

Instagram Analysis: Country Comparison on Purchase Intention

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This study examines the differences between Instagram users from the USA and Turkey in terms of brand-generated content, consumer-generated content, brand influencers, and brand engagement. Although the purpose of usage could be similar in different regions, Instagram user expectations could change for different countries. Social media marketers can alter their strategies based on cultural differences and Instagram user habits in the countries to attract more customers. Based on cultural differences and user preference, Instagram post and ad content might be updated. Online survey was developed, and data collected from the U.S. and Turkish participants. The findings exhibit audience segmentation and targeting, focus on behavior change (not only awareness or knowledge) and audience orientation/focus social marketing concepts.

Keywords: Instagram marketing, social media commerce, international business, Turkish Instagram users, U.S. Instagram users

IMPORTANCE OF SOCIAL MEDIA FOR BRANDS

Facebook is still the world's widely used platform with 2.934 monthly active users and YouTube has the highest advertising potential, achieving 2.515 billion, followed by Instagram with 1.386 billion (Global Report, 2022). Facebook engagement rate per post by followers are analyzed and sports teams received the highest engagement on average with 0.27%, followed by Influencers with 0.23% (Smart Insights, 2021). Brands try different strategies to reach various consumers on social media platforms. TikTok is one of the most important social networks for marketing and Shopify recently partnered with TikTok to increase their traffic (Hootsuite, 2023).

Marketers are expected to continue to leverage shoppable posts while Instagram storefronts will become retail platforms giving users their expected experiences as consumer clicks keep increasing (Influencer Marketing Hub, 2022). Augmented reality, personalization and live audio rooms will become popular strategies for future brand-generated content. For example, Nike increases awareness with user-generated content and reposts customer photos wearing Nike shoes. Gen Z uses social media to buy products, and Gen Z influencers have power to persuade others. Companies like Amazon give fun and unique shopping experiences with Amazon Influencers who can livestream on Amazon and earn

commissions (Amazon live, 2023). Collaboration between brands and influencers can affect social commerce sales on digital platforms.

Instagram Usage

India ranks at the top in the list of Instagram users worldwide, ranking 229 million users, followed by the U.S. with 143 million users in 2023. Brazil ranked third with 113 million users, followed by Indonesia and Turkey in 2023 (Statista, 2023a). Instagram users in the U.S. spend 30.1 minutes daily, which is close to Facebook's average daily time spent (30.4) while it is behind TikTok, YouTube, Twitter (X) and Snapchat (Williamson, 2022). Instagram accounted for 17% for the share of time spent on select social platforms for the U.S. adults in 2022. This percentage will grow to 18.6% by the end of 2024 (Lebow, 2022).

Instagram is top social media platform for connecting with brands. Business accounts grow followers to 0.98% on average monthly and Instagram business account average posts engagement rate is 0.54%. (Hootsuite, 2023). Instagram follows Facebook as a second preferred platform for customer service purposes. Thirty-five percent of customers go to Instagram for customer service in the United States (Sprout Social, 2022). Instagram data shows that 50% of users are interested in brands if they see Instagram ads of brands (Meta, 2023). Sixty-nine percent of Instagram users' top activity is to post or share photos or videos (Oberlo, 2023).

Instagram Users in Turkey and USA

In June 2023, there were 58.7 million Instagram users in Turkey and the highest number of users reached 58,8 million in July 2023 for the observed years between 2018 and 2023 (Statista, 2023b). There were around 168.6 million American and 56.4 million Turkish active Instagram users in 2023 (DataReportal, 2023a). Ages between 16 and 24 among global users prefer Instagram compared to other platforms (Hootsuite, 2023). In Turkey, highest share of users is 28 percent for the ages of 25-34 being the dominant group, followed by 26 percent for the ages of 18-24 being the second highest ranked group (Statista, 2023c). Female users were 43.3 percent and male users were 56.7 percent of Instagram ad audience (DataReportal, 2023b).

In the U.S.A., the highest Instagram users' group has people between 25 and 34 and is approximately 42.6 million, making up 27.8 percent of total users. Most Instagram users are women, and it is 56.1% percent among the entire population in the U.S.A. For the ages between 35 and 44, there is a highest difference between the genders where women are 10.5% and men are 8% (NapoleonCat, 2023). Women users in the United States were 56.9 percent while men were 43.1 percent in August 2023 (Statista, 2023d).

