Examining the effect of Consumer's Brand Related Social media activities on the Brand Relationship Quality. Moderating role of Extroversion.

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(Marketing)

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Dedication

Every challenging work needs self-effort as well as the guidance of elders, who are very close to our hearts.

I dedicate this effort to my parents, who have always encouraged me to achieve something in life.

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Last but not the least I would like to thanks my parents, without them none of this would indeed be possible.

Ayesha Tariq

Certificate

This is to certify that Ms. Ayesha Tariq has incorporated all observations, suggestions, and comments made by the external evaluators as well as the internal evaluators and thesis supervisor. The title of her thesis is: Examining the role of Consumer's Brand-related activities in the success of Brands. Moderating role of Introversion

Forwarded for necessary action

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Examining the effect of Consumer's Brand Related Social media activities on the Brand Relationship Quality. Moderating role of Extroversion.

Abstract

Maintaining and improving Brand Relationship Quality is an important topic in research for marketers. And with the emergence of social media, the competition has increased. As this concept is receiving much attention, the goal of the study was to check the effect of personal motivations on brand relationship quality with mediating role of brand related contributing, consuming and creating activities. And also the effect of extroversion on the relation of socialization and contributing activities of consumers on social media platforms. The study is carried on such individuals who regularly use social media and follow brand pages there. For this purpose, the data through structured questionnaires (600 distributed, 250 collected) were collected from different university students and online from such individuals who are a very regular user of social media platforms. The data were tested through SPSS, and it has been found that motivations like socialization, information and personal identity have a significant effect on brand relationship quality. And brand-related social media activities have a mediating effect on the relation of personal motivations and brand relationship quality. Also, extroversion has no moderating effect on the relation of socialization and social media brand related contributing activities. In the end future research, limitations and managerial implications have been discussed.

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CHAPTER 1

Introduction

1.1 Background

Due to intense competition marketers around the globe are finding new ways to communicate with their customers effectively. For that social media has become one of the most important media with 67 percent of all internet users using social media (Pew Research Center, 2012). Using social media platforms for marketing purposes is a new and rapidly growing way to develop positive relationships with customers (Erdogmas & Cicek, 2012). A study by Madden and Zickuhr (2011) reported that 65% of U.S. adult Internet users now use social networking sites, more than double the percentage reported in 2008 (29%) and that 43% of online adults use social networking sites daily, which means it is a perfect place to target, as, among many other strategies, it is important to focus on the platform where your customers usually spend more time.

Social media consists of different applications which include social networking sites, blogs and various forums (Alarco´n-del-Amo,Lorenzo-Romero, &Go´mez-Borja, 2011). Social networking sites like Facebook being on the top of the list, managers are focusing more on it because of its capabilities to consume the consumers on brand pages. According to a report by Facebook, the average Facebook user has 130 friends, and when they tell their friends about a product or a service, their probability of becoming a customer is 15% more than when they know about it through different ways (comScore, 2011)**.** Managers can quickly take advantage of this medium by focusing and implementing such activities which can engage the audience (Kaplan & Haenlein, 2010).

Brand-related consumer activities can be differentiated according to their purpose and the way they are being adopted by customers. There are three types of such activities. First, in which users create brand-related content, second is such through which users add something into brand-related content and third in which users adopt content related to brand contributed by others (Muntinga, Moorman, & Smit, 2011). It has been seen that brands which are engaged in creating such activities can generate positive results for them (Dholakia & Durham, 2010) which leads them to constant buying and positive word of mouth. And this, in the long run, improves the relationship quality among brand and customers.

Brand relationship quality indicates the strength and depth of the individual and brand relationship (Smit, Bronner, & Tolboom, 2007) which should be strong enough to go in a long run. Managers are focusing a lot on improving it through different means which includes engaging the customers in brand related consumer activities on social media. Brand relationship quality is some way to measure the customer's thoughts to adopt the brand in the long run. When the customer chooses the brand, in the long term, they somehow develop a strong attachment towards it, in such a way that they start to interlink their personality characteristics with the brand (Phau & Lau, 2001).

As the personality characteristics motivate a person to interact and make friends with similar individuals, in a similar way when consumers get involved in the interaction with the brand through social media platforms, they feel connected to them just like friends (Aaker, 1996). The reasons behind this connection can be psychological and as well as emotional. Socialization, information and personal identity are social motivations behind the reasons. Personal and social motivations are the primary factors which keep the relation alive among them (Fournier, 1998). With the influence of these social motivations, this relationship becomes intense, and consumers start to consider the brand as inseparable and irreplaceable (Ekinci, Yoon, & Oppewal, 2004). Consumers who are very keen to create a self-image and identity use the brands and get involved in such brand related activities which help them to maintain this image in front of others (Huffman, Ratneshwer, & Mick, 2000).

People who are extroverts and finds it easy to interact in their real life finds it easy too to get into conversations online (Hamburger & Artzi, 2000). So at some extent extroversion plays a role in letting the individuals get opened on the social media platforms and then getting involved in the contributing activities on social media.

1.2 Gap Analysis

As the study discussed social platforms always thought to be vital in enhancing marketing strategies, but there has been limited quantitative support for these claims. The increased audience on social media channels is giving a different perspective to the way customers engage with each other and brands. Apparently, this thing is changing the way brands are working and keeping their customers. The research makes some theoretical contributions. First, it explores that how motivations like socialization, information and personal identity generate the brand-related activities on social media with the moderating effect of extroversion. The second which brand-related activity on social media is more important for the success of brands?

Very few of previous studies have examined brand-related activities; they are mainly focused on the general activities. They didn't look into the activities individually and the effects of motivations on them. This research fills these gaps by making two major contributions: First, the study theoretically measure the brand-related activities that consumers typically perform on social media as well as the motives behind these activities by taking the moderating effect of Extroversion. Second, this study develops a framework to test which of these activities is more beneficial for the brands. The findings provide an insight to how to consume the customers and engage them in brand related activities.

1.3 Research Questions

Research Questions are:

- Whether socialization affects the brand relationship quality through social media?
- Whether personal motivations like information and personal identity affects the brand relationship quality through social media?
- Whether extroversion can moderate the relationship between socialization and brand-related contributing activities on social media?

1.4 Research Objectives

The objectives are to:

- Test whether personal motivations like socialization, information and personal identity can affect the brand relationship quality.
- Examine the role of extroversion as a moderator in the relation of socialization and brand related contributing activities on Social Media.
- Analyze the hypothesized model in the context of most popular social media site Facebook.

1.5 Significance of the study

This research provides insight to the consumer related brand activities on social media and their impact on brand relationship quality. As in previous studies a lot of research has been done on social media activities whether it's in organizational context or marketing. But very low attention has been given to the social media activities in such detail. Other thing is it has been believed that social media is changing the way businesses used to work, so it is really important to look into these activities which can mediate the relationship between personality motivations and brand relationship quality. Thus this study has significance in marketing, as it is very important

aspect of marketing strategies nowadays. Also this study has significance in guiding the marketers to choose the right activities for right customers.

1.6 Theoretical Support

The research would be supported by Self-Determination Theory, which deals with the human actions directed by the motivations and behavior. SDT is the theory of motivation; people are always concerned about how to move themselves or others to act. And in this study the relations are about same, that how motivations direct human actions on social media and push them to get engaged in the different activities.This theory is the framework of motivation and personality. The theory also proposes that the motivations lead individuals to engagement (Ryan & Deci, 2000).

1.7 Problem Statement

To study the effect of social motivations on social media related brand activities and checking which activity has more effect on the brand-relationship Quality. Also if extroversion can moderate the relationship between Socialization and brand-related contributing activities on social media.

CHAPTER 2

Literature Review

2.1 Brand Relationship Quality

Developing and improving brand relationship quality is in focus of branding theory in recent years (Fournier, 1998). The idea that consumers and brands can be connected to each other through a relation is referred as 'brand relationship' (McAlexander, Schouten, & Koenig, 2002). Marketers have always focused on ways to create and then maintain this relationship. We can find the importance of long-term relations with consumers in previous studies. This topic got importance because the outcomes of brand relationship can't be ignored (Sheth & Parvatiyar, 1995). To get a better knowledge of this, researchers have always looked at brand attitudes and perceived quality in a view to studying, how consumers are adapting and differentiating brands (Keller, 2003).

When they can have an idea about their adoption and differentiation behavior, they can easily categorize them by their evaluation process of brand and also how they are relating themselves with the brand (Muniz, Jr., & O'Guinn, 2001) because their relating pattern can benefit the marketers in the long run. Having the strong relationships with the customers is the primary concern in marketing activities nowadays. The way a brand executes its daily marketing strategies is termed as 'behavior' of the brand and because of this behavior consumers can have an emotional attachment with brands (Fournier, 1998) which results in brands becoming a partner in our mind which is irreplaceable. Brands make consumers confused by relating brand image with human characters and other attributes. In this way, consumers think brand and their manufacturer/representatives as one (Aggarwal & McGill, 2007).

