component Analysis with Varimax rotation to verify the coherence of the chosen scales and to understand them further. The descriptive characteristics were analysed once the PCA is only possible if the items have positive variance, requirement which was confirmed (Annex 3).

PCA requires that initial variables under analysis are correlated and two tests were performed to access this requirement. The KMO criterion (Kaiser-Meyer Olkin) (Kaiser, 1974) was used to measure the Sampling Adequacy. It ranges between 0 and 1, with values above 0.600 being considered as acceptable. In this case, the KMO value was 0.881 showing a good adequacy of the sample. In addition, the Bartlett Test of Sphericity was performed to test if the correlation matrix was an identity matrix, i.e. if the initial variables were not correlated (Pestana and Gageiro, 1998; Malhotra and Birks, 2006). To PCA be possible, the null hypothesis (H0: The initial values are not correlated) had to be rejected (Sig<0.050), concluding there are variables significantly correlated, as happen in this study (Sig=0.000<0.050). Taking both tests into account, the exploratory factor analysis was appropriate for the data.

The Principal Component Analysis was conducted and arisen a five-factor solution which explains 64.566% of the total variance. Two items – CNT5 and CNT6 – had cross-loadings issues and failed to exhibit a simple factor structure so they were removed from the analysis. Items final selection was achieved through a significant loading cut-off of 0.500 based on pragmatic reasoning (Yong and Pearce, 2013).

Those constructs were also checked for their reliability. The goal was to analyse – for each construct - if the proposed set of items were related as a group. The evaluation of that internal consistency was performed through the Cronbach's alpha, considering a minimum value of 0.700 (Malhotra and Birks, 2006; Marôco, 2007). One item was deleted – CNS2 – once the Cronbach's alpha of Consumption construct slightly increased if item was deleted (from 0.788 to 0.793).

A new PC analysis was made excluding both items and the final structure of the research model included 25 items, reflected a five-factor solution which accounted for 67.496% of the total variance. All the constructs have high loadings – exceed 0,700 that is proposed by Hair *et al.* (2010) - such as extremely good Cronbach's alpha values which indicated a good correlation between all the items (Nunnally, 1978 in Schivinski *et al.*, 2016).

The results for the final structure were represented in Table 7. Consumption construct is composed by the items CNS1, CNS3, CNS4 and CNS5, with an overall Cronbach's alpha of 0,763. Contribution is composed by CNT1, CNT2, CNT3 and CNT4, having a Cronbach's alpha of 0,896. Brand humanization, privacy concern and ideal self-congruity are composed for all the initial proposed items. All of them with high Cronbach's alpha, 0.928, 0.815 and 0.849, respectively.

Table 7 – Results from preliminary exploratory factor analysis

Constructs	Factor Loadings					Cronbach's Alpha	Cronbach's Alpha if item deleted
	PC1	PC2	PC3	PC4	PC5		
Consumption						0.793	
CNS1	0.250	-0.087	0.155	0.012	**0.797**		0.699
CNS3	0.274	-0.044	0.035	0.035	**0.776**		0.731
CNS4	0.020	-0.042	0.347	0.021	**0.539**		0.834
CNS5	0.278	-0.096	0.110	-0.047	**0.817**		0.684
Contribution						0.896	
CNT1	0.067	-0.050	**0.887**	0.044	0.123		0.850
CNT2	0.043	0.004	**0.896**	0.038	0.109		0.847
CNT3	0.025	0.017	**0.897**	0.006	0.144		0.847
CNT4	0.122	0.038	**0.759**	-0.072	0.091		0.818
Brand Humanization						0.928	
BH1	**0.852**	-0.085	0.001	0.118	0.135		0.913
BH2	**0.730**	-0.119	-0.022	0.174	0.176		0.923
BH3	**0.800**	-0.090	0.109	0.073	0.078		0.919
BH4	**0.818**	-0.058	0.066	0.017	0.186		0.916
BH5	**0.807**	-0.063	0.074	0.037	0.092		0.920
BH6	**0.837**	-0.096	0.046	0.058	0.205		0.913
BH7	**0.861**	-0.083	0.060	0.012	0.093		0.913
Privacy Concern						0.815	
PC1	0.151	-0.137	-0.069	**0.705**	0.090		0.794
PC2	0.240	-0.132	-0.077	**0.787**	0.022		0.767
PC3	-0.021	0.074	0.038	**0.750**	-0.098		0.784
PC4	-0.038	0.049	0.127	**0.763**	-0.011		0.782
PC5	0.086	-0.069	-0.024	**0.794**	0.037		0.768
Ideal Self-Congruity						0.849	
ID1	-0.129	**0.801**	0.021	-0.021	-0.075		0.810
ID2	-0.167	**0.801**	0.016	0.040	0.008		0.812
ID3	0.005	**0.721**	-0.072	-0.109	-0.005		0.844
ID4	-0.049	**0.818**	0.029	-0.034	-0.121		0.806
ID5	-0.126	**0.785**	0.014	-0.050	-0.063		0.816

Kaiser-Meyer-Olkin Measure of Sampling Adequacy=0.881

Bartlett's Test of Sphericity: x^2= 5813.003. df=300. p=0.000

Source: Developed by the author (2017)

5.3 Descriptive Analysis of the Scales

With regards to the study research goals, it is important to understand the consumers' attitudes on social media to have a better knowledge about what defines the consumers' behaviour. Thus, the scales and items were analysed regarding its statistical measure mean and mode to understand the respondents' perspective toward all the sentences presented.

