

The Impact of Information Quality, Picture Post Quality, and Video Post Quality on Brand Advocacy: A Study of Gili Labak Tour Services Instagram Accounts

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

This research analyzes Brand Advocacy on the Instagram accounts of Gili Labak Tour Services, with Information quality, Picture post quality, and Video post Quality as independent variables. Customer engagement is used as an intervening variable. A sample of 200 respondents was taken from 5 Instagram accounts of Gili Labak tour services. Data was collected through questionnaires. Analysis was conducted using Partial Least Square through Smart PLS 3. The results show that Information quality has a negative influence on brand advocacy, while picture post quality has a

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positive and significant effect on brand advocacy. Video post quality also has a positive and significant effect. Customer engagement mediates the relationship between Information quality, picture post quality, and video post quality, on brand advocacy. Video post quality has a greater strength in enhancing customer engagement and brand advocacy compared to picture post quality, the managers of the Gili Labak tourism account need to increase the number of video content compared to image content, as video posts are currently preferred by followers.

Keywords: Brand advocacy; customer engagement; picture post quality; video post quality.

1. INTRODUCTION

The development of the internet in the form of social media is one of the factors that attract people to use the internet, as social media has become a place to socialize with friends and family. The average time spent on social media per day is 3 hours and 17 minutes, and the number of global social media users has increased [1]. The active social media users in Indonesia in 2022 were 191 million, which presents a market opportunity for companies or entrepreneurs who can utilize social media as a marketing communication channel.

Social media serves as a suitable marketing communication channel for small businesses with limited budgets to communicate their products and services. Marketing communication on social media does not require expensive costs [2,3]. One of the widely used social media platforms is Instagram. The number of Instagram users in Indonesia in January 2022 was 93 million [1]. Instagram enables marketers to post visual content (such as images, stories, and short videos), which can be enhanced using various features provided by Instagram (e.g., image filters).

Gili Labak is a relatively new tourist destination. The local government, recognizing the tourism potential of Gili Labak, has become actively involved in promoting it [4]. Many tourism services in Gili Labak use Instagram as a marketing communication channel because tourism service providers in Gili Labak fall under the category of Micro, Small, and Medium Enterprises (MSMEs). Instagram is a widely used social media platform by MSMEs because of its low cost and effectiveness [5]. Instagram as social media is also a gathering place for travelers to share information. Travelers feel satisfied with the attractions displayed, they will share with others in their community [6].

The development of the internet has transformed the relationship between marketers and

consumers, as consumers are tired of mass media marketing and are turning to the internet for more engagement and interaction [7]. The internet enhances connectivity among customers, and with the development of social media, the connectivity of its users supports the exchange of information. Social media users, who are also potential customers, are increasingly connected to provide the needed information to each other. They trust recommendations from friends more than advertising campaigns [8,9]. Recommendations made by customers to others are activities of brand advocacy [10,8].

Brand advocacy, as defined by Bilro et al. [8], is the extent to which an individual actively recommends and supports a brand while ignoring other brands in a product category. Brand advocacy has also been defined as the extent to which consumers actively recommend a brand to other consumers [11]. Advocacy is a significant step in the evolving relationship between organizations and their consumers; thus, advocacy can be viewed as the pinnacle of the relationship pyramid [12]. Brand advocacy is a very important and influential element in marketing [13]. Furthermore, brand advocacy contributes to the brand-building process because customers act as brand advocates, leading to rapid growth for companies with high levels of brand advocacy [10].

This research analysis of consumer behavior in the form of brand advocacy as a response to marketing communication activities on social media, which also serves as a measurement of the performance of Gili Labak tourism marketing communication on the Instagram social media platform, using several factors of marketing communication on social media including customer engagement, information quality, picture post quality, and video post quality. The response in the form of brand advocacy behavior is the result and performance of marketing communication activities on the Instagram social media platform. Marketing communication

activities on social media are stimuli received by social media users as organisms within the social media platform. Therefore, the theoretical approach used in this research is the Stimulus Organism Response (SOR) theory (Mehrabian & Russell, 1974).

In the concept of relationship marketing, the marketing objective is not only to sell products or services but also to strive to maintain long-term relationships with customers. Gummesson [14] states that relationship marketing is a new marketing concept or approach. Relationship marketing aims to build mutually satisfying long-term relationships with the main element of maintaining business [15]. Gummesson [14] defines relationship marketing as an approach to develop loyal customers in the long term that can enhance profitability.

