

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE IMPACT OF CONTENT MARKETING ON ONLINE
CUSTOMER'S ATTITUDE: THE CASE OF INSTAGRAM
MARKETING**

**MASTER'S THESIS
Yosra MHAIDIR**

**Department of Business
Business Administration Program**

MARCH, 2024

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(Y2112.130037)

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MARCH, 2024

THESIS EXAM REPORT

DECLARATION

I hereby declare with the respect that the study “ The Impact Of Content Marketing On Online Customer’s Attitude: The Case Of Instagram Marketing ”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the References. (25/03/2024)

Yosra MHAIDIR

FOREWORD

I express my sincere gratitude to Prof. Dr. Nevra Baker Arapoğlu for her unwavering guidance during my thesis research. My master's journey at Istanbul Aydin University has been shaped by the constructive mentorship of numerous professors.

Special thanks to Professor Nurgün Komşuoğlu Yılmaz for her remarkable support in contributing significantly to my academic growth.

I extend my thanks to my family for their unwavering support, and I appreciate the assistance from the Istanbul Aydin University community.

Lastly, sincere respect to my supervisor Dr. Nevra Baker, whose kindness and support made my master's journey enjoyable and successful.

This achievement is a collective effort, and I am grateful for the guidance and encouragement received throughout this incredible journey.

March, 2024

Yosra MHAIDIR

THE IMPACT OF CONTENT MARKETING ON ONLINE CUSTOMER'S ATTITUDE: THE CASE OF INSTAGRAM MARKETING

ABSTRACT

This research explores the dynamic landscape of Instagram content marketing and its profound influence on shaping online consumer attitudes. Investigating the effectiveness of content marketing, the role of influencer collaboration, and the timing of posts, the study aims to bridge gaps in comprehending Instagram content marketing's nuanced impact on customer attitudes.

It delves into how these key elements intricately influence customer attitudes in the online realm. Utilizing a robust quantitative methodology, the research conducts an extensive online survey targeting Instagram users. Specifically focusing on university students aged 18-26 ensures a diverse and representative participant pool. The collected data is interpreted using SPSS.

Within a theoretical framework, the study formulates hypotheses concerning the various dimensions of content marketing. The results reveal significant support for all three hypotheses, indicating that content marketing effectiveness, timing of posting, and influencer collaboration play pivotal roles in shaping online customer attitudes on Instagram.

Beyond the academic realm, this thesis serves as a practical guide for marketers, offering valuable insights to optimize and elevate their Instagram content marketing strategies effectively.

Keywords: Instagram Content Marketing, Digital Marketing, Consumer Attitudes, Influencer Marketing, social media

İÇERİK PAZARLAMANIN ONLINE MÜŞTERİ TUTUMUNA ETKİSİ: INSTAGRAM PAZARLAMASI ÖRNEĞİ

ÖZET

Bu araştırma, Instagram içerik pazarlamanın dinamik peyzajını ve online tüketicinin tutumlarını şekillendeki derin etkisini keşfetmektedir. İçerik pazarlamanın etkinliği, influencer işbirliğinin rolü ve gönderilerin zamanlaması üzerine yapılan inceleme, araştırmanın Instagram içerik pazarlamanın müşteri tutumları üzerindeki nüanslı etkilerini anlama konusundaki boşlukları doldurmayı amaçlamaktadır.

Bu temel unsurların online müşteri tutumları üzerinde nasıl karmaşık bir şekilde etkilediğini detaylı bir şekilde ele almaktadır. Sağlam bir nicel metodoloji kullanarak, araştırma Instagram kullanıcılarını hedefleyen kapsamlı bir çevrimiçi anket yürütmektedir. Özellikle 18-26 yaş aralığındaki üniversite öğrencilerine odaklanmak, çeşitli ve temsilci bir katılımcı havuzu sağlamayı amaçlamaktadır. Elde edilen veriler, SPSS kullanılarak yorumlanmaktadır.

Teorik bir çerçeve içinde, araştırma içerik pazarlamanın çeşitli boyutlarıyla ilgili hipotezler formüle etmektedir. Sonuçlar, içerik pazarlamanın etkinliği, gönderi zamanlaması ve influencer işbirliğinin, Instagram üzerinde online müşteri tutumlarını şekillendirmede önemli roller oynadığını göstermektedir.

Akademik dünyanın ötesinde, bu tez pazarlamacılar için pratik bir rehber olarak hizmet etmekte olup, Instagram içerik pazarlama stratejilerini etkili bir şekilde optimize etmek ve geliştirmek için değerli içgörüler sunmaktadır.

Anahtar Kelimeler: Instagram İçerik Pazarlama, Dijital Pazarlama, Tüketici Tutumları, Influencer Pazarlama, Sosyal Medya, Çevrimiçi Etkileşim

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LIST OF ABBREVIATIONS

SMCM	: Social Media Content Marketing
TRA	: Theory of Reasoned Action
TPB	: Theory of Planned Behavior
SMM	: Social Media Marketing
U&G	: Uses and Gratifications Theory
UGC	: User Generated Content
WOM	: Word Of Mouth
e-WOM	: Electronic Word of Mouth
DM	: Direct Message
SPSS	: Statistical Package for the Social Sciences

I. INTRODUCTION

The field of marketing is in constant evolution, continually adapting to changes in the digital environment. With the advent of the Internet, businesses have faced the need to adjust quickly to take advantage of opportunities offered by innovation while maintaining a long-term vision. Digital marketing has emerged as an essential means for companies to diversify their messages, attract new audiences, and increase visibility while optimizing costs.

According to Forbes (2020), Consumers are becoming pickier about the kinds of advertising they consume, which is one of the main factors driving the rise of content marketing as a more effective alternative to traditional advertising techniques like TV commercials and banner ads are increasingly disregarded because they are frequently regarded as intrusive. Contrarily, content marketing offers customers relevant and educational content that they are more likely to interact with and share. Social media's widespread use and technological advancements have made it simpler for companies to share their content with a larger audience. Businesses can share their content with their followers on social media apps like Instagram, Facebook, Instagram, and Twitter and encourage them to share it with their own networks. Today's challenge for businesses is to change their approach to customer communication and move away from the "seller" message. They must capture the consumer's attention in order to entice them to come to them rather than to buy from them using traditional marketing techniques.

In this ever-changing landscape, content marketing has taken a prominent place, especially on platforms like Instagram. By focusing on content marketing on Instagram, this research explores the impact of these strategies on online consumer attitudes. Instagram, as a visual platform, provides a unique space for content marketing, allowing brands to visually share their story and engage consumers on a more personal level.

Instagram has given a unique chance for businesses to use content marketing to reach and engage their target audience. which is why we are interested in studying what Impact Content Marketing will have on Online Consumer Behavior specifically using Instagram as a platform. Quantitative research will be conducted to ascertain consumers' attitudes toward Instagram's content marketing and to investigate its effectiveness.

My thesis, titled "The Impact of Content Marketing on Online Customer's Attitudes: the case of Instagram," focuses on the influence of content marketing on online consumer attitude, specifically honing in on Instagram marketing. At the core of this study are several axes of investigation. Firstly, Content Marketing effectiveness shared on Instagram is explored to understand its significant impact on online consumer attitudes, Next, strategic timing of posting on Instagram is examined to understand how timing can significantly influence online customer's attitude. Finally, collaboration with influencers on Instagram is addressed, exploring how this practice can positively influence online customer's attitudes.

This in-depth study seeks to unveil the underlying mechanisms of content marketing on Instagram and provide concrete insights for marketing professionals looking to maximize the effectiveness of their strategies on this dynamic visual platform. By exploring these different dimensions, I hope to contribute to the overall understanding of the impact of content marketing on online consumer attitudes.

A. Problem Statement

In the fiercely competitive environment of digital marketing, where traditional advertising is losing its effectiveness, content marketing has proven to be an attractive alternative, particularly on visually-oriented platforms such as Instagram. Nevertheless, there is a significant gap in understanding the nuanced impact of Instagram content marketing on consumer attitudes online, as companies strive to adapt their strategies to changing consumer preferences and technology advances. This study aims to fill this knowledge gap by examining content marketing effectiveness, the timing of strategic posts and the effect of collaboration with influencers on Instagram, focusing on their different roles in the shaping of online

customer's attitude. The overall problem is to provide a comprehensive analysis of the content marketing impact on Instagram on online customer attitudes, examining key aspects such as content marketing effectiveness, timing of posting, and influencer collaboration, and providing actionable Insights for marketing practitioners as they navigate this evolving digital terrain.

B. Purpose of Research

The objective of this study is to look into how content marketing on Instagram influences the attitude of online customers of target audience. It aims to assess the effectiveness of content marketing on Instagram in increasing online customer's, engagement and loyalty. The results would determine how the various content marketed on Instagram, such as images, videos, influencer collaborations, etc., affects the online attitude process of consumers and how it influences their overall attitude towards the brand.

This study is expected to provide insights into the factors that influence the success of Instagram content marketing campaigns, such as the content that most effective in influencing consumer attitude on Instagram, post timing, and influencer collaboration. The study's findings will have practical implications for brands and marketers looking to improve their content marketing / influencer marketing strategies and drive online customer's attitude on Instagram, as well as provide businesses with insights and recommendations on how to improve their Instagram content marketing strategies in order to more effectively reach and engage with their target audience.

C. Significancy of the Research

The significance of the study would be to explore the impact of content marketing on online customer attitude, specifically in the context of Instagram marketing that became a popular platform for businesses to reach their target audience through content marketing, however the effectiveness of content marketing on Instagram in terms of influencing online customer attitude is not well understood. The scope of the study would focus on the relationship between content marketing on

Instagram and online customer attitude. This could include examining how different types of content (such as images, videos, and stories) impact customer attitude and engagement, how often content should be posted to maintain customer interest, and how content marketing on Instagram can influence customer attitude online (Okumus and Karamustafa, 2019).

The study could also explore the effectiveness of different content marketing strategies, such as influencer marketing, user-generated content, and sponsored posts. Additionally, the study could consider the role of demographic factors, such as age, gender, and income, in influencing the effectiveness of content marketing on Instagram. Overall, the significance and scope of the study would contribute to a better understanding of the impact of content marketing on online customer attitude and provide insights for businesses looking to use Instagram as a marketing platform.

D. Research Questions

The main question under investigation is: How does Instagram content marketing effect online customers' attitudes towards a brand or product? However, the following supporting questions are necessary in order to address this major research question:

Q.1 How does content marketing effectiveness effects online customer's attitude?

Q.2 What is the effect between the timing of posting and its effect on online customer attitude?

Q.3 In what ways does influencer collaboration contribute to a positive change in online customer's attitude?

II. LITERATURE REVIEW

A. Content Marketing

Content marketing, while not a new concept, has gained prominence in the digital age. Modern definitions highlight its role in attracting and engaging consumers through the creation and distribution of valuable, empowering content (Kucuk & Krishnamurthy, 2007; Rancati, 2014). This strategic management process involves identifying and satisfying customer demand, aiming for profitability via the digital dissemination of content (Rowley, 2008; Rancati, 2014).

Essentially, content marketing focuses on producing high-quality, unique content that outshines competitors (Handley and Chapman, 2010, 2011; Lieb, 2011; Jefferson and Tanton, 2013; Rose and Pulizzi, 2011; Rancati, 2014). In content-based marketing programs, content is defined as substantive, reasonably objective information developed for or by a company (Gagnon, 2014; Pazeraite & Repoviene, 2016). According to the Content Marketing Institute (2015), content marketing is a strategic business procedure centered on creating and distributing valuable content to attract, acquire, and engage a well-defined target audience, ultimately driving profitable customer actions.

1. Content Marketing definitions

Content marketing is a multifaceted strategy employed by businesses to leverage digital content through electronic channels for specific organizational benefits (Rowley, 2008). According to Pulizzi and Rose (2011), content marketing is guided by several key goals, including enhancing brand awareness, establishing customer leadership, facilitating customer conversion, improving customer service, and persuading customers to make more purchases while fostering a connection with the brand. Hall (2013) adds another layer to the objectives by emphasizing customer education and the enhancement of the company's overall image.

Holliman and Rowley (2014) and Patrutiu (2015) contribute to the discourse by proposing various data types as metrics to measure customer engagement with digital media in the context of content marketing. Typically, engagement is measured through likes, comments, and shares on social media platforms, providing tangible indicators of the audience's interaction with the content. Additionally, Ahmad et al. (2016) highlights the importance of social media metrics such as likes, hashtags, retweets, comments, and content sharing as critical measures for analyzing the effectiveness of content marketing strategies. These metrics serve as valuable insights into how audiences perceive and interact with the content disseminated by brands online.

Furthermore, the role of content marketing extends beyond mere promotional activities. It plays a pivotal role in shaping brand health, as evidenced by Ahmad et al. (2016), who emphasize the impact of social media content marketing (SMCM) on overall brand health. This underscores the holistic nature of content marketing, where its influence extends across various dimensions of brand perception and customer engagement.

In essence, content marketing is a dynamic and comprehensive approach that goes beyond traditional marketing strategies. It encompasses a spectrum of goals, ranging from building brand awareness and leadership to nurturing customer relationships and influencing purchasing behavior. The metrics proposed by researchers offer a quantitative way to measure the success of content marketing initiatives, providing businesses with valuable insights into the effectiveness of their digital content distribution strategies (Pulizzi & Rose, 2011; Hall, 2013; Holliman & Rowley, 2014; Patrutiu, 2015; Ahmad et al., 2016). This multifaceted perspective underscores the evolving landscape of digital marketing and the importance of content as a strategic asset in achieving business objectives.

2. Content Marketing: Past, Present, and Digital Future

Content marketing, a concept extending beyond conventional and digital mediums, involves the strategic promotion of information to engage audiences (Rowley, 2008; Rancati, 2014). While not a new idea, the advent of the internet has elevated it to a pivotal role in modern marketing. The digital landscape has given rise

to terms like "digital content marketing," reflecting the impact of technological advancements on content creation, delivery, and management (Rakic et al., 2014; Koiso-Kanttila, 2004).

The evolution of content marketing can be delineated into two phases: Traditional Content Marketing and Modern Content Marketing (digital content marketing). The former encompasses pre-internet methods such as magazines, brochures, and newspaper ads (Rowley, 2008). Meanwhile, the latter, also known as digital content marketing, leverages digital platforms like blogs, websites, videos, and social media to disseminate relevant content to consumers (Rancati, 2014).

