

# The Impact of Visual Brand Content on Consumer Online Engagement: A Theoretical Overview

**Mabrouk Khawla**

National School of Commerce and Management, Hassan 1st University, Settat, Morocco  
Research Laboratory in Marketing Management and Communication  
[k.mabrouk@uhp.ac.ma](mailto:k.mabrouk@uhp.ac.ma)

**Bendahou Chaimaa**

Professor, Research Laboratory in Marketing Management and Communication  
National School of Commerce and Management, Hassan 1st University, Settat, Morocco  
[Chaimaa.bendahou@gmail.com](mailto:Chaimaa.bendahou@gmail.com)

**Bennani Mounia**

Professor, Research Laboratory in Marketing Management and Communication  
National School of Commerce and Management, Hassan 1st University, Settat, Morocco  
[mounia.bennani@uhp.ac.ma](mailto:mounia.bennani@uhp.ac.ma)

---

## Abstract

Customers are becoming more devoted to visual social media platforms nowadays. Thus, marketers have responded to this development and embraced branding innovation by producing visually engaging brand content. The main paper provided an overview of the connection between visual brand content and consumer engagement on social media based on a theoretical overview. In this article, the brand's visual content is explored separately, along with research on its numerous attributes. Consumer engagement, antecedents, and effects at each level (consumption, contribution, and production) were presented. The difference between textual and visual brand content in engaging customers, as well as the distinction between video and image content, are then brought up in the discussion of the link between the two notions utilizing research that has been done on the issue. Findings revealed that video and image both influence user engagement, including their different characteristics, and levels of engagement vary in terms of the vivacity of brand posts.

**Keywords:** visual content, image content, video content, consumer engagement, social media

---

## Introduction

According to Calder, Malthouse, and Mersey (2010), social media platforms provide companies the opportunity to interact and connect with both present and future consumers, promote a stronger feeling of intimacy in the customer relationship, and create vitally important meaningful relationships with customers. Social media engagement is different from traditional engagement in that it concentrates on likes, comments, and shares on brand pages. The power of the consumer is greater than ever. Instead of only watching advertising, consumers may participate in them and comment favorably or unfavorably on brand posts. However, there aren't many conceptual papers in this area of research, as stated by Barreto et al. (2019), who recommended looking into why consumers connect and engage with specific forms of content more than others.

Every company needs to implement effective social media marketing tactics to remain competitive. Marketers provide much insight into branding, particularly brand content. They put a

lot of work into producing unique and imaginative content in order to stand out from the competition. Customers are exposed to a variety of information, but they are more drawn to visual content. Combining text and images in brand postings gives brand audiences something to talk about and, in the end, may promote deeper connections (Brubaker and Wilson, 2018). So, according to Moran et al. (2019), visual imagery (pictures and videos) garnered the greatest customer replies. Despite the fact that empirical research has looked at how various visual brand content traits increase user engagement on social media platforms. On the peculiarities of image content, some scholars provided insight. (Kostyk and Huhmann, 2020; Dhaoui et al., 2020; Dhanesh et al., 2022; Murtarelli et al., 2022; Rahman et al., 2022). Others, though (Coker et al., 2017; Chu et al., 2020; Kusumasondjaja, 2019), concentrated on the features of video content. However, conceptual papers on this subject are still lacking. That piques our curiosity about the relationship between the brand's visual content and consumer

engagement. The author wants to learn more about this relationship; we explore how a brand's visual content impacts online customer engagement through a theoretical analysis.

The organization of the article is shown in the structure below. Section 1 gives to theoretical background by reviewing visual content, visual communication, and its many aspects. Next, we discuss customer engagement and how a brand and customer relationship is created. Section 2 is dedicated to the methodology used to describe the utility of adopting a theoretical overview. Section 3 is then devoted to our theoretical overview, including different levels of engagement, causes, and consequences, and connections to social media and brand content. On the other hand, having established the link between visual content and online customer engagement, we analyzed the distinction between textual and visual content in engaging customers, forms of visual content, and the effect of picture and video content on online consumer engagement. Finally, Section 4 is dedicated to discussion and conclusion.