The concept of engagement can be adopted in a broader relationship marketing context, focusing on strategies and tactics [16]. Marketers use social media as a tactic for customer engagement to maintain and enhance customer relationships [17]. Social media in this era of connectivity is a tool that can be used for marketing communication activities and also for maintaining good relationships with customers. With the new capabilities of customers in this era of connectivity, customers can use social media to share opinions and express loyalty [15]. Thus, it is expected that social media users who have become followers of social media accounts can become advocates who can influence their friends to like and purchase products or services offered by marketers or entrepreneurs using social media.

The purpose of this research is to confirm and develop Relationship Marketing theory using the Stimulus-Organism-Response (SOR) theory as a middle theory, by developing a theoretical model of brand advocacy and customer engagement behavior on the Instagram accounts of Gili Labak tourism services in response to marketing communication activities on the Instagram social media platform.

This study was expected to broaden scientific perspectives in the field of marketing management, particularly in Relationship Marketing theory. The research aims to develop the domain of Relationship Marketing theory by developing a research model that connects variables such as information quality, picture post

quality, and video post quality with customer engagement and brand advocacy.

The findings of this research was expected to serve as a reference for the management of Gili Labak marine tourism services in managing information quality, picture post quality, and video post quality as stimulus factors for marketing communication on the Instagram social media platform. This will enable the development of strategies that can enhance the performance of marketing communication through increased customer engagement and brand advocacy.

2. METHODOLOGY

The research approach employed in this study is quantitative. A sample of 200 participants was drawn from 5 Instagram accounts offering tourism services for Gili Labak. Data collection was conducted using a questionnaire in the form of a google form distributed to followers. The measurement in the questionnaire was conducted using 5-point Likert scale. Measurement of brand advocacy utilised indicators adapted from [18], comprising: 1) Intention to share experiences about the Instagram Account, 2) Intention to recommend the Instagram Account, and 3) Intention to encourage others to try the Instagram Account.

Customer engagement was measured using three indicators from Hollebeek et al. [16], which include: 1) Cognitive processing, 2) Affection, and 3) Activation. Information quality measurement relied on indicators referencing Islam & Rahman [19], consisting of: 1) Provides complete information, 2) Provides specific information, 3) Provides timely information, and 4) Provides reliable information.

Picture post quality measurement used indicators developed from Islam & Rahman [19] and Bilro et al. [8], which include: 1) Picture posts look attractive, 2) Picture posts are reliable, and 3) Picture posts are timely. Video post quality measurement utilised indicators developed from Islam & Rahman [19] and Bilro et al. [8], which include: 1) Video posts look attractive, 2) Video posts are reliable, and 3) Video posts are timely. The research instruments have been pilot tested to ensure validity and reliability, statement items show valid and reliable. Inferential statistical analysis was conducted using Partial Least Square through Smart PLS 3. Smart PLS (Partial Least Squares) is a structural equation modeling

(SEM) technique that follows a variance or component-based approach, and used to explain whether there is a relationship between latent variables.

3. RESULTS AND DISCUSSION

General description of research respondents, 200 respondents as shown in Table 1. The Table 1 shows that the gender of the respondents was 53% male and 47% female. The ages of respondents in this study can be seen that 21-25 year olds are 38.5%, then 26-30 year olds are 24%, and 17-20 year olds are 23%. It can be concluded that the majority of respondents are in the age group of 21-25 years old, totaling 77 respondents (38.5%).

The researcher conducted an evaluation of the structural model by testing the coefficient of determination (R-Square). The results of the coefficient of determination evaluation can be observed in Table 2.

The results of the testing indicate that the adjusted R-Square or coefficient of determination for the Brand Advocacy (BA) construct is 0.682. This result shows that 68.2% of the variation in the endogenous variable Brand Advocacy (BA) can be explained by its exogenous variables, while the remaining 31.8% is explained by other exogenous variables outside the scope of this study. Meanwhile, the coefficient of determination for the Customer Engagement (CE) construct is 0.359. This result indicates that 35.9% of the variation in the endogenous variable Customer Engagement (CE) can be explained by its exogenous variables, while the remaining 64.1% is explained by other exogenous variables outside the scope of this study.

The final stage is to test the effect of each variable. The research hypothesis can be accepted if the T-statistic value > 1.96 and the p-value < 0.05. The test results are presented in Table 3. The Model test results can be seen on Fig. 1.