Besides other aspects of branding like brand image, brand personality, etc., brand relationship quality is also important. When brands associate themselves with the qualities and habits of

consumers, people develop a sense of attachment with the brand. If we look at the overall concept of Brand Relationship Quality, it has more profound effects than other evaluations. Brand Relationship Quality consists of following facets: affective attachments (love, self-connection, nostalgic connection) behavioral attachments (personal commitment and passionate attachment) and supportive beliefs (partner quality, intimacy, and trust). These facets show the level of relationship between consumers and brand (Park, Kim, & Kim, 2002).
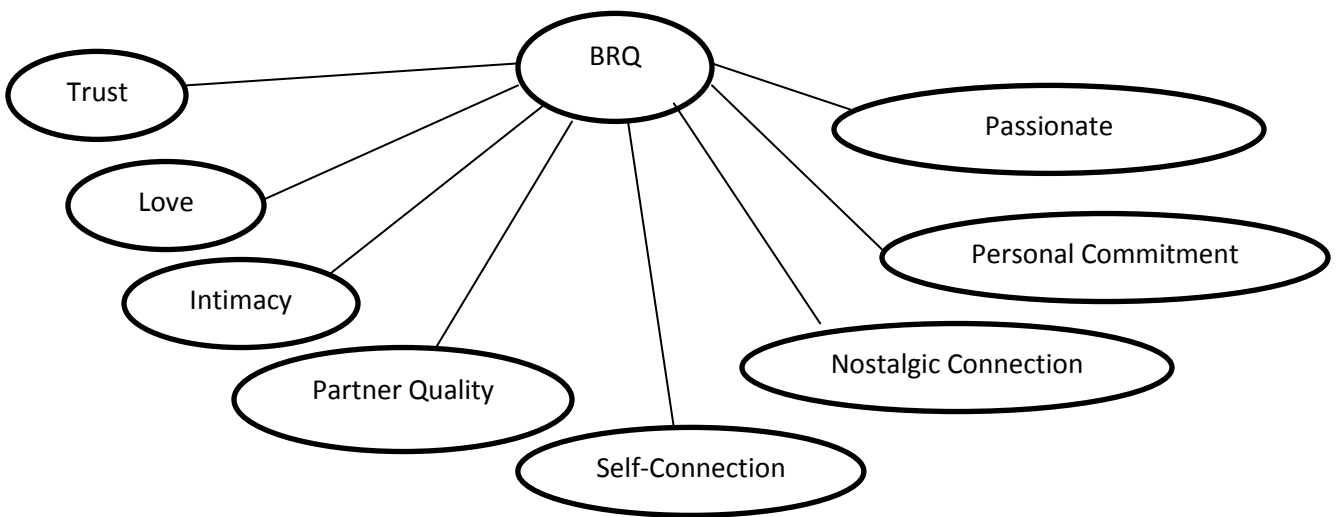
Facets of Brand Relationship Quality (BRQ). *Source:* Fournier (1994)

Partner quality refers to the quality of the relationship and is the brand taking care of the consumer's interest or not. Love relates to the feelings for the brand. How a person can relate to the brand. Intimacy shows how close the partners are with each other and the knowledge of the brand, which creates a self-connection. The self connection shows at what level the brand and consumer are connected with each other and at what level they can sacrifice for each other. The nostalgic connection shows at what level the brand is connected to consumer's history and how it becomes the part of his/her memories. Trust shows the trust level between brand and consumer. Personal commitment indicates the loyalty towards the brand. That what is the standard of

faithfulness. The passionate attachment indicates the role of brand in user's daily life. How empty the user feels without brand (Fournier, 1994).

2.2 Motivations for Consumer's online brand-related activities

Many people consider the internet as an important part of their daily life whether it is for knowledge sharing, shopping or other things, so the link between personality and internet is crucial to study (Hamburger & Artzi, 2000). Personality in today's era is a major factor which affects one thing or other in our daily life. It keeps on helping us in taking many important decisions of our life. It is important to study what are the motivations and behaviors of consumers, which generate loyalty and develops relationships which last long. There are many motivations which lead our personality to another level.

Social media at some extent have impact on how people behave online, by building communities and maintaining relationships and in this way it can provide a competitive edge to marketers (Gnyawali, Fan, & Penner, 2010). (McQuail, 1983)*,* has identified different motivations which can act on social media brand-related activities. The classification by him includes entertainment, socialization, information and personal identity. The study is not taking entertainment motivation to study the other ones in detail. So the study is just taking socialization, information and personal identity as motivations in our study.

- Socialization
- Information
- Personal Identity

2.2.1 Socialization

Research has shown us that relationships develop because of the personalities of the individuals involved in a relation (Robins, Caspi, & Moffitt, 2000). This motivation talks about how a person can get a feeling of being a part of society. And how well that person can create relationships through online interactions (Kaye, 2007). People interact online so that they can have conversations with like-minded people and get some emotional support and a sense of belonging from them. With socialization, people are more prone to share their knowledge regarding brands, with other users and influence them in one way or other.

The level at which people distribute, receive and share content depicts the level of socialization (Ozanne & Ballantine, 2010). Socialization on the internet has many advantages like anonymity and ability to replay and edit your messages you want to convey to others. The term is usually taken as sharing of information and content between individuals and the level of sharing depends on the relation between individuals (Engestrom, 2001) like what are their common interests' e.g. travelling habits, food lovers etc.

There are intrinsic and extrinsic motivations for individuals to socialize (Lakhani & Wolf, 2005). Intrinsic motivation involves intense involvement on the other hand extrinsic involves a sense of achieving some external reward (Ryan & Deci, 2000). These motivations are very common in professional life. If we look at their effects, there can be negative effect of extrinsic motivations on intrinsic motivations.

Following are the examples of how a person feels a part of the community and then socialize about it:

Suzanna Scarlett Sladojevic at ♥Hilton Sydney.
5 hrs · Instagram · 🌐

I no longer have a care in the world...As this Apple Watch has me feeling like 16. Sweet, right...I now can go out in the evening with a peace of mind by leaving my iPhone safely at home where it belongs. So, I'm now left singing let it snow let it snow let it snow... ❄❄ #applewatch #sweet16 #sweetsixteen #happy

👍 Like   💬 Comment   ➤ Share

👍😆😮 6

Altab Hossain Rich woman.
Like · Reply · 5 hrs

Mohamad Alzein Congratulations Suzanna
Like · Reply · 2 hrs

Joey-Lyn Onglatco
23 hrs · Instagram · 🌐

Six Long Years Ago, Apple's iPhone Changed My Lives Forever. #iphone4 #iphone5 #iphone6plus #iphone7plus #welcome2017

👍 Like   💬 Comment   ➤ Share

👍😮 27

Camilo Miranda Mendez IV I don't see cp.. Only I see your tattoo haha I love tattoo
Like · Reply · 👍1 · 18 hrs

2.2.2 Information

Obtaining information on demand is becoming a part of one's lifestyle in modern society (McLoughlin & Lee, 2007). Learners always look for information to satisfy their curiosity, and for that, they use digital mediums to gain and as well as share information. In this way, these learners become active content creators (McLoughlin & Lee, 2010). Information is an important motivator to use social media. It encourages a person to use the social media and get information from it in every possible way. Mainly opinions are the primary source of information through social media. And these views can be taken into consideration depending on the demographics of the person whose opinion we are bearing in mind.

Information is usually mentioned as opinion and advice seeking in social media motivation's literature (Kaye, 2007). Consumers talk about brands and services more when they have more information about them. That's why many websites regularly share information about their products so that consumers can stay up to dated. We can also take the example of www.mattel.com because it always shares the information about many of its products.

It has been seen in the previous studies that consumers with more brand related information can get more easily influenced by the brand community because of their knowledge and past experiences. Such consumers get more engaged in the community and usually adopt leadership roles within the community (Schouten & McAlexander, 1995). The participation of a consumer in the community greatly depends on the information level him/her possess. With more information, participation level would be maximum. Such communities also help the participants in solving their issues regarding products such as getting help from experienced consumers in solving individual issue (Wellman, et al., 1996).

Some form of information sharing on Facebook is as below:

2.2.3 Personal Identity

Personal identity is the impression which people want to give others about themselves. To full fill, this motivation people usually share their opinion about the brands they use, to create a different impression of themselves. Such people want reputation, a loyal and trusted audience in the form of followers (Boyd , 2008). Another thing which can be considered to engage more people is to create unique and different products and services. Apple has always taken this idea to next level. They always come up with something which is different from others, and people adopt the Apple products because in that way they can create a personal identity which is different from others.

People will talk more of a product if that product is similar to their self-image or it somehow supports it. Companies can also relate themselves with some causes to get the attention of people with self-identity motivation. The attachment between brand and consumers can be explained with the help of self-concept theory (Belk, 1988). People usually adopt a brand which has some similarity with their self-image and somehow helps them in creating their personal identity (Phau & Lau, 2001).