## Theoretical Background

### Visual content

A multimodal text called a "videotext" is defined as one that includes fixed, animated, textual, and graphic pictures as well as continuous, dynamic, and interlaced audio (verbal, musical, and background). Films, games, talk shows, dramas, music videos, documentaries, and informational videos are all examples of broad categories of video texts. These texts are available worldwide in many languages via satellite, terrestrial, and online television to an audience that is increasingly drawn to visual media. (Meinhof, 1998).

### Visual communication

The development of a brand on social media is related to visual communication. It has been observed that the brand may be more established due to the visual. As brands use social media platforms more often, their content is becoming more sensitive in order to target potential customers better. The use of visuals in brand development enables the commercialization and accessibility of the products. The company must prioritize visual communication to grab customers' attention during advertising campaigns if it wants to become well-known for its brand content. (Khamis et al., 2021).

### Visual content attribute

There are several features that separate visual content from audiovisual content, including those that Cross (2011) demonstrated in his study, such as audiovisual correspondence, only audio content, and audiovisual divergence having a substantial impact on comprehension. Several more impacts of visual content have been identified, such as those that typically improve comprehension, inhibit concentration, process audio information, boost audience expectations, and obfuscate the content. Comparing electronic worth of mouth communication among customers to brand publications, the usage of multimedia content, such as images and videos, brand names, hashtags, subject-specific words, and social media terms, is more important. (Kim et al., 2019). On the other hand, when a lot of information is available in YouTube video titles as an example, it has a negative effect on video views. However, when it is available in video descriptions, it has a favorable effect on video views. However, the intensity of the emotionally negative mood in video titles benefits video views. (Tafesse, 2020)

### Customer engagement

This concept is the customer-brand relationship that develops through cognitive, emotional, and behavioral reactions in character but is unrelated to the actual purchase process, according to Hollebeek et al. (2014).

### Engagement relationship between brand and consumer

Customer engagement is influenced by satisfaction, positive emotions and trust, but not by involvement. Indeed, trust plays a more important role than involvement in customer engagement. In addition, satisfaction and positive emotions are important mechanisms of customer engagement. The social network Twitter, for example, is more adept than other social media platforms in improving customer engagement through satisfaction and positive emotions. Engagement then impacts behavioral intention and brand performance. On the other hand, it has been shown that the effects of customer engagement can be influenced by moderators, namely satisfaction-customer

engagement and customer engagement-company performance. (De Oliveira Santini et al., 2020).

## Methodology

Through this research, we hope to investigate the relationship between brand's visual content and customer engagement on social media. To do so, we drew on a theoretical overview to discuss the most important points related to this topic. The focus on online customer engagement gives insight into the most well-known levels of customer engagement on social media (consumption, contribution and creation) and their related drivers, as well as the various engagement antecedents and consequences linked to product, brand, consumer... Furthermore, social media context provides information about brand content and online customer engagement relationship, specifically the importance of brand's visual content to engage customers nowadays through its various types (remunerative, entertaining, informative) and forms (image and video).