Table 1. Characteristic respondent

Categories	Frequency	Percentage
Gender		
Male	106	53%
Female	94	47%
Age		
17 to 20	46	23,0%
21 to 25	77	38,5%
26 to 30	48	24,0%
31 to 35	26	13,0%
36 to 40	1	0,5%
>40	2	1,0%
Level of Education		
High School	101	50,5%
Diploma 1	3	1,5%
Diploma 3	7	3,5%
Bachelor degree	89	44,5%
Duration Becoming Followers		
6 Months to < 1 Year:	44	22,0%
1 Year to < 1.5 Years:	51	25,5%
1.5 Years to < 2 Years	63	31,5%
≥ 2 Years	42	21,0%

Source: Data processed

Table 2. Determination of coefficients

	R Square	R Square Adjusted
Brand Advocacy	0,689	0,682
Customer Engagement	0,368	0,359

Source: Data processed

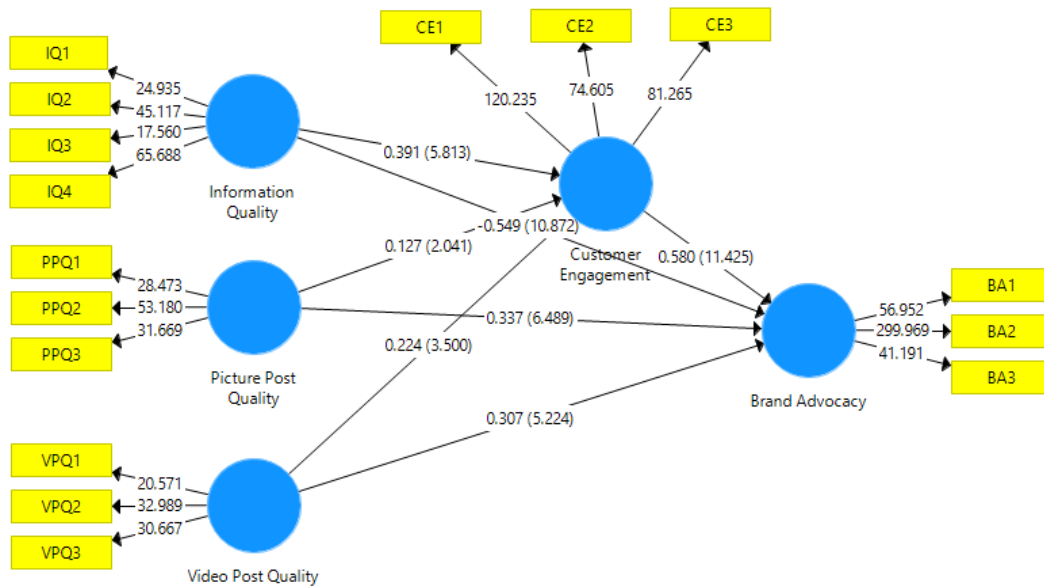


Fig. 1. PLS Bootstrapping result

Table 3. Hipotesis test result

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
H1: Information Quality (IQ) -> Customer Engagement (CE)	0,391	5,813	0,000
H2: Picture Post Quality (PPQ) -> Customer Engagement (CE)	0,127	2,041	0,041
H3: Video Post Quality (VPQ) -> Customer Engagement (CE)	0,224	3,500	0,000
H4: Customer Engagement (CE) -> Brand Advocacy (BA)	0,580	11,425	0,000
H5: Information Quality (IQ) -> Brand Advocacy (BA)	-0,549	10,872	0,000
H6: Picture Post Quality (PPQ)-> Brand Advocacy (BA)	0,337	6,489	0,041
H7: Video Post Quality (VPQ) -> Brand Advocacy (BA)	0,307	5,224	0,000
H8: Information Quality (IQ) -> Customer Engagement (CE) -> Brand Advocacy (BA)	0,227	4,469	0,000
H9: Picture Post Quality (PPQ)-> Customer Engagement (CE) -> Brand Advocacy (BA)	0,074	2,120	0,034
H10: Video Post Quality (VPQ) -> Customer Engagement (CE) -> Brand Advocacy (BA)	0,130	3,347	0,001

Source: Data processed

Based on Table 3. The test results, it is found that Information Quality significantly influences Customer Engagement, thus the first hypothesis (H1) is accepted. Picture Post Quality has a significant influence on Customer Engagement, therefore the second hypothesis (H2) is accepted. Video Post Quality significantly affects Customer Engagement, hence the third hypothesis (H3) is accepted. Customer Engagement significantly influences Brand Advocacy, thus the fourth hypothesis (H4) is accepted. Moreover, Customer Engagement also

significantly impacts Brand Advocacy, hence the fifth hypothesis (H5) is accepted. With a coefficient value of -0.549, based on the negative coefficient, it can be concluded that higher Information Quality leads to lower Brand Advocacy. Picture Post Quality significantly influences Brand Advocacy, hence the sixth hypothesis (H6) is accepted. Video Post Quality significantly affects Brand Advocacy, therefore the seventh hypothesis (H7) is accepted. Information Quality significantly influences Brand Advocacy through Customer Engagement, thus

the eighth hypothesis (H8) is accepted. Picture Post Quality significantly influences Brand Advocacy through Customer Engagement, hence the ninth hypothesis (H9) is accepted. Video Post Quality significantly impacts Brand Advocacy through Customer Engagement, thus the tenth hypothesis (H10) is accepted.