Personal identity is very important motivation towards brand evaluation. People don't hesitate to assign brands with some personality traits (Solomon, 1999).Consumers who see their image in the brand, develops more attachment with brand. In this way, their relationship becomes more active. In online environment users share their opinions, beliefs in such a manner, in which they want to be understood (Ma & Agarwal, 2007). With emergence of many social media platforms, it's becoming difficult for users to decide which trait to reveal with which profile. As they use different personalities for different platforms (Zhao, Grasmuck, & Martin, 2008).

When users' starts to interact with more and more people online, it becomes tough for them to segregate their contacts. For this purpose social media platforms have allowed them to categorize them through different groups and communities. In this way it becomes easy for them to categorize them with different identities. Social context helps the individuals to decide in which pattern they will behave to individuals or group of individuals (Tejfel & Turner, 1979).

 Some examples that how people try to create their self-identity online are below:

iPhone 7 Review

The future in disguise

By Nilay Patel | Photography by James Bareham

The iPhone 7 and 7 Plus are deeply unusual devices. They are full of aggressive breaks from convention while wrapped in cases that look almost exactly like their two direct predecessors. Even that continuity of design is a break from convention; after almost a decade of Apple's steady two-year iPhone update pattern, merely retaining the same design for a third straight year plays against expectations.

Inside that case, everything else about the iPhone 7 is a decisive statement about the future. The dual cameras on the iPhone 7 Plus promise to usher in a new era in mobile photography. The iconic iPhone home button is no longer a physical button, but instead a sophisticated ballet of pressure sensors and haptic vibration motors that simulate the feel of a button. The new A10 Fusion processor blends two high-power cores that rival laptop performance with two low-power cores that combine with a much larger battery to extend run time by up to two hours.

And, yes, Apple has removed the headphone jack.

iPhone 7 and 7 Plus review

Prakash Sebastian
Yesterday at 2:18pm

Call it the "iPhone 8," or "10th anniversary iPhone" or what some analysts on Wall Street refer to as the "iPhone X" -- with "X" referring to the roman numeral 10 -- expectations for Apple's next phone are high after the company turned in a record quarter this week, selling more iPhones than ever.

The centerpiece of that future phone, due later this year, will likely be an organic light-emitting diode (OLED) display, according Raymond Soneira, a display expert who heads DisplayMate Technologies and published a report this week with his thoughts on Apple's future phone.

Soneira continued. "With rumors predicting that the home button, fingerprint sensor, ambient light and proximity sensors will be incorporated within the display."

What to expect with Apple's 2017 iPhone 'X'

With Apple's next iPhone seeing even more fevered speculation this week, a...

2.2.4 *Relationship between Socialization and Brand Relationship Quality*

Researchers generally talk of motivations while describing why people consume specific type of media and what return in shape of satisfactions in the result they eventually receive (Ko, Cho, & Roberts, 2013). It is very vital for brands to understand their customers so that they can quickly engage them in different activities and for that, they need to study on the consumer's motivations. Some brands are more suitable for the relationship because of the personality motivations of the consumers and the brands (Aaker, Fournier, & Brasel, 2004).

Socialization is a great motivation for using the internet. The effect of personality motivations like socialization on interaction on the internet varies from person to person. When a person doesn't find any environment to express, that person looks for a framework where he/she can express the feelings. To achieve the self satisfaction, it is very important for a person to show in the social interaction and get recognition for it.(Bargh, McKenna, & Fitzsimons, 2002).

In recent years branding has been considered as one of the important marketing strategies among others. Brands get success by first achieving, then retaining and finally by maximizing the customers. But it's not an easy task to do. That's why it's important that the organizations should invest more in developing the long-term relations with customers (Bolton, Lemon, & Verhoef, 2004). It has also been said that proper and successful branding can increase the gross profit by 50%. There is two type of relationships among people one is functional, and the other one is emotional; they have a functional relationship with an accountant and emotional with friends.

Consumers can also develop relationships with a brand like the way people have with friends. Consumers are very much involved in allocating the personality traits to brands (Aaker, 1997) by taking brands as normal human beings. Brand Relationship Quality will become stronger when customers engage in activities on social media with their favorite brand. So, brand relationship Quality is positively connected to the intention of an individual to use the brand in the future (Smit, Bronner, &Tolboom, 2007).

People usually join smaller communities more often than larger communities because the socialization level in smaller communities is relatively higher than larger communities. And friendships and developing relationships is easier in such communities as everybody knows everybody else which results in stronger bonds. So such communities are more beneficial for brands in developing strong brand relationship quality (Dholakia, Bagozzi, & Pearo, 2004).

On the basis of the above argument the study can propose the following hypothesis.

H1: Socialization is positively and significantly associated with Brand Relationship Quality.

2.2.4 *Relationship between Information and Brand Relationship Quality*

Social media is also called as consumer-generated media. This media gave us many mediums, which provide us with online information. Such information which is created shared and then revolves among other users who use the same products, to share the thoughts. There are many different types of social media available online, which provides us with the up to date information. They mainly include blogs, discussion boards, and chat rooms, rating websites, forums and social media sites. Because of these platforms, in this century every person who uses the internet is bombarded with the information. And directly indirectly they have become a primary reason of affecting the consumer and purchase behavior (Li & Bernoff, 2008).

Table 2.1

Examples of Social Media

- Social Networking Sites (MySpace, Facebook, Faceparty)
- Creativity works sharing sites:
    - ➢ Video sharing sites (Youtube)
    - ➢ Photo sharing sites (Flickr)
    - ➢ Music sharing sites (Jamendo.com)
    - ➢ Content sharing sites (Piczo.com)
    - ➢ General intellectual property sharing sites (Creative commons)
- User-sponsored blogs (The unofficial Apple Weblog, Cnet.com)
- Company-sponsored websites/blogs (Apple.com, P&G's Vocalpoint)
- Company-sponsored cause/help sites (Dove's campaign for Real Beauty, click2quit.com)
- Invitation-only social networks (ASmallWorld.net)
- Business Networking sites (LinkedIn)
- Collaborative Websites (Wikipedia)
- Virtual Worlds (Second Life)
- Commerce Communities (eBay, Amazon.com)
- Podcasts
- News Delivery sites (Current TV)
- Educational Materials Sharing (MIT OpenCourseWare)
- Open Source Software Communities (Linux.org)
- Social Bookmarking Sites (Digg, Reddit)

The information also originates from the marketplaces and shared by those who have experienced it. The importance of information circulated on the internet can be determined by following points. First, the internet has become the number one source of media for the consumer at work and then for the consumers at home. Second, consumers nowadays are not using the traditional media. They want control over their consumption of media, and they want

quick access to the information they want to consume. (Rashtchy, Kessler, Bieber, Schindler, & Tzeng, 2007). Third, consumers are making the best use of all the platforms of social media, and they always look for information available there before making any purchase decision (Vollmer & Precourt, 2008). Fourth, Social media is becoming a more trustable medium to get information than the traditional means. (Foux, 2006).

A person with more information is more prone to adopt different mediums to keep on adding to the previous information and gaining the new information. If a person is well aware of the things around, he'll be more likely to engage in brand related activities with little tendency of engagement (Ryan & Deci, 2000) on social media. Like we say to get more information, a person can get engaged in watching YouTube videos related to the brand in a view to know more about the brand (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004) which of course adds into his/her knowledge/information. Looking for brand pictures and watching videos can also increase the information. Information gathering is very important on social media networking sites (Lin & Lu, 2011).

At some point activities like watching videos and searching pictures and other stuff to get the information seems fascinating. There used to be old and boring ways to get the information with fewer motivations, but things have changed in recent times. As it's obvious from above discussion that a person who has information will automatically get involved in the brand-related activities to get more information about the brand. So somehow these activities will lead him/her to improve the brand relationship quality. So it can be concluded that

H2: Information is positively and significantly associated with Brand Relationship Quality.

2.2.5 Relationship between Personal Identity and Brand Relationship Quality

An individual's personal identity is unique, the outcome of the social environment and independent of others (Swaminathan, Page, & Gu¨ Rhan-Canli, 2007). The personal identity motivation covers the sources of pleasure from media that are related to the self. People are very motivated to get their self-recognized as social self through getting recognized by others and

getting a self-concept in the eyes of others. In the context of media use, motivations are the main source that drives people's choice and usage of media and media's content. Personal identity is one of the most crucial factors of brand evaluation.

While describing brands, a person tries to project the characteristics he/she possess into the brand and when they project it, they have strong attachment to the brand. It has also been researched that consumers usually evaluate the brand by matching it with their self-concept. And if there is some similarity between the brand and self-concept their relationship becomes strong (Phau & Lau, 2001). Building strong relationships with customers is the top most priority of managers these days and relationship forms according to the personality of the individuals involved in the relationship. In marketing there are mainly two brand personalities first are sincere personalities which rule the world of classic brands such as Coca-Cola and Ford (Smith & Stephen, 2001).