PREVIOUS STUDIES ON SOCIAL MEDIA

Drivers of Purchasing

Parasocial interaction, which is defined as the relationship between audience and the media figures (Hortin & Wohl, 1956), can be built between social media influencers (SMIs) and followers (Chen et al., 2023). Consumers are more likely to travel if they trust and feel parasocial interaction with SMIs.

With the SMIs in mind, it is important to understand what drives success and yield to engagement in influencer marketing. Hughes, et al., (2019) acknowledged that network, blogger characteristics and content characteristics impact sponsored blogger engagement. Moreover, these researchers showed that campaigns are received differently based on driving motivators to use social media platforms. Trial campaigns have a higher impact when users engage with bloggers' content in blog pages while awareness campaigns have a higher impact when users share information with others in Facebook pages.

Trust in an influencer strengthens the influencer's message credibility levels in influencer marketing (Martinez-Lopez et al., 2020). If consumers trust an influencer, they might be interested in the influencer's messages and search for products mentioned in the influencer's posts and purchases.

Influencers could impact the decisions of customers as they play role in changing their decisions. Companies are looking for alternative ways since working with influencers with large followers is costly. Valsesia, et al., (2020) examined the relationship between the number of people an individual follows and

the number who follows that individual and found that this leads to greater engagement such as retweets and likes. Following fewer others might be a powerful indicator to influence social media users.

Another important area of social media impact in Internet marketing is Electronic Word of Mouth (EWOM) frequency and EWOM credibility and quality. EWOM impacts consumer attitudes purchase intention. Research conducted by Mainardes, et al., (2023) indicates that companies can boost their activities to drive EWOM about cosmetics on Instagram which can positively influence consumer willingness to purchase products.

Attitude, perceived usefulness, trust, and alternative evaluation significantly influence purchase intention for Instagram commerce. No relationship is found between perceived ease of use and purchase intention. Preference of easier to use Instagram commerce apps by women increases women's use of Instagram. Ease of use of the Instagram application is more important for women compared to men, and this fact strengthens the intention of women to use Instagram and eventually shop online (Herzallah et al., 2022).

In a research study, Meire et al., (2019) found that tracking customers' offline and online shopping behavior can help to design customer-centric online content. Researchers indicated that emotional content effect digital engagement; however, informational content might have higher impact on purchasing. Marketers can influence digital engagement of customers and engagement can be a leading indicator of purchasing.

Consumers are willing to share what they like in online digital platforms. One of the studies examined ads and found that information-focused content drives less social sharing than content evokes emotions positively on social media (Tellis et al., 2019). The use of celebrities, babies, animals, and surprises can be impactful to create emotions which yields social shares. In addition, lengthy and too short content might result in losing interest.

Overall, the drivers of purchasing in Instagram include brand engagement, brand influencers, consumer-generated content and brand-generated content. While previous literature showed that these four factors might be strong indicators for purchasing through Instagram, there is lack of empirical evidence supporting this. Each factor might have potential to stimulate consumers to make purchases, which we intend to test in this research.

Brand Engagement

A study found that social media networks differ for consumer brand engagement. Besides age, education and income level, consumer brand engagement differs in the frequency of social media usage and time spent on social media (Kircova et al., 2018). Goyal and Verma (2022) showed that brand engagement has impact on brand loyalty and brand loyalty yields to overall brand equity which triggers purchase intention.

More and more consumers have been using Instagram Live shopping feature, making online purchasing easy and dependable. A recent study analyzed influence of the Instagram Live shopping feature on engagement and purchasing behaviors (Saffanah et al., 2023). Visibility and shopping guidance have impact on the immersion feelings of buyers and interactivity. Immersive and presence capabilities by Instagram feature boosted actual purchases through engagement. Therefore, the purchase intentions of Instagram Live shopping customers yielded actual purchases.

Warm colors, high dominance of female subjects with low age standard deviation and workout outfit encourage likes while males get more likes in the food category, including burgers and pictures at restaurants on Instagram (Tricomi et. al, 2023). On the other hand, travel pictures of young friends or same age groups generate high engagement. Moreover, asking questions such as 'Which outfit do you prefer' or asking followers to share content with friends are helpful to engage Instagram users.

A study conducted by Tjandra, et al., 2023 compared Instagram and TikTok to see which platform is better for consumer brand engagement and buying intent and how two platforms are connected. Results showed that social media platform selection does not influence consumer brand engagement and buying intent significantly. User's habits on social media affect consumer brand engagement, while engagement between users impacts buyer intent.