## Theoretical Overview

### Drivers of online customer engagement according to each level (consumption, contribution, and creation)

The promotion of online social engagement has a major influence on all three levels of user engagement, whereas social media marketing activities mainly affect the first two levels of user engagement (consumption and contribution). These two levels of engagement impact the capital of the brand, but customer purchase intentions are unaffected (Schultz, 2017). However, it has been established that user-generated brand-related content on social media platforms affects both users' purchase intentions and the brand's capital. (Mishra, 2019). Alternatively, Cao et al. (2021) examined consumer engagement behavior in relation to its three facets—consumption, contribution, and creation—while also looking at the moderating impact of the social media context. The three levels of consumer engagement, consumption, contribution, and creation, are positively impacted by media richness which is a contextual indicator of social media use. However, media richness acts as a moderator in the relationship between engagement intention and behavior. Equally as important as any other contextual element of social media, content reliability has a favorable impact on consumers' consumption and contribution behaviors; however, it did not significantly affect the behavior of creation. Additionally, the influence of the content's reliability on the relationship between engagement intention and behavior has not been demonstrated to be significant. Contrarily, the parasocial interaction had a greater impact on people's content consumption behaviors than their contribution behaviors. The engagement of consumers hasn't been much impacted by perceived credibility, especially when user reasons for information search have been taken into account. (Tssai et al., 2013).

### Antecedents and effects of online customer engagement

Barger et al. (2016) presented the consumer's engagement in four dimensions: reacting to content, commenting on content, sharing content, and publishing user-generated content (UGC). The customer engagement is influenced by antecedent factors linked to brand (brand perception...), product (product quality...), consumer (consumer attachment to social media...), and content (content perception...), as well as social media (platforms standards...). Therefore, in terms of consequences the customer engagement has an impact on the brand (loyalty to the brand...), the product (Attitude Toward the Product...), the consumer (Social Capital...), the content (Intention of Re-Partage...), and the market (Diffusion of Information...). Additionally, the brand's engagement is impacted by the customer's interaction with its postings, which in turn affects the brand's engagement as seen by the subscribers' responses, comments, and brand-related content sharing. Accordingly, telepresence is an antecedent of the customer engagement process. Abdullah et al. (2018) proposed its three components; perceived interaction, perceived information quality, and perceived usability. They also highlighted the seven subprocesses of engagement (learning, socializing, sharing, co-creating, defending), as well as the two subprocesses of disengagement (criticism and harm). On the other hand, these researchers have systematically integrated all client engagement components into a cyclical process and shed light on the relationship between engagement and post-purchase satisfaction, pleasure, insatiability, and other emotions. Tsai et al. (2013) also examined the factors influencing customer engagement.

A community's identity and dependence on social media influence customer engagement. Users who depend on social media may be more active on Facebook brand pages, especially in terms of commenting and sharing the sites with their own networks. The identification of the community significantly impacted customer engagement. Users engage when they discover similarities with other people visiting sites of the same brand and feel a sense of belonging to the community. (Tsai et al., 2013).