First of all, an overall analysis of each construct was assessed (Table 8). by analysing mean and mode. Then, each item was analysed to further conclusions (Annex 3). To have an accurate analysis. a threshold value of 4.00 was defined once this is the neutral point of the Likert scale (Marôco, 2007). Regarding the Ideal Self-Congruity, the threshold value is 3.00 since the gap value was coded from 0.00 ("Perfect Congruity") to 6.00 ("No relevant congruity").

Table 8 – Overall constructs' mean and mode

Construct	Mean	Mode
Consumption	3.74	4.00
Contribution	1.87	1.00
Brand Humanization	5.03	5.00
Privacy Concern*	5.92	7.00
Ideal Self-Congruity*	2.09	-

*Analysis made before the code being reverted

Source: Developed by the author (2017)

Consumption. This construct has a mode of 4.00 which means that the majority of respondents answered "Sometimes". Neutral positions are not the preferable result once do not have a relevant contribution towards study conclusions about consumers' behaviour frequency. Each item has neutral results, except the item "I follow blogs related to brand X" (CNS4) with the most chosen answer being "Never".

Contribution. With a mean of 1.87 and a mode of 1.00 ("Never"), this level of participation shows to do not have high levels of frequency by our target sample. The tendency is applied to each item, with all of them having low levels of mean and mode. Results highlight that contribution is not the common type of behaviour versus consumption, taking into account our target sample.

Brand Humanization. This construct has mean and mode of 5.00, showing a considerable level of agreement with the presented sentences. Regarding each item, characteristics such as "intentions" (BH2), a "mind of its own" (BH1) and the "ability to experience emotions" (BH7) appear to have higher perception by respondents. "The brand X appears to have intentions" is the most relevant one, having a mode of 7.00 ("Strongly agree").

Privacy Concern. This construct is the one with the higher level of agreement with a mode of 7.00 ("Strongly agree"), not only in the overall view but also in each item, showing that the respondents have a high concern regarding online personal data. "I should be aware and knowledgeable about how my personal information will be used" (PC2) is the item with higher mean and mode.

Ideal Self-Congruity. According to the gap value, this construct was based on how high could be the level of congruity between the ideal self and the brands' perception image. The construct' mean is 2.09 which is a reliable result, better than the neutral value 3.00 of a medium level of congruity. Items concerning the characteristics "logical" (ID4) and "lively" (ID1) are related to higher levels of congruity between how people would like to be and how brands are seen.

5.4 Industries Analysis

With the goal of provide further conclusions about differences in the social media consumers' behaviour between all the industries – non-alcoholic beverages, food and beauty/personal care – an ANOVA test was made. ANOVA pretend to test the equality of means of the quantitative variable, in 3 or more independent groups. In this case, the equality of each construct on each industry. According to the goals of this study, firstly it was analysed the difference of means for the two studied levels of participation and then to the remaining constructs. For this analysis. the group "Others" was not taking in account for the final conclusions but it was considered in the development of the test.

Industry and Consumption: An ANOVA test was performed but one of the assumptions of the equality of variance was not fulfilled (Sig of Levene test=0.046<0.050) and, therefore, the study was moved forward to non-parametric test Kruskal-Wallis which test the equality of the distributions. Regarding the Kruskal-Wallis test, the null hypothesis (H0: the distribution of the frequency of consumption is the same for the three industries) was accepted (Sig=0.291>0.050) which means there are no significant differences. Even though, consumers slightly have higher levels of consumption for the food industry (mean rank=234.56).

Industry and Contribution: The ANOVA test was performed and the Levene test for the homogeneity of variances was not accepted (Sig=0.005<0.050) and Kruskal-Wallis test was performed. The null hypothesis was rejected (Sig=0.010<0.050), highlighting that the level of contribution is not the same for the three industries, having a significant difference between them. From the means ranks, there was statistical evidence that the level of contribution is higher for the food industry (mean rank=248.37) and lower for the non-alcoholic beverages (mean rank=199.56).

Industry and Brand Humanization: The assumption of the equality of variances was not fulfilled (Sig of Levene test=0.001<0.050), invalidating the ANOVA test. Regarding the Kruskal-Wallis test, the equality of the distributions for the three industries was accepted (Sig= 0.060>0.050) with non-alcoholic beverages (mean rank=229.85) and food (mean rank=230.81) having the higher perception of brand humanization.

Industry and Privacy Concern: For this analysis, ANOVA was possible once it was concluded the three samples come from populations with equal variance (Sig=0.245>0.050). Regarding ANOVA the null hypothesis was accepted (Sig=0.610>0.050) and, therefore, there are no significant differences between groups. Thus, the concern with online privacy is cross to all the industries.

Industry and Ideal Self-Congruity: ANOVA test was not possible once the assumption of the equality of variances was not fulfilled (Sig of Levene test=0.031<0.050) and then a Kruskal-Wallis test was performed. The equality of the distributions was tested and rejected (Sig=0.009<0.050), meaning that the perception of ideal self-congruity is not the same for the three industries. In this analysis, the industries with higher means were non-alcoholic beverages (mean rank=237.87) and beauty/personal care (mean rank=216.48).

5.5 Hypotheses Tests

The hypotheses for the research model were based on correlations and so a simple linear regression was used. This is an exploratory analysis to investigate if there is a relationship between the variables and its correlation level.

Each hypothesis was studied individually and the results of hypothesis test are represented in Table 9.

