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THE IMPACT OF SOCIAL MEDIA CONTENT AND USER ENGAGEMENT ON CONSUMERS' TRUST AND PURCHASE INTENTION

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Abbreviations

1. CRM – Customer relationship management
2. E-WOM – Electronic word-of-mouth
3. E-commerce – electronic commerce

Introduction

The internet has already become more widespread and almost an indispensable part of our daily lives with the emergence of new technologies and applications. Social media networks, which cover a large share of internet usage by simplifying the interaction of users with each other and with companies, have also taken their place in our lives over time.

The widespread use of social media and its effect on users have encouraged companies to realize the potential of such technologies and start using this medium for commercial purposes. Most of the companies are using social media in order to reach their customers and to convey their messages to their current and potential customers in order to unlock huge customer acquisition potential (Hulland, 2020). Since companies realize that reaching customers is much more effective with social media than traditional media, they tend to use this tool more and more. (Andzulis et al., 2012).

Besides being strategically effective, having less cost compared to traditional marketing activities, reaching large audiences, and being easy to measure have made social media marketing much more attractive to businesses nowadays (Kaplan and Haenlein, 2010). Therefore, today many businesses make extensive use of social media marketing tools to reach purposes such as communicating with their existing customers, acquiring new customers, maintaining customer trust,and protecting their brand image (Mills, 2012).

Besides companies, consumers also frequently refer to social media to search for a product before purchasing it (Kim and Ko, 2012). On the other hand, consumers are able to convey their opinions about companies and their products/services through social media. Customers share their opinions and experiences about products, brands, and companies using social media. These opinionscan sometimes be in the form of a text message, sometimes a comment, and sometimes a like (Dehghani and Tumer, 2015). While the positive comments of existing consumers can encourage other consumers about a company or a product, the negative posts can undermine the trust of the potential consumers in the company and negatively affect their purchase intention (Jacobson et al., 2019).

Since it is ensured that businesses and consumers meet on social media, consumer engagement, which is of great importance for businesses, has already become one of the main points

of companies' social media strategies. With the help of consumer engagement, positive results such as an increase in sales, decrease in costs, obtaining consumer support in product development processes, and gaining profit advantage are experienced by companies. (Hollebeek et al., 2014). Moreover, online consumer participation, creating customer value, providing positive electronic word-of-mouth communication, and creating customer loyalty that emerges as a result of social media marketing activities contributes to the relationship of businesses with consumers.

Tsai and Men (2013) stated that online consumer participation in brand pages on social media occurs at three levels. In the first level, users only review the content and maybe visit the brand page. At the medium level, users give comments, likes, etc. to the content produced by the brand. In the last level, the user becomes more active and starts creating his/her own content by sharing brand reviews, product images, and details with others. These are considered more valuable users sincethey are already building purchase intention towards the brand. The main problem within the field of social media marketing is that companies sometimes lack the ability to develop the last-level users or transfer the users from the previous level to the last one. Dedicating lots of time and effort to social media activities besides spending thousands of dollars in advertisements, companies sometimes cannot reach the planned goals or conversion in the end. This is because the exact relationship between social media content and its impact on consumers' trust and purchase intention has not been examined in-detailed version yet. Therefore, this study aims to discover the unknown facts within a direct relationship between social media content and consumers' purchase intention.

There are many studies in the literature examining the variables of social media marketing. However, the emerging importance of social media within the dialogue between customers and companies has made it necessary to conduct a broader study on the problems related to this topic. This study addresses this gap in the literature and investigates the impact of social media content and user engagement on consumer trust and purchase intention and the relationships among them. The main difference of this study is that it is going to examine the considered variables in a single model to reveal their direct impact of them on each other. In the study, first, the variables were discussed under the title of literature analysis, then the relations between these variables were explained and questioned to form the hypotheses of the current study. After the analyzing of the literature the research question has been developed as, does and to what extent social media content and user engagement impact consumers' trust and purchase intention? Therefore, the goal or aim of the research has been built followingly.

Goal: The goal of this paper is to investigate the impact of social media content and user engagement on consumers' trust and purchase intention and provide reliable and recent data for both businesses and scientific literature on the topic. In this study, we will examine the different types of preferred content by social media users, and the impact of consumed content on customer trust and purchase intention with the help of customer questionaries. Therefore, the objectives of the current research can be listed below:

- Examine the literature to reveal the existing gaps on the topic
- Study the existing materials to develop a reasonable route to conduct the research
- Define variables and the relation between them to develop a research model
- Develop a research model to examine the analyzed process in a precise way
- Develop a questionary answering the crucial factors regarding the topic
- Define the sampling size and select participants for the questionary
- Collect data by conducting the questionary within the decided sample size and timeline
- Conduct the critical evaluation of the gathered data and provide recommendations

Contribution to scholars and business: The findings will not only help marketers determine the value of social media engagement in sales but also will advise them on the choice of relevant-marketing tools, especially in relation to engagement metrics, to increase interaction, etc.

The paper will also give advertisers a detailed view of how individuals are interacting on social media platforms and which key factors should be considered to plan the social media content strategy to reach positive results.

Overall, this research opens a wide range of unknown social media facts and provides academics and researchers with a fundamental guide to understanding the concept of social media content and user engagement and their impact on customer trust and purchase intention.

1. Analysis of the scientific literature

1.1. The impact of content

Social media content is popular among businesses, but there is very little scientific research on it. Despite these limitations, efforts are being made to improve this area. However, in this study, in addition to academic research, the work of well-known practitioners and marketing agencies was

used.

"*Content*" in the Oxford dictionary means "*things that are contained in something*" (Waite, 2012). The idea was born in the publishing sector. Newspapers, periodicals, radio stations, and television networks provide viewers with content. Content may contain text or visuals that appeal to the target audience (Holliman and Rowley, 2014). The term "content" refers to any type of content that is madeand published on an online platform. It can be a word, image, tool, or anything that may be found onthe platform (Handley and Chapman, 2010). A more detailed review of the material is provided by Halvorson and Racks (2012). By their definition, content is anything a user interacts with, reads, learns about, or experiences.

Content Marketing. It has existed in various forms for over a century. Rubber manufacturer Michelin has been producing guidebooks since 1900, advising drivers in France. In the pre-digital era, direct mail was used to deliver this content. Customers who buy content love it in the form of ideas, explanations, and comments. Therefore, content marketing is still useful (Ryan, 2014).

The roots of content marketing go back to corporate storytelling. Business goals such as improving search results, increasing revenue, and social media usage cannot be achieved without strong storytelling. Storytelling is critical to customer acquisition and retention (Pulizzi, 2012).

In this context, content marketing is described as a marketing process aimed at attracting, connecting, and understanding others or creating and appropriately distributing content to facilitate profitable operations (Pulizzi, 2012). According to Lieb (2011), content marketing is attraction marketing. In the case of content marketing, a business satisfies customer needs for related, informative, useful, and sometimes interesting content. Content marketing involves the creation and distribution of content related to marketing. After evaluating 55 definitions of marketing content, Du Plessis (2015) concluded that content marketing is a brand narrative technique that uses social media to influence passive customer behavior. It is also important to define what is trust in the network. In the existing literature on the study of human-computer interaction, trust is considered a factor influencing human decision-making using computer systems (Muir, 1987). As online shopping is primarily an interaction with computer systems, and Internet-connected gadgets serve as traditional shop assistants, the concept of trust can be considered the same within the context of content and engagement. (Lee and Turban, 2001).

Online trust. In addition to assessing and maintaining an online store, customers preparing to participate in online store activities expect companies to meet key requirements (Mayer et al., 1995). Improving product knowledge and awareness before delivery to customers is the backbone of content marketing and helps build consumer trust and loyalty. Content marketing builds trust and encourages

people to buy a product. Also, marketing to existing customers with relevant content will increase sales (Forouzandeh et al., 2014).

   Content strategy. The study will also look at what content and methods online customers can trust. This helps plan the content that needs to be delivered to consumers and is therefore directly related to the content strategy. A content strategy successfully organizes the production, distribution, and management of valuable content for customers (Halvorson and Rack, 2012).