Social media can take different forms of social networking sites, including Facebook, Instagram, X, blogs, wikis, microblogging, and other interactive sites where consumers can exchange ideas (Williamson, 2022; Yadav and Rahman 2017). Relationships between social media marketing activities (SMMA), user engagement, and the self-brand connection of restaurant Instagram pages are examined (Ibrahim & Alijarah, 2023). SMMA impact self-brand connection and user engagement significantly. User engagement plays a mediator role between SMMA and self-brand connection.

Brand Influencers

Argument quality, source credibility (SC) and influencer kindness impact consumer attitudes and purchase intentions (Jamil et al., 2023). While kindness is important for macro-influencers, SC is effective for mega-influencers. Companies can decide between mega and macro influencers, considering audience expectations. In a recent study by Janska et al., (2023), it was determined that posts from the largest number of Instagram influencers who are defined as “macro-influencers” (influencers with over 50,000 followers) received high recognition with highest number of followers. Unlike other posts, posts labeled with Instagram’s platform tool have higher ad recognition. Hashtag labeled posts at the beginning yield less recognition than verbally labeled posts. The post starts with #ad receives highest ad recognition compared to other posts with hashtags, and verbally and Instagram-labeled posts.

Instagram celebrities’ promotional post has a more significant impact than traditional celebrity’s promotional posts on highly involved users compared to less involved users (Ahmadi et al., 2022). Highly involved users with Instagram look for information about products more if the products are promoted by Instagram celebrities in contrast to traditional celebrity. These users have more positive behavioral intentions toward brand promotion and commercial campaigns from Instagram Influencers.

Another recent study showed that consumers’ neurophysiological responses toward meso influencer product reviews with strong arguments on Instagram significantly increase (Pozharliev et al., 2022). There was no increase for cognitive work toward micro influencers or reviews with weak arguments. At the same time, micro influencers are perceived more credible than meso influencers for product information, yielding higher EWOM interaction.

Companies might be dealing with influencers such as celebrities to see how influential they are in shaping consumer ideas about products or services. Influencers can shape consumer opinions through firm created content and content created by themselves such as blogs (Uzunoglu et al., 2014). One of the studies categorized top influencers as *passionate influencers, passionate business influencers and celebrity influencers* (Ouvrein et al., 2021). Passionate influencers (micro influencers and earlier in career) share their passion with followers and do not intend to impact behaviors. Different than passionate influencers, passionate business influencers search for revenue and use strategies to impact user behavior. Celebrity influencers who are already famous earn higher revenues and have more followers.

Having fewer followers might be more important than having more followers to increase product knowledge (Kay et al.2020). Micro-influencers have more power than macro influencers to persuade customers to purchase. Besides, consumers prefer to take into consideration social media influencers who disclose if their posts are sponsored.

Jimenez-Castillo and Sanchez-Fernandez (2019) indicate that perceived influential power of influencers impacts engagement, while it contributes behavioral intention for recommended brands. Findings of Djafarova and Rushworth (2017) showed evidence that many users of Instagram are young women aged 18 to 30 and the purchase behavior of young female users are affected by celebrities on Instagram. Bloggers, YouTubers, non-traditional celebrities, and Instagram celebrities are accepted more credible than traditional celebrities as they become more powerful. Female users aware of Instagram profiles, follow celebrities frequently giving positive reviews.

Consumer Generated Content

Detailedness, readability, objectivity of the content, social recognition, and popularity of the creator affect user-generated content (UGC) helpfulness significantly for an observed product-related UGC dataset in a popular social media app, Xiaohongshu in China (Zhuang et al., 2023). A study examining online

consumer purchasing behavior in Malaysia during the COVID-19 Pandemic (Nadzri et. al, 2023) tested the effects of UGC and webrooming on brand experience for beauty products. UGC and webrooming showed positive relationship with brand experience while brand experience was not significant for brand engagement.

In an interesting research area, Menon (2022) found that for Reels narcissists played role in socially rewarding self-promotion, entertainment predicted video production and participation while escapists showed higher consumption and participation. Entertainment seekers produced more videos than other groups and diligently participated in Reels. Another study analyzed physical environments for engagement and indirect advertising creation known as Instagramming and, found that different environment characteristics could impact Instagramming (Campbell, et. al, 2022).