Table 9 – Results of hypotheses testing

Hypothesis	R^2	Standardized Coefficients	t-value	p-value	Hypothesis Support
H1	0.121	0.348*	7.635	0.000	Supported
H2	0.178	0.421*	9.569	0.000	Supported
H3	0.026	0.160*	3.343	0.001	Supported
H4	0.002	-0.049	-1.019	0.309	Not Supported
H5	0.001	-0.033	-0.688	0.492	Not Supported
H6	0.028	0.167*	3.479	0.001	Supported
H7	0.000	0.022	0.446	0.656	Not Supported

*Significant at the 5% level

Source: Developed by author (2017)

A preliminary study was made through the Pearson correlation coefficient (Pearson, 1985; Stephen, 1989). It ranged between +1 and -1, in which +1 is a total positive linear correlation, 0 is no linear correlation and -1 is a total negative linear (Pearson, 1985). Regarding the Pearson's correlation coefficient (R) for this model (Table 10), it is possible to analyse the relationship between the studied constructs.

The collinearity between items was also assessed (Annex 4) and the correlation between items was low which is a good indicator. It is important take into account that is not supposed items for different constructs be correlated.

Table 10 – Correlations between constructs

Constructs	Consumption	Contribution	Brand Humanization	Privacy Concern	Ideal Self-Congruity
Consumption	1				
Contribution	0.348	1			
Brand Humanization	0.421	0.160	1		
Privacy Concern	-0.049	-0.033	-0.178	1	
Ideal Self-Congruity	0.167	0.022	0.230	0.180	1

Source: Developed by author (2017)

H1. Consumers' level of consumption has a positive and significant relationship on consumers' level of contribution.

It is suggested that both levels of participation are related in the manner that consuming a lot lead consumers to a contribute behaviour on social media. This evidence was accepted by the correlation coefficient (R=0.348) that shows a moderate positive linear correlation.

Consumption explain 12.1% (R²=0.121) of the Contribution variability in the model. The validity regression model was assessed through ANOVA test in which the null hypothesis was rejected (p-value=0.000<0.050), confirming there is statistical evidence that consumption helps to explain this model. The results validate hypothesis 1 showing that there is a positive and relevant (standardized coefficient=0.348; t-value=7.635>2) relationship between the two levels of participation, supporting literature review by Schivinski *et al.* (2016) that consumption is an antecedent of contribution.

Regarding the residual terms, all the assumptions were hold, thus suggesting the model is correct without errors.

H2. Consumers' level of consumption has a direct and significant relationship on consumers' perception of brand humanization.

This hypothesis suggests that higher levels of consumption lead to higher levels of brand humanization perceived by users. The correlation coefficient gave evidence regarding this hypothesis taking into account that brand humanization shows to have a fairly positive linear association with consumption (R=0.421).

Consumption explains 17.8% (R²=0.178) of the variability in Brand Humanization that is explained by the model. This reliable result is supported by ANOVA test that confirms the validity of regression model, being the null hypothesis rejected (p-value=0.000<0.050).

By analysing the coefficients, there is statistical evidence that Consumption helps to explain Brand Humanization. Hypothesis 2 is supported by Consumption and Brand Humanization having a positive and significant (standardized coefficient=0.421; t-value=9.569>2) relationship.

All the assumptions for residual terms were inspected and proven.

H3. Brand humanization has a positive and significant influence towards consumers' motivation to contribute on social media.

Although lower than the correlation between consumption, brand humanization shows to have a positive association with contribution (R=0.160).

Brand humanization explains 2.6% (R^2=0.026) of the variability in the Contribution dimension that is explained by the model. Regarding the validity regression model, an ANOVA test was performed and the null hypothesis was rejected once p-value=0.001<0.050 which means the independent variable Brand Humanization helps to explain Consumption.

Results validating hypothesis 3 since there is a positive and truly significant (standardized coefficient=0.160; t-value=3.343>2) relationship between both constructs, showing that brand humanization is an important factor for consumers contributing on social media.

Furthermore, there was no error evidence since all the assumptions for residual terms were hold.

H4. Consumers' level of participation has a direct and significant relationship on consumers' perception of privacy concern.

This hypothesis suggests that higher levels of consumption lead to higher levels of privacy concern. By analysing the correlation coefficient (R=-0.049) it is suggested there is no significant relationship between this construct and consumption.

Consumption only accounts to 0.2% (R^2=0.002) of the variability in Privacy Concern dimension and findings reveal that the correlation between both variables is almost inexistent (standardized coefficients=-0.049; t-value=1.019<2). Furthermore, the null hypothesis in ANOVA is not rejected (p-value=0.309>0.050) which means the model is not valid and there is no relevant statistical evidence that Consumption helps to explain Privacy Concern.

For this reason, hypothesis 4 is rejected and there is not a relationship between the level of consumption and the level of privacy concern.

All the assumptions for residual terms were hold which supported the veracity of the result.

H5. Privacy concern has a negative and significant influence towards consumers' motivation to contribute on social media.

In this hypothesis, it was evaluating the impact that privacy concern could have in the consumers' behaviour. Similar to consumption, the Pearson coefficient (R=-0.033) suggests there is no significant relationship between privacy concern and contribution dimension.

Privacy Concern explain 0.1% (R^2=0.001) of the variability in Contribution dimension that is explained by the model which implies there is no relationship between variables (standardized coefficients=-0.033; t-value=0.688<2).