In the traditional approach, companies directly pitched their products, employing persuasive tactics (Rowley, 2008). In contrast, modern content marketing shifts the emphasis to providing valuable information to address consumer problems. This not only fosters brand awareness, but aligns with a more customer-centric model (Rancati, 2014).

Content marketing, though not a recent concept, gained prominence in the digital age. Examples trace back to the late 19th century when John Deere launched *The Furrow* magazine and André Michelin published the *Michelin Guide*, providing practical information while indirectly promoting their respective products (Kuenn, 2013). However, the formalization and theoretical underpinnings of content marketing emerged with the rise of online technologies.

The term "content marketing" was coined in 1996, and the digital dimension has led to terms like digital content marketing, emphasizing the transformative impact of technology on content practices (Rakic et al., 2014; Koiso-Kanttila, 2004). Social media marketing, a related concept, involves leveraging social media channels for company and product promotion (Barefoot & Szabo, 2010). Content marketing is also recognized as story marketing, enhancing the purchasing process by delivering value to customers (Sullivan, 2013; Odden, 2013).

In essence, content marketing has evolved from historical practices to become a cornerstone of modern marketing strategies. Whether through traditional or digital

channels, the focus remains on providing valuable content to engage and inform consumers, fostering brand awareness and loyalty.

Here are some significant milestones that trace the evolution of content marketing over the years: Starting from the year 2000, the economic and financial crisis prompted companies to invest more in digital platforms to reduce communication costs. This led to the increasing emergence of inbound marketing initiatives focused on content and the user. In particular, in 2001, the term "Content Marketing " was introduced for the first time by PENTOM CUSTOM MEDIA. In 2004, Microsoft marked a turning point by launching its blog, First Major CORPORATE. The year 2010 was characterized by the establishment of the Content Marketing Institute, thus consolidating the recognition of content marketing as a distinct field. In 2015, a significant milestone was achieved with the release of the first film dedicated to Content Marketing, titled "The Story of Content: Rise of the New Marketing." (Slimani Tileli & Youdjouad, 2021/2022)

3. Purpose of content marketing

According to Gurjar, Kaurav, and Thakur (2019), content marketing aims to guide potential customers towards purchasing a product or visiting a website by providing them with relevant and valuable information. This information should not only accurately depict the product or service being offered but also cater to the consumer's needs.

Content marketing aims to guide potential customers towards purchasing a product or visiting a website by providing them with relevant and valuable information. This information should not only accurately depict the product or service being offered but also cater to the consumer's needs. The more aligned the content is with the consumer's aspirations and interests, the more likely they are to engage with it. Quality information is paramount, and should be relevant, reliable, valuable, and unique. This uniqueness can act as a positioning tool for the company, setting it apart from its competitors, and creating positive word-of-mouth marketing. In order to keep consumers interested, an entertainment factor can also be included in the content. Studies have shown that positive or negative emotional content has a stronger viral effect than neutral content, and it can help attract consumer attention

within the crucial first ten seconds of engagement with the content. Therefore, companies need to explore every way, including emotionally charged and unique content, to attract consumer attention and provide them with a compelling reason to choose their products or services.

As per the research conducted by Ružkevičius, Guseva (2006), Chasser, Wolfe (2010), Gagnon (2014), Abel (2014), Creamer (2012), Schui-Nanni et al. (2014), and Pazeraite, & Repoviene (2016), the quality of the information provided is determined by its reliability and completeness. Additionally, Lithuanian authors suggest that valuable content aligns with the consumer's aspirations, goals, and interests. Unique content can not only grab the consumer's attention but also help position the company as a desirable player in the market. To guarantee effective content marketing, companies need to create content that appeals to the consumer's emotions and interests. By doing so, they will not only engage consumers more effectively but also foster positive word-of-mouth marketing. As stated by Berkley (2010), every possible opportunity should be leveraged to communicate to potential clients about the company's value proposition, where content marketing plays a crucial role in doing so.

B. Online Customer attitude

1. Online Customer attitude definition

Understanding online customer behavior is a dynamic field that delves into the intricacies of consumers' decision-making processes in the digital realm. Consumer behavior, subject to constant change, is influenced by a multitude of factors such as personal, psychological, social, cultural, lifestyle, and geographical considerations. The emergence of online shopping in the early 2000s propelled the study of e-consumer behavior, shedding light on how consumers navigate the digital landscape to make purchasing decisions (Cummins et al., 2014; Dennis et al., 2009). This evolution involves complex stages, from information collection to post-purchase assessment, forming a comprehensive view of how consumers engage with online platforms.

In the context of content marketing, the focus shifts to how consumers respond to digital brand content, seeking experiences beyond mere products or services (Weiger

et al., 2019). Consumer engagement, as defined by Hollebeek et al. (2014), encompasses cognitive, emotional, behavioral, and co-creative activities related to specific interactions with a brand. Brands, leveraging content marketing, aim to attract consumers in a pull environment, where interest and relevance serve as magnets for consumer attention (Taiminen et al., 2015). The act of sharing content on social media becomes a key aspect, driven by the need for emotional connection and the perceived public utility of the content (Berger, 2016; Weiger et al., 2019).

Examining consumer behavior in the realm of content marketing, Kardes et al. (2011) offer a comprehensive definition that includes all activities associated with the purchase, use, and disposal of goods and services, encompassing emotional, mental, and behavioral responses. Content marketing, with its emphasis on non-hard-sell content, aims to build relationships, credibility, and trust through useful and relevant digital brand content, ultimately influencing the consumer's path to a purchase decision (Wall & Spinuzzi, 2018).

Synthesizing these perspectives on online consumer behavior and content marketing reveals a profound interest in how consumers react to digital brand content and the subsequent impact on relationships, loyalty, and trust. This synthesis provides a cutting-edge understanding of the interdependent effects of content marketing on online consumer behavior. To comprehend the intricate connection between content marketing activities and online consumer behavior, it is imperative to explore and analyze these effects separately, allowing for a nuanced understanding of the antecedents shaping consumers' attitudes in the digital landscape. This exploration not only contributes to the current understanding of online customer attitude but also paves the way for future research directions in this evolving field.

2. Consumer Attitude, Decision Making, and Purchase Intention:

Consumer attitude plays a pivotal role in shaping effective marketing strategies, given that everyone assumes the role of a consumer. Understanding consumer behavior is crucial for optimizing sales in a business by tailoring strategies to meet consumer needs and desires. Perceptions of consumers toward products or content offered by a business are significant factors that influence decision-making. A well-

informed approach to consumer behavior can save time, minimize issues, and reduce costs, ultimately fostering customer retention and loyalty, crucial milestones for building a robust brand or business (Oruc & Aydın, 2022).

Various factors contribute to the antecedents of consumer behavior, including situational, physical, and social elements, as well as reasons to buy, personal attributes, and demographics (Ünsalan, 2016). These factors influence attitudes and, consequently, consumer decisions regarding purchases. For an effective marketing strategy, it is imperative to deliver the right content that can sway these decisions positively.

The term used to describe the attitude towards purchasing actions is referred to as purchase intention (Akkaya et al., 2017). According to a prior study, a more immersive media experience results in a more favorable attitude towards a brand. This positivity stems from a richer emotional connection with the brand or product. Such positive attitudes are more likely to culminate in an actual purchase or, at the very least, an intention to purchase.

Behavioral intentions are often explored within the framework of behavioral theories. The Theory of Reasoned Action (TRA) is a foundational study explaining the reasons behind human behavior (Ajzen & Fishbein, 1980). The theory delves into the consciousness of behavior, considering the act as the result of intentions and willingness towards a particular behavior (Ajzen, 1991). Similarly, the Theory of Planned Behavior (TPB) extends from the TRA, linking behavior to intentions based on attitudes towards a behavior and the subjective norm of individuals.

Subjective norms encompass an individual's beliefs and perceptions, heavily influencing behaviors. These norms include perceptions of role models and perceived risk factors (Wang & Wong, 2004). In the context of e-commerce, the intention to purchase a product or service involves various perceived risks based on individual perceptions and subjective norms. These perceptions of risk can significantly impact purchasing decisions negatively (Chang & Chen, 2008). The intention to purchase a product or service is also rooted in the willingness to pay.

In accordance with Oruc and Aydın (2022), who studied the effects of social media content on consumer behavior, particularly on Instagram, experiencing richer media content leads to a more positive attitude towards a brand, thus influencing purchase decisions positively.

3. Online Consumer Attitude and Content Marketing

Online customer attitude is a multifaceted process that involves emotional and intellectual connections between internet users and brands or companies. Judy Strauss (2014) emphasizes that engagement goes beyond mere interaction; it encompasses establishing emotional and intellectual ties with users. This connection is considered analogous to offline experience marketing, suggesting that effective online engagement serves as a foundation for driving product purchases. Patterson et al. (2006) elaborate on the elements of customer attitude, incorporating ideas, emotions, and behaviors. In the context of Web 2.0, companies leverage content marketing as a strategy to actively engage customers. The creation of compelling digital content serves as an inbound marketing approach, attracting users by providing relevant information when and where they seek it (Vivek et al., 2012). Quality content becomes a pivotal factor in generating consumer brand engagement, ultimately influencing purchase intentions (Puro, 2013).

Content marketing emerges as a powerful strategy, coinciding with the widespread use of social media. As Bill Gates famously stated, "Content is King" (1996), emphasizing the pivotal role of appropriate content in achieving success. In the digital landscape, creating persuasive content becomes the key to effective engagement, stimulating online interactions and building a brand-consumer relationship (Sashi, 2012). The concept of content marketing aligns with the rise of social media, which has become an integral part of modern society. Social Media Marketing (SMM) is described as a company's approach to generating and promoting marketing activities through online social media platforms, adding value to stakeholders (Pham & Gammoh, 2015). The interaction facilitated by Social Media Marketing has several advantages, including electronic word of mouth, improved brand loyalty, and an impact on consumer purchasing decisions (Choi et al., 2016). Recognizing the significance of SMM in contemporary business, it is evident that

businesses can significantly enhance their traffic and brand awareness by leveraging social media platforms (Bakhodirovna, 2019).

In essence, the integration of these perspectives underscores the vital role of online customer engagement and attitude in the digital landscape. Strategies such as content marketing and social media marketing contribute to building emotional connections, trust, and brand loyalty among online consumers, ultimately influencing their purchasing decisions. The synthesis of these perspectives provides a holistic understanding of how businesses can strategically engage with online consumers to shape positive attitudes and drive desirable behaviors.

C. Instagram Content

A scoping review by du Plessis (2022) found that content marketing involves strategically creating digital brand content designed to be shared on social media and other platforms. Online consumer behavior is influenced by digital brand content, which should focus on creating brand experiences and engaging consumers for long-term relationships, loyalty, and trust. Content marketing can increase online customer engagement and foster positive brand attitudes (Putri, 2021).

1. Social media

Social media has revolutionized our way of communicating, providing a global space for instant exchanges where individuals share information, interact, and follow brands. (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013)

The emergence of social media dates back to 1979 with the creation of Usenet by Tom Truscott and Jim Ellis, a global discussion system allowing users to post public messages. The concept evolved, and in 1998, "Open Diary," a blogging network, emerged as an early form of a social network. The term "social media" gained importance with the rise of platforms like MySpace (founded in 2003) and Facebook (founded in 2004). Social media is defined as the use of web and mobile technologies for interactive communication, with social networks being a specific type of social structure where people are united by common interests (Beaurain, 2022). Notable platforms include Facebook, Instagram, and Wikipedia, with age restrictions

imposed on users, influenced by regulations such as COPPA in the United States. Despite the global prevalence of social media, regional differences exist, illustrated by the banning of certain platforms like Facebook and Google in China. In the field of marketing, social media has become a vital touchpoint, with users spending an average of 2 hours and 27 minutes on these platforms. The significance of social media is particularly notable in brand research, with 43.2% of global internet users aged 16 to 64 exploring brands on these platforms (Kemp, 2021). The dynamic nature of social media platforms defies systematic categorization (Kaplan & Haenlein, 2009). In this context, the focus on Instagram, a major platform, centers on examining how content marketing on Instagram can influence the online attitude of consumers (Beaurain, 2022).

2. Social Media Marketing: Unveiling the Dynamics of Consumer Engagement

In the contemporary landscape of consumer behavior, the intricate journey of purchasing goods and services has undergone a transformative shift. This metamorphosis initiates with assumptions and quests for knowledge and progresses seamlessly into the realm of shared real-life experiences. Remarkably, this entire process has found its predominant stage online, firmly rooted in the expansive networks of social media. A pivotal catalyst in this paradigm shift is the escalating amount of time that modern consumers allocate to the vast expanse of the internet. This behavioral shift is intricately entwined with the utilization of social networks as information havens, where consumers actively seek insights into emerging products and services. Notably, prior to reaching a purchasing decision, they meticulously explore reviews contributed by their online counterparts.

This evolution has led to the characterization of social media as a dynamic embodiment of contemporary "multimedia word of mouth" (Kabani, 2010). Social media marketing, therefore, emerges as the definitive cornerstone for connecting with and influencing consumers of this generation. The sheer expanse of the internet has presented businesses with unprecedented opportunities to forge meaningful connections with their clientele. However, this newfound accessibility has concurrently injected a layer of complexity into the entire consumer-business

interaction. Without a nuanced understanding and mastery of the correct approaches to social media marketing, endeavors in this realm may prove futile.

In this context, it is imperative to draw insights from the research conducted by Putri (2021), whose comprehensive study, "The Assessment of Instagram Effectiveness as Marketing Tools on Indonesia Fashion Local Brand," delves into the intricate dynamics of leveraging Instagram as a potent marketing tool. This research, provides invaluable insights into the nuanced strategies required for effective engagement with the target audience. Furthermore, Hellberg's exploration of various social networking sites, including Instagram, Facebook, LinkedIn and Twitter (2015), reinforces the diverse landscape of platforms that marketers must navigate adeptly.

In essence, successfully using social media for marketing depends on understanding consumer behavior, social media dynamics, and effective marketing strategies and plans. It's like putting together different pieces of a puzzle. To do well, you need a mix of creativity, knowledge about what people like, and good planning.