Researchers have shown that sincere personalities brands care about the relationships more, which leads to the relationship growth and strength (Moorman, Deshpandé, & Zaltman, 2013). The second type is exciting brands like YAHOO! And MTV, they show energy and leave their impression through unique advertising. Although this type can grasp more attention, but they are said to be not that useful in maintaining long term relationships. The intensity of consumer brand relationship can be significantly affected by different personalities of the brands (Aaker, 1997).

The connection between personal identity and brand relationship quality is like a person's self-concept and how the brand symbolizes it. A strong connection between brand relationship quality and personal identity is only possible when there is tolerance level in such a way that when the brand perception is challenged, it can get through the negative image (Ahluwalia, Burnkrant, & Unnava, 2000). A consumer with a high level of self-identity concept is more likely to ignore the negative comments about the brand.

That's why we can say when consumers have compromised self-identities they will be motivated to engage in self-construction and will be more likely to look at brands for meaning. When the consumers get this thing fulfilled, they feel closer towards the brand. Now we can conclude that

H3: Personal Identity is positively and significantly associated with Brand Relationship Quality.

2.3 Types of Consumer's Online Brand-Related Activities (COBRAs).

The Internet provides us a great platform to connect (Hoffman, Novak, & Chatterjee, 1995), this thing has maximized the power of consumers (Pitt, Watson, Berthon, Wynn, & Zinkhan, 2006) allowing communication between consumers and Companies (Pitta & Fowler, 2005). We can say that the internet has a great contribution in the growth of online groups which helped consumers and marketers to produce more engaging products. These groups are built on mutual interest. So the members are connected because of that interest. Because of this increased importance of online groups, there is a lot of literature on brand communities and user innovation communities (Hippel, 2001).

Marketers are generating more and more interest in creating, organizing and using online brand communities for marketing purposes (Brown, Kozinets, & Sherry Jr., 2003). And its helping them in knowing about consumer's evaluation process of products and services (Franke & Shah, 2003) Consumer's online brand related activities are turning to be very important for companies. Consumers are becoming very influential day by day because of their interaction with the brands (Muniz & Schau, 2007). And to properly utilize them in their interests, marketers need to be more focused on social media and its proper usage. There is there a type of consumer's online brand related activities.

- Consuming
- Contributing
- Creating

COBRA typology as a continuum of three usage types – consuming, contributing and creating

COBRA type	Examples of brand-related social media use
Consuming	• 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 social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
Contributing	• Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
Creating	• Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Level of brand related-activeness (vertical axis, top to bottom)

Note: this list of examples of brand-related social media use is not exhaustive – COBRAs come in countless forms. The examples mentioned are both literature (e.g. Li & Bernoff 2008) and author generated.

2.3.1 *Brand-Related Consuming Activities*

According to (Muntinga, Moorman, & Smit, 2011) consuming in brand related activities is the minimum level of engagement by consumers. These consuming activities consist of participating in different forums and sites through chatting and giving reviews. Also, consumers involved in such activities are more prone to send online brand related gift cards, download widgets and play games. The success of such activities is dependent on the involvement of consumers inside the community of brand (Koh & Kim, 2004). The strength of relationship of consumer with other members and brand community can be called as identification of that community (Algesheimer, Dholakia, & Herrmann, 2005).

Harley-Davidson's Harley Owners Group (HOG) is an example of such online brand community which is cited in already published studies (Schouten & McAlexander, 1995). This brand community is actively being managed by the Company. When people buy their product which is a motorcycle, they are instructed to join their community to be up to dated and participate in their events. The engagement level in their community is very high as they offer different membership categories to the users as seen below:

The interaction in such communities not only provides them with other people's opinions but also let them share their riding tips and maintenance strategies. The participation in this community makes the consumers feel more affectionate towards the brand. (Susan, Sensiper,

McAlexander, & Schouten, 2001). There are many other brands like HOG who have also successfully used such brand communities like Sun's Java Centre Community (Williams & Cothrel, 2000) and Macintosh user groups (Belk & Tumbat, 2005). Examples of these communities make the marketers think how they can invest in such brand communities which can create value for them. And they are constantly looking into it that how they can measure the effectiveness of such communities in comparison to others (Balasubramanian & Mahajan, 2001).

2.3.2 Brand-Related Contributing Activities

Companies have adopted the social media platforms for their increased capability of exposure and engagement of customers. Managers can get the feedback of customers very quickly through social media. Brand-related contributing activities are a middle level of activities, and they mainly contain user to content and user to user interactions (Muntinga, Moorman, & Smit, 2011). People involved in such kind of activities are more likely to get involved in chats and conversations limited to brand page and groups.

Such products which are easier to use, have a fun factor in it and connects emotionally, are more capable of generating conversations (Dobele, Lindgreen, Beverland, Vanhamme, & Wijk, 2007). Price, quality, and value should also be clear, as they are main talking points in word of mouth generation (Mangold, Miller, & Brockway, 1999). We can consider that this kind of activities has contributed in involving the consumers in value creating process which is very beneficial in marketing aspects. In this way, the consumers become co-producer of the product or service (Vargo & Lusch, 2004). In the end, this whole process enables consumers to add value to brands rather than brands adding value for consumers (Auh, Bell, McLeod, & Shih, 2007).

If we look at the comparison of larger and smaller communities, in larger communities' participants usually looks at the more accurate reasons to participate in the community such as in chat room of online game Everquest, the conversations are mostly on how to play the game efficiently and successfully. On the other hand in smaller communities conversations are on

broader topics, and their reason can only be having a good time with friends (Dholakia, Bagozzi, & Pearo, 2004). So it can be concluded that smaller communities help more in engagement than larger communities.

2.3.3 *Brand-Related Creating Activities*

The internet can be termed as an interactive medium; we say it can easily satisfy the communication needs of an individual (Rust & Varki, 1996). Many brands take social media as a part of their marketing mix these days. Social media marketing is such activities which are carried through firms to engage their customers. The brand act as a medium to connect the consumers and sellers in a long lasting relationship with online brand-related activities (Davis, Oliver, & Brodie, 2000). This relationship brings a difference in initial stages of the brand as well as it also generates more sales and brand loyalty. Relationship marketing has also played a great role in understanding the important of creating relationships with consumers through different activities (Mitchell & Orwig, 2002).

 If we look at the previous studies of consumer-brand relationships, many of them focused on how these relationships formulate e.g. (Peterson , 1995), how relationships develop e.g. (Fajer & Schouten, 1995), relationships pattern e.g. (Kaltcheva & Weitz, 1999), association scheme e.g. (Martin, 1998) and effects we get in response to brand relationship quality e.g. (Park & Kim, 2001). So it is important to look at the aspect, what are the activities which help in the formulation, development and all the perspectives of consumer brand relationships.

Brand-related creating activities are the most involved type of activities. (Muntinga, Moorman, & Smit, 2011). As users who come under this category create the content about the brand themselves and then publishes it on their blogs and pages, and they have their following. Consumers use a different medium to express themselves on Facebook, one of them is that they follow and like the brand pages and share their pictures and videos to show themselves (Hollenbeck & Kaikati, 2012).

2.3.4 Mediating role of brand-related contributing activities between Socialization and Brand Relationship Quality

The emergence of the internet and then social media has made it possible for people to communicate to hundreds of other users. It allows Companies to get in interaction with their customers and customers can also talk to each other and share their experiences (Mangold & Faulds, 2009). This platform has made a huge change in the strategies of marketing. Social media allows brands and consumers to generate and share the content (Kaplan & Haenlein, 2010). If we talk about the emergence of social media, then the very first social media application came in 1997. Facebook being the most popular social media application nowadays began in 2006. It can't be ignored as it has a lot of importance because of low marketing costs, more profit and gaining new customers (Dowling, 2002) which can turn out to be beneficial in the long run.

It has been shown that Facebook is usually used by such people for social indulgence who know each other from outside the internet world. The use of Facebook is motivated by the social needs of individuals that are why social motivations are very important for being part of social media (Zeng & Wei, 2013). The greatest challenge these days to the brands is to manage their social media presence properly and effectively (Leeflang, Verhoef, Dahlström, & Freundt, 2014).

Companies not only use social media to get connected with their customers but they also use it to get involved in some activities with the customers. Brand-related activities on social media can range from watching videos related to brand, participating in different discussions related to brands and writing blogs related to brands. Many previous types of research have shown that these social media related activities of brands end in the positive outcomes for them in shape of more sales and positive reviews (Rishika, Kumar, Janakiraman, & Bezawada, 2013; Onishi & Manchanda, 2012).

Socialization motivation is found to generate both the contributing and the creating activities. Social interaction means people are contributing to brand-related social media channels to meet others who think like them, and interact and talk with them about a specific brand. Users of online brand communities most often mentioned having developed strong friendships with the brand. Previous researchers have shown that contributing and creating activities can provide the brands with positive outcomes. The contributing is the moderate level of online brand-related activity. It consists of both member-to-content and member-to-member indulgence about brands. People who contribute to brand-related content make contributions to brand forums, and comment on blog-articles, pictures, videos and other different brand-related content that others have generated (Dholakia & Durham, 2010).