### **Social media / Brand content and online customer engagement**

The media and the type of content in publications, including the dynamism, interactivity, product description, entertainment value, and novelty of the content, also affect online customer engagement. Additionally, other factors were discovered to impact customer engagement: trust in information, concern for privacy, perception of reliability, security in social media, and social media usage. Regarding the relationship between the two concepts, research has demonstrated that consumer engagement increases as social media marketing's impact grows. (Farook et al., 2016). However, Customer engagement has three aspects, according to Ait lamkadem et al. (2021); psychological treatment, affection, and activation. The following social media marketing components also have an impact on it: entertainment, personalization, interaction, trend, and electronic word-of-mouth. Purchase intention and brand loyalty are the behavioral results of the interaction between these concepts in the digital age. Many content strategies brands use, but those that are focused on the customer (informative, philanthropic and entertaining content strategies) perform better at getting users to respond positively to their content (like, comment, share) than those that are focused on the brand (functional, emotional, and commercial content strategies). (Chwialkowska, 2019). Previous studies on brand content and consumer engagement have shown that the story plot, the characters, and the degree of character resemblance, in addition to other content elements, play a different role in activating each of the consumer's engagement dimensions. The audience seems to focus more on the message conveyed by the brand's story, suggesting that the customer engagement created by the story plot is largely cognitive and introspective. Affective engagement may be achieved through forging strong and lasting connections with the people involved in the dialogue and with the brand being promoted, thanks to the characters' ability to convey the story's emotions to viewers. The perception of similarity between the narrative and the viewer's own life may prompt the viewer to consider the effectiveness of the promotional tools being used to convey important messages, which may have a beneficial impact on the viewers' perceptions. Additionally, it may also result in behavioral reactions, such as sharing and recommending the content to friends and family. (Dessart et al., 2019). From another angle, Kim et al. (2017) discovered that different message characteristics may influence various Facebook engagement behaviors. In fact, sensory and visual characteristics led to "likes," while rational and interactive characteristics led to "comments," and sensory, visual, and rational characteristics led to "shares." This may be understood by the fact that like is an affective behavior, whereas commenting is a cognitive behavior, in contrast, sharing can be either an affective or cognitive behavior, or even a combination of the two. Or, according to Soualhi et al. (2021), rather than a passive engagement that can only be distinguished by observation or likes, active customer engagement may be seen in the comments and shares and is influenced by transactional and interactive content. On the other hand, online customer engagement (likes, comments, and shares) is connected to content that reflects the brand's personality, like humor. Additionally, informative content associated with the brand's personality has a good effect on engagement but when the content is purely informative, it has a negative impact. ( Lee et al., 2018). The message transformation process has the most impact on consumers' level of behavioral engagement, but only in conjunction with other message transformation processes can informational and interactive messages be effective. (Tafesse et al., 2018). However, according to Swani et al. (2020), two mechanisms, the consumer's self-presentation and relational connections with the brand determine whether they would choose to like, remark on, share, or react. As a result, whereas shares are motivated by self-presentation, likes and reactions are motivated by relational connections with the brand. As opposed to this, comments are driven both by relational connections with the brand and by self-presentation.

### **Visual content or textual content to engage the consumer**

Visual communication is insufficient to win over customers' engagement. Brands use visual content strategies to grab the public's attention. However, they also need to use text-based engagement strategies to compel users to connect and interact with the brand's content. Users interacting with brand content may inspire other users to do the same, thereby starting a conversation. The brand's combination of text and visual communications gives consumers something to talk about and may ultimately result in the development of strong relationships. ( Brubaker et al., 2018).

### **Types of visual content and their impact on online customer engagement**

The emotional and informative brand visual content affects customer engagement on Instagram in terms of likes and comments. More specifically, it has been discovered that both positive pictures with high levels of excitement and negative images with low levels of excitement posted by the brand encourage customer engagement. Contrarily, except for informative characteristics related to the brand, the visual content's informative characteristics do not encourage customer engagement. (Rietveld et al., 2020). Additionally, Kujur et al. 2020 have demonstrated that informative and entertaining visual content has a greater influence on engagement levels than remunerative visual content. Furthermore, users interact with the brand's social media pages passively, which is demonstrated by the fact that consumption activities such as watching brand videos and reading product reviews have been more frequently observed with visual content than with brand-related contributions and original creations, which necessitate active participation. As a result, the relationship between the consumer and the brand is impacted by the process of customer engagement with the brand along the dimensions of trust, satisfaction, and implication. Moreover, compared to the moderator's posts, which they see images as the most engaging form of post, the content vivacity improves but interaction reduces the degree of engagement. (Pletikosa et al., 2013). Other studies have highlighted the value of frequent updates and participation encouragements. The brands use innovative strategies linked to customer engagement, specifically messages of exclusivity, experience, and image. However, the majority of social media content related to brands is functional. (Ashley et al., 2015).

### **Video content and its influence on online customer engagement**

The visual content may take the shape of a picture or a video. According to a study on Facebook community groups, video brand content may affect consumer trust in the brand. The objectives of the video, its conceptualization, its comprehensibility, and its memorability are all aspects of the video content that can affect how engaging it is, which can result in both cognitive and emotional engagement. The three different dimensions of engagement, cognitive, emotional, and behavioral can demonstrate the user's trust in the brand. As a result, the brand that creates video content related to the brand's trust factors may help the user achieve behavioral or emotional engagement, which may ultimately demonstrate consumer trust in the brand. (Karpenka et al., 2021).