3. Instagram as a social media platform

Instagram, a cost-free application enabling all users to share videos and images (Wood, C. 2015), has evolved to encompass clips, posts, videos, and live broadcasts, with a consistent emphasis on visual content. As per Instagram's proprietary investigation, the platform serves as a creative outlet for users, facilitating connections to personally significant elements (Business Instagram, 2017). Undoubtedly, Instagram proves itself as an impactful channel for consumer outreach. Currently boasting over 1 billion active monthly users and exceeding 25 million business accounts, Instagram plays a pivotal role in the digital landscape (Sharma R, 2018). Almost 5 million photos find their way onto Instagram daily.

In line with the research conducted by Putri, I. N. (2021), delving into Instagram's effectiveness as a marketing tool for local fashion brands in Indonesia, the platform emerges as a substantial asset for businesses. The outcomes of her study suggest that employing Instagram as a marketing instrument yields tangible and

quantifiable impacts, particularly within the unique context of the Indonesian fashion industry. It's imperative to recognize that Instagram's impact extends beyond image sharing, encompassing features such as video clips, posts, and live broadcasts, enriching the user experience.

The scrutiny of Instagram as a marketing instrument underscores the potency of creativity and the establishment of connections with users' individual values. Noteworthy figures, such as the billion monthly active users, underscore the platform's global outreach. These statistics bear witness to the extensive potential available for enterprises seeking to engage a diverse audience.

In a more specialized context, the existence of 25 million business accounts underscores Instagram's pivotal role as a marketing conduit for enterprises. Sharma R. (2018) accentuates the substantial daily content volume on Instagram, with almost 5 million photos shared, attesting to the sustained engagement of users.

Hence, the utilization of Instagram as a marketing instrument transcends mere numerical metrics. Its impact is measurable through the creation of meaningful connections with the target audience, the stimulation of engagement, and the fortification of market positioning. Putri's (2021) study provides a robust foundation for comprehending how local brands can adeptly navigate this platform, leveraging its diverse functionalities to attain their marketing objectives.

In addition, it's crucial to highlight that Instagram occupies a significant place among the top four globally used social platforms (Figure 1) (Janmart, 2023, as referenced in his thesis).

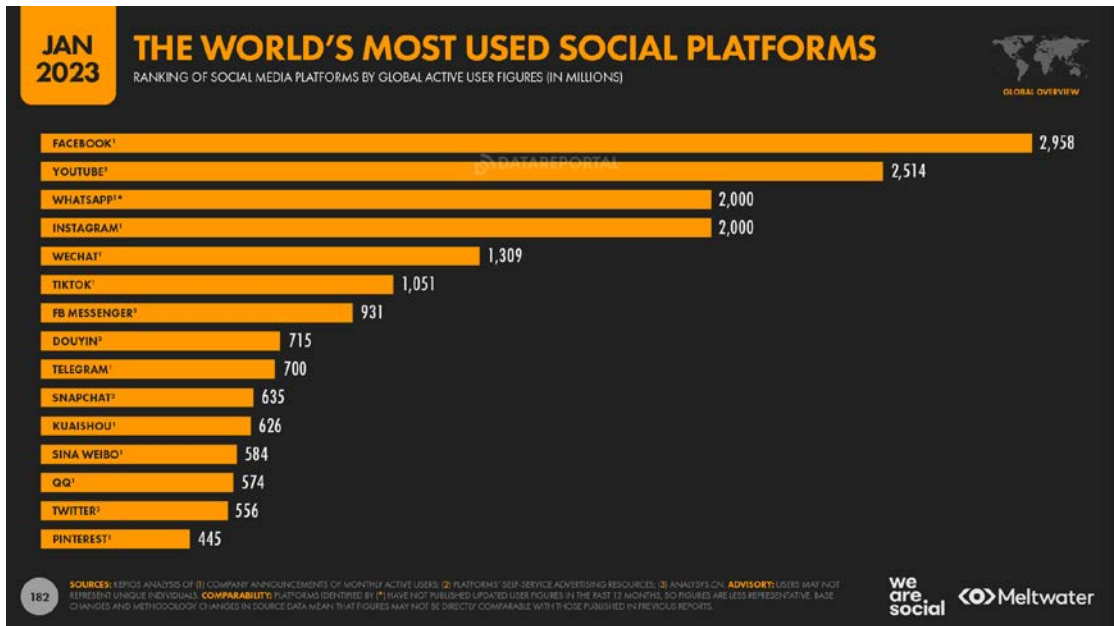


Figure 1: The world most used social media platforms

Source: (Kemp, “Digital 2023: Global Overview Report”)

Additionally, there is a notable increase of 7% in the time spent on the application compared to 2022, in contrast to the negative trends observed for YouTube, Facebook, and WhatsApp (Data Reportal, 2023). Users dedicate an average of 12 hours per month to the application, underscoring its growing popularity (Figure 2).

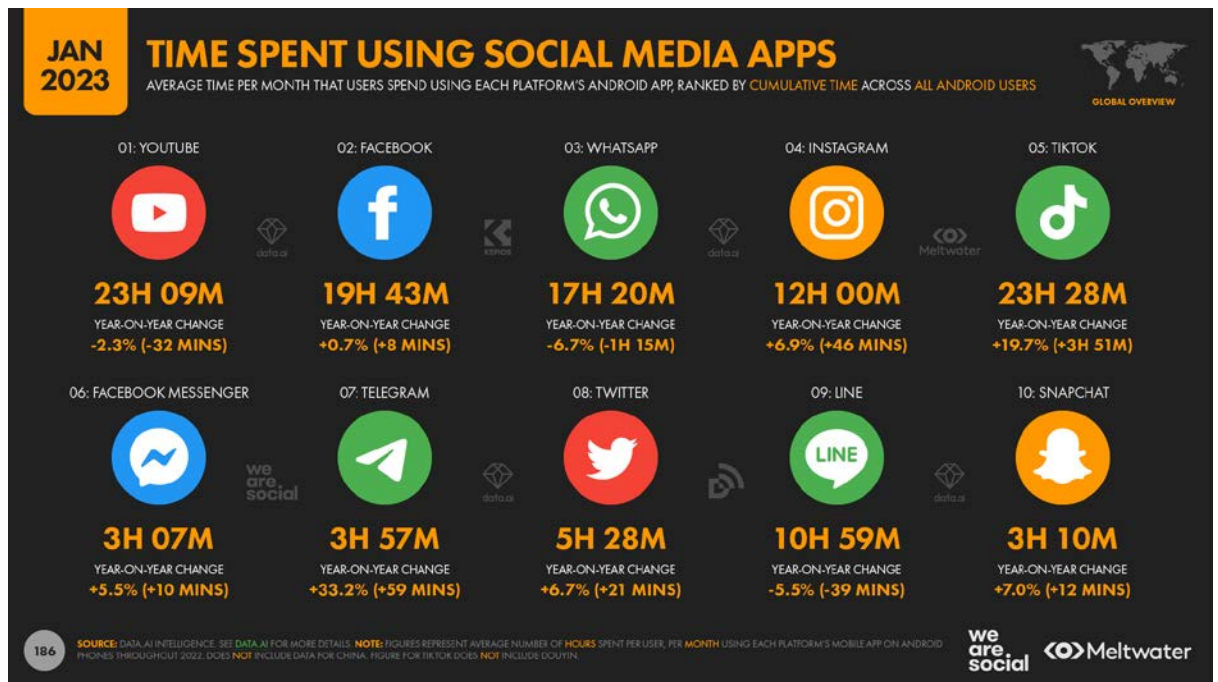


Figure 2: Time spent using social media Apps

Source:(Kemp, “Digital 2023: Global Overview Report”)

Social media ranks as the second preferred channel for online brand research by internet users, with 43.1% favoring this method (Data Reportal, 2023). A pivotal aspect establishing Instagram as an indispensable platform for digital marketing is its impressive percentage of 60.9% of active users seeking brands and products on the platform (Figure 3) (Janmart, 2023, as cited in his thesis).

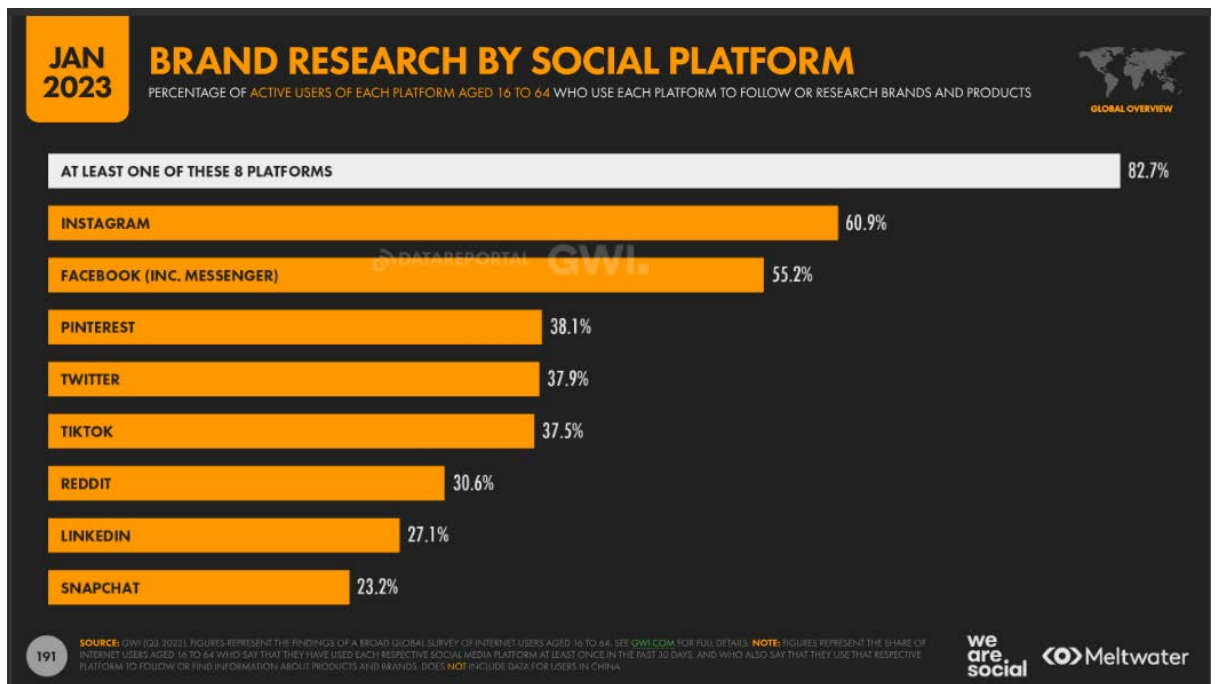


Figure 3: Brand research by social media platform

Source:(Kemp, “Digital 2023: Global Overview Report”)

Furthermore, Instagram records a significant surge of 114.4% in web searches conducted through links posted on the social network, compared to declines of -9.4% for Facebook and -12.9% for YouTube (Data Reportal, 2023). This dynamic attests to the increasing influence of Instagram as a traffic conduit to websites.

Moreover, it is worth noting that consumers in developing countries are more likely to own smartphones with social media applications than computers (Accenture, 2022). This trend reinforces the pivotal role of Instagram in engaging with users from various regions around the world.

4. The Importance of Followers and Engagement on Instagram

In his research, Janmart (2023) highlighted that a substantial increase in followers positively influences product visibility on Instagram. This also contributes to reinforcing product sales (Agam, 2017). Additionally, heightened "engagement," encompassing views, likes, comments, shares, and the time a post is displayed on the screen, is associated with a more extensive reach of the message (Agam, 2017).

Furthermore, the number of followers plays a crucial role in shaping consumer attitudes, as identified by Janmart (2023). This stems from the perception of a reputation associated with this quantity as a sign of widespread approval (Marijke De Veirman, Veroline Cauberghe, and Liselot Hudders, 2017). Impressions of popularity have also prompted consumers to confer a leadership status onto the Instagram account, wherein preferences for opinions and choices are directed (Marijke De Veirman, Veroline Cauberghe, and Liselot Hudders, 2017). As articulated by Katz, an opinion leader is, from the perspective of the influenced person, "a person in whom one has confidence and whose opinions are held in high regard" (Rubin and McHugh, 1987).

Hence, businesses or individuals aiming to undertake digital marketing on social media platforms, particularly Instagram, should ensure that their user profile reflects validity and credibility to maximize their impact on consumers. The importance of influencers should not be overlooked, though a more in-depth exploration of this topic will be addressed subsequently (Janmart, 2023).

5. Instagram marketing

Spitaleri, H. (2020) explored that by connecting the physical and digital realms, Instagram enhances both presence and identity, fostering more efficient interactions not only for personal reasons but also for business purposes (Abbot et al., 2013).

For businesses, Instagram emerges as a valuable asset in promoting their products or services. What distinguishes Instagram from other social platforms is its emphasis on a visually oriented approach (Lim & Yazdanifard, 2015). Capitalizing on visual content on Instagram proves to be a potent method for product promotion, recognizing the timeless notion that an image conveys meaning beyond words (Lim & Yazdanifard, 2015; Spitaleri, 2020).

Without a doubt, Instagram holds tangible benefits for the marketing landscape. Over 65% of the world's leading market-share-holding brands already maintain an active presence on Instagram (BDMmedia, 2018). Almost half of the user base

(46%) follows one or more brands, and brands generate 33% of the most-viewed "stories" (Truphème & Gastaud, 2020; Spitaleri, 2020).

Businesses actively sharing content on Instagram significantly boost their interaction rates with subscribers and consumers. Consequently, many entities that traditionally incorporate offline marketing have gradually assimilated social media into their marketing approaches to connect and communicate more effectively with both current and potential consumers ((Ting, Ming, De Run & Choo, 2015; Spitaleri, 2020).

Additionally, a global survey conducted in January 2020 among marketing professionals assessed their social media usage and anticipated expenditure changes. During the survey, 67% of respondents expressed their intention to increase their use of Instagram (Statista, 2020; Spitaleri, 2020).