Researchers analyzed engagement for non-sponsored brand related UGC and found that UGC has significant positive relationship with users' intention to engage on Instagram (Daveik et al., 2021). Tracking brand logo presence to use consumer-generated images in marketing campaigns are some types of social media marketing strategies used by firms and brand-related selfie images do have an influence on brand engagement (Hartmann et al., 2022). Brand selfies (invisible customer faces and visible branded products) receive more brand engagement which yield to purchase intentions, while consumer selfies (visible consumer faces and branded product) receive more sender engagement in form of likes and comments.

A study examined UGC for airlines on Twitter and found that more retweets resulted from pictures with more colors (Li & Xie, 2020). Moreover, professionally taken pictures got a higher number of retweets than tweets with screenshots due to less interesting screenshots. Negative content impact sharing positively while impact liking negatively.

Products can be used to express social identity since people want to connect their personalities and product choices. Consumers use social media as self-expression when they show products in their posts. In a study, participants posted products representing their environmentalist identity on Pinterest, leading to reduced product interest and purchase willingness (Grewal et al.2019). Sports brands fans and followers for Nike and Asics are found to engage content willingly and these contents are more popular than contents created by sports brands (Geurin & Burch, 2017). Sports brands, which have differentiation strategies are more effective to create a place for high levels of engagement through consumer-generated content (CGC). Consumer posts of sports brands reflect brand values and product attributes. Brand-focused photos resulted in greater engagement than other photos of sports brand social media platforms users, since it reflects how consumers are passionate about brands. Another study analyzed Facebook content and found that brand related UGC can trigger consumer emotional and cognitive responses as consumers influence other consumer opinion and behaviors (Kim & Johnson, 2016). Positive brand-related UGC can encourage brand engagement, e-WOM behavior and potential sales.

Brand Generated Content

Sales campaigns, inspiring videos and photos, and consumer-generated content are strong factors in convincing Gen Y and Z customers to engage in non-luxury fashion related ads on Instagram, Facebook, WhatsApp, and Twitter (Senanu, et al., 2023). Devices consumer use could be another factor for engagement. For example, market-generated content (MGC) on mobile phones got more engagement than MGC on PCs for Sina Weibo company posts. (Yang et al., 2022).

Perceived enjoyment and originality of Instagram posts generated by an eco-friendly restaurant impacts customer engagement positively. This result led to recommendations from customers, intention for following the restaurant and revisiting on Instagram (Ballester et al., 2021).

A study analyzed global fashion retailers on Instagram and categorized them as sustainable fashion brands (SFB), sustainably aware mainstream brands (SAB) and traditional fashion brands (TFB). Likes and comments are observed, and it is found that consumers search the posts that are aesthetically pleasing and exciting. Therefore, consumers prefer to engage with Fashion and lifestyle posts (Testa et al., 2021).

Instagram and Facebook are compared for advertising effectiveness. Instagram stories increase consumer attitude toward ads and perceived intrusiveness compared to Facebook Wall. While millennials

from both genders and non-millennial women are more loyal to Instagram stories ads, non-millennial men are more loyal to ads on Facebook Wall (Belanche et al., 2019).

If consumers perceive mobile social media ads positively, they are willing to search for the information about products shown on the ads. Informativeness and entertainment in mobile social media ads advertising can boost searching activity. Looking for excitement and following celebrities can be effective motivations to perceive mobile social media ads as entertaining. These factors could benefit brands pursuing social media content that positively change mobile user behavior (Noguti & Waller, 2020).

Data from an online live-streaming service provider in China, Baidu revealed that broadcaster emotion could boost liking and chatting activities (Lin et al., 2021). Happier broadcasters make the audience happy and receive more smiles. Content creators can receive virtual gifts from viewers as they engage (likes or chats). Poulis et al. (2019) explained the positive effect of brand-generated content on brand awareness, brand loyalty, EWOM, and purchase intention. Therefore, there might be a connection between e-WOM behavior of consumers, brand awareness and brand loyalty. Companies communicate with their customers by using Facebook and Instagram, which positively impacts consumers' purchase intention. Results showed that Instagram BGC is more effective than Facebook BGC for social media users on e-WOM, consumer behavior and purchase intention.

PURPOSE AND HYPOTHESES

This paper examines the impact of four social media factors: brand engagement in Instagram (BEI), brand influencers in Instagram (BII), consumer-generated content in Instagram (CGCI) and brand-generated content in Instagram (BGCI) on American and Turkish Instagram users' purchase intent. In this study, two age groups (18-29: Younger and 30-44: Older), and gender groups (Female and Male) are included to understand the significant differences between tested variables for Instagram usage in the two countries, USA, and Turkey.