### **Image content and its influence on online customer engagement**

Valentini et al. 2018 relies more on images than videos. Instagram visual content, for instance, has an effect on how the user perceives digital content in general and content based on photos in particular, which may have an impact on how engaged the user is with the picture. Additionally, the product's strong sail and direct gaze positively impacted the visual engagement, particularly the viewer may be inspired to take action by the image they are viewing. Due to the fact that human faces are among the most potent forms of visual imagery, their presence on an Instagram image has a significant impact on the users' level of online engagement. Likewise, Bakhshi et al. (2014) found that the percentage of Instagram comments and likes for images with faces was 32% and 38%, respectively. However, the number of faces, their age, and their gender had no discernible effect. Finally, the richness of the media, whether it be an image, video, or text, as well as a component of the content, significantly impacts the four engagement behaviors (click, like, comment, and share).

However, visual content (pictures and videos) received the most consumer responses. (Moran et al., 2019).

## Discussion and Conclusion

Our essay illuminated a brilliant subject that constantly needs investigation because of the growth of technology and the Internet. We discussed visual content and its attributes separately, and on the other hand, we showed customer engagement in all of its levels, causes, and effects. According to the two categories of visual content (image and video), the present article detailed all the many types (entertaining, informative, remunerative) of visual content that affect customer engagement. The author concludes that both images and videos have a substantial impact on user engagement. However, one is preferable in certain aspects to the other. Wiggins (2022) discovered that videos elicited a greater level of engagement than picture or text postings in terms of page views (45%), average time on page (21%), and pages per session (24%). Image/text postings outperformed videos in terms of bounce rate (39 decrease), session length (68% increase), and social interaction rate (44% increase). Videos are more vibrant than photos but take longer to see and comprehend. Combining these two categories reveals that post vividness has less influence on user engagement; users are more likely to interact with moderately vivid posts rather than maximum vivid ones. (Mao et al., 2020).

Finally, from a theoretical aspect, this work adds to the marketing literature by providing an intriguing theoretical overview that summarizes all relevant previous studies in order to put all trends, gaps, and prospective pathways related to visual content and online consumer interaction in the hands of researchers. However, from a professional aspect, it contributes to the marketing sector by assisting professional marketers in identifying relevant visual brand content strategies and qualities that serve to boost consumer interaction on various social media platform