The results of hypothesis testing show that information quality has a significant and positive influence on customer engagement. This means that the higher a follower's perception of the quality of information presented in the posts by the Instagram account for Gili Labak tourism services, the higher the level of engagement of followers in that Instagram account. Good information quality can attract follower interest, prompting them to delve deeper into the information presented in each post on the Instagram account. When followers receive notifications about posts containing quality information, they become interested in learning more about that content. Consequently, followers will visit and engage more with the Gili Labak tourism Instagram account. This underscores the importance of providing quality information as the main attraction to maintain optimal engagement and interaction from followers.

The hypothesis testing results indicate that information quality has a significant and positive impact on customer engagement. This suggests that the higher a follower's perception of the information quality presented in posts by the Instagram account for Gili Labak tourism services, the greater the level of engagement from followers on that Instagram account. Good information quality can attract follower interest, encouraging them to delve deeper into the information provided in each post on the Instagram account. When followers receive notifications about posts containing quality information, they become interested in learning more about the content. As a result, followers will visit and engage further with the Gili Labak tourism Instagram account. This underscores the importance of providing quality information as a primary attraction for maintaining optimal engagement and interaction with followers.

In the hypothesis testing on the influence of picture post quality on customer engagement, the results show a significant positive impact. This indicates that the higher a follower's perception of the quality of image posts uploaded by the Gili Labak tourism Instagram account, the higher the level of engagement

from followers on that Instagram account. Quality images play a crucial role in attracting follower attention to explore a particular post. Good image quality has a positive impact, motivating followers to pay more attention and engage deeply. Consequently, followers will be more likely to visit and engage more frequently with the Gili Labak tourism Instagram account.

The research results expand on prior studies by Schreiner et al. [20], Thongmak, [21], and William et al. [22] that show the influence of videos on customer engagement. High-quality video posts can enhance engagement as stimuli in social media communication. In the SOR Theory, video post quality is also positioned as a stimulus factor used as an approach to understanding consumer behavior towards marketing stimuli. Videos are popularly used as a content strategy to boost engagement on social media [21].

3.1 Theory Implications

Implications of the empirical findings of this research are as follows:

1. This study reinforces the theory first proposed by Berry and Parasuraman (1983) that Relationship Marketing is a marketing activity that generates, maintains, and enhances effective customer relationships for a company. The shift from marketing focused solely on sales transactions to marketing focused on long-term relationships with customers. Effective customer relationships in the form of engagement (customer engagement) impact valuable brand advocacy behavior for the company as reflected in this research. Marketing communication on Instagram social media is a strategy to enhance long-term mutually beneficial relationships between marketers and customers.
2. Based on the research findings on the variables of picture post quality and video post quality influencing customer engagement and brand advocacy, this has implications for the body of knowledge of relationship marketing theory. The variables of picture post quality and video post quality are new variables that expand understanding of the synthesis of Relationship Marketing theory. Picture post quality refers to the quality of image or photo posts on Instagram social media as

a stimulus factor that can enhance engagement and increase brand advocacy. Video post quality refers to the quality of video posts on Instagram social media as a stimulus factor that can enhance engagement and increase brand advocacy [23].

3.2 Managerial Implications

Based on the research findings, this study has managerial implications that can be considered by the management of the Gili Labak tourism account to develop marketing communication strategies on Instagram social media, as follows:

1. Information quality, picture post quality, and video post quality play a crucial role as stimulus factors in marketing communication through Instagram social media. The quality of information, image posts, and video posts each have a significant positive impact on the level of engagement of a follower on the Gili Labak tourism account. Furthermore, the findings indicate that information quality, in particular, is a key element in content that influences follower engagement. Therefore, the managers of the Gili Labak tourism account can allocate resources to enhance the quality of information presented in their content. This action is considered essential to increase follower engagement, which, in turn, can be relied upon to enhance the effectiveness of marketing communication on Instagram social media [24].
2. To enhance brand advocacy on the Gili Labak tourism account, it is recommended that the managers of Gili Labak tourism pay more attention to customer engagement. This is because by increasing follower engagement on the Gili Labak tourism account, it can stimulate followers' interest to actively share and recommend the account to others. Additionally, customer engagement also serves as a mediator for factors such as information quality, picture post quality, and video post quality towards brand advocacy. Therefore, marketers and Instagram account managers are expected to create high-quality content, including providing good information, ensuring the quality of image posts, and presenting good quality video posts. Thus, these measures are expected to increase the

level of follower engagement and, overall, support the growth of brand advocacy for the Gili Labak tourism account.