6. Types of content on Instagram

The concept of content type emerges as a strategic marketing methodology, centered on the creation and delivery of valuable, pertinent, and reliable content aimed at captivating and retaining a specific audience, ultimately inciting lucrative consumer actions. The Uses and Gratifications (U&G) theory, a frequently utilized framework by researchers in the fields of technology and media, provides a structured lens to comprehend the objectives and motivations of individuals as they engage with a diverse array of content forms. Previous applications of the U&G theory within brand communities and social media have underscored the significance of engaging with content that is both entertaining and informative, highlighting them as pivotal factors influencing user engagement (Dholakia et al., 2004; Raacke and Bonds-Raacke 2008). Notably, the impact of entertainment tends to wield a more robust influence on user engagement, as revealed by Park et al. (2009). Additionally, Muntinga et al. (2011) pinpoint Remuneration through sweepstakes as the third and least frequently mentioned rationale for user engagement. Reflecting on existing literature, a research model crafted by Cvijikj and Michadelles (2013) categorizes content types into three distinct classifications: Entertainment, Information, and Remuneration. According to this model, users engage with content on Instagram, and

this classification is applicable across various contexts, industries, and audiences (Putri, I. N.2021).

In the context of Instagram marketing, understanding the impact of content types is essential. According to Putri, I. N. (2021), whose research delves into the effectiveness of Instagram as a marketing tool, the choice of content type significantly influences user engagement and interaction. This aligns with the broader literature on Uses and Gratifications theory, emphasizing the importance of creating content that is both entertaining and informative to foster meaningful engagement within brand communities.

In conclusion, the research model developed by Cvijikj and Michadelles (2013) provides a valuable framework for understanding the dynamics of content types in the realm of Instagram marketing. This framework can be instrumental in shaping effective strategies for online consumer engagement. Overall, acknowledging the preferences and motivations of users in engaging with different content types on Instagram is crucial for devising successful marketing approaches within the dynamic landscape of digital platforms.

a. **Entertainment**

The concept of entertainment on Instagram is associated with the captivating nature of brand content on social media (Putri, 2021). The platform features a variety of engaging content, such as humorous videos, teasers, slogans, and wordplay, contributing to feelings of relaxation, emotional expression, enjoyment, and satisfaction related to problem-solving or routine activities (Muntinga, 2011). Posts on Instagram, designed to be entertaining, may leverage the unique attributes of photos, allowing users to appreciate and admire images shared by others (Casalo, 2017). Instagram offers a variety of entertaining content including games, helpful tips, national day celebrations, inspiring quotes, and interactive videos.

Entertainment in the form of content marketing is an effective strategy used by many brands on Instagram. By offering exciting and engaging content, brands can generate interest and engagement from users. For example, humorous videos can amuse users and encourage them to share the content with their friends, contributing

to virality and brand visibility. Another aspect of entertainment on Instagram is the relaxation it gives users. By publishing content that is relaxing and entertaining, brands can offer an escape from users' daily stresses. For example, an interactive game offered by a brand can entertain users while allowing them to immerse themselves in the brand's world.

What's more, entertainment can also be associated with user satisfaction. When a user finds pleasure and satisfaction in a brand's content, this can reinforce their positive attitude towards the brand and influence their purchasing decisions. For example, the publication of inspirational quotes can evoke positive emotions in users, strengthening their emotional bond with the brand.

In conclusion, entertainment is a key element of marketing content on Instagram. By offering exciting, relaxing and satisfying content, brands can build strong relationships with users and boost their positive attitude towards the brand.

b. **Information**

According to findings from Park et al.'s (2009) study, Facebook users rely on the platform to obtain information about various products and services that align with their specific needs and interests. This information plays a crucial role in shaping users' knowledge about brands and their marketing activities. Similarly, on Instagram, the informative type of content marketing encompasses all the posts that aim to provide relevant information about a brand and its products. This includes details about the brand's offerings, features, benefits, and other related information.

Expanding on this topic, it is important to recognize that informative content serves as a key tool in engaging with potential customers. By providing valuable information, brands can establish themselves as knowledgeable and trustworthy sources, capturing the attention and interest of their target audience. In a world where consumers increasingly rely on online platforms for research and information-gathering, brands must strategically use informative content to meet the knowledge and information needs of their audience.

In the research conducted by Putri (2021) on the effectiveness of Instagram as a marketing tool for Indonesian fashion local brands, the assessment of informative content played a significant role. As Putri's study suggests, brands need to carefully curate their informative content on Instagram in order to effectively communicate the value and uniqueness of their products. Through compelling visuals, engaging captions, and informative descriptions, brands can deliver key details about their products and establish a connection with their audience.

In summary, informative content plays a vital role in brand marketing on platforms like Facebook and Instagram. By providing relevant and valuable information, brands can attract and engage their target audience, ultimately driving consumer interest and purchase behavior. (Putri, 2021)

c. **Remuneration**

According to a study by Wang and Fesenmaier (2003), one aspect of content marketing that attracts customers' attention on social media is remuneration, which involves offering giveaways, promotions, coupons, special offers, and other incentives. This form of marketing serves as a primary motivator for individuals to engage with brands on platforms like Instagram. People are driven by the expectation of receiving something in return, whether it be financial compensation or rewards. Remuneration can be seen as an effective strategy for brands to connect with their target audience and foster engagement. By providing these offerings, brands can entice potential customers and strengthen their relationships with existing ones (Putri, 2021). The concept of remuneration in content marketing offers an opportunity for businesses to cultivate a loyal customer base and effectively promote their products or services.

On platforms like Facebook and Instagram, brands leverage remuneration as a strategic marketing approach to attract and engage their target audience. By offering exclusive discounts, rewards, or monetary benefits, brands create a sense of value for customers, incentivizing them to take action and establish a connection with the brand. It is important to recognize the significance of remuneration in driving customer engagement and loyalty. In a highly competitive market, consumers are

constantly seeking opportunities to save money and receive additional benefits. Brands that leverage remuneration as part of their content marketing strategy can create a distinct competitive advantage by providing customers with tangible rewards and incentives.

In the context of social media marketing, the inclusion of remuneration as part of the content mix can be highly effective in capturing the attention of potential customers. By showcasing attractive giveaways, promotions, and offers, brands can not only grab the interest of their target audience but also drive them to take the desired actions, such as making a purchase or sharing the brand's content with their network.

In summary, remuneration, as a type of post content, plays a crucial role in attracting customer attention and fostering brand engagement. By offering enticing rewards and incentives, brands can motivate individuals to connect with them on social media platforms. (Wang and Fesenmaier, 2003)

7. Instagram and content marketing:

Thanks to its extensive user base and emphasis on visual content, Instagram has gained popularity as a platform for content marketing. The platform gives businesses the possibility to showcase their products or services through images, videos, and stories, making it an ideal space for creating engaging content (Okumus & Karamustafa, 2019). In addition to that, Instagram is a fantastic platform for reaching new audiences and expanding a following because its algorithm prioritizes content that receives high levels of engagement. (Hootsuite, 2021). Moreover, Businesses can target their ideal customers and increase visibility using Instagram's features, such as hashtags and location tagging. (Snyder, 2020). But for businesses to succeed on Instagram, they need to post frequently and produce content that appeals to their target market. (Okumus & Karamustafa, 2019). Businesses can use Instagram's visual platform in this way to promote their brands, encourage customer interaction, and ultimately boost sales.

8. Time of Posting

In the realm of marketing strategies, the strategic consideration of various elements, including posting time, has garnered significant attention due to its potential to drive increased sales (Putri, 2021). Effective programming in online advertising involves the careful selection of time slots and spaces on digital platforms where promotional content is showcased. The criticality of timing in social media posts cannot be overstated, as it plays a pivotal role in influencing the level of engagement with the conveyed message (Cvijikj & Michahelles, 2013).

One might initially dismiss the timing of Instagram posts as inconsequential; however, there exists a noteworthy 20% to 30% uptick in engagement when content is shared at optimal hours (Janmart, 2023). This strategy ensures heightened interaction with a broader cohort of active users. Broadly speaking, the most opportune time slots are Wednesday at 11 a.m. and Friday between 10-11 a.m., with the safest posting windows spanning from Monday to Friday, encompassing the hours of 10 a.m. to 3 p.m. To ensure maximum visibility and user interactions, the prime days for posting on Instagram are Wednesday, Thursday, and notably, Friday (Janmart, 2023). The preferred hours typically fall either early in the morning at 5 a.m. or in the afternoon around 3-4pm As for video content, the ideal window appears to be between 9 p.m. and 8 a.m. (Singh, Jaiswal, & Singh, 2023).

a. Workdays:

Research by Cvijikj and Michahelles (2013) underscores the importance of weekdays in social media posting strategies, designating Monday to Friday as the designated weekdays for such endeavors. Conversely, Saturday and Sunday are generally excluded from this categorization (Cvijikj & Michahelles, 2013). Targeting weekdays specifically can be a strategic move, aligning with findings that indicate heightened Facebook user activities during typical working hours (Golder, 2007).

b. Prime/ Peak time:

The concept of peak hours further refines the temporal considerations for social media engagement. According to Cvijikj and Michahelles (2013), peak hours occur between 4 PM and 4 AM, encompassing periods of increased user activity, including dinner time and intermediate hours. This timeframe is identified as particularly opportune for capturing the attention of a substantial audience (Cvijikj et al., 2013).

However, it is prudent to experiment with various time slots and evaluate their efficacy individually. Additionally, leveraging analytical data, as depicted in Figure 4, assists in pinpointing specific moments when the target audience is most active. Yet, it is essential to prioritize posting over concerns about choosing an unfavorable time slot. If a post garners high engagement during the micro-test phase, its timing becomes less critical, as Instagram actively promotes content to a broader audience, even hours after its initial upload.

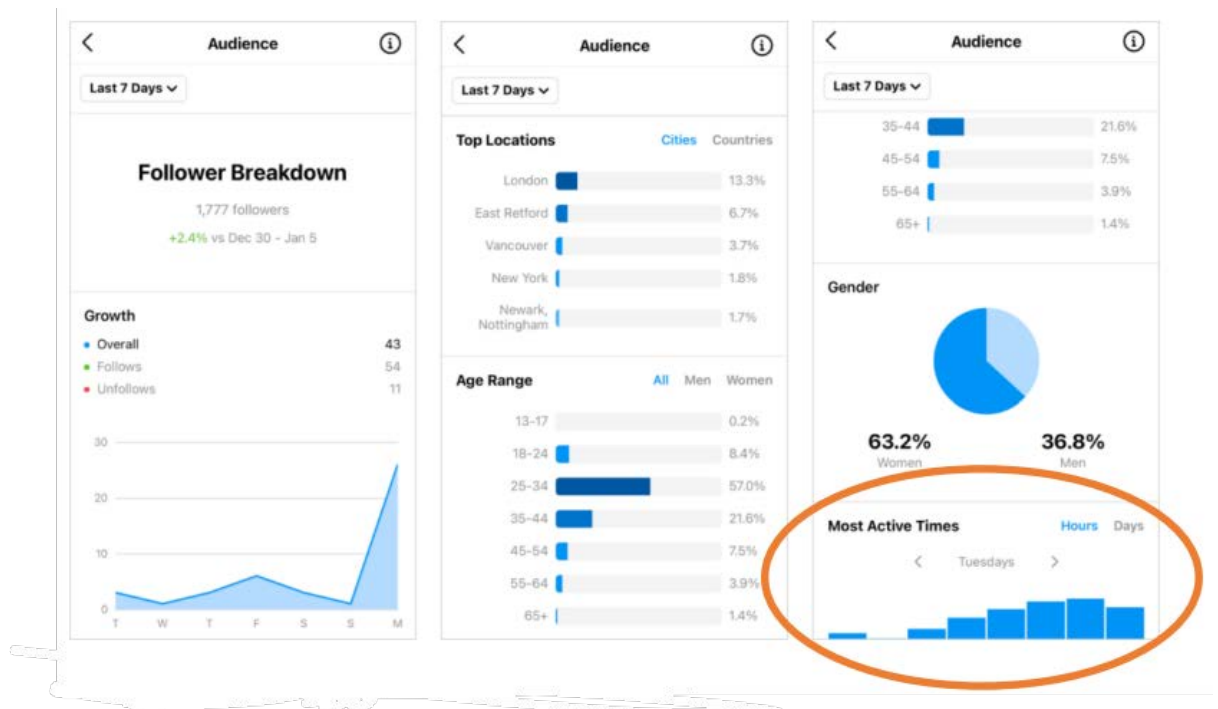


Figure 4: Audience activity in Instagram

Source: (Jillian Warren 2023)

Consistency and active involvement carry significant value. The algorithm favors interactions among users, fostering audience loyalty and building trust. Consequently, engaging with user comments on photos and videos is recommended, contributing to the strengthening of a robust connection with the audience (Janmart, 2023).

In essence, the temporal dimension of social media posts emerges as a crucial facet within marketing strategies, wielding a considerable influence on engagement levels and subsequent sales outcomes. Research by Putri (2021) corroborates the significance of timing, emphasizing that previous studies have illuminated the effectiveness of targeting weekdays and peak hours in optimizing audience reach and engagement. As the digital landscape continues to evolve, a nuanced understanding of the temporal nuances of social media interactions becomes imperative for marketers aiming to enhance their brand's online presence and impact.

9. Online Engagement

According to Putri's (2021) research on the effectiveness of Instagram as a marketing tool for Indonesia fashion local brands, online engagement is the main factor for measuring the effectiveness of social media marketing. The research findings highlight that all independent variables, including entertainment, tag, weekdays, and peak hours, positively influence online engagement. Local fashion brands can improve their online engagement by utilizing content that combines entertainment and information and by posting during peak hours and weekdays.

Leary (2018) discusses the importance of online customer interaction, emphasizing that consumers want knowledge, service, support, and a sense of connection with the brand. Marketers need to continuously engage with their customers to promote their brand effectively. When customers are engaged with the brand, they become loyal, and this helps to expand and build more loyal customers. Brands can also obtain valuable knowledge from their customers about the brand and identify any necessary updates or improvements. Therefore, Content marketing is an influential aspect when promoting brands on social media platforms since it offers customers the support they desire.