And as in today's era, anything can go viral in minutes. A customer having a bad experience with the brand can write a blog post, and it can be shared with many people, as a result affecting many of them opinion. We can take the example of the story of the blogger Vincent Ferrari who shared the audio recording of his experience with a customer representative of AOL on his blog. That customer representative tried hard to convince Ferrari not to cancel his account. This thing made 300,000 people to send a request to download that audio file. This story made it to mainstream media, and many other websites and bloggers shared this thing. This thing about social media cannot be controlled, as this platform allows consumers to have a conversation with other consumers. Companies cannot stop the users to have this conversation but what they can do is to generate such conversations which don't allow such discussions. In this way, they get used to the brand, and this ends in long term relations. It can be concluded from the above discussion that

H4: Brand-related contributing activities mediate the relationship between socialization and Brand Relationship Quality.

2.3.5 Mediating role of brand-related consuming activities between information and Brand Relationship Quality

Information is very effective motivation for people to consume brand related content. People use virtual platforms to search for the required specifications of their favorite brands. Knowledge clearly depicts people consuming brand-related information to use them for their own benefits from other's experience to have knowledge about a product. And by achieving that information and knowledge, they can easily relate themselves to the brand, which ends in longer relationships.

Like many online groups are there to fulfill the needs of new mothers. Other mothers and parents who have gone through the same thing create forums and discussion boards there. Which helps others to learn from them. And don't repeat the same mistakes they have gone through. So the Companies who sell products which can help the parents going through this phase become the part of such boards too, to grab the attention there. Consumers with time are turning to be effective on the brands they are getting engaged about. Their indulgence with and related to brands have a high impact on consumer behavior pattern than basic old forms of marketing and promoting (Villanueva, Yoo, & Hanssens, 2008).

The growth of social media is mainly because of Facebook, but other channels are also growing very fast. Companies can easily engage the consumers in different activities on social media. The buying and recommendation level of customers increase when he/she starts following the brands on the social media platforms (Hudson, Roth, Madden, & Hudson, 2015).

The consuming denotes a lower level of online brand-related activity. It means taking part without contributing to or creating content. People who consume watch the brand-related videos that companies or other individuals create. (Muntinga, Moorman, & Smit, 2011). All these things are very easy to access and use these days. So they are not hard to adapt and get used with. When one get used to these activities, they feel related to the brand.

Marketers must accept that the most of the information about their products and services are being circulated on social media by consumers to consumer's interaction. And then they use this information in taking all the decisions related to those products and services, and it affects their behavior and purchasing decision. So marketers need to work on controlling and diverting the conversations between consumers. This is the only way to turn this consumption into positive outcomes (Lempert, 2006). That's why the study concludes the following hypothesis

H5: Brand-related consuming activities mediate the relationship between knowledge and Brand Relationship Quality.

2.3.6 Mediating role of brand-related creating activities between Personal Identity and Brand Relationship Quality

Consumers usually look for such conversations with individuals who have similar interests and likes, like them. Organizations can take advantage of this thing by providing such consumers with such communities and groups, where like-minded people can interact with each other. In this way, such individuals can easily get involved in the brand-related creating activities. We can take an example of beauty brand (Dove, 2007), launched a 'campaign for real beauty' so that they can gather the like-minded people together and can set a realistic standard for the girls and women's personal identity. Likewise, RoadRunner Records also worked to bring together rock and metal music lovers.

The researchers regarding consumer behavior have shown us that an individual's personal identity can affect the meaning of brands and how they approach the consumers (Escalas & Bettman, 2005). It is very important to know that how the social media affects the emotions and attachments towards brands and how social media plays a role in building strong relationships (Mangold & Faulds, 2009). Brands become the part of a personal identity when the brand helps in achieving the goals motivated by personal identity. The brand allows one to differentiate

oneself from others, allows an individual personality and allows self-esteem. People get involved in such activities to create their self-identity. It can be done even by getting involved in different groups used by brands (Richins, 1994).

Managing the impressions we make and how we are representing our identity are considered as main motivators of using social media sites (Boyd, 2008). Writing a weblog is also driven by the need of fulfillment (Papacharrisi, 2007). A brand represent and also can enhance one's identity. So when one can relate the personal identity with the brand, they can easily get attached to the brand.

Consumer's motivation like personal identity plays an important role in getting involved in creating brand-related activities (Toubia & Stephen , 2013). The creating is the maximum level of online brand related activity. It consists of regularly generating and then publishing brand-related content that others take and become a part of. People generate things for getting an acknowledgment, to stand out. Such people are more concerned about their personal identity. For this purpose when people create they automatically get attached to the brand, which creates a relationship. Therefore the study propose the following hypothesis

H6: Brand-related creating activities mediate the relationship between Personal Identity and Brand Relationship Quality.

2.4 *Extroversion*

Personality traits control peoples' drive and activities during social communication, both online and offline. The extrovert is a social, outspoken person who likes to spend time with others and does desire excitement (Hall, 2005). Research has shown that extroverts are quite successful in social communications online; they find it easier to convey themselves online. This is because they feel a need to control the amount of social communication they are subjected to and the online world is such a place where they use this ability (Harbaugh, 2010).

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Early researchers on individual's online activities have shown that extroverts are heavy social media users as compared to introverts and other personality traits. Introverts have a low stimulation threshold, and they can function without the need for high levels of external motivation. Introverts are usually represented as a quiet individual who is affectionate of reading books rather than communicating with people (Barrett, Petrides, & Eysenck, 1998). However, they may be more selective while choosing friends and focus on creating individual relationships with very few friends and have higher levels of attachment and understanding with them.

Extroverts usually have highly pleasing leisure time activities that can be carried out in Social events. They also have a social life, which is based on relevant, musical and other activities which give them a lot to enjoy their time. Extroverts are seen as happier than introverts even when they are not surrounded by people. Introverts concentrate on their private world at the cost of social communications (Hills & Argyle, 2001).

Research has shown that social interactions are one of the main reasons for people to use the internet and among them, it was found that introverted people show their real side on the internet as compared to traditional social communications. However there are two main driving forces of tendency to interact on social media with others one is self-related motives and other are related social motives, people like extroverts, when are not satisfied with daily social interactions are seen to be more participating in social media interactions (Hamburger, Wainapel, & Fox, 2002).

To understand the relation between personality and interactivity on internet platforms, it is important that we should look at the relation between different personality traits and interactivity (Hamburger, Fine, & Goldstein, 2004). The main concept of the internet is that it provides anonymity and you can control the information used in the interactions; they motivate the introverts as well as extroverts to express themselves online. As they can find like-minded people without thinking about, they can't make social contacts because of their personality. (Hamburger, Wainapal, & Fox, 2002).

Online interactions are just like train conversations with a stranger. A person usually discloses a lot to the stranger sitting on next seat to him in a train then to a colleague in an office or friends because the stranger doesn't know much about him and won't judge him on anything (Rubin, 1975). Building relationships is highly dependent on the self-disclosure and if a person is feeling more comfortable in disclosing himself on the internet, then it's obvious that he'll have more connections through online interactions.

2.4.1 Moderating role of extroversion between socialization and brand-related contributing activities

Socialization describes an individual's ability to connect with the surroundings. Whereas, socialized male and female are both likely to be more habitual users of social media. However, only the males with greater degrees of emotional flux are more frequent users. A desire for companionship, social contact, and sociability, are main traits of those who are high in extroversion. Meanwhile, extroverts tend to be energetic, self-confident, active, cheerful, outgoing and like surrounding themselves with people (Amiel & Sargent, 2004). Extroverts have more and high-quality friends as well as more pleasing romantic relationships than introverts (Seidman, 2013).

Studies have shown that the relation between socialization and social media use was mainly important amongst the young adult group (Correa, Hinsley, & Zúñiga, 2010). Online consumer socialization through social media interactions also affects buying decisions both directly and indirectly by creating product involvement. The Internet and mainly social media to a great extent have changed the way of communication between consumers and marketers. Customer socialization defines the procedure through which individual consumers learn skills, awareness, and attitudes from others through interaction, which then supports in performing as consumers in the marketplace (Wang, Yu, & Wei, 2012).

Social media facilitate socialization through virtual communities between people who know each other and strangers by providing a virtual space to interact which is mainly an important consumer socialization agent. Social media provide different platforms for consumer socialization which include blogs, and social networking sites, etc. they make the socialization process convenient and easy (Moschis & Churchill, 1978).

If we look at the engagement of social media tools, a question arises that what kind of people are using these platforms. Such people who find it difficult to interact with other people face to face, are more prone to make good relationships with the people they met online (Bargh, McKenna, & Fitzsimons, 2002). Online interactions are a medium where revealing about self is considered easier than face-to-face conversations (Underwood & Findlay, 2004).