   Melabashi and Kia (2014) demonstrated a conceptual model of content marketing including elements which are content consistency, shape proportions, correct size, stunning design, content quality, theme freshness, customer needs, content creator flexibility, content value, and content disclosureconsistency. While this model effectively captures content marketing, it is not suitable for this studybecause it overlaps and cannot be used for quantitative research. Forouzandeh et al. (2014) researched issues related to web design and software development with the least focus on marketing.

   Du Plessis (2015) offers a complete content marketing model, but this model is difficult to use for quantitative research. On the other hand, the communication part of her method determines the methods used to present the material. It can be entertainment, education, information, etc. Chaffey and Bosomworth (2013) published a content marketing matrix on the Smart Insights website (Figure 1). This encourages companies to look at their business from a publisher's point of view (Babet, 2016). The features of this model make it useful for the current study.
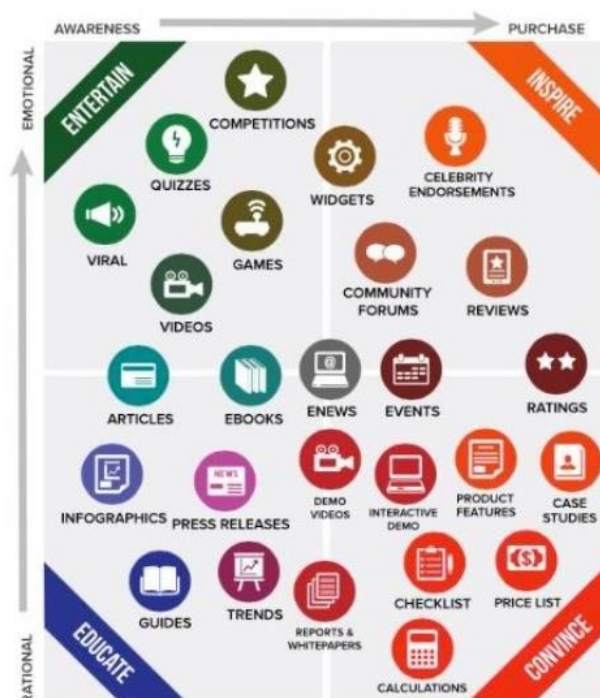

Figure 1. Content marketing matrix, Smart Insights (2014)

1.2. Commonly used type of content and online trust

Only one research has been completed to far on the association between Instagram postings and trust (dba designs, 2014). According to the findings of the research, just 30% of participants thought the items promoted on the Instagram network were trustworthy. (Asadi and Norouzi, 2019).

Instagram Posts. In social media, communication is two-way. In this regard, it is vital to mention that the behavior of global Instagram users differs from Instagram's aims. Instagram's objective is to exchange images, moving pictures, and short videos with a focus on visual material. However, most individuals see Instagram as a viable alternative to Facebook. For example, they disregard Instagram's photo caption restriction and publish extensive descriptions on the network; also, there is two-way contact between companies and customers, and the private chat tool is exploited as a public conversation (Asadi & Norouzi, 2019)

Lists. Lists are a new sort of content that is gaining popularity in content marketing. Lists, such as a list of best-selling items broken down by month and year, may be an excellent place to start for Internet users (Nah et al., 2002).

Frequently asked questions (FAQs). Many websites have FAQ pages. The goal of these pages is to provide fast responses to current and prospective clients (The Content Marketing Institute, 2010).

Product Review by the experts. The opinions of journalists and specialists on products as experts are important. Customers may rely on a company's products and services in this manner (Lewis, 2015).

Brand content. The emphasis here is not on producing content for advertising companies or unique content produced by enterprises. However, it entails leveraging a brand's promotional content in a separate company, such as a third-party online marketplace. The user's expected credit is based on common guesses. A brand that is more frequently mentioned has a more favorable reputation (Fogg et al., 2001), and the content provided by this brand produces greater trust.

Video Formatted Content. Fishkin and Hagenhaven (2013) classified content into three types: text, video, and picture. Videos that are search engine optimized; increase a website's rankings since viewers spend more time on the website, which adds to enhancing the value of a link in search engines (MacMaster, 2014).

1.3. The quality of message: Level of information and entertainment

Social media content has both a significant and constructive impact on online trust. Since the different versions of approaches to content will be examined and discussed in this research besidescontent types, the following paragraphs cover the considered ideas regarding them.

Informative content(approach). People learn new things through educational information. People like to learn new things and expand their knowledge (Babet, 2016). Therefore, t h e contentgenerated with an approach to educating customers might result in an increased level of user engagement.*Entertainment content(approach)*. Auction sites are rarely used to convert customers. Users browse virtual areas on the surface and may come across a website worth their time. Marketers shouldpresent visitors with fascinating content in order to capture their attention (Chaffey and Bosomworth,2013). Hence, it can be processed that entertaining content has a favorable and significant influence on user engagement.

Convincing approach. This form of content may assist consumers in understanding a company's reputation as well as the functionality of its goods and services (Babet, 2016).

1.4. Attributes of message quality

Inspirational approach. Visitors to a company page might be motivated to transact with a firm if they see social approbation and verification of former clients. This content represents a company's true performance (Asadi & Norouzi, 2019).

Involvement. In terms of the message quality of social media content, it can be broken into the parts or attributes such as message involvement, attitude towards the message, etc. These attributesare considered the quality-wise features that help develop the message quality. Involvement as a powerful factor for an affective advertisement is occurring when the attention of the users can be directed towards the exposed content (Andres, 1998).

However, there have not been a sufficient number of studies analyzing the relationship between message involvement and message quality which is considered the processing of the exposed message by the users. Hence, it has been decided to study these possible effects besides answering the question of whether building a higher level of involvement which affects the consideration of higher message quality would motivate the users to engage with the content or not.

On the other hand, scientific resources define message involvement as an influential factor that motivates users to process or understand the exposed message at that time (Baker and Lutz, 2000). It means that apart from the promotion of one specific product, our brain is designed to first process the exposed message rather than focusing on the offer or any feature that comes along. Wang (2006) claims that in terms of message involvement, it is only responsible for a specific aspect of advertisement, which means in order to make the users process more and perceive higher message quality, the involvement should be higher. Therefore, in our research model it has been built that message involvement has a direct and positive impact on perceived message quality.

Entertainment value. The creation of content for social media is considered to bring the attributes such as entertainment value, and informativeness besides involvement as is mentioned. Apart from the social media marketing activity of companies, the entertainment value is encountered more frequently within influencer marketing nowadays. The model and trend of content creation within the scope of the field they are specialists in comes with the qualities such as entertainment value and informativeness(Lou and Yuan, 2018). Entertainment value, in other words, the enjoyable experience can be generated within different aspects as well as the relationship between internal qualities of social media content. Such generation regularly builds the reaction of the behavior of social media users towards the promoted brand (Lou and Yuan, 2018).

Capturing the cognitive values of the user exposed to social media content, the entertainment value of content is explained by its ability to entertain potential customers (Sun et al. 2010). In addition to that Dao et al. (2014) investigated the possible influence of how the entertainment value of social media content or advertising might develop the consideration of advertising value in other terms, perceived value or quality by the customers.

Luo (2002) explains that entertainment value - the power of the media to let the consumers have fun and enjoy the exposed content is one of the factors motivating the user to use media more often besides adding value to the evaluation of promoted content or advertising. Therefore, in our research entertainment value has been decided to be one of the main attributes of building and supporting message quality in a positive direction.

Informativeness. The informativeness of social media content that users are exploring or engaging with is one of the main motivators for the higher usage of social media platforms. Ha and McCann(2008) suggest that if the advertising is offering product information besides entertainment value in most cases it is receiving higher message quality or value.

Nevertheless, usage of social media platforms is mainly developed by hedonic motivators of users (Wu, 2016), informativeness is considered one of the utilitarian motivators responsible for such

usage. There have been several studies that did not consider informativeness as one of the values of the message quality, however, the novelty of this research paper is also analyzing informativeness as a predictor.

Searching for information with the help of social media platforms is also building up the positive link between the motive of usage and perceived value. Lee et al. (2016) claim that searching for information on social media platforms also results in the acceptance of paid advertising on such platforms. It means that when users are looking for information conspicuously, they are appreciating the offered production information more, and therefore perceived message quality is considered higher than other motives.