Thus, it is crucial for businesses to focus on content marketing to enhance online engagement and build a positive attitude towards the brand among customers. As mentioned in Putri's study, Instagram has been identified as a highly efficient social media platform that can help to achieve such goals. Effective content marketing strategies can help businesses to build strong connections and long-lasting relationships with their customers, which can lead to customer loyalty and increase the brand's overall reputation. (Putri, 2021) (Leary, 2018)

D. Influencer Collaborations

1. Influencer Marketing

According to Spitaleri (2020), user-generated content (UGC) on social media has become a crucial factor influencing individuals' purchasing behavior in recent years. UGC, also known as electronic word-of-mouth (e-WOM), functions similarly to traditional word-of-mouth, but the difference is that it is disseminated online (Bahtar & Muda, 2016). UGC refers to any material created and published on the Internet by people other than the media and has a greater influence on consumers' purchasing behavior (Bahtar & Muda, 2016). Gwinner, Walsh & Gremler (2004) defined e-WOM/UGC as "any positive or negative statement made by potential customers about a product or organization, which is made available to a myriad of people and institutions via the Internet". Consumers have turned away from traditional promotion practices since they perceive UGC as more reliable and credible. UGC is based on consumers' personal experiences; therefore, it is more reliable, useful and fair in its workings (Bahtar & Muda, 2016).

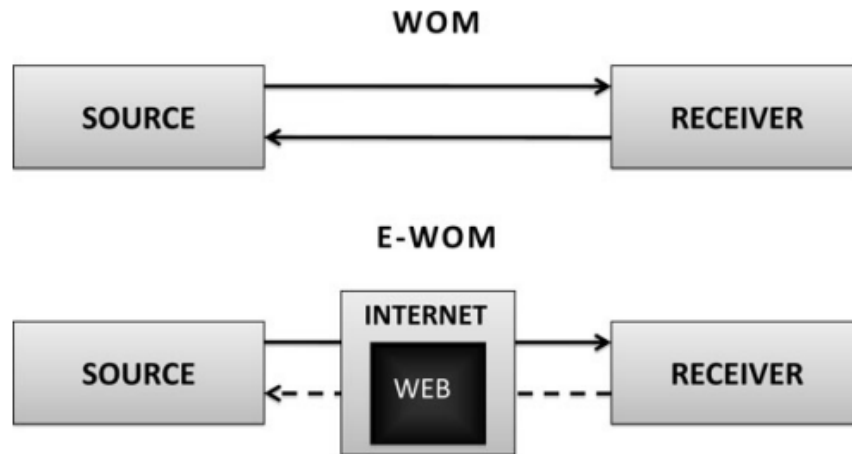


Figure 5: Word-of-mouth (WOM) & Electronic word-of-mouth (e-WOM)

Source: (Lopez & Sicilia, 2014)

Influence marketing, generally defined as the practice of identifying key decision-makers in a target audience and encouraging them to use their influence to spread word-of-mouth, can be summarized as the utilization of the recommendation potential of digital influencers (Bathelot, 2020). An influencer is a third party who significantly shapes consumers' opinions and purchasing decisions. For example, an influencer will publish a photo of himself or herself showcasing a product or brand on a social network accompanied by hashtags related to the brand or product (Jaakonmäiki, Müller & Vom Brocke, 2017). In exchange for their contribution, the content creator receives compensation, either financial or material (Jaakonmäiki, Müller & Vom Brocke, 2017). Influencers are usually popular and highly connected individuals on social media (Jaakonmäiki, Müller & Vom Brocke, 2017). Therefore, businesses can leverage influencer marketing to tap into their followers' audience reach and credibility to achieve their marketing objectives.

2. Influencers and Collaborations:

According to Janmart (2023), there are influential individuals known as "power influencers" who possess a significant average engagement on social media platforms like Instagram. This means that the content they produce carries more influence, power and visibility on the social media platform compared to other

accounts. During the micro-test phase, if these powerful influencers share or collaborate with a profile, it can result in a significant increase in exposure.

In line with Spitaleri (2020) findings, the unique qualities possessed by digital influencers play a significant role in capturing the attention of brands and marketing professionals. Firstly, most influencers have established themselves as experts in specific domains such as beauty, sports, travel, or fashion. This expertise increases consumer trust when influencers collaborate with brands that align with their chosen field. Aaker and Myers (1987) also suggest that influencers, seen as knowledgeable authorities, in their fields possess a higher power of persuasion over consumers' purchasing decisions.

Another advantage for brands is the cost-effectiveness of working with influencers compared to celebrities, as highlighted by Lou and Yuan (2019). Unlike exorbitantly priced celebrity endorsements, brands can enter into more affordable agreements with influencers. For instance, recent surveys among micro-influencers have shown that they charge an average of less than \$250 per Instagram post (Gretzel, 2018). In addition, a study of marketing experts reveals that 89% of respondents believe that influencer marketing delivers similar or higher returns on investment compared to other marketing channels (Statista, 2019).

To maximize the chances of content going viral, a strategic approach involves creating a group of 20 to 25 power influencers who interact with each other. It is preferable that these influencers are within the same niche, as this allows for targeting a specific audience with a higher potential interest. There are two approaches to achieving this:

- Through "DM/like" groups: joining groups where influencers notify each other about new posts and request likes and comments from other members. Or creating a personal group by searching for a popular hashtag within the niche, checking the top posts, and contacting influencers with a significant number of followers and strong engagement to propose an exclusive "direct message» (DM) group;
- Through paid collaborations with power influencers: as it can be challenging to convince influencers with a large following to collaborate for free. With a

budget, one can obtain their engagement by offering a certain amount, such as \$2 per like/comment. However, the difference in influence for the account will be significantly amplified. To connect with these influencers, a private message (DM) can be sent.

Furthermore, branded content created by influencers is perceived as more genuine and directly engaging with potential consumers compared to brand-produced advertisements (Talavera, 2015). Instagram has emerged as the leading platform for influencer marketing, leading to the rise of the term "Instafamous" to describe individuals who have gained celebrity-like status through their Instagram presence (Evans, Phua, Lim & Jun, 2017). Instagram's influencers gain significant followings by sharing inspiring photos, utilizing hashtags, and actively interacting with their audience (Evans, Phua, Lim & Jun, 2017). Additionally, many influencers are drawn to Instagram due to its effectiveness in swiftly publishing authentic content and directly tagging brands in their posts (Glucksman, 2017). This tagging feature allows interested consumers to easily access the endorsed products.

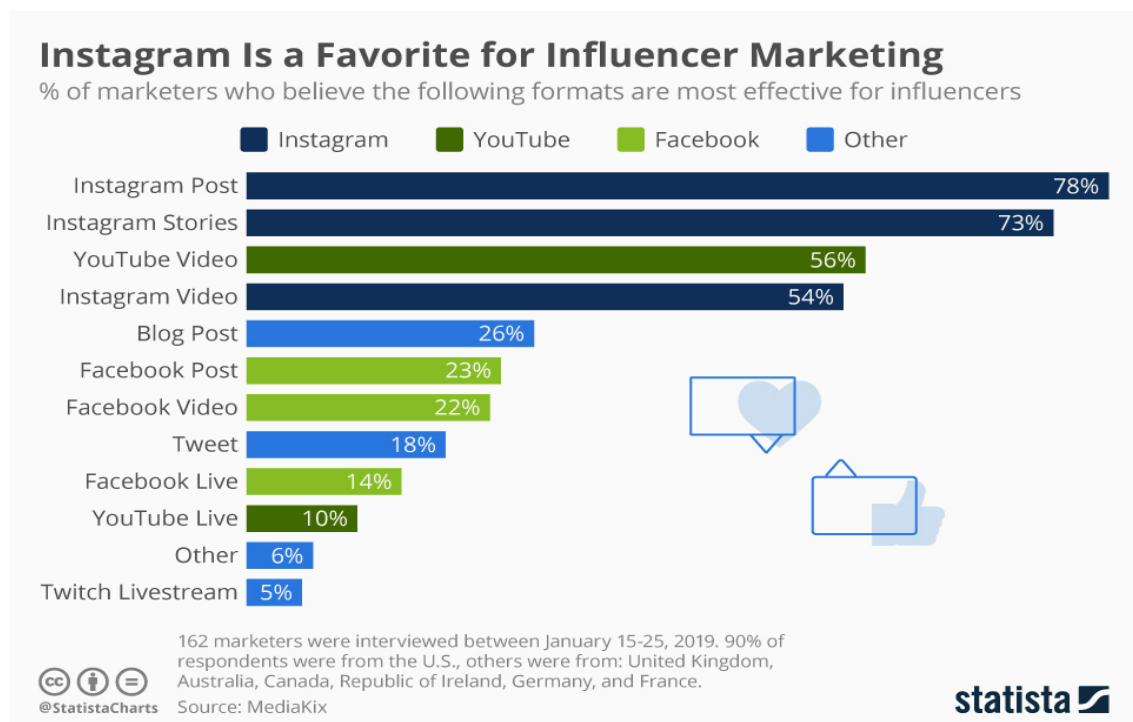


Figure 6: Instagram is a Favourite for Influencer Marketing

Source: <https://www.statista.com/chart/19551/instagram-for-influencer-marketing/> (Statista, 2019)

In conclusion, the strategy of leveraging Instagram influencers to promote brands is increasingly prevalent due to the rising popularity influencers have garnered among the public on this platform (Jaakonmäki, Müller & Vom Brocke, 2017). Influencer collaborations as a marketing strategy is a way to leverage existing communities of committed followers on Instagram. Compared to conventional-traditional advertising, influence marketing is more cost-effective and efficient. Another commonly used technique to tap into influencer communities is the "shout-outs" technique, which is currently considered one of the most overvalued forms of advertising in the world. (Janmart, 2023)

III. RESEARCH METHODOLOGY

A. Research Design

This study adopts a quantitative research approach and literature review to examine the impact of content marketing on Instagram users' online attitude. Data will be collected through an online survey distributed to Instagram users, which are students of Istanbul Aydin University and other universities in Istanbul, Turkey. The questionnaire assesses online attitude toward content marketing, interaction with influencer content, and its influence on online attitude. The theoretical framework is based on existing literature, focusing on the effect of content marketing on online customer's attitude. Dependent variable: "Online Customer's Attitude" Independent variables include "Content marketing Effectiveness," "Timing of posting," and "Influencer collaboration." The survey employs a Likert-type scale, targeting a sample size of 200 using a simple and random sampling technique. Data analysis will utilize descriptive and inferential statistics, facilitated by SPSS software. Secondary data will be collected from various sources, enhancing the study's depth and understanding of Instagram influencer marketing dynamics.

B. Population

This research centres on exploring the influence of content marketing on online customer attitudes within the realm of Instagram marketing. The primary participants will be the population of undergraduate, graduate, and postgraduate students from Istanbul Aydin University and other Universities in Istanbul, Turkey. Acknowledging the widespread use of social media among university students, particularly on Instagram, as evidenced by studies like Park, Lee, and Song (2017), the research expands its scope to include Instagram users from various universities in Istanbul.

C. Sampling Method

This research will adopt a targeted approach to sampling, focusing on undergraduate, graduate, and postgraduate students from Istanbul Aydin University, aligning with my academic environment with age group forms that are ranging from 18–26 years old. Given the prevalence of social media use, especially on Instagram, among university students, the sampling strategy will extend beyond Istanbul Aydin University. As I am part of the academic community, I will leverage my network to include Instagram users from various universities in Istanbul. To ensure a diverse and representative sample, I will employ a purposive sampling method, allowing me to selectively choose participants who can provide valuable insights into the impact of content marketing on online customer attitudes in the context of Instagram marketing. This approach is chosen for its ability to capture a nuanced understanding of the target population.

D. Data Collection

The data for this study was collected through an online survey created using Google Forms and subsequently analysed using the Statistical Package for the Social Sciences (SPSS) software. The survey was administered from January 10th to 20th, targeting university students in Istanbul, Turkey, within the age range of 18 to +26. The questionnaire comprised six sections covering demographics, Instagram Content Marketing, its effectiveness, Attitude Towards the Brand, Influencer Collaboration, and Timing of Posting. Utilizing 5-point Likert scales for agreement that range from “strongly disagree” to “strongly disagree”, Frequency Scale statements for measuring response frequency (ranging from "Always" to "Never"), the survey aimed to capture a comprehensive understanding of participants' perspectives. Additionally, Multiple-Response questions were included in Sections 2 and 5.

The primary focus of the survey is on undergrad, grad, and postgrad students of Istanbul Aydin University, aligning with previous research highlighting the prevalence of social media usage among university students. The study sought to gather primary information from a diverse sample of 200 participants, including Instagram users from different universities in Istanbul. Distribution methods included email and various social media channels. The questionnaire not only delved into the background, significance, objectives, and principles of the study but also aimed to

explore participants' perceptions of Instagram content marketing, ensuring a robust and insightful approach to data collection in the context of social media research.

E. Questionnaire Design

This research investigates the impact of content marketing on Instagram's influence on online customer attitudes, utilizing four validated scales. The study employs the Determinants of Content Marketing Effectiveness Scale (DCMES) from Clemens Koob's 2021 study (10-item measure), the Attitude Toward the Brand and Purchase Intentions Scale (ATBPIS) from Nancy Spears Ph.D. & Surendra N. Singh Ph.D.'s 2004 research (7-item scale), the brand genuinely scale from Brian 't Hart and Ian Phau's paper published in 2022 (7-point Likert scale), and the Influencer Marketing Effectiveness Scale (IMES) from Susanna Lee and Eunice Kim's 2020 work (12-item scale).

The questionnaire, targeting mainly university students in Istanbul, Turkey comprises six sections. The first covers demographics, including gender, age, education, and monthly income. Subsequent sections focus on Instagram Content Marketing, Instagram Content Marketing Effectiveness, Attitude Towards the Brand, Influencer Collaboration, and Timing of Posting. The survey utilizes 5-point Likert scales for agreement, and Frequency Scale statements are measured by frequency (ranging from "Always" to "Never"). Sections 2 and 5 also include Multiple-Response questions.

F. Statistical Analysis

Descriptive statistics analysis serves to establish fundamental information about the variables and examine the relationships among them. Various methods can be employed for statistical descriptive analysis, with this research specifically focusing on testing the standard deviation and mean across variables. Participants will be involved in an online survey, and the data analysis will utilize techniques such as demographic profile, descriptive statistics, correlations, and regression analyses. These analytical approaches aim to thoroughly examine the interplay between content marketing and consumer attitudes on Instagram.