If customers spend time on Instagram commenting, liking, and sharing content of other Instagram users related to products, then they might be willing to purchase these products. Instagram influencers might play a role to shape customer decisions and have power to convince customers to buy. Consumers and brands work together to create content. Instagram users pay attention to consumer created contents about brands. Instagram users follow brand pages and comment under brand posts showing their interest in brands' products. In different countries social media usage might distinguish based on different user expectations including age and gender groups. Considering previous literature on Instagram, following hypotheses are proposed:

H1: *The U.S. and Turkish Instagram users differ from each other on social media factors of BII, BGCI, CGCI & BEI on Instagram.*

H2: *Males and Females differ on social media factors of BII, BGCI, CGCI & BEI on Instagram.*

H3: *Younger (18-29) and Older (30-44) Age groups differ on social media factors of BII, BGCI, CGCI & BEI on Instagram.*

METHODOLOGY

An online survey was developed using previous research. The questions were measured on a five-point Likert scale (0=Not at all to 5= Very Strongly). Survey Monkey e-mailed the survey to Instagram users in Turkey and in the U.S. Different devices (Android Phone, IOS Phone, IOS & Windows platforms) were used by Instagram users to complete the survey. Participants of the survey were anonymous. Americans from different regions such as South Atlantic, Pacific and New England participated in the Survey. There were 209 participants in total. 100 Turkish and 109 American participants, and their household income

levels were between \$0-\$174,999. Four Instagram users from Turkey were below 18 years old and their responses were removed from data due to age restriction.

In the sample, 140 participants were 18-29 years old, and 65 participants were 30-44. The number of females and males were 94 and 111 respectively. Survey questions covered the impact of Instagram factors (BEI, BGCI, BII & CGCI) on purchase intentions and purchase decisions considering age, country, and gender.

RESULTS

A three Way MANOVA were performed on the data using SPSS 29. Table 1 shows the MANOVA results. Of the three factors, country and gender are statistically significant while age is not; meaning that country and gender influence Instagram use in terms of BII, BGCI, CGCI, and BEI. Therefore, Hypotheses one and two are accepted while hypothesis three is rejected. The p values for gender are 0.001, 0.001, 0.001, 0.002 and the p values for country are 0.001 for all four variables.

TABLE 1
INSTAGRAM THREE WAY MANOVA - TESTS OF BETWEEN SUBJECTS EFFECTS

Source	Variables Dependent	Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	BII	140.704 ^a	7	20.101	8.111	.001
	BGCI	124.478 ^b	7	17.783	7.999	.001
	CGCI	105.139 ^c	7	15.020	6.215	.001
	BEI	81.832 ^d	7	11.690	4.659	.001
Intercept	BII	1196.074	1	1196.074	482.660	.001
	BGCI	1454.755	1	1454.755	654.367	.001
	CGCI	1594.308	1	1594.308	659.674	.001
	BEI	1420.668	1	1420.668	566.207	.001
Country	BII	70.282	1	70.282	28.381	.001
	BGCI	71.052	1	71.052	31.960	.001
	CGCI	59.150	1	59.150	24.474	.001
	BEI	33.384	1	33.384	13.305	.001
Age	BII	.062	1	.062	.025	.875
	BGCI	1.943	1	1.943	.874	.351
	CGCI	1.736	1	1.736	.718	.398
	BEI	1.372	1	1.372	.547	.461
Gender	BII	45.695	1	45.695	18.440	.001
	BGCI	38.367	1	38.367	17.258	.001
	CGCI	33.263	1	33.263	13.763	.001
	BEI	25.559	1	25.559	10.168	.002

BII= Brand influencers, BGCI= Brand generated content, CGCI= Consumer generated content, BEI= Brand engagement