The informative quality of social media content also enables the opportunity of targeting people with the help of social media platforms. A marketing specialist can easily target people in search of information currently. Hence, such people are already in the look for product or service information, providing them with what they are looking for - information results in a better perception of exposed content and perceived message quality (Noguti and Waller, 2020).

  Credibility. As mentioned in previous paragraphs, social media has now become one of the main sources people visits and seeks for information. According to the stats by Search Engine Journal (2023), more than 40% of Gen-Z, which is considered the most active social media users prefer using Instagram or TikTok as their main search engine channel rather than engines such as Google and Bing. On the other hand, such a trend is also resulting in disadvantages such as information pollution or the spread of misinformation or scams. Therefore, user credibility is considered one of the main factors in terms of perceived message quality on social media platforms.

Abbasi and Liu (2013) mention that the information available on the web is not always equal. Therefore, people need to make an assessment of the credibility of the source before making any decision. Credibility, in other terms, being trustworthy or reliable is a much more sensitive issue nowadays. The main reason for such a trend is that back in times when conventional or traditional media was popular, the source of the exposed information was available. However, a platform with billions of users is not considered easy to track and ensure complete user credibility.

Nevertheless, credibility is considered one of the main factors affecting the perception of perceived message quality, there are also several factors affecting the consideration of being credible. Popularity is one of the factors motivating users asses the exposed content or media source as credible. As the most accepted factor in assessing credibility, popularity in most cases is responsible for such consideration (Agichtein et al., 2008).

Moreover, transparency and supporting evidence qualities of social media content support the

content to be accepted as a credible source. Castillo et al. (2011) proved that alteration of information or lack of transparency affects the assessment of credibility which gradually decrease the considered quality of social media content. From this stance, credibility is accepted as one of the main attributesof message quality with its direct impact on the assessment of quality.

Authenticity. As one of the qualities of any content in the field of marketing, authenticity has been proven as a motivator influencing people's behavior towards marketing content nevertheless it is advertising or mass media (Amos et al., 2015) As a concept of being true towards own values authenticity is explained as the behaviors of presenting the true brand image or identity. Regardless of numerous researchers within the scope of authenticity, the variable has been analyzed as a dependent variable in most cases such as the relationship between authenticity and credibility, the usage of social media platforms, and even the breakdown of this specific variable (Ismail and Abdul Latif, 2013). However, there is still research supporting the idea that authenticity is one of the attributes supporting perceived message quality in a positive direction. Mariah et al. (2020) have analyzed authenticity as a concept of the promoter's guide of ethics which is explained as being honest to the brand promoted besides being true to the own audience. Such an approach was mainly analyzed in the influencer-generated content scope within social media marketing platforms. The more authentic content or source (influencers, branded pages, etc.), the more appreciation and message value will be received from the end-users.

Previous researchers have discovered that authenticity is improving the perceived message quality within direct influence (Moulard et al., 2016). Moreover, the existing literature suggests that exposed authenticity is also influencing the trust in a brand besides the perceived quality through the advertisements or marketing channels. In line with the analyzed literature regarding authenticity as well as other attributes supporting message quality, authenticity has been considered as a motivator of perceived message quality and will be added to the conceptual framework of our ongoing research.

1.5.Social media and user engagement

Because of the complications and opportunities that social media brings in this area these days, marketing communications has developed into a more complicated system. Finding an equilibrium is critical for businesses and organizations wanting to sell on social media. Hays et al. (2013) describe how governments and businesses must achieve a balance in several aspects of online marketing. According to their findings, finding your target market on social media, for example, and balancing the quantity of communication is the relevant way of online communication by organizations. Making sure don't offer changes too frequently, as this discourages customers from participating, and not

too seldom, as this discourages customers from taking the funnel seriously can be considered further steps to be taken.

Finding the correct target audiences and targeting them with the right marketing campaigns are unquestionably important components in building and increasing a company's social media presence. As a result, it is critical to comprehend the influence of social media on each client category (Tutberidze et al., 2020).

It is worth emphasizing that one of the primary benefits of social media marketing is the cost savings it provides. Traditional merchants' advertising and marketing initiatives, such as television, are costly and time-limited, thus social media is progressively replacing them in a variety of ways. Kang and Park (2018) illustrate how social media marketing's cost-cutting potential may lower a company's costs while increasing ROI when compared to traditional marketing initiatives. Such cost-cutting methods assist businesses in lowering costs while competing in price-sensitive marketplaces.

Furthermore, the company's social media platforms are less expensive to maintain and update than traditional stores, and they may be utilized as a part of a larger low-cost marketing effort. Jahrig et al. (2017) addressed the usage of social media as part of a bigger movement and recognized guerilla marketing as a successful use of social media. It may not only be used to share movies and photographs online, but it can also serve as a catalyst for the spread of other guerilla marketing strategies to a larger audience.

Furthermore, companies utilize social media networks to represent exclusivity to their target demographic. This feature has two applications. The first is for clients who want high-quality items, while the second is for market groups who are price sensitive. Ashley and Tuten (2015), as well as Ramanathan et al., (2017), explored the usage of internet advertising as a technique to attract clients via monopoly and the inventiveness of social media campaigns. Aside from high-end clients, businesses may use promotions and discounts to lure price-sensitive customers to social media platforms. When these promotions are implemented on time, businesses may increase their client base while maintaining a price-sensitive market share throughout the year.

In the meantime, Chen et al. (2011) analyzed the impact of price on social media activity at different stages of the brand and product lifecycle. They discovered a U-shaped association between the price and the number of customer reviews. When prices hit discount levels, company messaging, and updates reflect customer ratings (such as the number of stars on a 5-star rating system) and rise. Following that, the value dropped to the center of the price range. Eventually, the reputation of high-end luxury is regaining ground. This demonstrates that cheap costs are viewed as great value by price-sensitive targets, but high prices are highly appreciated by those seeking quality.

Another aspect of social media marketing that businesses are targeting is the enhancement of brand image and awareness which can be considered an additional mode of brand engagement. According to Ahmad et al., (2019), high-end companies may utilize social media to distribute their products with the help of celebrities and public figures in order to raise client awareness of brand image and quality.

It's no surprise that luxury products and services prioritize brand promotion and client engagement. Javaid et al., (2017) provide specific methods performed by businesses to reach this aim. They demonstrate how businesses benefit from social media to increase brand recognition and identification. The next step is to make your brand stand out from the competition. Social networks provide a real opportunity to complete all these steps on the platform.

Godey et al., (2016) also mention the fashion and customization of effective social media campaigns to enhance brand loyalty. These characteristics are more appropriate for high-end brands. Customers in the high-end sector are more interested in engaging with emerging trends via their favorite brands. Customers expect more, and the brand is adaptable. Therefore, companies need to offer improvements and tweaks to products online to meet these needs.

Companies may develop new trends and engage the sector through social media campaigns in addition to acquiring high-end customers to match their brand with current trends. According to Dwivedi et al., (2015), businesses are developing a wide range of trends demanded by businesses in all industries, including sustainable and environmentally friendly businesses. Through social media platforms, we may additionally pursue industry goals and send broader and narrower targets.

Furthermore, in order to suit the demands of premium brands, organizations must have a more complete structure. According to Felix et al. (2017), in order to better serve their consumers and support their target market through after-sales care, these businesses must take an "explorer" strategy rather than a "defender" strategy. As a result, two-way communication is essential to understand the demands of the region's target market.

Upon that level, social media is assisting businesses in maintaining their monopolistic position through after-sales support. According to Assaad and Gomez (2011), social media helps businesses to engage with customers in a personal and cost-effective manner through instant messaging and comments. Customers who purchase high-quality items can avoid post-purchase problems by communicating quickly with vendors. Companies should prioritize timeliness, relevant feedback, and customization in order to build a level of exclusivity through social media platforms.

One of the primary reasons businesses develop social media channels is to foster relationships. Proper social media communication channels between businesses and their customers may boost

brand value and loyalty. According to Zhu and Chen (2015), businesses should model social media channels based on their target demographic. To attract and retain customers, apparel and accessory stores must offer an entirely different environment than social media tech businesses.