G. Research Model and Hypotheses

The theoretical framework developed based on existing literature and research in the area of content marketing's effect on customer's online attitude will be clarified in this part, as will the key research structure and hypothesis. This research will investigate the various factors that influence "Online Customer's Attitude" that is our dependent variable, such as the "Content marketing Effectiveness", "Timing of posting" and "Influencer collaboration". Which are our independent variables.

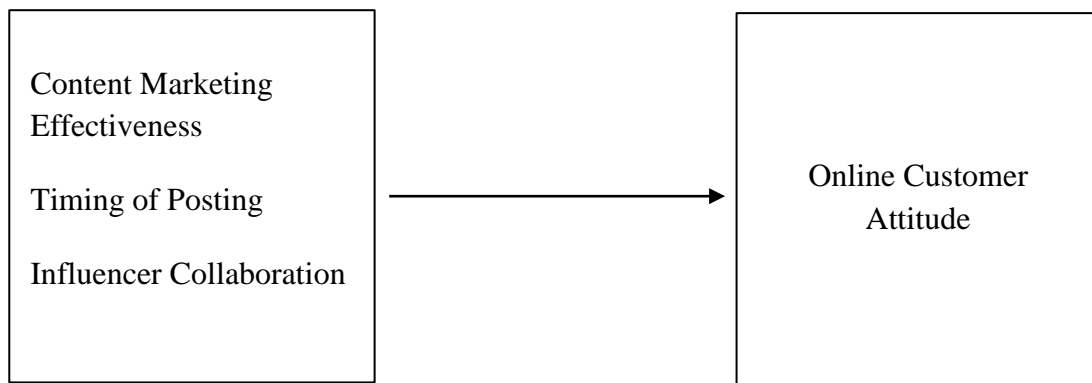


Figure 7: Research Model

The hypothesis of this research paper comes from this model which are:

H1: Content marketing effectiveness will have a positive effect on online customer attitude.

H2: Timing of posting will have a significant effect on online customer attitude.

H3: Influencer collaboration will have a positive effect on online consumer attitude.

1. The Effect of Content Marketing Effectiveness on Online Customer Attitude

The relationship between Instagram content marketing and the attitudes of online customers is a complex process involving the establishment of emotional and intellectual connections, surpassing mere interaction. Drawing inspiration from offline experience marketing principles (Strauss, 2014), content marketing on Instagram emerges as a crucial element in fostering brand-consumer relationships and shaping purchase intentions (Puro, 2013). Echoing Bill Gates' famous quote,

"Content is King" (1996), underscores the pivotal role of captivating content in the digital realm. Through active engagement on social media, particularly on Instagram, businesses not only build brand loyalty but also wield influence over consumer purchasing decisions (Choi et al., 2016). This synthesis lends support to the hypothesis that content marketing, especially on Instagram, exerts a positive effect on online customer's attitude. It underscores the strategic importance of businesses in utilizing content marketing to cultivate favourable attitudes and drive preferred actions among online consumers. In this study, we will seek to investigate the relationship between content marketing effectiveness and online customer attitudes to determine whether a positive impact exists. Thusly, the following hypothesis is developed:

H1: Content marketing effectiveness will have a positive effect on online customer attitude.

2. The Effect of the Timing of Posting Online Customer Attitude

Within marketing strategies, the careful consideration of posting timing on Instagram has gained prominence for its potential effect on sales (Putri, 2021). Strategic timing plays a vital role, with a substantial 20% to 30% increase in engagement observed during optimal hours. Experimenting with different time slots is encouraged, guided by data insights to identify peak user activity. Hence, our hypothesis (H3) posits that the timing of posting significantly effects online customer's attitude, underscoring the strategic role of timing in shaping consumer attitudes on Instagram.

H2: Timing of posting will have a significant effect on online customer attitude.

3. The Effect of Influencer Collaboration on Online Customer Attitude

In recent years, user-generated content (UGC) and influencer marketing have notably influenced individuals' purchasing attitude on social media (Spitaleri, 2020). UGC, viewed as reliable and credible, stems from personal experiences shared online (Bahtar & Muda, 2016). Influencers, popular on platforms like Instagram, play a vital role in shaping consumer opinions and decisions by showcasing products (Jaakonmaiki, Müller & Vom Brocke, 2017). Branded content by influencers is

perceived as genuine and engaging, surpassing traditional advertisements (Talavera, 2015). Instagram, a key platform for influencer marketing, allows influencers to connect customers directly with endorsed products (Evans, Phua, Lim & Jun, 2017). Our hypothesis (H4) suggests that influencer collaboration positively effects online consumer attitudes, acknowledging the influencers' role in shaping perceptions and customer's attitude online.

H3: Influencer collaboration will have a positive effect on online customer attitude.

IV. ANALYSIS

A. Demographic Profile

This examination focused on the initial segment of the survey, which aimed to capture respondents' perspectives and responses. To achieve this, a straightforward percentage analysis was employed, offering a concise overview of the distribution of data in relation to participants' answers. This segment specifically presents the demographic information gathered from the respondents. The following table elucidates the frequency and corresponding percentages of participant responses.

Table 1: Demographic Profile

Demographic Profile		Frequency	Percentage (%)
Gender	Female	111	55.5
	Male	89	44.5
Age	18-20	12	6
	21-23	34	17
	24-26	82	41
	26	72	36
Social Status	Single	142	71
	Married	58	29
Degree	Undergraduate	59	29.5
	Master	125	62.5
	PhD	14	7
	Degree in dentistry	1	0.5
	Degree in engineering	1	0.5
Monthly Income	Less than 17.000 TL	58	29
	17.000-19.000 TL	26	13
	19.000-20.000	20	10
	20.000-22.000 TL	25	12.5
	More than 22.000 TL	71	35.5
Total		200	100

The demographic profile of the study participants reveals a balanced gender distribution, with 55.5% females and 44.5% males. In terms of age, the majority falls within the 24-26 age range (41%), followed by 26 years and above (36%), 21-23 years (17%), and 18-20 years (6%). Social status indicates that 71% of participants are single, while 29% are married.

Regarding educational background, 29.5% have an undergraduate degree, 62.5% hold a master's degree, and 7% have a Ph.D., with a minimal representation of individuals with degrees in dentistry (0.5%) and engineering (0.5%).

Monthly income distribution shows that 35.5% earn more than 22,000 TL, 29% earn less than 17,000 TL, and the remaining categories contribute proportionally between 10% and 13%.

Overall, the sample of 200 participants represents a diverse demographic profile in terms of gender, age, social status, education, and income.

B. Descriptive Statistics

Descriptive statistics play a crucial role in understanding the interplay between variables and extracting essential information about them. In this thesis, the mean and standard deviation serve as the selected approach for conducting a comprehensive descriptive analysis of the variables under examination.

1. Descriptive Analysis of Instagram User Behavior and Content Marketing

Following a detailed examination of the demographic profile of our study participants, this section delves into the intricate aspects of Instagram usage patterns and user preferences.

Table 2: Descriptive Analysis of Instagram User attitude and Content Marketing

Descriptive Analysis of Instagram User attitude and Content Marketing		Frequency	Percentage %
How frequently do you use Instagram?	Rarely	10	5
	Once a week	4	2
	2-3 times a week	11	5.5
	Once a day	16	8
	Multiple time a day	159	79.5

On average, how much time do you spend on Instagram per day?	None	10	5
	Less than 30 minutes	25	12.5
	30 minutes to 1 hour	44	22
	1-2 hours	52	26
	More than 2 hours	69	34.5
How many Instagram accounts do you follow?	None	9	4.5
	10-50 accounts	21	10.5
	50-100 accounts	24	12
	100-200 accounts	28	14
	More than 200 accounts	118	59
How often do you engage with content marketing on Instagram?	Never	11	5.5
	Rarely	39	19.5
	Occasionally	54	27
	Often	62	31
	Always	34	17
Which type of content do you find most appealing on Instagram?	Images	16	8
	Videos	34	17
	Stories	36	18
	IGTV	7	3.5
	Reels	106	53
	Other	1	0.5
Total		200	100

The table presents a comprehensive analysis of responses from 200 participants, shedding light on the dynamic nature of their engagement with Instagram. Notably, a substantial 79.5% of respondents reported using Instagram multiple times a day, indicating a high frequency of interaction. while 8% check it once a day.

The duration of daily usage varied, with 34.5% dedicating more than 2 hours to the platform with 26% allocating 1-2 hours. Additionally, the distribution of followed accounts showcased diverse user behaviors, with 59% following more than 200 accounts.

Engagement with content marketing on Instagram revealed varying degrees of interaction, with 31% reporting frequent engagement and 17% consistent

involvement. Furthermore, participants expressed distinct content preferences, with 53% finding Reels most appealing, highlighting the evolving landscape of user interests on the platform, followed by stories (18%) and videos (17%). This nuanced analysis contributes valuable insights to our understanding of Instagram usage and user preferences among the surveyed demographic.

2. Descriptive Statistics for Content Marketing Effectiveness

In this section, we present the descriptive statistics for Content Marketing Effectiveness, offering insights into participants' perceptions of Instagram content marketing across various dimensions. The table below highlights mean values and standard deviations, providing a quantitative overview of the effectiveness of content marketing strategies employed on the platform.

Table 3: Descriptive Statistics for Content Marketing Effectiveness

Variables	N	Mean	Std. Deviation
The content marketing on Instagram effectively captures my attention.	200	3.365	1.05705
I find Instagram content marketing to be informative and valuable.	200	3.355	1.10684
Instagram content marketing influences my perception of brands positively.	200	3.295	1.10639
Content marketing on Instagram motivates me to explore products or services.	200	3.51	1.21956
I am more likely to make a purchase due to content marketing on Instagram.	200	3.35	1.2103
The content shared on Instagram by brands affects my attitudes towards them.	200	3.27	1.20597
The content marketing strategies on Instagram engage me as a consumer.	200	3.275	1.14715
Instagram content marketing enhances my overall brand experience.	200	3.33	1.22006
Instagram content marketing increases my likelihood of recommending products/services to others.	200	3.32	1.17666
Instagram content marketing helps in building trust towards brands.	200	3.4	1.14304
Valid N (listwise)	200		

The table presents descriptive statistics for the variable "Content Marketing Effectiveness" across various aspects related to Instagram. The data is based on responses from 200 participants. The mean values indicate the average level of agreement or perception for each category, while the standard deviation reflects the degree of variability within the responses. Notably, participants, on average, find that content marketing on Instagram effectively captures their attention (mean=3.365), is informative and valuable (mean=3.355), positively influences their perception of brands (mean=3.295), motivates exploration of products/services (mean=3.51), and has the potential to impact purchasing decisions (mean=3.35).

The table also provides insights into how Instagram content marketing affects attitudes, engages consumers, enhances overall brand experience, influences recommendations, and contributes to building trust. The consistently high valid N of 200 indicates a complete dataset without missing values, ensuring the reliability of the findings.

3. Descriptive Statistics for Attitude towards the brand

This section presents descriptive statistics for Attitude towards the brand, shedding light on participants' sentiments regarding brands promoted on Instagram. The table below displays mean values and standard deviations, offering a quantitative overview of how Instagram content marketing influences various aspects of participants' attitudes towards brands.

Table 4: Descriptive Statistics for Attitude towards the brand

Variables	N	Mean	Std. Deviation
I have a positive attitude towards brands promoted on Instagram.	200	3.07	1.11864
The content shared on Instagram enhances my perception of brand quality.	200	3.29	1.10998
Content marketing on Instagram positively influences my perception of brands.	200	3.19	1.17508
I am more likely to consider purchasing from brands actively engaged in Instagram.	200	3.335	1.12208
I trust brands that use content marketing on Instagram.	200	3.205	1.12664
The brands using content marketing on Instagram are more appealing to me.	200	3.3	1.13863

Content marketing on Instagram influences my decision to purchase products/services.	200	3.225	1.11381
I am more likely to make unplanned purchases due to content marketing on Instagram.	200	3.125	1.21108
Content marketing on Instagram plays a significant role in shaping my preferences.	200	3.255	1.16048
Valid N (listwise)	200		

The descriptive statistics table presents information on participants' attitudes towards brands promoted on Instagram, focusing on various aspects. The mean and standard deviation are reported for each category of the Attitude towards the brand variable based on a sample size of 200. On average, respondents express a moderately positive attitude across all dimensions, with mean scores ranging from 3.07 to 3.335. The standard deviations indicate moderate variability in responses. Notably, participants show a relatively high mean score of 3.29 for the statement that content shared on Instagram enhances their perception of brand quality. Overall, the data suggests a favorable attitude towards brands utilizing Instagram for marketing, with specific emphasis on the positive impact of content marketing on brand perception and purchase decisions.

4. Descriptive Statistics for Influencer Collaboration

In this section, we present descriptive statistics for Influencer Collaboration based on responses from our participants. The data illuminates' participants' levels of agreement across various dimensions related to influencer marketing on Instagram.

Table 5: Descriptive Statistics for Influencer Collaboration

Variables	N	Mean	Std. Deviation
I trust product recommendations from influencers on Instagram.	200	2.865	1.17631
Instagram influencer marketing effectively communicates brand messages.	200	3.125	1.15588
Disclosure of sponsorship on Instagram positively influences my trust in the content.	200	3.125	1.18168
The credibility of influencers on Instagram impacts my purchasing decisions.	200	3.225	1.13172
I find Instagram promotional posts to be convincing and authentic.	200	3.15	1.13753
Brand credibility plays a significant role in the	200	3.365	1.13941

effectiveness of Instagram influencer marketing.			
I am more likely to engage with brands that collaborate with credible influencers on Instagram.	200	3.26	1.24101
I think influencer collaborations make the promoted products/services more appealing.	200	3.295	1.21464
Valid N (listwise)	200		

The descriptive statistics table unveils insights into respondents' agreement levels concerning Influencer Collaboration on Instagram. The highest mean score is associated with the statement "Brand credibility plays a significant role in the effectiveness of Instagram influencer marketing," scoring (3.365). Following closely is the affirmation that "I am more likely to engage with brands that collaborate with credible influencers on Instagram," with a mean score of (3.26). Subsequently, participants expressed moderate agreement in finding Instagram promotional posts convincing and authentic, yielding a mean score of (3.15). The disclosure of sponsorship on Instagram and the impact of influencers on purchasing decisions share a mean score of (3.125), indicating a similar level of agreement. Trust in product recommendations from influencers receives a mean score of (2.865), suggesting a moderate level of trust. The statements collectively reveal a favorable disposition towards influencer collaborations on Instagram, with varying degrees of agreement across different dimensions.