Also, the non-statistical evidence is supported by ANOVA test in which the null hypothesis is not rejected (p-value=0.492>0.050). It was proposed that the lower the privacy concern, the higher the contribution. Privacy concern does not have a significant relationship towards consumers' motivation to contribute on social media, hence hypothesis 5 is rejected.

Residual terms assumptions were all supported so there is no evidence of error in this model.

H6. Consumers' level of consumption has a direct and significant relationship on consumers' perception of ideal self-congruity.

Ideal self-congruity has a low, but positive, association with consumption (R=0.167) showing there is a relationship between consumption and ideal-self-congruity.

Consumption explains 2.8% (R^2=0.028) of the Ideal Self-Congruity variability that is explained by the model. The regression model is valid once the null hypothesis was rejected (p-value=0.001<0.050) which means there is statistical evidence both variables are correlated.

The correlation between variables is direct and significant (standardized coefficient=0.028; t-value=3.479>2). being the hypothesis 6 supported and the higher the level of consumption, higher the perception of ideal self-congruity. This result is congruent with past researches that argued consumers tend to have higher attachment and greater attitudes with brands hold similar ideal personality (Koo *et al.*, 2014. Osgood and Tannenbaum, 1995 in Lee and Jeong, 2014). Also, congruent with the hypothesis related to brand humanization.

There is no evidence of errors by analysing the residual terms.

H7. Ideal Self-Congruity has a positive and significant influence towards consumers' motivation to contribute on social media.

This hypothesis aiming to analyse if ideal self-congruity lead people to contribute on social media. As regards to Pearson coefficient (R=0.022) it is suggested there is no significant relationship between ideal self-congruity and this level of participation.

Ideal Self-Congruity does not account for any percentage of the Contribution variability (R^2=0.000) which means there is no statistical evidence of relationship between variables (standardized coefficients=0.022. *t*-value=-0.446<2) and, therefore, the regression model is not valid (*p*-value=0.656>0.050).

Hypothesis 7 is rejected meaning that ideal self-congruity perception is not a driver for consumers contribute on social media.

Regarding the residual terms analysis there is no evidence of error in the model once all the assumptions were fulfilled.

6. Research Conclusions

6.1 Main Conclusions

The present study aims to address a gap in the literature as regards to which factors could lead consumers to contribute on brands' online pages. The study was based on the scale proposed by Schivinski *et al.* (2016) to measure the consumers' engagement with brand-related social media contents (CEBSC) in the three dimensions of participation: consumption. contribution and creation.

In view of today's importance of social media, it is extremely important to analyse what brands should do to create a space in which consumers want to feel part of and, therefore, have an active participation (Muntinga *et al.*, 2011; Pagani *et al.,* 2011). In this sense, this research was focused on the drivers that could motivate the content contribution instead of just a passive behaviour (Schivinski *et al*., 2016; Muntinga *et al*., 2011). The focus on contribution dimension makes sense, not only because of the gap in the literature, but also because is consider "*a key metric for evaluating the success of social media marketing efforts*" (Nelson-Field and Sharp, 2012).

Some factors could improve the users' motivation to have a contribute use of social media (Pagani *et al.*, 2011), thus it was scrutinised the influence – either positive or negative – of brand humanization, privacy concern and self-ideal congruity on the relationship between consumption and contribution. For each construct, an extensive research was made in order to found the items that better measure what was proposed and that were already validated for reference authors. In this sense, a scale proposed by Mutinga *et al*. (2011) was used to measure consumption and contribution, a scale of Waytz *et al*. (2010) to measure brand humanization, a scale of Joordan and Heerden (2017) to analyse privacy concern and last, but not the least, a scale of Koo *et al*. (2014) to measure ideal-self congruity. Each construct was analysed on a 7-point Likert scale.

To address the research objectives, a quantitative analysis was performed through a questionnaire made on Qualtrics Research Platform and then shared on social media platforms. To give guidance to respondents, they had to choose one brand among the provided set to reply to all the questions. The set of brands belong to the following FMCG industries: non-alcoholic beverages. food and beauty/personal care. Then, the chosen brand was the one that respondents remember to read a post more recently.

A target sample of 426 respondents was achieved, mainly characterized by women aged between 18 and 24 years old. Regarding their social media behaviour, they are regular users with major frequency of access to Facebook, Instagram and Youtube. The most chosen industries by the study sample were beauty/personal care and non-alcoholic beverages industries.

As the main challenge for the current study, seven hypotheses were formulated to support the research objectives. First, in a perspective that consumption influences the respondents' perception regarding the key constructs, and then in a perspective of study the influence of those constructs in consumers motivation to contribute.

A crucial step was to validate the hierarchical relationship between consumption and contribution in the context of this study. The results (H1) support the idea proposed by Schivinski *et al.* (2016) that both levels of participation are related in the manner that high levels of consumption lead consumers to a contribute behaviour on social media. This happen because of a learning process, which should not be ignored by managers. In fact, it is important to think in strategies to reach consumers with relevant content with the purpose of have an active action by its target on online world.

It is also important to refer that all the studied constructs have higher correlation with the consumption dimension than contribution dimension. This highlight the pertinence of brands start offering relevant and engaging content to consumers, by stimulating them to have UGC behaviour (Schivinski *et al.*, 2016; Montalvo, 2011; Daugherty *et al.*, 2008).