Two-way engagement is another approach for businesses to create client connections on social media. According to Bento, et al., (2018) and Barger and Labrecque (2013) brands can post something on social media to engage and promote audience engagement in corporate events, contests, and games can be posted on social media sites. The more clients that participate in these activities with your company and other customers, the more probable it is that your firm will secure their loyalty and willingness to buy.

The widespread usage of social media has an impact on customer relationship management these days. Its significance has grown to the point that the phrase "social CRM (Customer Relationship Management)" has become an essential component of a company's communications strategy. Wang and Kim (2017) demonstrated how social media might enable creative and social clients who engaged with the enterprises to actively modify their goods through comments and critiques. Brand loyalty is considered part of the process for this sort of engaged client and may be established quickly and successfully.

Furthermore, according to Nakara et al. (2012), the booking and pre-sale procedure is the most important element of social networks for all sorts of clients. On the one hand, it draws brand-loyal customers prior to the debut of the product and symbolizes a monopoly and trending value for elite clients. Customers pay in advance, allowing businesses to provide things at reduced pricing. Furthermore, you may boost buy frequency in two segments: brand loyalty and premium clients. Because they are more interested in receiving the brand's newest items before they enter the market rather than seeking identical things at a lesser price from other businesses.

The number of replies to social media advertising can be measured more precisely than the number of reactions to traditional advertisement forms. Schultz (2017) provides a precise method for measuring feedback such as posts and comments on corporate channels, visits, and clicks on company adverts and updates. This tool allows businesses to test the reactions of existing and new consumers. As a result, devoted clients are more inclined to purchase items through social media networks and brand websites.

Ceyhan (2019) provides an overview of the influence of social media on customers. They discovered that firms with social media users were more loyal and eager to buy, while also receiving more good evaluations and having greater cognitive quality. This emphasizes the importance of trust in these channels among the ordinary shopper's consumer base and brand loyalty.

This sort of consumer is concerned with more than just price, quality, or brand loyalty. They are more inclined to follow the advice made by other types of customers. Chang et al. (2015) and Yadav and Rahman (2017), for argument's sake, discovered that certain social media users regard advertising with more likes and shares as more trustworthy. As a result, for this demographic, word-of-mouth and internet buzz are more effective ways of spreading the message.

Consumer Behavior details, according to Vries et al. (2012), there is a clear link between the popularity of social media outlets and consumer behavior. They recognize that when a brand's social media comments grow, both favorable and negative evaluations suffer. He demonstrates how the increasing popularity of comments and social media outlets may reach out to more people and generate a snowball effect. Schnabel et al. (2012) provide more extensive research, stating that brands get more likes and engagement from social media users by releasing posts and updates that allow customers to reply to comments and likes using photographs, videos, and written messages. You can promote your brand message, and create buzz online by e-WOM while keeping your company's costs relatively low.

Following up on the work of Vries et al. (2012), Sajid (2016), and Celli et al. (2017) demonstrate how social media advertising may be a low-cost extension of viral marketing by allowing customers to distribute their message and add it to a company's marketing efforts. Employers are interested in the popularity of the news and are more likely to engage in viral marketing via the Web 2.0 a concept such as user-generated content backed by social networks, which enhances purchasing incentives in this sector.

From the mentioned points, taking marketing efforts much more appealing in order to attract additional customers is considered the relevant method. Bhattacharya et al. (2019) We've spoken about how the proliferation of the Internet and social media will bring more and more information, but it will also make it more difficult to identify the data you're searching for. As a result, viral marketing and accessibility can be effective in gaining customers.

Another trait of clients is their decision-making flexibility. As per Stephen (2016), thanks to the anonymity provided by the Internet, social interaction norms do not bind clients, so clients can express different personalities through different channels. In addition, social media ratings and reviews positively influence consumer choice of entertainment products and services. As a result, companies target this customer segment from different perspectives, adopting distinct characteristics based on their industry and social media networks.

Attracting new clients is always influenced by other factors in consumer behavior. According to Vinerean et al. (2013), login behaviors and privacy concerns influence consumer responses to

internet advertising. People who often use social media sites and applications are more likely to come across genuine advertisements on those platforms. Privacy-conscious people, on the other hand, do not check in as frequently and do not respond favorably to these adverts. As a result, one of the company's objectives is to engage potential clients and encourage them to return to as many of the company's social media platforms as possible.

In today's fast-changing digital climate, businesses are continuously seeking to strike a balance and respond to market developments as swiftly as possible. Kaplan and Haenlein (2011) classified corporate viral marketing strategies into four categories and evaluated their effectiveness on customers. As Coca-Cola and Mentos experiments showed, categories with positive effects included "luck" that was not fully planned. Triumph has a creative concept that a lot of people like, like Burger King's Sacrifice of Wrapper. The flip side is the "nightmare" caused by the company's inability to respond in a timely manner to public concerns such as JetBlue delays and the "domestic problems" of failed celebrity marketing campaigns, we can give an example from the Sony PSP Christmas blog. So, marketing planning, customer segmentation, and the execution of those plans are very important to businesses.

Furthermore, recognizing the need of balancing their social media presence is essential when it comes to building an attracting digital existence. Customers who look up a brand and follow a firm on social media are more inclined to check out updates and items. Customers feel annoyed and distracted, according to Zhang and Mao (2016), when organizations push advertising across consumer channelswithout actively seeking brands.

Finally, the quantity and significance of social media platforms have grown considerably duringthe last two decades. However, many businesses are unable to leverage these channels to their full potential. Hanna et al. (2011) proposed solutions to enhance various communication routes. They were able to identify several channels and their characteristics. For example, Facebook varies from YouTube in its ability to post videos faster, whereas Twitter has small advertisements. They urge forthe integration of all these media in order to communicate a holistic message. Companies should collect input from all these media and adjust their messages accordingly. You can accelerate your company's marketing efforts and grow your customer base by responding quickly, solving single-retailer communication issues, recognizing these solutions for all retailers, and ensuring cross-channelconsistency.

Social media advertising campaigns in the Georgian market have the same characteristics as in other countries, but Khoshtaria and Matin (2019) discovered that customers in certain parts of Georgia were motivated by hedonism and utilitarianism, and discovered a way to prioritize online

stores above brick-mortar stores. This study demonstrates the impact of prices and discounts on the decision-making process of clients in Georgia. Thus, administrators can take advantage of offline stores where customers check out the goods. At the same time, we will adopt how the younger generation in the country makes extensive use of social media. Since most social media users in Georgia are under 40 years old, discount and promotion-focused advertising campaigns can be a boon for businesses, attracting a trend-seeking customer base.

Social media adds a new dimension to the buying frame of shoppers by integrating social interactions with favorable or unfavorable buying decisions (Stephen and Toubia, 2010). Organizations work where social networks and shoppers can intersect to add value to products and services and create sales potential. These close customer relationships help businesses build strong customer relationships, early needs assessment, subsequent satisfaction, and revenue generation (Plouffe and Donald, 2007).

Social media is an important means of building close relationships with customers, so it is a compelling example of how companies are embracing and using it (Tedeschi, 2006). Consumer connection, customer engagement, and trust are the three most sought-after goals, and social media serves as an integrated shopper communication channel to achieve these goals (Behravan and Rahman, 2012). Consumers around the world are increasingly using social media to make purchasing decisions, with global surveys showing that more than half of shoppers agree to use more social media in the buying process. Surprisingly, companies have yet to develop a comprehensive social media strategy, with only 9% of salespeople developing a strategy that mandates the integration of social media into their sales activities. (Featherstonehaugh, 2010).

Top management sees social media as another way to sell their products and services, and therefore does not pay enough attention to integrating social media into their sales strategy (Dutta, 2010). Various organizations do not fully understand the impact of social media and so do not integrate it into their sales. This situation may be due to a lack of senior management experience and a proven growing desire model (Gupta, 2010).

Organizations use low-cost media to reinforce their brands, seamlessly engage with larger audiences (customers, employees, colleagues, etc.), and social media sales channels for instant feedback as expected. The sales channels should be integrated with social media by organizations to offer products/services. This immediate or immediate feedback can be a valuable resource following a proposed product or service improvement (Dutta, 2010).