Extroverts reported that the interactions generated by them were more clear representation of their self-identity than the individual representation by someone else on internet, on the other hand, introverts reported that the self portrayed in the virtual world more accurately represented their real self (Amichai-Hamburger, Fine, & Goldstein, 2004). Internet has become an important medium in developing and maintaining interpersonal relationships, personality dimensions such as introversion and extroversion may not account for changes in behavior in the same way as in the past. The capability of Internet anonymity and the fact that such behavior happens while alone but can virtually include others, changes the idea of what it means to be alone, and opens a way for introverts to approach others without real life interaction. (Mitchell, Lebow, Uribe, Grathouse, & Shoger, 2011). When extroverts feel more clear about their self-identity, they easily get involved with the brands. In this way, the study proposes the following hypothesis.

H7: Extroversion moderates the relationship between socialization and brand-related contributing activities, so that the relationship is stronger in presence of extroversion.

2.5 **Theoretical Framework**
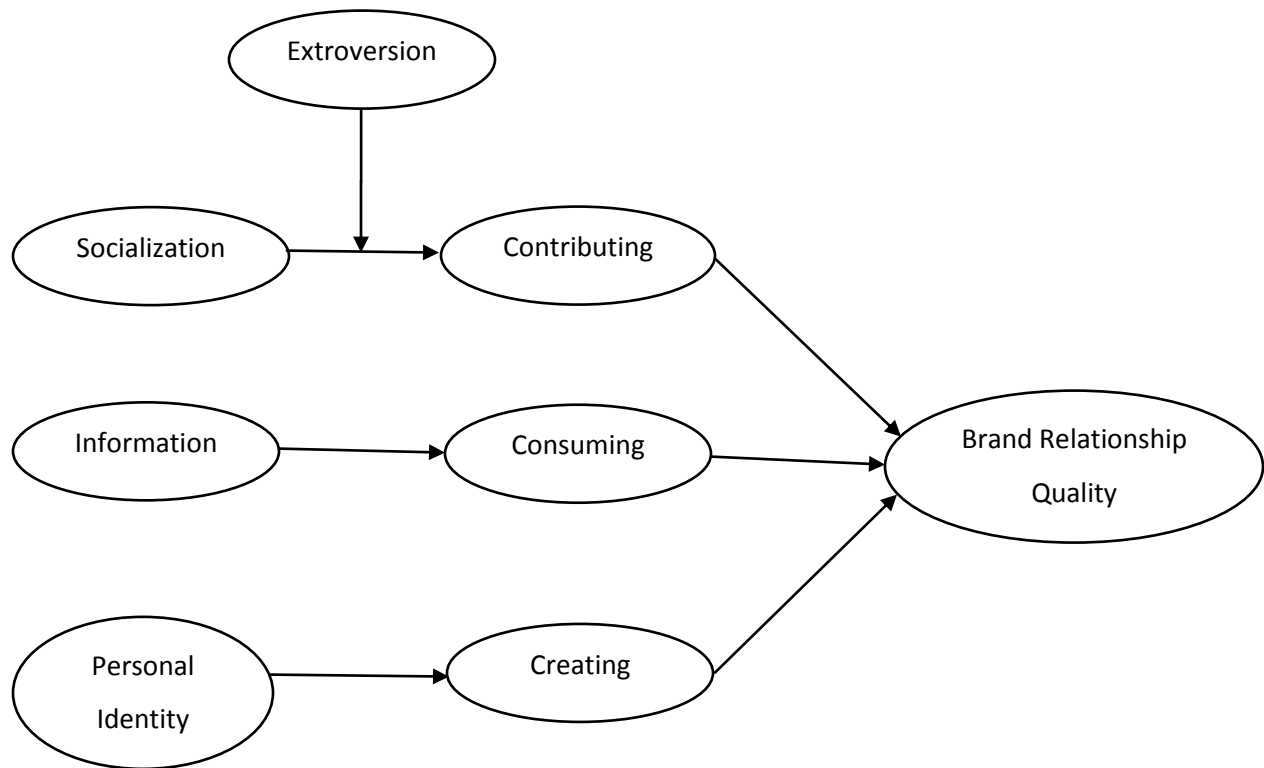
Conceptual Framework 1

CHAPTER-3
Research Methodology

3.1 Type of Study and type of Investigation

Type of study is hypothesis based as different hypothesis were made and then results calculated according to that. Like this study made a hypothesis between variables like Socialization and Brand Relationship Quality. Likewise each hypothesis was based on different variables. And type of investigation is casual**.**

3.2 Time Horizon

This study is cross sectional study, where data is collected only once from the respondents.

3.3 Unit of Analysis

Unit of analysis was consumers, who actually use the social media platforms and then follow different brands there. Their opinion and behavior in such communities was main parameter of analysis

3.4 Extent of Researcher Interference and study setting

The study setting was field study. And study did not manipulate the normal flow of work.

3.5 Population and Sampling

The population for the current study is consumers of different brands who regularly use social media too. For this, many universities of Islamabad were visited and reach out to the individuals who are very active on social media, especially Facebook and ask few questions before giving them questionnaires to fill so that we can make sure that the sample is relevant and they are regular users of social media platforms. And follow at least a brand community there. We also visited some Marketing Companies to get the data filled from the Social Media Professionals. Few of the data was also filled by the Facebook users , who are regular follower of brands there.

Total 600 questionnaires have been distributed to collect data and 250 been received. From which around 150 was from the university students and Social Media Professionals and other 100 was collected from Facebook users.

3.6 Research Strategy and Data Collection

 The primary data is collected through the help of a structured questionnaire. The sample consists of such respondents who use social media regularly and are consistent followers of brands on Facebook. To make sure that respondents are qualified for this research or not, we have asked whether they use social media and follow any brand there or not. Then, after making sure, respondents have been given the questionnaire to fill. Total 600 questionnaires have been distributed to collect data and 250 been received. From which around 150 was from the university students and Social Media Professionals and other 100 was collected from Facebook users. A cover letter has also been used, which consists of the scope of the study, assurance of anonymity and confidentiality and the participation was voluntary. Questionnaires were in the English language, as in Pakistan, English is a compulsory subject starting from the school. That's why university students are well aware of this language, and there was no need of translating questionnaires into native language.

3.7 Instrument

The questionnaire for the research consisted of two sections. The first part consisted of demographics, and the other section consisted of questions regarding all the variables, i.e., Socialization, Information, and Personal Identity, Brand-related activities of creating, consuming and contributing, Brand relationship quality and extroversion. The scale for Brand relationship quality consisted of 16 items such as "It is a feeling of loss when I have not used X for a while" and "Something would miss in my life when X would not exist anymore "adapted from (Fournier, 1994). Respondents indicated the strength of agreement to these statements on a 7

point scale whereby one is equal to "not at all" and 7 is equal to "very much so." Personal identity motive consists of 6 items such as "It allows other people to understand who I am" and "It helps me represent what kind of person I am" drawn from (Muntinga, Moorman, & Smit, 2011).Socialization measured by six items such as" I can stay in touch with people with the same interests" and "I can communicate with people with the same interests" derived from (Cheung, Chiu, & Lee, 2011). Information motive measured by nine items such as "I can get information for free" and "I can search for information" taken from (Cheung, Chiu, & Lee, 2011) using a seven-point scale (1 = completely false, 7 = completely true). Brand-related social media activities are creating, contributing and consuming consisted of 17 items adapted from (Vries, 2015) using a seven-point scale (1 = never, 7 = very often). Extroversion was measured by 8 items taken from John, O. P., & Srivastava, S. (1999) using 1: Strongly disagree and 5: Strongly Agree.

Table 3.1 Instruments and Reliability

Instrument	Taken from	Items	Cronbach's Alpha
Brand Relationship Quality	Fournier, 1994	16 items	0.96
Personal Identity	Muntinga, Moorman & Smit	6 items	0.88
Socialization	Cheung, Chiu, & Lee, 2011	6 items	0.85
Information	Cheung, Chiu, & Lee, 2011	9 items	0.88
Brand related Activities	**Vries, 2015**	**17 items**	
Creating	Vries 2015	7 items	0.87
Contributing	Vries 2015	4 items	0.84
Consuming	Vries 2015	6 items	0.87
Extroversion	John, O.P,. & Srivastava, S. 1999	8 items	0.70

3.8 Sampling technique

The sampling technique used for this study is purposive sampling technique. As all the data has been collected based on the individual's exposure to social media.

3.9 Sample Characteristics

Sample characteristics consist of gender, age, employment status, marital status, and qualification. These characteristics will be considered because somehow they effect on the behavior of individuals.