In the Digital era, social media implies "participation" which emphasises the importance of human collaboration (Villi and Matikainen, 2016) on those platforms. Therefore, there is a huge opportunity to understand the potential of brand humanization on online sphere and what its impact is. First, results (H2) prove that higher levels of consumption lead to higher levels of brand humanization perceived by users. This is consistent with the idea that brands interaction with followers could be a driver to higher engagement (Hollebeek *et al.*, 2014; Pagani *et al.*, 2011), then having several positive outcomes such as a long-lasting and meaningful relationship with the brand (Fournier and Breazeale, 2015; Aggarwal and McGill, 2012).

Aligned with the proposed authors, results of the study (H3) show that brand humanization has a positive and significant influence towards consumers' motivation to contribute on social media and should be on the agenda of every social media manager because anthropomorphism is a key factor that facilitates an ongoing consumer-brand relationship (Hudson *et al.*, 2016).

Regarding the impact of privacy concern, it was proposed that the lower the privacy concern, the higher the motivation of consumers to contribute on the online sphere (Quinn, 2016; Buchanan *et al.*, 2007). Moreover, it was also proposed that exist a relationship between the level of consumption and the level of privacy concern.

Results (H4) indicate that consuming a lot of brand online content does not mean that people have less concern about privacy issues, once there is no sign of a significant relationship. Also, there is no significant evidence (H5) of an impact of privacy concern on consumers' motivation to contribute on social media but it was noticed a negative correlation: lower the privacy concern, higher the contribution. The impact of privacy concern on users' contribution deserves further discussion once this might help brands in adjust the social media strategy.

The results regarding to privacy concern construct could be explained by the idea that consumers might recognize the benefits of sharing information on the online sphere (Vitak *et al., 2*016) and therefore do not recognize privacy issues. It is not only about the content that consumers share but also with whom they share. In fact, if they understand the benefit trade-off (Steijn *et al.*, 2016), the privacy concern could be lower. This is also coherent with previous analysis in which "I should be aware and knowledgeable about how my personal information will be used" had the higher level of privacy concern, highlighting the importance of consumers to feel safe in the online sphere.

Last but not the least. it was analysed the effect of ideal-self congruity. In complement to the idea of brand humanization, it made sense to analyse the level of congruity once consumers are choosing products for what they mean and the personality they reflect (Fournier, 1998; Sirgy, 1982). For this reason, it was proposed that exist a relationship between the level of consumption and the perception of ideal-self congruity. Additionally, that this type of congruity could be a positive driver to motivate consumers to contribute.

The relationship between consumption and ideal self-congruity (H6) was supported and it is consistent with the idea consumers have greater attachment with brands holding similar personality, even the ideal or actual one (Koo *et al.*, 2014; Osgood and Tannenbaum, 1995 in Lee and Jeong. 2014). Thus, higher the level of consumption, higher the level of ideal self-congruity perception. Moreover, it was not supported (H7) that ideal self-congruity has a positive and significant impact on consumers' contribution. A reason could be the idea that there is not necessary to a brand reflect the ideal personality of the user, instead it is just necessary to behaviour like a human.

To a deeper overall conclusion, an analysis regarding each industry was made. It was concluded that food industry is the one with higher levels of consumption and contribution. Also, brand humanization is more associated with brands that belongs to food and non-alcoholic beverages. As regards to privacy concern, there was no differences across the three industries, showing that this concern is not dependent of the industry type. This, as proposed in the future research, could have a significant impact in the manner that brands could analyse which type of brands is more receptive for the consumers' participation.

As mentioned along the present study, there is a clear need to brands review their online strategy in order to create a space in which consumers are constantly motivated to actively participate (Kaplan and Haenlein, 2010) and this reflects several positive outcomes.

For instance, it is important to understand who are the people interacting in the online sphere and how much engaged are they with the brands' online pages (Schivinski *et al.*, 2016; Vinerean *et al.*, 2013). The results of this study mainly highlighted the importance of brands to act as a human being, as regards to the need of consumers to have a two way communication with brands (Mangold and Faulds, 2009; Deighton and Grayson, 1995).

The ultimate goal is to achieve connectivity from its consumers and this could be possible by investing in fresh contents that engage them with their audience in a positive manner (Kaplan ad Haelein, 2012). It is a challenge to understand what content users want to consume and what type they are likely to pass along (Araujo, 2015; Olmstead, 2011). The current study give relevant inputs such as that brand humanization is a key factor to motivate consumers to contribute on social media platforms.

Concluding, the main answer to the research problem of "*What motivates consumers to contribute on social media?*" was given. It was possible to conclude that, at the end of the day, brand humanization has a significant importance that should not be ignored by any brand that want to have success, as this is dependent of the relationship with consumers. Moreover, privacy concern do not seem as important to consumers as expected and actually they just need to feel that brands are treating their data with careful and safety methods.

Lastly, ideal self-congruity do not have significance on motivation to contribute and it is possible to conclude that consumers are just seeking for meaningful relationships with brands that behaviour like humans, despite they reflect consumers' personality or not, and considering that brands are treating their data with careful and safety methods.

6.2 Marketing and Management Implications

"Most managers still consider social media application as just another traditional marketing communication vehicle. That is a mistake. The social media environment is largely consumer – not marketer – controlled." (Hoffman and Fodor, 2010: 43).

Social media became part of the promotion mix (Mangold and Faulds, 2009) thus should follow a marketing strategy that fits the brand positioning and values. In a well-designed social media strategy, "*consumers are likely to spread viral videos, create additional brand-related content, tweet about the brand and post about their experiences*" (Hoffman and Fodor, 2010: 49).

It is easy to understand that the chosen digital strategy depends on the brands' positioning but some behaviours are transversal among the market: always listen to customers and post contents that fit audience expectations.