1.6. Purchase intention

One of the most fundamental and crucial elements in marketing materials is purchase intention. Marketing researchers are interested in the relationship between purchase intention and customer buying behavior (Goyal, 2014). The intention is seen as a reliable predictor of future events (Vineyard, 2014). According to Ajzen (1985), the degree to which people engage in certain conduct, as well as the number of attempts to do so, is measured by intention. The desire to make an online purchase is thought to be the biggest impediment to the growth of e-commerce. Viewing a product is the first step in the consumer buying process that could result in the acquisition of that product. Purchase intention refers to a customer's ability to purchase a particular product or service (Vineyard, 2014). In addition, they tend to consider future purchases of goods and services (Goyal, 2014). In addition, purchasing intention is an element of consumer cognitive behavior that explains why customers buy a particular brand or product (Hosein, 2012). Ready-to-buy consumers solicit information, evaluate options, and make purchase judgments based on previous experience and external factors. Consumer preparedness to conduct online transactions is defined as the willingness to make online transactions. (Fatemeh et al., 2013).

According to research, customers' propensity to purchase has a major influence on their actual purchasing decisions. (Singhal, 2016). Companies understand the significance of purchase intention since they are eager to increase product and service sales in order to maximize profits (Hosein, 2012). Furthermore, marketers track purchase intention regularly and use it as input for projecting sales and market share for present and/or future commodities and services. This is because data may assist marketers in making judgments about market segmentation and advertising tactics. Purchase intention is related to intentional and exploratory browsing behaviors. Objective consumers tend to seek knowledge before making a purchase decision, while research-oriented consumers tend to act freely and openly, whether they make a pre-planned purchase. Loyal consumers and online customers fall into this category (Ramlugun and Jugurnauth, 2014). After customers are satisfied with comparisons with competitors, Belch and Belch (2009) argue that their purchase intention is revealed through information retrieval and alternative evaluation process (Belch and Belch, 2009).

1.7. Factors influencing the purchase intention

In addition to individual characteristics, there are many factors that influence offline purchase intention and online purchase intention. This section delves further into consumer trust, perceived quality, consumer loyalty, perceived value, and other characteristics. (Lisichkova and Othman, 2017).

Consumer trust in a brand refers to the level of credibility the brand has built over its customer base. Besides customers' capacity to recall and arrange brands, it also serves to differentiate one particular brand from others with its specific features or benefits that developed trust. In the later phase of brand awareness, customer trust in the company within has a favorable and substantial influence on purchase intention, according to Richardson et al. (1994). Moreover, Customer loyalty is a brandproduct that prefers one brand or product over another, a positive brand for the future, and a guarantee to repeat one's purchases. Brand awareness, perceived quality, and customer loyalty were also found to have a significant impact on purchasing intention. Since all of the mentioned factors can be built within the appropriate and regular content provided by a brand, social media is considered the relevant environment to acquire new customers, communicate with existing ones, and develop the brand image simultaneously (Mills, 2012).

Porral et al. (2015) characterize brand equity as "the mix of resources and liabilities related to a brand, its name, or image that increments or diminishes the worth of an item or administration that the item or administration gives to an organization and its clients. When store branding creates value for shoppers, it helps shape shopping intention (Porral et al., 2015). In addition, brand equity and brand preference have a significant positive correlation with purchase intention (Walgren et al., 1995).

This is how supposed worth is determined. "The buyer's overall assessment of the usefulness of a product (or service) is based on his perception of what is received and given". The larger the purchase intention, the more likely the buyer is to purchase something with a higher perceived value. The higher the supposed worth, the higher the purchasing intention. (Zeithaml, 1988).

Consumer privacy is considered a factor influencing online purchase intentions, so it is not surprising that consumers' willingness to divulge personal information online affects their purchasing decisions (Belanger et al., 2002; Tariq and Eddaouudi, 2009). The reliability and physical appeal of backers and their products, as well as their knowledge and products, are important aspects. However, since users can express their opinion on social media platforms anonymously if they wish, user engagement with favorable brands of customer groups tends to be a free environment for the to reachthe companies and even provide product development suggestions. The more these attributes are matched to product or brand advocates, the stronger they are, and the more likely they are to favorably affect purchase intention and vice versa. It is believed that the easing effect of supporters and supporters has little effect on purchase intention, and supporter recommendation has little effect on consumers' purchasing decisions. (Pornpitakpan, 2004; Chi, Yeh and Tsai, 2011; Fred, 2015).

As the essential research question of the current study, the impact level of content and user engagement on consumers' trust and purchase intention has been analyzed through the different sources of available literature. In the next empirical part of the research, the research model will be developed with the variables affecting the researched process and a hypothesis will be suggested.

2. The empirical research methodology

In the previous parts, we analyzed the existing literature and findings regarding the research topic. In order to find and fill the gaps the methodology part of the research paper has beendesigned to measure the impact of social media content and user engagement on consumers' trust and purchase intention.

Research Aim

The current research paper aims to investigate and study the impact of social media content anduser engagement on consumers' trust and purchase intention as well as to reveal the differences in impact experienced by those and provide reliable and recent data for both businesses and scientific literature on the topic. In this study, we will examine the different types of preferred and consumed content by social media users, the impact of consumed content on customer trust, and purchase intention with the help of customer questionaries.

In order to accomplish the aim of this research, the remaining objectives listed below have been set:

Objectives

1. Define and break down variables and the relation between them to develop a conceptual research model;
2. Develop a conceptual research model to examine the analyzed process in a precise way;
3. Form hypothesizes based on this conceptual research model;

4. Find relevant measurement scales in order to build the questionary and utilize them for the data analysis stage;

5. Develop a questionary allowing the accurate conduction of the research by answering the crucial factors regarding the topic;

6. Define the sampling size that will ensure accurate execution of the developed questionary andselect participants for the questionary;

7. Collect data by conducting the questionary within a decided sample size and timeline;

8. Conduct the critical evaluation of the gathered data and test the hypothesizes;

9. Provide a detailed conclusion and recommendations.

2.1. Research variables

Independent variables:

- Type of content (images, videos, etc.)

There are various types and versions of social media content available at the moment. Nevertheless, the tendency is to provide a general content type such as stories and posts which are common through different social media platforms, sometimes each platform has its unique content type. Therefore, social media users consume a vast amount of different social media content by its type. These types mainly differ from one another by including attributes such as images, videos, text-based posts, etc. The variable is about the type of social media content users consume and distinguishing it from one another. In order to analyze and receive precise results, we will be comparing 2different types of content with either low media richness or high media richness: images & videos.

- Involvement

User involvement addresses the level of attention that users or consumers dedicate to social media content or advertisement. Starting from the tone of voice and the colors used in social media content can have an influence on the reaction being developed. Therefore, it is considered one of the important factors affecting advertising (Bart et al., 2014). Since it is categorized as the level of perceived importance and relevance in line with the customer's situation-specific interests, it

represents and builds the interest for an advertising piece communicating a particular product or even brandmessages (Barreto and Ramalho, 2019).

- Entertainment value

Entertainment value is the extent of content's ability to fulfill customers' emotional needs simultaneously and deliver fun to its receivers. As it is suggested by former researchers, a highlevel of entertainment value results in motivating users and increasing the likeliness of using media more often (McQuail, 1983) Besides the motivational impact, it has been discovered that entertainment value is closely related to the value of the media and attitude towards it which results in the higher consideration of message quality delivered within advertising. (Luo, 2002)

- Informativeness

Informativeness is considered the volume of the product or brand-related information has been the user has been exposed to and gained through his/her impression of the content. During the evaluation of an advertisement importance of informativeness has been researched and it has been discovered that it is one of the most important factors affecting the quality of the advertisement or the message delivered within this advertisement. (Brown et al.,1992) Therefore, this variable has been added as an independent variable to our conceptual model.