4. CONCLUSION

Information quality significantly and positively influences customer engagement on the Instagram account of Gili Labak tourism services. This implies that the higher the information quality on the Instagram social media account, the higher the customer engagement. Thus, marketers or managers of Gili Labak tourism Instagram accounts can effectively manage the quality of information content presented in every marketing communication activity on Instagram.

Picture post quality significantly and positively affects customer engagement. This means that the higher the picture post quality on the Instagram account, the higher the customer engagement. Therefore, marketers or managers of Gili Labak tourism Instagram accounts can prepare image content well in every marketing communication activity on Instagram.

Video post quality significantly and positively influences customer engagement. This means that the higher the video post quality on the Instagram account, the higher the customer engagement. Hence, marketers or managers of Gili Labak tourism Instagram accounts can prepare video content well in every marketing communication activity on Instagram.

Customer engagement significantly and positively affects brand advocacy. This means that the higher the customer engagement on the Instagram social media account, the higher the brand advocacy. Thus, marketers or managers of Gili Labak tourism Instagram accounts can strive to manage content well and post content that interests followers to engage in every marketing communication activity on Instagram.

Information quality significantly and negatively influences brand advocacy. This means that the higher the information quality on the Instagram social media account, the lower the brand advocacy. Account managers need to consider approaches that are more aligned with follower preferences to increase brand advocacy in marketing communication activities on Instagram.

Picture post quality significantly and positively affects brand advocacy. This means that the

higher the picture post quality on the Instagram account, the higher the brand advocacy. Followers or Instagram users are inclined to recommend and share positive experiences related to the Gili Labak tourism Instagram account when they are impressed with the quality of the posted images.

Video post quality significantly and positively influences brand advocacy. The higher the quality of video posts, the higher the brand advocacy. Instagram followers tend to recommend and share positive experiences related to the Gili Labak tourism Instagram account when impressed with the quality of the posted videos.

Customer engagement mediates the influence of information quality on brand advocacy. This means that the higher the information quality on the Instagram social media account, the higher the brand advocacy through customer engagement. Marketers or managers of Gili Labak tourism Instagram accounts can strive to manage information quality that interests followers to engage and also enhance brand advocacy.

Customer engagement mediates the influence of picture post quality on brand advocacy. This means that the higher the picture post quality on the Instagram account, the higher the brand advocacy through customer engagement. Marketers or managers need to pay attention to the quality of image posts. The better the quality of image posts, the higher the engagement, which can increase brand advocacy behavior by followers.

Customer engagement mediates the influence of video post quality on brand advocacy. This means that the higher the video post quality on the Instagram account, the higher the brand advocacy through customer engagement. Marketers or managers need to pay attention to the quality of posts in video format. The better the quality of video posts, the higher the engagement, which can increase brand advocacy behavior by followers.

Video post quality, overall, has a stronger impact on enhancing customer engagement and brand advocacy compared to picture post quality. Therefore, according to the findings of this research, the managers of the Gili Labak tourism account need to increase the amount of video content compared to image content, as video

posts are currently more preferred by followers. The quality of video posts can also enhance engagement on the Instagram account and brand advocacy behavior. Increasing engagement and brand advocacy on social media is a relationship marketing strategy to maintain long-term relationships with customers.

5. LIMITATION OF THE STUDY

This research has been conducted in accordance with scientific procedures, and the researcher has endeavored to obtain data as comprehensively as possible. However, during the course of the research, there were challenges encountered in determining the R Square for the structural model. The researcher had hoped and aimed to achieve an adjusted R Square of at least 75%. However, after calculating the adjusted R Square in this study, the result obtained was 68.2%. Thus, the researcher's expectation of achieving an adjusted R Square boundary of at least 75% was not met.

6. SUGGESTION FOR FURTHER STUDIES

For future researchers, it is recommended to re-examine the variables of picture post quality and video post quality on other social media platforms such as Facebook and TikTok. Additionally, it is important to include other variables that influence brand advocacy, such as brand trust and customer value.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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