Table 3.2 Demographical Frequencies

Demographics	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Gender				
Male	127	50.8	50.8	50.8
Female	123	49.2	49.2	100.0
	250	100.0	100.0	
Age				
18-24	147	58.8	58.8	58.8
25-30	88	35.2	35.2	94.0
31-35	11	4.4	4.4	98.4
Above 35	4	1.6	1.6	100.0
	250	100.0	100.0	
Qualification				
Bachelor's Degree	98	39.2	39.2	39.2
Master's Degree	114	45.6	45.6	84.8
Other	38	15.2	15.2	100.0
	250	100.0	100.0	
Employment				
Below 20,000	123	49.2	49.2	49.2
20,000-50,000	127	50.8	50.8	100.0
	250	100.0	100.0	
Marital Status				
Single	187	74.8	74.8	74.8
Married	60	24.0	24.0	98.8
Separated	1	.4	.4	99.2
Divorced	2	.8	.8	100.0
	250	100.0	100.0	

3.10 Data Analysis Tools and Techniques

After collecting data, data analysis software named SPSS is used where data tests were run to examine various statistical tests and to investigate the correlation and regression. A reliability test was conducted to calculate the Cronbach's alpha for the understudied variables. Descriptive test revealed the central tendency and variance of the data by reporting various demographical and variable frequencies. Correlation analysis explored the degree of interconnectedness between independent and dependent variable whereas to check the way independent variables influence or cause changes in dependent variable regression analysis was executed and mediation and moderation was test by using Baron and Kenny method.

3.11 Control Variables

We used gender, age, employment status, qualification and marital status as control variables, as they have some effect on consumer's buying behavior. A one-way ANOVA comparison was done on these variables to check that is there any significant difference, and it revealed that among all these variables none is controllable ($P < 0.05$).

Table 3.3 Control Variables

	Creating Activities		Contributing Activities		Consuming Activities		BRQ	
	F	P	F	P	F	P	F	P
Gender	.716	.398	.010	.921	.295	.588	.183	.669
Age	1.078	.359	.785	.503	.836	.475	1.575	.196
Qualification	1.002	.369	1.750	.176	.017	.983	.624	.536
Employment	.100	.752	.703	.403	.009	.926	.061	.805
Marital Status	.121	.948	.344	.794	.812	.488	.732	.534

CHAPTER 4

Results

The hypothesis was calculated using regression analysis. First of all means, deviations, correlations, and reliabilities were calculated to understand the relation between them. Table 1 consists of all the values of mean, standard deviation, correlations, and reliabilities.

Table 4.1 Means, Standard Deviations, Correlations and Reliabilities

Variables	Mean	SD	1	2	3	4	5	6	7	8
1. SOC	4.97	1.26	(0.85)							
2. INF	5.17	1.13	.51*	(0.88)						
3. PI	4.72	1.23	.30*	.37*	(0.88)					
4. CRE	4.00	1.53	.08	.13**	.30*	(0.87)				
5.CONT	4.50	1.41	.32*	.38*	.30*	.57*	(0.84)			
6.CONS	4.79	1.22	.28*	.42*	.26*	.48*	.71*	(0.87)		
7.BRQ	4.46	1.35	.21**	.24*	.19**	.46*	.51*	.55*	(0.96)	
8.EXT	3.38	.94	.11	.20**	.13	.26*	.28*	.32*	.32*	(0.70)

N=250,**p <0.05,*p<0.001, reliabilities in brackets, SOC is socialization, INF is information, PI is personal interest, CRE is brand-related creating activities, CONT is brand-related contributing activities, CONS is brand-related consuming activities, BRQ is brand relationship quality, EXT is extroversion

The mean values for all the variables came like for Socialization, its 4.97, Information 5.17, Personal Identity 4.72, Creating activities 4.00, Contributing activities 4.50, consuming activities 4.79, brand relationship quality 4.46 and extroversion 3.38. And Standard Deviation values came as Socialization 1.26, information 1.13, personal identity1.23, creating activities 1.53,

contributing activities 1.41, consuming activities 1.22, and brand relationship quality 1.35, extroversion .94. The correlation coefficient can range in value from −1 to +1. The larger the absolute value of the coefficient, the stronger the relationship between the variables. The correlations results shows that socialization is significantly and positively correlated with information (r=0.51*), Personal identity (r=0.30*), contributing activities (r=0.32*) and consuming activities (r=0 .28*). The correlation of information with Personal identity (r=0.37*), contributing activities (r=0.38*), consuming activities (r=0.42*) and brand relationship quality (r=0.24*) is also significant and positive. The personal identity is also significantly and positively associated with creating activities (r=0.30*), contributing activities (r=0.30*) and consuming activities (r=0.26*). The correlation of creating activities with contributing activities (r=0.57*), consuming activities (r=0.48*), brand relationship quality (r=0.46*) and extroversion (r=0.26*) is also significant and positive. Also contributing activities are significantly and positively correlated with consuming activities (r=0.71*), brand relationship quality (r= 0.51*) and extroversion (r=0.28*). The correlation of consuming activities with brand relationship quality(r=0.55*) and extraversion (r=0.32*) is also significant and positive. brand relationship quality is significantly and positively correlated with extraversion (r=0.32*).

4.2 Moderation of extroversion between Socialization and Contributing Activities

The study performed regression analysis to test the hypotheses. Moderation regression analyses results are displayed below in table.

Table 4.2 Results of Moderator

Predictors	β	R Square	R square change
Moderator Analyses			
Step 1			
SOC	.42*	.08	
Step 2			
EXTxSOC	.82*	.16	.16

N=250, *p< 0.001, EXT is extroversion, SOC is socialization

The above table no 4.2 shows the values of R square, R square change and beta. In the first step the value of R square is 0.08 and for moderation when interaction term of Socialization and Extraversion was regressed on contributing activities in the second step the value of R square increased to 0.16. The R square change clearly shows moderation effect. Hence it is proved that extraversion has a moderating role in the proposed model.

4.3 Mediation of contributing activities between socialization and Brand Relationship Quality

There are mediated relationships in the framework of the study. So in order to test the mediation the tests been run according to Barron and Kenny method.

Table 4.3 Results of Mediator (SOC, CON, BRQ)

Predictors	β	t value	R Square
Mediator Analyses			
Brand-related contributing activities			
Direct Relation			
Step 1			
SOC	.23*	3.4	.04
Mediation			
Step 2			
CON	.49*	9.5	.28
Step 3			
CON	.48*	8.6	.29
SOC	.53	.84	.29

N=250, *p< 0.001, SOC is socialization, CON is brand-related contributing activities.

First of all it has been found that the direct relation between socialization and brand relationship quality is significant. But after adding mediation effect the results of mediation of contributing activities between socialization and brand relationship quality show in last step that by adding the mediator beta value of independent become insignificant which means full mediation exists between this relation.

4.4 Mediation of consuming activities between information and Brand Relationship Quality

In order to find the mediation of second relation, the test has been done according to Barron and Kenny method.

Table 4.4 Results of Mediator (INF, CONS, BRQ)

Predictors	β	t value	R Square
Brand-related consuming activities			
Direct Relation			
Step 1			
INF	.28*	3.9	.05
Mediation			
Step 2			
CONS	.60*	10.2	.31
Step 3			
CONS	.60*	9.2	.31
INF	.008	.10	.31

N=250, *p< 0.001, CONS is brand- related consuming activities, INF is information.

The study found the direct relation between information and brand relationship quality which came significant. This means it has significant impact. The results of mediation between consuming activities between information and brand relationship quality show that after adding mediation beta value of independent variable became insignificant that's why we can say full mediation exists in this relation.

4.5 Mediation of creating activities between Personal Identity and Brand Relationship Quality

In order to test the third mediated relationship test has been done as below:

Table 4.5 Results of Mediator (PI, CRE, BRQ)

Predictors	β	t value	R Square
Brand-related creating activities Direct Relation			
Step 1			
PI	.21*	3.1	.04
Mediation			
Step 2			
CRE	.43*	8.7	.25
Step 3			
CRE	.40*	7.9	.26
PI	.92	1.4	.26

N=250, *p< 0.001, CRE is brand-related creating activities, PI is personal identity.

The study found the direct relation between personal identity and brand relationship quality, which came significant. This means it has significant impact. The results of mediation between personal identity and brand relationship quality show that after adding mediator the beta value of independent variable came insignificant that's why full mediation exists in this relation.

According to results, the first hypothesis was supported which was; *Socialization is positively and significantly associated with Brand Relationship Quality,* as β=.23 and p< 0.05.

Second and third hypotheses, were also supported which were, *Information is positively and significantly associated with Brand Relationship Quality*, and *Personal Identity is positively and*

significantly associated with Brand Relationship Quality, as β= .28 and p< 0.05. For third hypothesis β= .21 and p< 0.05.

The fourth hypothesis which was, *Brand-related contributing activities mediate the relationship between socialization and Brand Relationship Quality,* as β=.53 and p> 0.05.

The fifth hypothesis was supported that is Brand-*related consuming activities mediate the relationship between information and Brand Relationship Quality.*, as β= -0.008 and p>0.05.

The sixth hypothesis was supported that is *Brand-related creating activities mediate the relationship between Personal Identity and Brand Relationship Quality,* as β=0.92 and p>0.05

Seventh hypothesis was supported *extroversion moderates the relationship between socialization and brand-related contributing activities, so that the relationship is stronger in the presence of extroversion, as* β=0.82 and p<0.05

CHAPTER 5

Discussion, Conclusion and Limitation

5.1 Discussion

The study developed a framework based on SDT and tested it to know about the motivations behind the consumer's engagement in brand-related activities, which are consuming, contributing and creating activities. Creating are high, contributing are moderately and consuming are slightly engaging activities (Muntinga, Moorman, & Smit, 2011). We also tested which of the motivation and brand-related activities are more responsible for brand relationship quality. As we discussed above that the previous researchers show that the highly engaging activities such as contributing and consuming leads to positive outcomes in shape of improved brand relationship quality (e.g., Dholakia & Durham, 2010). That's why the study focused on main motivations which help in getting engaged in such brand-related activities.