- Credibility

Thanks to the mass media, users are being exposed to dozens of new information on a daily basis. Therefore, people are considering the credibility of the content alongside the trustworthiness of the source. As a result, customers pay more attention to the messages that they considered reliableof the credible message. Referring to the concept of truthfulness perception, credibility impacts the level of evaluation of message quality by consumers (Kim and Han, 2014)

- Authenticity

As a quality of being genuine and original, authenticity is often considered as the combination of honesty and trustworthiness. Being researched as a factor in influencing concepts such as brand perception, consuming habits, advertising, etc., it has been proved that the level of authenticity has a direct impact on word of mouth besides an indirect impact on purchase intention. Since we are

researching the impact of social media content on purchase intention, it should be considered inauthenticity is limiting the influence of message quality (Napoli et. al, 2014). Therefore, this variable has been added to our conceptual as an independent variable.

Mediator variables:

- Quality of message

Quality of message is the appropriate level of encouragement, information, and relevance users experience from a single social media content. In contrast to the type of content, the quality of the message is a much more subjective factor and the perception of it may differ from one brand to another brand or from one industry to another one.

- User engagement (attitude toward content)

User engagement is a general name for the process of consuming content by social media users. Since there are several ways of engagement such as watching a video, liking, commenting, sharing it with friends, etc., this variable is the general consideration of one's attitude toward posted social media content.

- Consumer trust (in the brand)

As a mediator variable, consumer trust is the level of awareness and trust towards a brand by a single consumer. The variable can be divided as a trust perception of not a single brand, but a company, product, or even the seller.

Dependent variables:

- Purchase intention

Purchase intention is the level of motivation to purchase and consume a single product. A high level of purchase intention develops the purchase process and is one of the main subjective factors for a successful purchase.
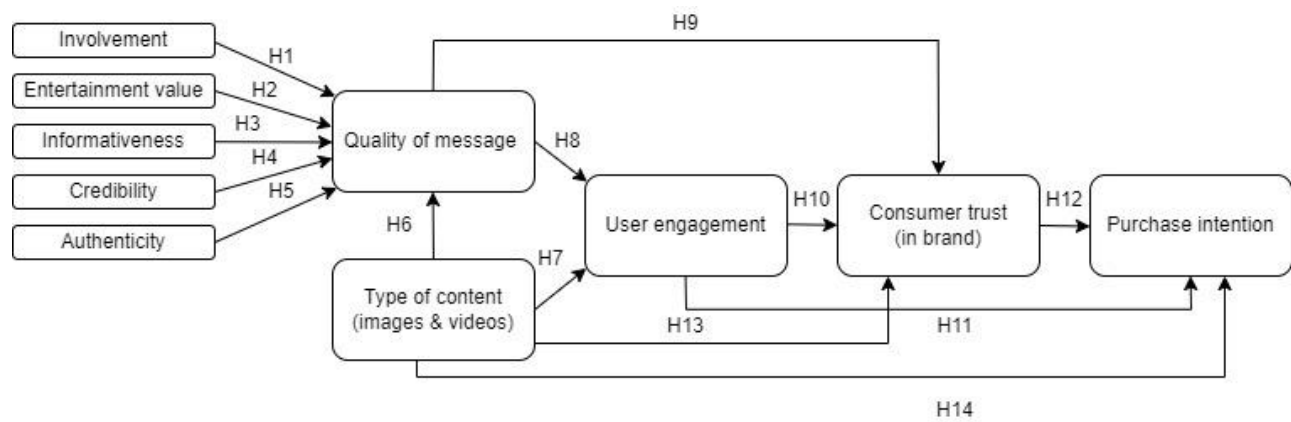
2.2. Conceptual research model

Figure 2. Conceptual research model

2.3. Hypothesis development

It is crucial to highlight that depending on the exact social media platform and environment, involvement with content can have different effects on the perceived quality of a message. On the other hand, social media platforms are offering additional built-in tools and interactions such as sharing with friends, re-posting, etc. which will be enhancing users understanding of the offered message and recall of the exposed information. Moreover, previous research are suggesting that users are more likely to remember the message and initially pay attention more when they are involved with the exposed social media content in contrast to the content presented without any involvement motivators. Defined as the participation and attraction of consumers, involvement depends on personal needs and interests (Yang, 2012) There have been numerous studies measuring the impact of involvement on various factors such as purchase intention, brand perception, advertisement, etc. Huang et. al., (2010) suggest high involvement with social media pages has a positive impact on the evaluation of advertisements on opinions on social media content. Therefore, H1 was developed as:

H1. Involvement with social media content has a positive impact on the received quality of themessage.

In terms of entertainment value which is considered the quality of providing an enjoyable experiencefor customers, entertainment value has been suggested to generate the motive to consider and improved the perceived quality and value of the delivered message (Dao et al., 2014). In addition, the entertainment value is also one of the predictors of making consumed content to be

memorable which will be improving the expected impact of the message. Such an effect can result in sharing thecontent with others and increasing the reach and value of the branded message on social media platforms. Xu et al. (2009) suggest that there is a relationship between the perception of advertisement quality and the entertainment of consumers in digital environments. Since this relationship is categorized as a positive impact relationship, it means that a higher level of entertainment can result in a better evaluation of message quality. This can also mean that entertainment value can support the effective delivery of marketing or advertisement message. Therefore, H2 was developed as:

H2. The entertainment value of social media content has a positive impact on the received quality ofthe message.

Informative social media content that offers important or useful information to the people who are consuming it is typically seen to be more likely to be well-received and have a positive influence on its audience. When social media content provides a relevant level of informativeness, it assists peopleto learn and experience new things and contribute to their knowledge within the scope of a specific field. Therefore, people interested in such a field even with general knowledge are believed to appreciate such content more valuable on social media platforms. Such appreciation improves the perceived message quality, and the exposed social media content turns out to be high-quality and meaningful to the social media followers (Naqvi et al., 2020). As one of the most important attributes of content, informativeness is explained as informing existing or potential customers about products and their features (Kotler and Keller, 2006). Being a crucial predictor or advertisementvalue, informativeness is responsible for the effectiveness of message delivery to the customers. Kim and Han (2014) suggest that the informativeness of content has a direct impact on the evaluationof the message value of content in the digital context. Therefore, H3 was developed as:

H3. The informativeness of social media content has a positive impact on the received quality of themessage.

The dependability and reliability of the information being delivered through social media platforms are referred to as the credibility of the content. It is often assumed that credible social media content is more likely to be favorably accepted and have a reasonably positive influence on its

audience. Therefore, when social media content is considered to be credible, it improves the level of beingvaluable and meaningful among the users exposed to such content (Dedeoglu, 2019). The credibility of social media content is explained as the quality of trustworthiness and being reliable. As one of the effective factors for successful advertisement on social media, it has been found that the credibility of content has a direct impact on the evaluation of customers (Choi, et. al.,2008). Moreover, based on a previous study by Kim and Han (2014), it has been confirmed that the perceived credibility of content or post has a direct impact on the message value of advertisements. Therefore, H4 was developed was:

H4. The credibility of social media content has a positive impact on the received quality of themessage.

Lee and Eastin (2021) suggest that people are more likely to respond positively to authentic material on social media platforms. Authentic content is material that is genuine to the person or brand that created it. When people believe the information or message they are viewing is genuine, there will be a higher will of them to trust and value it. In contrast, if people believe the content is false or deceptive, they may dismiss it or view it with distrust. This is especially true when it comes to advertising or promotional content, where authenticity may help develop trust with the audience. As a conception of genuineness and originality, authenticity is considered one of the important factors influencing the evaluation of content or message quality. Previous research on this topic suggests that when a post or social media content lacks authenticity or originality, it results in low content quality (Alhouti and Johnson, 2021). Therefore, H5 was developed as:

H5. The authenticity of social media content has a positive impact on the received quality of themessage.

Nevertheless, there is a limited number of research focused on the comparison of the content type insocial media marketing, the existing literature supports the belief that compared to static visuals such as images, video content is more interesting and efficient in conveying a branded message. Videos may integrate music, motion, and visuals that can help to more effectively deliver a message, allowing for a more immersive and participatory experience. In addition, compared to images, videos are generally more attention-grabbing and may retain a viewer's interest for longer periods of time (Coursaris et al., 2014). Lackmann (2021) found that the more attributes a content

format possesses, a higher possibility of accurate message interpretation. Highly vivid content, in other terms rich media content formats such as videos can result in aroused feelings toward deliveredcontent such as better evaluation of delivered message quality. Therefore, H6 was developed as:

H6. Social media content including videos impacts the quality of the message more positively than social media content including images.