Table 6: Descriptive Statistics for Influencer Collaboration

Variables	N	Mean	Std. Deviation
How often do you trust product recommendations from influencers on Instagram?	200	3.395	1.04134
How often do you follow Instagram influencers who collaborate with brands?	200	3.295	1.19378
To what extent do you believe influencers genuinely use the products/services they promote?	200	3.25	1.0739
Valid N (listwise)	200		

Respondents exhibit a high level of trust in product recommendations from influencers on Instagram, with a mean score of (3.395). Additionally, participants frequently follow Instagram influencers who collaborate with brands, as indicated by a mean score of (3.295). Moreover, there is a notable belief in the authenticity of influencers' product/service usage, with a mean score of (3.25). These descriptive

statistics underscore the positive disposition towards influencer marketing on Instagram, with respondents expressing trust, engagement, and belief in the genuineness of influencers' endorsements. The valid sample size of 200 ensures the reliability of these findings.

5. Descriptive statistics for the Timing of Posting

Table 7: Descriptive statistics for the Timing of Posting

Variables	N	Mean	Std. Deviation
Content posted at specific times influences my engagement on Instagram?	200	3.025	1.18804
Considering your usual activity on Instagram, how likely are you to notice and interact with content posted during certain hours?	200	3.08	1.17066
The timing of content posts on Instagram significantly affects my decision to explore products/services.	200	3.15	1.20197
Valid N (listwise)	200		

The descriptive statistics table reveals participants' perspectives on the Timing of Posting variable. For the statement "Content posted at specific times influences my engagement on Instagram?" the mean response is (3.025) based on a sample size of 200. In the statement "Considering your usual activity on Instagram, how likely are you to notice and interact with content posted during certain hours?" the mean is (3.08). For the statement "The timing of content posts on Instagram significantly affects my decision to explore products/services," the mean response is (3.15). With a stable sample size of 200 participants, it becomes evident that there is a collective alignment in their perceptions of how the timing of Instagram posts affects both engagement and decision-making. However, the consistency in responses does not negate the presence of individual variations, highlighting a nuanced landscape of opinions within the larger agreement on the influence of post timing on user interactions and choices.

Table 8: Timing Patterns of Instagram Engagement

Descriptive Analysis the Timing of Posting		Frequency	Percentage %
During which specific time are you most engaged on Instagram, and you prefer content	Morning	20	10
	Afternoon	17	8.5

posted then?	Evening	48	24
	Night	85	42.5
	No Preference	30	15
Total		200	100

The analysis of the timing of Instagram posts highlights user engagement preferences. Nighttime emerges as the most favored period, capturing 42.5% of respondents, followed by the evening at 24%, morning at 10%, and the afternoon at 8.5%. Additionally, 15% express no specific time preference. This distribution indicates a significant inclination towards nighttime content, offering valuable insights for content creators and marketers seeking to enhance engagement by strategically scheduling posts during peak user activity periods.

C. Exploratory Factor Analysis

An Exploratory Factor Analysis (EFA) is conducted for each scale item utilized in testing the hypotheses. The objective is to identify the number of previously unknown dimensions, termed variables, to which the scale items are reduced. Alongside EFA, the results of the KMO Measure of Sampling Adequacy and Bartlett's Test of Sphericity are presented for each scale to assess the suitability of the data for EFA analysis. If the KMO measure surpasses a threshold of 0.50, and Bartlett's test of Sphericity yields a significant result, it justifies the application of EFA (Hair et al., 2010).

Table 9: Exploratory Factor Analysis

Factor	Items	Variance of %	KMO	P Sig
Content Marketing Effectiveness	CME 1	70.014	.952	<.001
	CME 2	6.086		<.001
	CME 3	4.331		<.001
	CME 4	3.848		<.001
	CME 5	3.706		<.001
	CME 6	2.775		<.001
	CME 7	2.672		<.001
	CME 8	2.615		<.001
	CME 9	2.201		<.001
	CME 10	1.752		<.001

Influencer Collaboration	IC1	70.758	.932	<.001
	IC2	7.91		<.001
	IC3	4.924		<.001
	IC4	4.666		<.001
	IC5	3.427		<.001
	IC6	3.141		<.001
	IC7	3.03		<.001
	IC8	2.143		<.001
Time of Posting	ToP 1	82.604	.748	<.001
	ToP 2	9.623		<.001
	ToP 3	7.773		<.001
Online Customer Attitude	ATB 1	72.584	.940	<.001
	ATB 2	5.908		<.001
	ATB 3	4.181		<.001
	ATB 4	3.892		<.001
	ATB 5	3.671		<.001
	ATB 6	3.179		<.001
	ATB 7	2.509		<.001
	ATB 8	2.447		<.001
	ATB 9	1.629		<.001

Extraction Method: Principal Component Analysis

KMO analysis, a crucial step in evaluating the adequacy of factor analysis, was performed using SPSS software for the examined variables. The KMO values, ranging from 0 to 1, play a key role in assessing the reliability of factors (Field, 2009). In the realm of Content Marketing Effectiveness, the factor displayed a commendable KMO value of 0.952, signifying its meritorious nature according to Kaiser's benchmarks (1960). The associated Bartlett's Test of Sphericity produced a highly significant result ($p < 0.001$), with a chi-square value of substantial magnitude (1662.562) and degrees of freedom (df) set at 45, reinforcing the presence of meaningful correlations among the variables.

Turning attention to Influencer Collaboration, the factor exhibited a high KMO value of 0.932, indicating meritorious sampling adequacy. Bartlett's Test also

returned a highly significant result ($p < 0.001$), substantiating the interconnectedness of variables within the factor.

The Time of Posting factor, while featuring a slightly lower, yet acceptable, KMO value of 0.748, demonstrated a high variance explained (82.604%) for the leading item, underlining the acceptability of sampling adequacy. The Bartlett's Test was again highly significant ($p < 0.001$), reinforcing the statistical importance of the analysis.

Attitude Towards the Brand factor showcased an impressive KMO value of 0.940, denoting meritorious sampling adequacy. The factor's variance explained, particularly for ATB 1 (72.584%), further emphasized the strong relationships among items. Bartlett's Test, with a highly significant result ($p < 0.001$), underscored the statistical significance of the factor analysis.

In conclusion, each factor, including Content Marketing Effectiveness, Influencer Collaboration, Time of Posting, and Attitude Towards the Brand, demonstrated robust sampling adequacy, with high KMO values and significant Bartlett's Test results. The variance explained for each factor accentuates the strong inter-item relationships within the identified factors, contributing to the overall reliability of the factor analysis.

Table 10: Component Matrix

Rotated Component Matrix	Component			
	1	2	3	4
Content Marketing Effectiveness				
Q1. The content marketing on Instagram effectively captures my attention.	0.781			
Q2. I find Instagram content marketing to be informative and valuable.	0.809			
Q3. Instagram content marketing influences my perception of brands positively.	0.823			
Q4. Content marketing on Instagram motivates me to explore products or services.	0.85			
Q5. I am more likely to make a purchase due to content marketing on Instagram.	0.788			
Q6. The content shared on Instagram by brands affects my attitudes towards them.	0.86			
Q7. The content marketing strategies on Instagram engage	0.855			

me as a consumer.				
Q8. Instagram content marketing enhances my overall brand experience.	0.882			
Q9. Instagram content marketing increases my likelihood of recommending products/services to others.	0.874			
Q10. Instagram content marketing helps in building trust towards brands.	0.839			
Influencer Collaboration				
Q11. I trust product recommendations from influencers on Instagram.		0.823		
Q12. Instagram influencer marketing effectively communicates brand messages.		0.843		
Q13. Disclosure of sponsorship on Instagram positively influences my trust in the content.		0.8		
Q14. The credibility of influencers on Instagram impacts my purchasing decisions.		0.859		
Q15. I find Instagram promotional posts to be convincing and authentic.		0.819		
Q16. Brand credibility plays a significant role in the effectiveness of Instagram influencer marketing.		0.847		
Q17. I am more likely to engage with brands that collaborate with credible influencers on Instagram.		0.863		
Q18. I think influencer collaborations make the promoted products/services more appealing.		0.873		
Time of Posting				
Q19. Content posted at specific times influences my engagement on Instagram?			0.897	
Q20. Considering your usual activity on Instagram, how likely are you to notice and interact with content posted during certain hours?			0.913	
Q21. The timing of content posts on Instagram significantly affects my decision to explore products/services.			0.916	
Online Customer Attitude				
Q22. I have a positive attitude towards brands promoted on Instagram.				0.809
Q23. The content shared on Instagram enhances my perception of brand quality.				0.833
Q24. Content marketing on Instagram positively influences my perception of brands.				0.875
Q25. I am more likely to consider purchasing from brands actively engaged in Instagram.				0.857
Q26. I trust brands that use content marketing on Instagram.				0.865

Q27. The brands using content marketing on Instagram are more appealing to me.				0.882
Q28. Content marketing on Instagram influences my decision to purchase products/services.				0.86
Q29. I am more likely to make unplanned purchases due to content marketing on Instagram.				0.848
Q30. Content marketing on Instagram plays a significant role in shaping my preferences.				0.837

In adherence to Hair's (2010) criteria, which emphasize the significance of factor loadings exceeding 0.30 for satisfactory reliability, the factor analysis results of this study surpass this benchmark with all factor loadings exceeding 0.50. Within Table 10, none of the items exhibit factor loadings below 0.30, affirming the robustness and reliability of the analysis.

Factor 1, named "Content Marketing Effectiveness," encompasses ten items, all highly correlated with each other. The factor loadings range from 0.781 to 0.882, indicating a strong association between these content marketing elements on Instagram and various aspects such as attention capture, informativeness, positive brand perception, and the motivation to explore and purchase products or services. These items include Q1 to Q10, and the high factor loadings reinforce the significant impact of content marketing on consumer attitudes and behaviours.

Factor 2, identified as "Influencer Collaboration," consists of eight items strongly associated with each other. The factor loadings range from 0.8 to 0.936, signifying a robust correlation between influencer recommendations, brand messaging, credibility, and the overall effectiveness of influencer collaborations on Instagram. The items contributing to Factor 2 are Q11 to Q18, highlighting the crucial role of influencers in shaping consumer perceptions and purchasing decisions.

Factor 3, denoted as "Time of Posting," comprises three items that exhibit high correlation with each other, with factor loadings ranging from 0.897 to 0.916. These items (Q19 to Q21) emphasize the substantial influence of the timing of content posts on user engagement and decision-making, indicating the importance of strategic posting schedules on Instagram.

Lastly, Factor 4, representing "Online Customer Attitude," includes nine items strongly correlated with each other, with factor loadings ranging from 0.809 to 0.882. Items Q22 to Q30 collectively underscore the positive influence of content marketing

on Instagram in shaping consumer attitudes, trust, brand perception, and purchase decisions.

In summary, the factor analysis elucidates the intricate relationships within the surveyed constructs, offering valuable insights into the effectiveness of content marketing, influencer collaboration, timing of posts, and their collective impact on online customer attitudes on Instagram. The consistently high factor loadings signify the reliability and validity of the identified factors, affirming their significance in the context of social media marketing.

Table 11: Reliability Measurement for Research Variables

Variable	Number of Items (N)	Cronbach's Alpha (α)
Content Marketing Effectiveness	10	0.952
Influencer Collaboration	8	0.941
Time of Posting	3	0.895
Online Customer Attitude	9	0.953

Table 11 presents the results of the reliability analysis conducted on the research variables. Notably, the variable "Content Marketing Effectiveness" exhibits a high level of internal consistency with a Cronbach's Alpha (α) reliability coefficient of 0.952, indicating robust reliability across its 10 constituent items. Similarly, "Influencer Collaboration" demonstrates strong internal reliability, as evidenced by a Cronbach's Alpha of 0.941 across its 8 items. The variable "Time of Posting" maintains a reliable scale with a Cronbach's Alpha of 0.895 based on its 3 items. Additionally, "Online Customer Attitude" showcases a high level of internal consistency, boasting a Cronbach's Alpha of 0.953 across its 9 items.

This table underscores the reliability of the survey questions related to these variables, as all Cronbach's Alpha coefficients surpass the recommended threshold of 0.7. These findings affirm the robustness of the measurement scales for "Content Marketing Effectiveness," "Influencer Collaboration," "Time of Posting," and "Online Customer Attitude," providing a solid foundation for further analysis of the survey data.

D. Correlation analysis

Table 12: Correlation analysis

	Content Marketing	Influencer	Time of	Online
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	Effectiveness	Collaboration	Posting	Customer Attitude
Content Marketing Effectiveness	1.000	0.708	0.601	0.824
Influencer Collaboration	0.708	1.000	0.548	0.703
Time of Posting	0.601	0.548	1.000	0.668
Online Customer Attitude	0.824	0.703	0.668	1.000

Content Marketing Effectiveness has a strong positive correlation with Online Customer Attitude ($r = 0.824$), a moderate positive correlation with Influencer Collaboration ($r = 0.708$), and with Time of Posting ($r = 0.601$).

Influencer Collaboration also has a strong positive correlation with Online Customer Attitude ($r = 0.703$) and a moderate positive correlation with Time of Posting ($r = 0.548$).

Time of Posting has a moderate positive correlation with Online Customer Attitude ($r = 0.668$).

These results suggest that all the variables are positively related to each other, with the strongest relationship being between Content Marketing Effectiveness and Online Customer Attitude.

E. Multiple Regression Analysis

In accordance with Gikoulekas (2019), regression analysis serves as a valuable predictive tool, examining the intricate relationships between dependent and independent variables. This statistical method fits a mathematical function that elucidates how the value of a response changes concerning shifts in predictor variables. The significance of the regression analysis is gauged by the p-value, where a value below 0.05 suggests the acceptance of a hypothesis, and a value higher than 0.05 leads to its rejection.

As Gikoulekas (2019) asserts, this study is underpinned by three formulated hypotheses derived from a comprehensive literature review. The subsequent tables delineate the results of the Multiple Regression Analysis, shedding light on the relationships between the independent variables, namely Time of Posting, Influencer Collaboration, and Content Marketing Effectiveness, and the dependent variable, Online Customer Attitude.