Managers have to understand why people are using social media (Pagani *et al.*, 2011; Katz 1959; Katz *et al.*, 1974 in Muntinga *et al.*, 2011) because consumers do not use SNS' all the same way (Araujo *et al.*, 2015). Besides, should study their target audience to deeply understand its interests and therefore influence the consumers' online behaviour (Vinerean *et al.*, 2013).

In light of study predictions, marketers should carefully analyse which type of human behaviour make a better fit with the brand and its target, with the aim of establishing a deeper and meaningful relationship with users. Also, they should also invest on tools to guarantee the privacy security of users' information in order to do not create barriers.

The mentality change of marketing managers could increase, not only the potential of the brand, but the potential of the online platforms as a whole. In fact, Facebook penetration in Portugal is about 68% (Internet World Stats, 2017) and it still have a lot of potential to growth.

For business nowadays, it is important to capitalize the social media platforms, especially when exist budget limitations and an inefficient communication with the target. Investing in tools, such as social customer relationship management (CRM) is an opportunity to "*facilitate collaborative experiences and dialogue that customers value*" (Baird and Parasnis, 2011: 35) and, more important than ever, to create a sustainable and competitive advantage.

Concluding, there is no a success formula for engaging consumers on social media and, in fact, developing relationships with consumers takes times (Hoffman and Fodor, 2010). Brand should keep in mind that outcomes are incredible huge and today's consumers just want simple interaction that feel them special and unique (Nunes and Cavique, 2001).

6.3 Limitations and Future Research

Notwithstanding all the efforts to minimize potential error and bias, the current study presents some limitations that should be considered. This study proposed to fullfill a gap in the literature review but conclusions should take into account the following limitations as well as consider the proposed future research directions.

First, the chosen methodology may not be the most proper one only just consider a quantitative analysis. In fact, it is an efficient way of collecting responses but is important to consider there are several limitations regarding this measurement instrument. Although it was a concern to avoid bias in responses by divide each construct for section, some respondents could have struggles on concepts' understanding.

Thus, some questions could be interpreted in a wrong way. It is also important to refer that this method allows to have a high percentage of random responses, even though it was made an analysis on SPSS to delete these types of responses.

For future studies, it will be pertinent to include a qualitative analysis (i.e. focus group) to better understand the problem' crucial variables and take deeper conclusion. Therefore, it allows to minimize interpretation mistakes by respondents.

Regarding the general concepts used on questionnaire, is possible that some people may not be aware about what is "follow brands on social media" and therefore answered "No" when, in fact, they are following brands on those platforms.

Other study limitation is related to the chosen scales. All of them were created in English and, despite the effort to guarantee the accuracy of the translation, it may could occurred interpretation errors.

The questionnaire was only available in Portuguese language, therefore, addressed just to Portuguese people. This is a limitation once implies that the results are not projectable for all the populations and generalizations should be made with caution. The same assumption is applied to the chosen industries in which consumers based their responses. Consequently, generalizations for the whole market are not completely accurate.

The current study propose a preliminary analysis regarding the impact of each construct on three different industries. Assuming the users' participation change across industries, researchers could also focus their studies on an application of CEBSC scale in each industry

Moreover, extend the study to different nationalities could be an interesting topic to analyse if there are patterns of consumers behaviour and motivations.

In the context of this study, it was analysed what motivates consumers to contribute on social media. Thus, further research could focus its efforts on analysing in which types of contents brands should invest, by analysing which ones improve the effectiveness and efficiency of the online contents.

Furthermore, when the main factors for users' contribution on social media were established and deeply understandable by the marketing managers, researchers should analyse what motivates consumers to start creating content and therefore be completely part of this online dynamic world.

Taking into account the emergence of social media as, not only a tool for communication, but also a tool for sales business, it would be really relevant to study social media as an *ecommerce* platform and, consequently, what could motivate consumers to use those platforms instead going to traditional physical places.

In sum, the current study is an introductory step for further authors that are interested in deeply study this phenomenon and in which behaviours brands could have to improve its online communication strategy.

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8. Annexes

Annex 1 – Proposed items translated

Constructs	Items in Portuguese
Consumption (Schivinski *et al.*; 2016)	*CNS1: Leio os posts nas redes sociais* *CNS2: Visualizo as páginas de fãs nas redes sociais* *CNS3: Visualizo imagens da marca nas redes sociais* *CNS4: Sigo blogs sobre a marca* *CNS5: Sigo a marca em redes sociais*
Contribution (Schivinski *et al.*; 2016)	*CNT1: Comento vídeos relacionados com a marca* *CNT2: Comento posts que referem a marca* *CNT3: Comento imagens relacionadas com a marca* *CNT4: Partilho posts sobre a marca no meu feed* *CNT5: Coloco "Like" em imagens relacionadas com a marca* *CNT6: Coloco "Like" em posts que referem a marca*
Brand Humanization (Waytz *et al.*; 2010)	*BH1: A marca parece ter personalidade* *BH2: A marca parece ter um objetivo* *BH3: A marca parece ter livre arbítrio* *BH4: A marca parece ter consciência* *BH5: A marca parece ter desejos* *BH6: A marca parece ter valores* *BH7: A marca parece ter a capacidade para expressar emoções*
Privacy Concern (Joordan and Heerden, 2017)	*PC1: A marca deve divulgar como é que os dados pessoais são armazenados e tratados* *PC2: Devo estar informado dos fins para os quais a marca precisa dos meus dados pessoais* *PC3: Incomoda-me quando a marca pede informações pessoais* *PC4: Estou preocupado que a marca X tenha informações pessoais* *PC5: Eu penso duas vezes antes de fornecer dados pessoais*
Ideal Self-image (Koo *et al.*; 2014)	*ID1: Eu gostava de ser mais divertido – Eu vejo esta marca como sendo divertida* *ID2: Eu gostava de ser mais amigável – Eu vejo esta marca como sendo amigável* *ID3: Eu gostava de ser mais sofisticado – Eu vejo esta marca como sendo sofisticada* *ID4: Eu gostava de ser mais inteligente – Eu vejo esta marca como sendo inteligente* *ID5: Eu gostava de ser mais de confiança - Eu vejo esta marca como sendo de confiança*