TABLE 2
INSTAGRAM POST-HOC ANALYSES USING TUKEY'S HSD TESTS OF
MULTIPLE COMPARISONS

Variables	GENDER				AGE				Sig. Gender <=.05	Sig. Age <=.05
	Turkey		USA		Turkey		USA			
	M (1)	F (2)	M (3)	F (4)	18- 29 (5)	30- 44 (6)	18- 29 (7)	30- 44 (8)		
BII	2.87	3.95	1.50	2.70	3.31	3.37	2.08	2.12	1,2*;1,3* 2,3*;2,4* 3,4*	5,7**; 5,8**; 6,7**; 6,8**
BGCI	3.14	4.22	1.91	2.93	3.57	3.67	2.58	2.15	1,2*;1,3* 2,3*;2,4* 3,4*	5,7**; 5,8** 6,7**; 6,8**
CGCI	3.27	4.29	2.15	3.07	3.70	3.70	2.73	2.39	1,2*;1,3* 2,3*;2,4* 3,4*	5,7**; 5,8** 6,7**; 6,8**
BEI	2.95	3.93	2.17	3.02	3.31	3.48	2.73	2.36	1,2*;1,3* 2,3*;2,4* 3,4*	5,8**; 6,8**

For example: should be read as follows: There is a significant difference between Turkish females and Turkish males (1,2); Turkish males and American males (1,3*); Turkish females and American males (2,3*); Turkish females and American females (2,4*) females in terms of brand influencers (BII) variable.

** Should be read as follows: There is a significant difference between Turkish and U.S. respondents who are in the age category of 18-29 (5,7**) and Turkish and the U.S. respondents who are in the age group of 30-44 (5,8**) in terms of brand influencers (BII) variable. Similarly, Turkish respondents who are in the age category of 30-44 are different from the U.S. respondents who are in the age categories of 18-29 (6,7**) and 30-44 (6,8**) in terms of brand influencers (BII) variable.

Post-hoc analyses using Tukey's HSD Tests (Table 2) revealed specific differences between country, age, and gender groups. Although H3 is rejected, some statistically significant differences are found between age groups. The ratings provided by Turkish males for all four variables, including BII, BGCI, CGCI and BEI (means = 2.87; 3.14; 3.27 & 2.95 in order) are higher than American males (means = 1.50; 1.91; 2.15; 2.17). Additionally, Turkish females' group (means= 3.95; 4.22; 4.29; 3.93) gave higher ratings than Turkish males group means and US females group (means = 2.70; 2.93; 3.07; 3.02) gave higher scores than U.S. males group. Turkish Instagram users age groups 18-29 & 30-44 score higher than the same U.S. age groups, respectively. Table 2 shows that Turkish Instagram user age group 18-29 rates all variables higher than other age groups except the CGCI variable.

TABLE 3
INSTAGRAM POST-HOC TESTS USING INDEPENDENT SAMPLE T-TESTS

	USA Mean	Turkey Mean	t-value	Significance
BII	1.99	3.31	5.569	0.001
BGCI	2.32	3.55	5.493	0.001
CGCI	2.61	3.67	4.719	0.001
BEI	2.51	3.34	3.507	0.001

Further post hoc analysis employing independent sample t-test including Instagram factors of BII, BGCI, CGCI, and BEI (Table 3) were performed to see the differences between two countries. The mean scores of American users for the variables in order as specified before were as follow 1.99, 2.32, 2.61 & 2.51 while the mean scores for the same variables as in the same orders were 3.31, 3.55, 3.67 & 3.34. All Instagram factors were lower than mean scores of Turkish Instagram users and the differences were statistically significant at $p < 0.001$ level.

DISCUSSION AND CONCLUSIONS

The findings in this research are similar to some social media activity factors examined in earlier studies conducted by Bingol et al., (2023); Hootsuite (2023); Ibrahim and Aljarah (2023); Jamil, (2023). Influencers on Instagram, brand posts on Instagram, opinions of other people on Instagram, and people’s liking, sharing or commenting of Instagram posts all influence consumer purchase intention and, ultimately, consumer purchases. These findings are in consistent with the findings of Amornpashara, et al., (2015); Astuti and Putri (2018); Ho, et al., (2021).

LIMITATIONS AND FUTURE RESEARCH

In this research, survey questions were only asked to the participants from the two countries, USA, and Turkey and Instagram users completed the survey. There were 100 Turkish participants and 109 American participants and, age groups were 18-29 and 30-44 years old. Four social media factors; brand influencers (BII), brand generated content (BGCI), consumer generated content (CGCI) and brand engagement (BEI) were analyzed for purchase intention.

This study can be extended by adding different demographic groups and involving users of other social media platforms such as TikTok and YouTube from different countries. Other social media factors could be tested to compare user behaviors from different countries before deciding to purchase. Social media users who follow brand pages can be also compared from same and different regions geographically to understand customer expectations and changing preferences for online and offline shopping.

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