Table 13: Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.901a	0.812	0.81	3.81992	0.812	283.013	3	196	<.001
a. Predictors: (Constant), Time of Posting, Influencer Collaboration, Content Marketing Effectiveness									

The Model Summary table (Table 12) presents the results of the multiple regression analysis for the relationship between online customer attitude and the predictors: Time of Posting, Influencer Collaboration, and Content Marketing Effectiveness. The model achieved a high R-squared value of 0.812, indicating that approximately 81.2% of the variance in online customer attitude can be explained by the predictors. The F-test is statistically significant ($F = 283.013$, $p < 0.001$), suggesting that the overall model is a good fit. Each predictor contributes significantly to the model, as indicated by the low p-values for the individual predictors.

Table 14: Anova

ANOVAa						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12389.004	3	4129.668	283.013	<.001b
	Residual	2859.991	196	14.592		
	Total	15248.995	199			
a. Dependent Variable: Online Customer Attitude						
b. Predictors: (Constant), Time of Posting, Influencer Collaboration, Content Marketing Effectiveness						

Table 13 presents the ANOVA results, breaking down the variance into regression and residual components. The significant F-value (283.013, $p < 0.001$) indicates that at least one predictor variable significantly influences online customer attitude. The regression sum of squares (12389.004) is substantially higher than the residual sum of squares (2859.991), reinforcing the strength of the predictors in explaining the variance in the dependent variable.

Table 15: Coefficients

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
1	(Constant)	0.38	1.019		0.373	0.709	-1.628	2.389		
	Content Marketing Effectiveness	0.467	0.051	0.471	9.172	<.001	0.367	0.568	0.363	2.754
	Influencer Collaboration	0.343	0.053	0.309	6.447	<.001	0.238	0.449	0.415	2.408
	Time of Posting	0.625	0.111	0.231	5.642	<.001	0.406	0.843	0.571	1.752
a. Dependent Variable: Online Customer Attitude										

The Coefficients table (Table 14) displays the unstandardized and standardized coefficients for each predictor. The constant term represents the expected value of the dependent variable when all predictors are zero. Each predictor has a statistically significant effect on online customer attitude ($p < 0.001$). Content Marketing Effectiveness, Influencer Collaboration, and Time of Posting have positive coefficients, indicating a positive impact on online customer attitude. The confidence intervals suggest the range within which the true coefficient values are likely to fall.

Table 16: Hypotheses Results Summary

Hypotheses	Results
H1: Content marketing effectiveness has a positive effect on online customer attitude.	Supported
H2: Timing of posting has a significant effect on online customer attitude.	Supported
H3: Influencer collaboration has a positive effect on online consumer attitude.	Supported

The Hypotheses Results Summary table (Table 15) synthesizes the findings based on the hypotheses. Content marketing effectiveness (H1), timing of posting

(H2), and influencer collaboration (H3) all have positive and significant effects on online customer attitude, supporting all three hypotheses.

In conclusion, the multiple regression analysis provides robust evidence that the timing of posting, influencer collaboration, and content marketing effectiveness significantly influence online customer attitude. The overall model is well-fitted, explaining a substantial portion of the variance in online customer attitude. These results contribute to a deeper understanding of the factors influencing online consumer attitude.

V. CONCLUSION

In the dynamic realm of digital marketing, content marketing's impact on customer's attitudes, particularly within Instagram, is a focal point. This study delves into the intricacies of online customer attitudes influenced by Instagram content marketing, focusing on content marketing effectiveness, timing of posting, and influencer collaboration.

Engaging 200 respondents from Istanbul Aydin University and other universities in Istanbul, Turkey through simple random sampling, the study applied rigorous statistical analyses, including demographic profile, descriptive statistics, means, standard deviations, factor analysis and Cronbach's Alpha reliability testing. This set the stage for a comprehensive regression analysis.

Findings unequivocally support all three hypotheses. Content marketing effectiveness, timing of posting, and influencer collaboration emerged as pivotal factors positively shaping online customer attitudes on Instagram. The regression analysis, encapsulated in the Model Summary, ANOVA results, and Coefficients table, not only validates the hypotheses but provides nuanced insights into digital consumer attitude.

This synthesis, in alignment with academic literature (Strauss, 2014; Puro, 2013; Choi et al., 2016; Putri, 2021; Spitaleri, 2020; Bahtar & Muda, 2016; Jaakonmaiki, Müller & Vom Brocke, 2017;), contributes a nuanced understanding of factors influencing online consumer attitudes in Instagram marketing. By unravelling the intricacies of content marketing effectiveness, timing considerations, and influencer impact, this study informs digital marketing strategies.

Moreover, the comprehensive survey, including a diverse demographic profile, adds depth to the findings, ensuring their applicability across various consumer segments. The inclusion of respondents from different universities in Istanbul enhances the study's generalizability, providing insights that transcend the boundaries of a specific academic institution.

These findings not only hold theoretical significance but also have practical relevance for marketers and businesses seeking to optimize their approach on Instagram. The study fosters a deeper connection with online consumers, providing actionable insights for enhancing digital marketing strategies in the ever-evolving landscape of Instagram.

In conclusion, this research marks a pivotal contribution to the understanding of digital consumer attitude, shedding light on the multifaceted aspects of Instagram marketing. The integration of diverse perspectives, rigorous statistical analyses, and alignment with established literature ensures the robustness of the study's findings. As the digital marketing landscape continues to evolve, this research provides a solid foundation for future explorations and strategic implementations within the dynamic sphere of content marketing on Instagram.

Limitations of the Study

- The study's focus on Istanbul, Turkey University students may limit the generalizability of findings to a broader population.
- Reliance on self-reported data through surveys introduces the potential for response bias, as participants may provide socially desirable responses.
- The study's cross-sectional design captures a snapshot of online customer attitudes; a longitudinal approach could offer insights into changing attitudes over time.
- External factors beyond the scope of the study, such as external events or changes in social media algorithms, might influence online customer attitudes.

Suggestions for Further Research

- Expanding the research to include participants from diverse demographics and geographic locations could enhance the study's external validity.
- Conducting in-depth qualitative interviews alongside quantitative methods could provide richer insights into the nuances of online customer attitudes.
- Exploring the impact of emerging technologies or new features on Instagram, beyond content marketing, timing of posting, and influencer collaboration, could contribute to a more comprehensive understanding.

- Investigating the potential moderating effects of variables such as age, gender, or prior online shopping experience on the relationship between content marketing and online customer attitudes.

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APPENDICES

Questionnaire Questions
Ethics Committee Approval

Introduction

Thank you for participating in this research. Your insights will greatly contribute to our understanding of how content marketing influences online customer attitudes on Instagram. Please answer the following questions honestly.

Your responses are crucial for a master's thesis, and the information will be used solely for academic purposes. Rest assured that your input will remain confidential and will not be shared elsewhere.

Your time and participation are highly appreciated in advancing knowledge in this field.

Thank you!

Section 1: Demographic questions

1- Gender

- Female
- Male

2- AGE

- 18-20
- 21-23
- 24-26
- +26

3- Social Status

- Single
- Married
- Other

4- The degree you are pursuing right now.

- Undergraduate
- Master

- PhD
- Other

- 5- Monthly Income
- Less than 17.000 TL
- 17.000-19.000 TL
- 19.000-21.000 TL
- 21.000-23.000 TL
- More than 23.000 TL

Section 2: Instagram Content Marketing

1.How frequently do you use Instagram?

- Multiple time a day
- Once a day
- 2-3 times a week
- Once a week
- Rarely

2.On average, how much time do you spend on Instagram per day?

- None
- Less than 30 minutes
- 30 minutes to 1 hour
- 1-2 hours
- More than 2 hours

3.How many Instagram accounts do you follow?

- None
- 10-50 accounts
- 50-100 accounts
- 100-200 accounts
- More than 200 accounts

4.How often do you engage with content marketing on Instagram?

- Always

- Often
- Occasionally
- Rarely
- Never

5. Which type of content do you find most appealing on Instagram?

- Images
- Videos
- Stories
- IGTV
- Reels

Section3: Instagram Content Marketing Effectiveness

Please mark 'X' in the column that best represents your level of agreement on the 'Strongly Disagree' to 'Strongly Agree' scale for each statement below.

Content Marketing Effectiveness	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The content marketing on Instagram effectively captures my attention.					
I find Instagram content marketing to be informative and valuable.					
Instagram content marketing					

influences my perception of brands positively.					
Content marketing on Instagram motivates me to explore products or services.					
I am more likely to make a purchase due to content marketing on Instagram.					
The content shared on Instagram by brands affects my attitudes towards them.					
The content marketing strategies on Instagram engage me as a consumer.					
Instagram content marketing enhances my overall brand experience.					
Instagram content marketing increases my likelihood of recommending products/services to others.					

Instagram content marketing helps in building trust towards brands.					
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Section 4: Attitude Towards the Brand

Please mark 'X' in the column that best represents your level of agreement on the 'Strongly Disagree' to 'Strongly Agree' scale for each statement below.

Attitude Towards the Brand	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I have a positive attitude towards brands promoted on Instagram.					
The content shared on Instagram enhances my perception of brand quality.					
Content marketing on Instagram positively influences my perception of brands.					
I am more likely to consider purchasing from brands actively engaged in content marketing on Instagram.					

I trust brands that use content marketing on Instagram.					
The brands using content marketing on Instagram are more appealing to me.					
Content marketing on Instagram influences my decision to purchase products/services.					
I am more likely to make unplanned purchases due to content marketing on Instagram.					
Content marketing on Instagram plays a significant role in shaping my preferences.					

Section 5: Influencer Collaboration

Please mark 'X' in the column that best represents your level of agreement on the 'Strongly Disagree' to 'Strongly Agree' scale for each statement below.

Influencer Collaboration	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
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I trust product recommendations from influencers on Instagram.					
Instagram influencer marketing effectively communicates brand messages.					
Disclosure of sponsorship on Instagram positively influences my trust in the content.					
The credibility of influencers on Instagram impacts my purchasing decisions.					
I find Instagram promotional posts to be convincing and authentic.					
Brand credibility plays a significant role in the effectiveness of Instagram influencer marketing.					
I am more likely to engage with brands that collaborate with credible influencers on					

Instagram.					
I think influencer collaborations make the promoted products/services more appealing					

Please mark 'X' in the column that best represents your experience on the 'Never' to 'Always' scale for each statement below

Influencer Collaboration	Never	Rarely	Occasionally	Often	Always
How often do you trust product recommendations from influencers on Instagram?					
How often do you follow Instagram influencers who collaborate with brands?					
To what extent do you believe influencers genuinely use the products/services they promote?					

6. What factors influence your trust in influencers on Instagram? (Select all that apply)

- Transparency about sponsorship/affiliation
- Personal connection with the influencer

- Consistency in recommendations
- Authenticity in content
- Number of followers
- Other (please specify)

Section 8: Timing of Posting

Please mark 'X' in the column that best represents your level of agreement on the 'Strongly Disagree' to 'Strongly Agree' scale for each statement below.

Timing of Posting	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Content posted at specific times influences my engagement on Instagram?					
Considering your usual activity on Instagram, how likely are you to notice and interact with content posted during certain hours?					
The timing of content posts on Instagram significantly affects my decision to explore products/services.					

2. During which specific time are you most engaged on Instagram, and you prefer content posted then?

- Morning
- Afternoon
- Evening
- Night
- No Preference

Section 9: Additional Comments

1. Please share any additional comments or thoughts you have regarding content marketing on Instagram.....

Evrak Tarih ve Sayısı: 03.04.2024-116698



T.C.
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Lisansüstü Eğitim Enstitüsü Müdürlüğü



Sayı :E-88083623-020-116698
Konu : Etik Onayı Hk.

03.04.2024

Sayın Yosra MHAIDIR

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Eğitim Bilimleri Etik Kurul Komisyonu'nun 07.03.2024 tarihli ve 2024/03 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Prof. Dr. Ragıp Kutay KARACA
Müdür

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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RESUME

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- Superior School of Technical Education
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Business Administration and Organization
- University of Legal, Economic and Social Sciences of Mohammedia
Bachelor Degree | 2020-2021
IT business management
- Istanbul Aydin University
Master Degree | 2022-2024
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Languages

- Arabic (Native Language)
- Turkish (Advanced)
- English (Advanced)
- French (Advanced)
- Spanish (A2 level)

Professional experience and awards

Offshore Coordinator

DENTAKAY | Nov 2023- Present | Full Time Job

Tasks:

- Facilitated effective communication between headquarters and offshore sales offices in Algeria and India.
- Managed the flow of information, ensuring data and reports are transmitted accurately and in a timely manner.
- Provided support, coordinate activities, and resolve issues

International Recruitment Specialist

DENTAKAY | June 2023- Oct 2023 | Full Time Job

Tasks:

Global Recruitment Expertise:

- Orchestrated job postings and outreach on LinkedIn, indeed, and regional platforms.
- Conducted candidate screening, interview coordination, and utilized tools like Google Calendar.

Recruitment Process Management:

- Oversaw end-to-end recruitment processes for offshore offices in India and Algeria.
- Streamlined data management using Excel and Google Sheets.
- International Talent Acquisition: Supported recruitment efforts for global expansion, ensuring efficient and effective hiring.

Sales Administrative Assistant

DENTAKAY | Mar 2023-June 2023 | Full Time Job

Tasks:

- Supported high-performing remote sales teams.
- Ensured smooth sales operations.
- Maintained and updated sales database and CRM system, ensuring data accuracy and generating reports as needed.
- Facilitated smooth onboarding and training of new sales team members by providing guidance on sales tools, systems and CRM.
- Generated and presented remote sales reports, enabling data-driven decision-making and strategic sales planning for the remote team.
- Coordinated virtual calendars and meetings across multiple time zones to enhance collaboration and productivity for remote sales team.

International Sales & Social Media Specialist

IP Proje Pazarlama | June 2022 - January 2023 | Full time job

Tasks:

- Manage outbound and inbound marketing activities such as event planning, advertising, phoning, content creation, etc.
- Promote sales of properties through onlinemarketing (Instagram, WhatsApp)
- Prepare project presentations and pitch them to clients and leads.
- Communicate with clients and leads to understand their needs and propose suitable offers.