Annex 2 - Questionnaire in Portuguese

Consumidores & nível de participação nas redes sociais

O presente questionário destina-se à realização de um estudo para uma tese de Mestrado em Marketing no ISCTE-IUL. O objectivo é analisar o comportamento do consumidor nas redes sociais.

Todas as respostas são anónimas e não serão divulgadas para nenhum outro fim.

O tempo previsto para conclusão do questionário é cerca de 5 minutos.

Agradeço desde já a sua contribuição!

Joana Duarte

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1. É utilizador de redes sociais?
   - O Sim
   - O Não

2. Quais são as redes sociais que utiliza e com que frequência?

	Nunca	Menos de uma vez por semana	Uma ou duas vezes por semana	Mais de três vezes por semana	Diariamente
Instagram					
Facebook					
Twitter					
LinkedIn					
Pinterest					
Youtube					
Tumblr					
Snapchat					
Outra:					

3. Segue páginas de marcas nas redes sociais mencionadas acima?
   - O Sim
   - O Não

4. Quantas marcas segue em redes sociais?
   - O Entre 1 – 5
   - O Entre 6 – 9
   - O Mais de 10
   - O Não sei

5. Quão importante considera que uma marca esteja presente em redes sociais?

Selecione de 0 a 100

Considere as seguintes indústrias:
- Bebidas não alcoólicas
- Alimentar
- Beleza e higiene pessoal

6. Que marcas segue nas redes sociais?
   ☐ Coca-Cola
   ☐ Lipton
   ☐ Sumol
   ☐ Ucal
   ☐ Água das Pedras
   ☐ Knorr
   ☐ Donuts
   ☐ Iglo
   ☐ Cerelac
   ☐ Nestlé
   ☐ Dove
   ☐ Axe
   ☐ Gillette
   ☐ Maybelline New York
   ☐ L'Oréal Paris
   ☐ Outra: _____

7. Considere a marca que mais recentemente se lembra de ter lido um post e responda às próximas questões.

Selecione a marca

8. Com que frequência realiza as seguintes atividades? Considere a marca que selecionou.

	Nunca	2	3	Às vezes	5	6	Sempre
Leio os posts nas redes sociais							
Visualizo as páginas de fãs nas redes sociais							
Visualizo imagens da marca nas redes sociais							
Sigo blogs sobre a marca							
Sigo a marca em redes sociais							

9. Com que frequência realiza as seguintes atividades? Considere a marca que selecionou.

	Nunca	2	3	Às vezes	5	6	Sempre
Comento vídeos relacionados com a marca							
Comento posts que referem a marca							
Comento imagens relacionadas com a marca							
Partilho posts sobre a marca no meu feed							
Coloco "Like" em imagens relacionadas com a marca							
Coloco "Like" em posts que referem a marca							

10. De 1 a 7 selecione o seu nível de concordância com as seguintes afirrmações? Considere a marca que selecionou.

	Nunca	2	3	Às vezes	5	6	Sempre
Eu vejo esta marca como sendo sofisticada							
Eu vejo esta marca como sendo de confiança							
Eu vejo esta marca como sendo divertida							
Eu vejo esta marca como sendo amigável							
Eu vejo esta marca como sendo inteligente							

11. De 1 a 7 selecione o seu nível de concordância com as seguintes afirmações? Considere a marca que selecionou.

	Nunca	2	3	Às vezes	5	6	Sempre
Parece ter valores							
Parece ter capacidade para expressar emoções							
Parece ter desejos							
Parece ter um objetivo							
Parece ter livre arbítrio							
Parece ter personalidade							
Parece ter consciência							

12. De 1 a 7 selecione o seu nível de concordância com as seguintes afirmações? Considere a marca que selecionou.

	Nunca	2	3	Às vezes	5	6	Sempre
A marca deve divulgar como é que os dados pessoais são armazenados e tratados							
Devo estar informado dos fins para os quais a marca precisa dos meus dados pessoais							
Incomoda-me quando a marca pede informações pessoais							
Estou preocupado que muitas marcas tenham informações pessoais							
Eu penso duas vezes antes de fornecer dados pessoais							

13. De 1 a 7 selecione o seu nível de concordância com as seguintes afirrmações? Considere a marca que selecionou.

	Nunca	2	3	Às vezes	5	6	Sempre
Eu gostava de ser mais sofisticado/a							
Eu gostava de ser mais de confiança							
Eu gostava de ser mais divertido/a							
Eu gostava de ser mais amigável							
Eu gostava de ser mais inteligente							

14. Género:
   O Masculino
   O Feminino

15. Idade:
   O 18-24
   O 25-34
   O 35-44
   O 45-54
   O 55-64

16. Habilitações Académicas:
    O Ensino Básico
    O Ensino Secundário
    O Licenciatura
    O Mestrado
    O Doutoramento