## References

- I. Abdullah, N. A., Siraj, S. (2018). "Antecedents and consequences of the process of customer engagement through social media: an integrated conceptual framework". *International Journal of Electronic Business*, Vol. 14 No. 1, pp. 1-27.
- II. Ait-Lamkadem, S., & Smail, O. (2021). "Towards creating an effective customer brand engagement through social media marketing: A model proposal". *International Journal of Business and Management Invention*, Vol. 10 No. 4, pp. 28-36.
- III. Ashley, C., & Tuten, T. (2014). "Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement". *Psychology & Marketing*, Vol. 32 No. 1, pp. 15–27
- IV. Barger, V., Peltier, J., & Schultz, D. (2016). "Social media and consumer engagement: A review and research agenda". *Journal of Research in Interactive Marketing*, Vol. 10 No. 4, pp. 268-287.
- V. Bakhshi, S., Shamma, D. A., & Gilbert, E. (2014). "Faces engage us". in *proceedings of the 32nd Annual ACM Conference on Human Factors in Computing Systems, CHI 2014*, One of a CHIInd, Toronto, ON, Canada, pp 965–974
- VI. Brubaker, P. J., & Wilson, C. (2018). "Let's give them something to talk about: Global brands' use of visual content to drive engagement and build relationships". *Public Relations Review*, Vol. 44 No. 3, pp. 342-352.
- VII. Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). "Understanding consumers' social media engagement behaviour: An examination of the moderation effect of social media context". *Journal of Business Research*, Vol. 122, pp. 835-846.
- VIII. Chu, X., Liu, Y., Chen, X., Ding, Z., & Tao, S. (2020). "What motivates consumer to engage in microblogs? The roles of brand post characteristics and brand prestige". *Electronic Commerce Research*, Vol. 1, pp.451–483.
- IX. Chwialkowska, A. (2019). "The effectiveness of Brand-and Customer-Centric Content Strategies at Generating Shares, "Likes", and Comments". *Journal of Promotion Management*, Vol. 25 No. 2, pp. 270-300.
- X. Coker, K. K., Flight, R. L., & Baima, D. M. (2017). "Skip or view it: the role of video storytelling in social media marketing". *Marketing Management Journal*, Vol. 27 No. 2, pp. 75-87.
- XI. Cross, J (2011). "Comprehending news videotexts: The influence of the visual content". *Language Learning & Technology*, Vol. 15 No. 2, pp. 44-68.
- XII. De Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). "Customer engagement in social media: A framework and meta-analysis". *Journal of the Academy of Marketing Science*, Vol. 48 No. 6, pp. 1211-1228.
- XIII. Dessart, L., & Pitardi, V. (2019). "How stories generate consumer engagement: An exploratory study". *Journal of Business Research*, Vol. 104, pp.183–195.
- XIV. Dhanesh, G., Duthler, G., & Li, K. (2022). "Social media engagement with organization- generated content: Role of visuals in enhancing public engagement with organizations on Facebook and Instagram". *Public Relations Review*, Vol. 48 No. 2.
- XV. Dhaoui, C., & Webster, C. M. (2021). "Brand and consumer engagement behaviors on Facebook brand pages: Let's have a (positive) conversation". *International Journal of Research in Marketing*, Vol. 38 No. 1, pp. 155-175.
- XVI. Farook, F. S., & Abeyssekara, N. (2016). "Influence of social media marketing on customer engagement". *International Journal of Business and Management Invention*, Vol. 5 No. 12, pp. 115-125.
- XVII. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). "Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation". *Journal of Interactive Marketing*, Vol. 28 No. 2, pp. 149–165.
- XVIII. Karpenka, L., Rudienè, E., Morkunas, M., & Volkov, A. (2021). "The influence of a brand's visual content on consumer trust in social media community groups". *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 16 No. 6, pp. 2424-2441.
- XIX. Khamis, M.H., Mohd Azni, Z., Abdullah, M.H.T., Abd Aziz, S.H. (2021). "Visual brand communication toward brand content". *Proceedings of International Conference on Language, Education, Humanities & Social Sciences (i-LEdHS2021)* pp. 78-81.
- XX. Kim, C., & Yang, S.-U. (2017). "Like, comment, and share on Facebook: How each behavior differs from the other". *Public Relations Review*, Vol. 43 No. 2, pp. 441–449.
- XXI. Kim, T., Kim, H., & Kim, Y. (2019). "How Do Brands' Facebook Posts Induce Consumers' E-Word-of-Mouth Behavior?: Informational Versus Emotional Message Strategy: A Computational Analysis". *Journal of Advertising Research*, Vol. 59 No. 4, pp. 402-414.
- XXII. Kujur, F., & Singh, S. (2020). "Visual Communication and Consumer-Brand Relationship on Social Networking sites—Uses & Gratifications Theory Perspective". *Journal of theoretical and Applied Electronic Commerce research*, Vol. 15 No.1, pp. 30-47.
- XXIII. Kusumasondjaja, S. (2019). "Exploring the role of visual aesthetics and presentation modality in luxury fashion brand communication on Instagram". *Journal of Fashion Marketing and Management: An International Journal*, Vol. 24 No. 1),pp. 15-31.
- XXIV. Lee, D., Hosanagar, K., & Nair, H. S. (2018). "Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook". *Management Science*, Vol. 64 No. 1, pp. 4967-5460.
- XXV. Mao, Z., Li, D., Yang, Y., Fu, X., & Yang, W. (2020). "Chinese DMOs' engagement on global social media: Examining post-related factors". *Asia Pacific Journal of Tourism Research*, Vol. 25 No. 3, pp. 274-285.
- XXVI. Meinhof, U. (1998). *Language learning in the age of satellite television*. Oxford: Oxford University Press
- XXVII. Mishra, A.S. (2019), "Antecedents of consumers' engagement with brand-related content on social media", *Marketing Intelligence & Planning*, Vol. 37 No. 4, pp. 386-400.
- XXVIII. Moran, G., Muzellec, L., & Johnson, D. (2019). "Message content features and social media engagement: Evidence from the media industry". *Journal of Product & Brand Management*, Vol. 29 No. 5, pp. 533-545.
- XXIX. Murtarelli, G., Romenti, S., & Valentini, C. (2021). "The