The results of this study show that social media marketing plays a great role in the establishment of brands. So the brand managers and marketers should focus more on creating and designing such activities, which can easily grab the attention of consumers (Rishika, Kumar, Janakiraman, & Bezawada, 2013). It is high time to think about all the possible brand-related activities which can be used to engage the consumers.

Socialization plays a great role in making relationships in an individual's life. A person who is more engaged into socialization will have more friends. This motivation also plays an important part on social media platforms like Facebook. A person who can socialize more will be more active there. Engaging a person with socialization motivation would be easy as compare to others. So a person who would be more involved with the brand and its followers can be easily loyal to the brand. Which improves the brand relationship quality with the consumer. Our first hypothesis was based on the same, and as it got accepted, it supports the theory.

When we talk about other motivations, the importance of information can't be ignored. Information keeps a person up to date about all the things, which are happening around. A person who is more informed and interested in consuming all the information related to the favorite brand would be more connected towards the brand. When you are well aware of all the things happening related to certain plan. You get a feeling that nothing is hidden from you and you can easily trust on such brand. As you already know of all the negative and positive points which can come forward. The relationship with the brand becomes closer (Mathwick, 2002). So the hypothesis based on this concept was also accepted which was *Information is positively and significantly associated with Brand Relationship Quality.*

If this study talks about today's era, then every other person is fighting for a Personal Identity. This motivation plays a very important role in an individual's like. As it shows you who you are and what you want to project to others about your personality. Individuals with the motivation of Personal Identity always try to do something which makes them stand out of the crowd. For this purpose, they more often look for such brands which can complement their personal Identity. And then they make that brand part of their personalities. They start to assume that the brand possesses all the qualities of their personal identity. This leads to an attachment to the brand which is irreplaceable (Toubia & Stephen, 2013). Based on the same concept our third hypothesis which was *Personal Identity is positively and significantly associated with Brand Relationship Quality* was supported.

Socialization factor makes the people more expressive. And to express themselves, they keep on looking for new ways, platforms, and people to discuss their ideas and thoughts about certain things they like. Their mind is most of the time consumed with enhancing their ideas and think about the things they care. If we talk about the socialization in a social media context, social media is the perfect place to express one's ideas. So when people are more involved with brands and are regular follower/user of a brand, they'll automatically notice the forums related to brands, pictures, and posts about the brands. And they keep on posting their views and thoughts on them. So in this way, they are contributing something to brand related activities on social media (Zhu & Zhang, 2010). The fourth hypothesis was on same and was supported. Hypothesis

was *Brand-related contributing activities mediate the relationship between socialization and Brand Relationship Quality.*

People who are always into gaining new information and knowledge about brands are always in a look of new trends and up gradations in their famous brands. As if we talk about now, the easiest and popular medium of getting information is watching related videos and searching related pictures, etc. When an individual with the motivation of information wants to know more about the favorite brand, will watch videos and other updates regarding the brand (Muntinga et al., 2011). Which in another way can be called as consuming brand-related activities. And when they consume these things, of course the their relationship with the brand improves (Taylor et al., 2011). Based on the same concept our fifth hypothesis was supported which was, Brand-*related consuming activities mediate the relationship between information and Brand Relationship.*

Personal identity is like exploring oneself and adopting such activities or changes in personality that differentiates the person from others. So an individual who is always into getting more about the self and tries to build an identity with which he/she can be remembered and get recognized among others can do so by adopting a brand which is close to the identity he/she is looking for. When a brand helps to fulfill the goals in a way to personal identity, becomes the part of that personal identity. So to prove it such individual get involved in creating activities of brands on social media which are sharing the posts and videos of the brand. Which of course leads t strong relationship with the brand (Onishi & Manchanda, 2012). Our sixth hypothesis, which was *Brand-related creating activities mediate the relationship between Personal Identity and Brand Relationship Quality supported in this context.*

Extroversion is such a personality trait which keeps an individual to be expressive and social in the daily life. So a person who always keeps everything to self can face psychological issues. It is believed and as discussed about introverts are not that expressive in face to face conversations but are very expressive on social media platforms. As people on such platforms merely know them and the fear of being judged by someone is minimal. Also, the conversations can be

controlled on such platforms. Our hypothesis based on the extroverts concept is supported which was,

Extroversion moderates the relationship between socialization and brand-related contributing activities so that the relationship is stronger in the presence of extroversion. A few of researchers got same results that extroversion has effect on socialization and contributing activities on social media. Extroversion is such a personality characteristic that the people who possess this have a high level of interaction as compared to others on social media. (Diener, Larsen, & Emmons, 1984). Extrovert users are the active users on social media. They socialize more on social media (Alarco´n-del-Amo, Lorenzo-Romero, & Go´mez-Borja, 2011).

5.2 Limitations and Future Research:

The objective of the study was to check the effect of different motivations like socialization, information and personal identity on brand-related consuming, contributing and creating activities on social media and then to check that which relation is stronger regarding brand relationship quality.

To fulfill this goal, we tested the model in the same context and then derived the results by collecting the data from casual regular social media users. If we talk about the limitations, then the sample size was small. One can collect data from a large sample size to get a better knowledge about the model and its outcomes. Second, the sampling technique we used is convenience which can be eliminated and can be replaced by some other more related method. The third limitation is a time lag. We collected data without any time lag.

For future researches, other moderators like culture can be taken as to check if culture moderates the relationship between personal motivations and brand related activities or not. Personal motivations can be expanded or can be replaced to see their effect. Other social media platforms like Twitter, Instagram and Pinterest, can be taken into consideration. Another thing which is

word of mouth, which generates quickly in the presence of negative experience, can be worked on. We can check different factors which can control this thing in brand related activities. How to formulate these activities is missing in the literature for marketing practitioners too.

5.3 Managerial Implications:

As the study was mainly based on the personal motivations and brand related activities. Managers should focus on all brand related activities thoroughly. As in this fast era, it's a great loss to lose some customers because of ignorance. So the brand related activities should be designed according to the different personalities and motivations. In this way, different individuals will be able to get engaged in such activities and will feel connected.

Managers should also look into the brand related activities more suitable to them. As it requires a lot of time and planning to study and then implement all the analysis on social media. Managers should also learn to control the conversations and activities on social media which can affect the brand image. They can turn the conversation in their favor by directing them in a particular direction.

Managers can also focus on the personality motivations of consumers and can design and implement such activities in their communities and forums, which can engage them in a proper way. And can turn them in to customers which can be beneficial in long turn.

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Appendix A

Questionnaires

Personal Identity

It allows other people to understand who I am

It helps me represent what kind of person I am

It helps me disclose who I am to the world

It can craft my identity

It lets me express myself

It lets me shape my own identity/personality

Socialization

I can stay in touch with people with the same interests

I can communicate with people with the same interests

I can meet new people with the same interests

It makes me feel connected to others

It lets me stay in contact with like-minded people

Information/Knowledge

I can get information for free

I can search for information

It lets me keep up with the issues relevant for me

It lets me keep up with trends

It provides me with accurate accounts of news and events

It provides me with a wide variety of information

I can receive specific information for my interests

Creating

Publishing brand-related weblogs

Uploading brand-related video, audio, pictures, etc.

Writing brand-related articles

Writing product reviews

Moderating brand-related discussions

Arbitrating brand-related discussions

Discovering/planning other activities

Contributing

Rating products and/or brands

Joining brand profiles on social network sites

Engaging in brand-related conversations

Commenting on brand-related weblogs, videos, audio, pictures, etc.

Consuming

Viewing brand-related videos

Listening to brand-related audio

Watching brand-related pictures/photos

Following threads on online brand community forums

Reading comments on brand profiles on social network sites

Reading product reviews

Introversion

I feel comfortable around people.

I make friends easily.

I am skilled in handling social situation.

I am the life of the party.

I know how to captivate people.

I start conversations.

I warm up quickly to others.

I talk to a lot of different people at party.

Brand Relationship Quality measurement

Facets	Items
Passionate attachment	It is a feeling of loss when I have not used X for a while
	Something would definitely miss in my life when X would not exist anymore
Intimacy	I have the feeling that I really understand X
	It feels like I know X for a long time
Self-connection	X and I have lots in common
	X reminds me of who I am
Nostalgic connection	X reminds me of things I have done or places I have been
	X will always reminds me of a certain period in my life
Love	I have feelings for X that I do not have for a lot of other brands
	If it is about a brand, X is my most favorite brand
Partner	X has always been good to me
Quality	X treats me as an important and valuable customer
Personal commitment	X can always count on me
	I will continue using X in the near future
Trust	I trust X .
	X is an honest brand