17. Situação Atual:
    O Desempregado
    O Trabalhador
    O Trabalhador Estudante
    O Estudante
    O Reformado

Annex 3 – Descriptive Analysis of the Items

Items	Mean	Mode	Variance
CNS1	4.12	4.00	2.33
CNS2	-	-	2.51
CNS3	4.33	4.00	2.55
CNS4	2.31	1.00	2.72
CNS5	4.20	4.00	2.91
CNT1	1.84	1.00	1.79
CNT2	1.81	1.00	1.77
CNT3	1.85	1.00	1.76
CNT4	1.96	1.00	2.01
CNT5	-	-	2.98
CNT6	-	-	2.97
BH1	5.31	5.00	2.12
BH2	5.56	7.00	1.97
BH3	4.65	4.00	2.24
BH4	4.85	4.00	2.45
BH5	4.78	4.00	2.29
BH6	5.02	4.00	2.12
BH7	5.02	5.00	2.33
PC1	6.16	7.00	2.15
PC2	6.36	7.00	1.68
PC3	5.54	7.00	2.99
PC4	5.33	7.00	3.36
PC5	6.19	7.00	2.08
ID1	1.80	1.00	2.52
ID2	2.41	3.00	3.27
ID3	2.00	0.00	2.88
ID4	2.19	1.00	2.78
ID5	2.07	1.00	2.97

*CNS2. CNT5 and CNT6 were not considered for the mean and mode analysis once they are removed according to PCA results.

Annex 4 – Sample correlation between Items

	CNS1	CNS3	CNS4	CNS5	CNT1	CNT2	CNT3	CNT4	BH1	BH2	BH3	BH4	BH5	BH6	BH7	PC1	PC2	PC3	PC4	PC5	ID1	ID2	ID3	ID4	ID5
CNS1	1.00																								
CNS3	0.57	1.00																							
CNS4	0.40	0.30	1.00																						
CNS5	0.67	0.64	0.37	1.00																					
CNT1	0.28	0.17	0.32	0.25	1.00																				
CNT2	0.26	0.14	0.31	0.22	0.77	1.00																			
CNT3	0.27	0.18	0.31	0.25	0.78	0.82	1.00																		
CNT4	0.20	0.18	0.28	0.20	0.59	0.57	0.59	1.00																	
BH1	0.32	0.33	0.09	0.33	0.10	0.08	0.06	0.11	1.00																
BH2	0.30	0.35	0.08	0.36	0.10	0.08	0.06	0.09	0.69	1.00															
BH3	0.28	0.31	0.13	0.29	0.16	0.12	0.13	0.19	0.61	0.56	1.00														
BH4	0.34	0.32	0.21	0.39	0.13	0.14	0.11	0.16	0.66	0.58	0.65	1.00													
BH5	0.30	0.27	0.12	0.31	0.14	0.10	0.11	0.13	0.64	0.54	0.64	0.62	1.00												
BH6	0.39	0.36	0.17	0.37	0.13	0.11	0.10	0.17	0.74	0.66	0.64	0.72	0.62	1.00											
BH7	0.29	0.32	0.15	0.29	0.14	0.10	0.09	0.14	0.73	0.56	0.68	0.70	0.69	0.68	1.00										
PC1	0.14	0.07	0.07	0.08	0.02	0.00	-0.02	-0.03	0.23	0.24	0.17	0.16	0.18	0.20	0.12	1.00									
PC2	0.08	0.14	0.00	0.05	0.04	0.01	-0.01	-0.06	0.30	0.32	0.25	0.21	0.21	0.26	0.20	0.59	1.00								
PC3	-0.05	-0.02	-0.02	-0.10	0.01	0.03	0.02	-0.03	0.06	0.06	0.03	-0.01	0.04	0.01	0.01	0.33	0.45	1.00							
PC4	-0.01	0.01	0.08	-0.04	0.11	0.12	0.11	0.02	0.03	0.06	0.05	0.01	0.03	0.02	0.02	0.41	0.43	0.58	1.00						
PC5	0.03	0.09	0.05	0.03	0.05	0.03	0.02	-0.02	0.19	0.21	0.14	0.08	0.10	0.11	0.10	0.46	0.62	0.48	0.46	1.00					
ID1	0.08	0.04	0.03	0.08	0.11	0.03	0.04	0.03	0.07	0.08	0.11	0.09	0.04	0.08	0.06	0.19	0.18	0.03	0.05	0.14	1.00				
ID2	0.12	0.12	0.08	0.14	0.03	0.03	0.02	-0.02	0.19	0.22	0.13	0.15	0.14	0.22	0.17	0.16	0.21	0.01	-0.02	0.12	0.42	1.00			
ID3	0.15	0.11	0.05	0.16	0.05	0.00	0.00	-0.01	0.19	0.16	0.17	0.14	0.19	0.18	0.21	0.14	0.13	-0.04	0.05	0.10	0.47	0.54	1.00		
ID4	0.09	0.08	0.06	0.11	0.06	0.00	-0.03	-0.02	0.19	0.21	0.22	0.16	0.16	0.18	0.21	0.12	0.13	-0.05	-0.09	0.06	0.44	0.58	0.58	1.00	
ID5	0.17	0.12	0.11	0.15	0.03	-0.01	-0.01	-0.02	0.12	0.17	0.14	0.13	0.11	0.16	0.12	0.11	0.15	0.00	0.05	0.08	0.48	0.59	0.59	0.56	1.00