It has been suggested that social media content including videos is more capable of delivering the message in an informative and engaging way rather than social media content with images. The main reason for such a suggestion is that, since the videos are designed with different motions and sounds, it is more attention-grabbing and delivers the message in various ways such as visual and audio (Grewal et al., 2021). Moreover, media richness is considered a predictor of user behavior in terms of the exposion to content on social media platforms. Since the content with high media richness is delivering more information, it is considered more meaningful and memorable by the users who experienced such type of content. On the other hand, social media content with images which is delivering low media richness has several limitations within the scope of delivering the message and catching attention. Prior studies have shown that different types of social media content can result in different levels of user engagement. Regardless of the platform the content has been shared, content with high media richness such as video format can result in the active engagement of users suchas sharing their opinion and comments on a firm's post, while content types with low media richnesssuch as image format result in a passive form of user engagement as liking (Shahbaznezhad et al., 2021). Therefore, H7 was developed as:

H7. Social media content including videos generates a higher level of user engagement than social media content including images.

Social media content with high message quality in terms of being informative, relevant, etc. is considered to be more likely to grab the attention of the users and make the engage with such content. On the other, when the content is not well-designed and lacks information that is not relevant to the users experiencing it, might ever end up being ignored on social media platforms (Lee et al., 2014). Moreover, social media content created without relevant attributes which might seem spam or intensively promotional might is also less likely to engage users who areexposed to

such content. Previous researchers show that specific attributes of online message quality such as interactivity, relevance, and responsiveness can result in positive outcomes such as increaseduser engagement, etc. (Wise et al., 2006). Therefore, H8 was developed as:

H8. The quality of the message of social media content impacts positively user engagement.

According to our literature analysis, previous researchers suggest that consumers are more likely to trust brands who are communicating clearly and transparently. Such social media content with high-quality will be building high brand trust and be considered as a source of valuable and relevant information. On the other hand, social media content with a low message quality might disrupt the already-built reputation of the brand among consumers and affect consumer trust in a negative way (Robin, 2019). The message or the several qualities such as informativeness, relevance, and the level of entertainment of influencer-generated content can contribute to and result in an increased trust towards the brand and branded content (Kun and Chung, 2009) Therefore, in this hypothesis we will be researching if the mentioned idea does have the same level of effect over brand content or not. Therefore, H9 was developed as:

H9. The quality of the message of social media content impacts positively consumer trust in the brand.

User engagement has been suggested as one of the predictors of customers' trust in the brand. The moreusers are interacting with the brand on social media, it affects the more sense of credibility and trust in a positive way for the benefit of the brand (Li et al., 2020). There are several formations of user engagement such as making people share brand-generated content or encouraging them to share theiropinions on comments, etc. In addition to that, there could be reverse user engagement motivators such as the brand being responsive, answering the questions or opinions of their customers, keeping the mutual communication steady, etc. can also contribute to the level of trust customers have.

Moreover, customers tend to believe and consider them popular in case they have a high number or followers and engagement with their followers (Dias et al., 2021). Customer engagement is one of the frameworks for building loyalty and increasing another level of engagement as well as consumer trust(Bowden, 2009). Moreover, increased user engagement can provide knowledge for

prospective buyers besides helping to increase buyer involvement and trust (Chu and Yoojung, 2015).

Therefore, H10 was developed as:

H10. User engagement with social media content impacts positively consumer trust in this brand.

Consumers tend to evaluate brands through their engagement and mutual communication provided on social media platforms. When a consumer realizes that the brand is responsive tothe comments and questions from their side, they feel more confident regarding making a purchasefrom these specific brands. The main reason behind that is explained by when a customer thinks thatthere is always possible communication with the brand or its representatives (Putter, 2017). Feeling familiar with the brand due to their social media activity or previous interaction with the brand. When consumers interact with a brand on social media it's mainly about that they consider the shared content valuable so they are expressing themselves within that and also the experienced content becomes memorable for future considerations (Dias et al., 2021). Moreover, it has been proven that when companies consider advertising and other types of brand-generated content on social media platforms, it is creating a focus on brand-based community (Laroche et al., 2013). Belonging to such a community naturally develops the intention to purchase from this brand. Social media provides organizations with numerous tools for user interaction and user engagement of customerswhich result in mutually beneficial relationships such as affecting buying behavior in a positive way (Jones et al., 2003). Therefore, H11 was developed as:

H11. User engagement with social media content impacts positively the purchase intention ofconsumers.

There have been several types of research analyzing the relationship between consumer trust in a brand and consumers' purchase intention. Nevertheless, such a relationship is commonly proven several times that there is a direct impact of consumer trust in a brand towards consumers' purchase intentionthrough social media platforms, our research will be checking such a relationship within a different sample and different market (Pais and Ganapathy, 2021). Sulthana and Vasantha (2020) researched and found that consumer trust on social media platforms influences the purchase intentions of consumers. As it has been suggested in our previous hypothesis, the same study also

discovered thatthe usage of social media platforms and interaction within those platforms build a sense of trust which develops the purchase intention granularly. Improved consumer trust nevertheless if a firm oran online merchant platform might have will be contributing to the increased purchase intention of consumers (Ilyoov et al., 2013). Hence, this hypothesis will be defining if the developed brand image on a social media platform might result in increased purchase intention or not. Therefore,H12 was developed as:

H12. Consumer trust in a brand impact positively purchases intention of consumers.

It has been suggested that storytelling in a video format with high media richness affects the way a user engages with the shared content, and it builds the attitude towards this specific brand. (Coker et al., 2017). This is explained by the fact that since the videos can provide a more engaging and intriguing experience for social media users, they can be more effective for the delivery of the message. Such a relationship results in the consideration of the brand to be helpful with providing useful information and more memorable. Zou and Yang (2019) discovered that using videos and audio onsocial media marketing will affect not only attract the attention of followers but also helps those people understand the exposed content in a clearer way which leads to a higher level of consumer trust toward the brand. Therefore, H13 was developed as:

H13. Social media content including videos impacts consumer trust in the brand more positively than social media content including images.

As explained in the previous parts, video type of content is capable of delivering the message effectively since it is consisting of several expression levels such as visuals, audio, and multimedia elements simultaneously. Social media content with high media richness in other words online media content which has interactive and emotional multimedia elements such as audio and higher user interaction such as letting users pause the video or increase the volume is considered favorable for such features of it in the digital era (Shaw et al., 2009). Nevertheless, there are severalresearch papers suggesting that social media content with low media richness might generate higheruser engagement, however, it has been also mentioned that such user engagement might vary withinthe type such as likes, comments, etc. On the other hand, Rita and Vala (2016) and De Vries et al. (2012) and some other authors suggest that since social media content delivered in a video format can generate a higher level of user engagement and will be more successful in delivering the

message which helps to develop the brand trust and purchase intention with emotional interaction and recall. Therefore, H14 was developed as:

H14. Social media content including videos impacts the purchase intention of consumers more positively than social media content including images.

2.4. Research method

A quantitative research method will be implemented for the data collection and analysis of the current research. Since there is a great range of social media platforms and networks within individually designed content formations, it will be better to go with a quantitative approach for bettersample control and faster results rather than a qualitative one. Additionally, with the help of scale measurement opportunity, it will be decreasing the chances of response errors within the scope of data collection. In contrast, applying a qualitative data collection method would result in the gathering of excessive data with the provided number of questions and not the most appropriate data amount for the aim of conducted research.

The main reason for the selection quantitive study approach was its convenience with the collection and analysis of numerical data. Since our research is exploring and analyzing the impact of social media content and user engagement on consumers' trust and purchase intention within a scope of a cause-and-effect relationship, the quantitive research method has been decided as the main approach for this study. Moreover, the sample of the current research is Azerbaijani people considered active social-media users. With the help of the quantitive research method, it will allow the researcher to generalize the collected data and calculated results to a larger population to make the research more useful and suitable for future application of it. In addition to that, quantitive research is considered much more objective than subjective since it provides the researcher to collect data from a larger scale a sample, so the collected data becomes more flexible and the analysis and suggestion from such collected data can be more creative in a way for future suggestions. The last reason for the selection of the quantitive approach was the affordability and speed of its design and implementation of it. It is not necessarily convenient to say that quantitive research is better than quantitive, however, within the scope of our study it has been decided that collecting data via online surveys will be more convenient and faster rather than observations or face-to-face interviews. Therefore, measurable data was considered superior and more convenient rather than data that can

be interpreted within different approaches. Considering all the mentioned facts and reasons, the quantitive research method will be applied for the further run of the current study.