Mabrouk Khawla, Bendahou Chaimaa, Bennani Mounia

- impact of digital image-based features on users' emotions and online behaviours in the food industry". *British Food Journal*, Vol. 124 No. 1, pp. 31-49.
- XXX. Pletikosa Cvijikj, I., & Michahelles, F. (2013). "Online engagement factors on Facebook brand pages". *Social Network Analysis and Mining*, Vol. 3 No. 4, pp. 843-861.
- XXXI. Rahman, W. N. A., Mutum, D. S., & Ghazali, E. M. (2022). "Consumer Engagement With Visual Content on Instagram: Impact of Different Features of Posts by Prominent Brands". *International Journal of E-Services and Mobile Applications*, Vol. 14 No.1, pp. 1-21.
- XXXII. Rietveld, R., van Dolen, W., Mazloom, M., & Worrying, M. (2020). "What you feel, is what you like influence of message appeals on customer engagement on Instagram". *Journal of Interactive Marketing*, Vol. 49, pp. 20-53.
- XXXIII. Schultz, C. D. (2017). "Proposing to your fans: Which brand post characteristics drive consumer engagement activities on social media brand pages? ". *Electronic Commerce Research and Applications*, Vol. 26, pp. 23-34.
- XXXIV. Soualhi, I., & Qmichchou, M. (2021). "Brands communication on social media and user engagement : A Qualitative study". *International Journal of Accounting, Finance, Auditing, Management and Economics*, Vol. 2 No. 3, pp. 458-475.
- XXXV. Swani, K., & Labrecque, L. I. (2020). "Like, Comment, or Share? Self-presentation vs. brand relationships as drivers of social media engagement choices". *Marketing Letters*, Vol. 31, pp. 279-298.
- XXXVI. Tafesse, W., & Wien, A. (2018). "Using message strategy to drive consumer behavioral engagement on social media". *Journal of Consumer Marketing*, Vol. 35 No. 3, pp. 241-253.
- XXXVII. Tafesse, W. (2020). "YouTube marketing: how marketers' video optimization practices influence video views". *Internet Research*, Vol. 30 No. 6, pp. 1687-1707.
- XXXVIII. Tsai, W.-H. S., & Men, L. R. (2013). "Motivations and Antecedents of Consumer Engagement With Brand Pages on Social Networking Sites". *Journal of Interactive Advertising*, Vol. 13 No. 2, pp. 76-87.
- XXXIX. Valentini, C., Romenti, S., Murtarelli, G., & Pizzetti, M. (2018). "Digital visual engagement : Influencing purchase intentions on Instagram". *Journal of communication management*, No. 22 No. 4, pp. 362-381.
- XL. Wiggins, C. D. (2022). "Online customer engagement: A practical exploration of antecedents and metrics for new content marketers". *SN Business & Economics*, Vol. 2 No. 2, pp. 1-24.