2.5. Data collection

Since quantitative data collection and analysis methods will be conducted through the current research, the method for data collection will be online surveys. The online (internet) survey method has been decided to implement the required data collection for the research. The platform for the implementation of such an online survey has been selected as Google Forms. Since our target respondents will be active social media users, such people are already aware and familiar with the existence and usage of Google Forms. Therefore, we believe that it is the most appropriate platform for conducting the online survey.

Reasons for selecting an online survey:

1. Since our topic is clearly related to social media and the attitude of its users, we tend to believe that providing data collection with the help of social media has to give us better and more precise results.

2. It is the fastest way of data collection. With the help of online surveys, we will get data in a short time phase. So, it will decrease the impact of any general event or occasion to change the general opinion (such as the season, the time phase where people receive their salaries, social occasions, etc.)

3. Internet survey will let us have a moderate to a high diversity of questions to be answered. So, since we are analyzing 12 main hypotheses, it will be more relevant for our case to collect datawith the help of internet surveys. By doing that, we will be able to ask more questions to the participant in a short time phase rather than other survey methods.

4. It is the method that provides a high incidence rate. Qualifying more people willing to participate in the survey will provide a sufficient amount of data for the analysis and interpretation part.

5. With the opportunity of participation from remote locations, internet surveys will also be helpful not only for the researcher to reach a higher number of potential respondents and increase the response rate but also for the participants considering the saved time.

6. Online surveys are one of the most relatively inexpensive methods of data collection. Therefore, in order to conclude the data collection process in a more convenient and affordable way, we decided on an internet survey as the best choice for our case.

2.6. Sampling

We believe that it is crucial to decide on a relevant sample group and sample size for accurate conducting during the data collection phase. Non-probability sampling method will be used within the current research.

Sampling method:

As a form of non-probability sampling, the judgmental sampling method will be implemented for the selection of the target group to be represented in the online survey. Since the current research aims to investigate and analyze the impact of social media content and user engagement on consumers'trust and purchase intention, we believe that active social media users should be defined as the main target group of the online survey. As the geographical target location, Azerbaijan has been selected to conduct the online survey among its residents. The main reason for the selection of Azerbaijan is the idea of investigating a new market that has not been a target of previous researchers on scientificpapers for such a topic, and also a convenient implementation of the survey by the researcher. The number of social media users in Azerbaijan is 5,2 million people from ages 18 to 43, mostly university students and young adults (WeAreSocial and Kepios, 2022). Therefore, the online survey will be distributed to random people between the age group of 18 to 43 and featured as active social media users with the help of Meta Ads (previous Facebook Ads) targeting in order to reach more people and meet the required number of participations. Facebook was chosen as a better environment for information exchange and distribution of the online survey, since it is one of the most used and favored social media platforms in Azerbaijan. This will also be a speedy and convenient way of reaching people.

Sampling size:

In order to define the sampling size of the current research, a comparable researches method will beimplemented. This means an average sample size will be implemented for sample size within the analysis of existing literature on the topic. In order to calculate the appropriate sample size for this research, various research papers and materials have been examined. The average number of respondents who participated in similar research and were considered enough to provide accurate and relevant data for the implementation of the data collection phase is decided as 236 ($\approx$235.1). Therefore, the minimum number of respondents required to participate in our online survey is 310. To reach such a number, a total of 10 studies have been analyzed as you can find out from Table 1. Considering the fact that our research is investigating the impact of an independent

variable such as "type of content", the sample will be divided into 2 equal groups and each of them will be exposed to a different type of social media content such as a video and an image type.

The title of the scientific literature	Sample size
1. Behravan, N., & Rahman, M.S. (2012). Customer relationship management constructs under social networks towards customers' retention, Australian Journal of Basic and Applied Sciences, 6(7), 271-282	120
2. Bento, M., Martinez, L.F. and Martinez, L.M. (2018). Brand engagement and search for brands on social media: comparing generations X and Y in Portugal, Journal of Retailing and Consumer Services, Vol. 43, No. 7. Pp.234–241	332
3. Toor, A., Husnain, M., Hussain, T. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator	243
4. McClure, C., Seock, Y. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention	159
5. Hajli, M N. (2014). A study of the impact of social media on consumers	237
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Table 1. List of studies used to develop sampling size

2.7. Development of measurement scales

Before the development of the questionnaire for our research, the measurement scales have been adopted from prior research papers within the scope of similar topics and the field of social media. Such a decision has been made in order to find scales with relevant reliability scores in order to conduct the accurate implementation of data collection and analysis. Most of the questions in the survey have been developed in line with these measurement scales except demographic questions such as the ones asking for respondents' age and gender. The adopted scales have been developed in line with the needs of current research, but neither negative change has been considered for the presented reliability score. Adopted scales have been listed in the table below. As it is presented, all of the adopted scales have the relevant scores of reliability or coefficient Alpha.

As our message quality has been broken down into five different attributes as involvement (α=0.869), informativeness (α=0.82), entertainment value (α=0.91), credibility (α=0.847), and authenticity (α=0.862), research papers analyzing similar topics have been examined. As it is presented in the table all of the scales are designed within a seven-point Likert scale. Such selection has been made in order to design the accurate collection of data from survey participants and eliminate the chance of any decision bias at the respondent level. In addition to the mentioned variables of our research, the relevant measurement scales have been adopted for the dependent variables of our research model. As it has been mentioned these variables can be listed as message quality (α=0.78), user engagement (α=0.93), consumer trust in the brand (α=0.896), and purchase intention (α=0.89). Since our variable of the type of content can be considered as the environment that respondents have been exposed such as video or image type of social media content, no question will be developed for such a variable. Therefore, no measurement scale has been adopted for this specific variable. t should be noted that nevertheless the selected measurement scales will be used for the development of our questionnaire for our internet survey, and the reliability scores will be checked again before the start of the data analysis part of our research.

Variable	Description	Measurement	Reference	Reliability score
Involvement	I have paid attention to the whole content/ I have paid attention to the message in the content/ I have concentrated on the message in the content	seven-point Likert-type scale (1 - strongly disagree, 7 - strongly agree)	(A. He et al., 2021)	α=0.869
Informativeness	Is a good source of product information / Supplies relevant product information/ Is a good source of up-to-date product information	seven-point Likert-type scale (1 - strongly disagree, 7 - strongly agree)	(K. Logan et al., 2010)	α=0.82
Entertainment value	Is entertaining/ Is pleasing/ Is exciting	seven-point Likert-type scale (1 - strongly disagree, 7 - strongly agree)	(Ozcelik and Varnali, 2019; X. Luo, 2002)	α=0.91
Credibility	Is convincing/ Is believable/ Is credible	seven-point Likert-type scale (from "strongly disagree" to "strongly agree"	(Kim and Han, 2014)	α=0.847

Authenticity	The style of the content seems to reflect that of the company/ The content appears to connect withwhat I know about thecompany's heritage/ The content is consistent with my image of the company/ The content reflects with the company means to me.	seven-point Likert-type scale (1 - strongly disagree, 7 - strongly agree)	(Alhouti and Johnson, 2022; McClure and Seock, 2020)	α=0.862
Message quality	Keeps my attention/ I can recognize the company's personality among others/ I find the quality of content to be valuable/ I find the quality of content to be useful/ I find the quality of content to be specific	seven-point Likert-type scale (1 - strongly disagree, 7 - strongly agree)	(Alhouti and Johnson, 2022; McClure and Seock, 2020)	α=0.78
User engagement	I think this is relevant/ I think this is appealing to me/ I think this is involving/ I would recommend this to my friends and family/ I would like to follow this brand on	seven-point Likert-type scale (1 - strongly disagree, 7 - strongly agree)	(Gangi and Wasko, 2016; Hollebeek et al., 2014; Johnson, 2022)	α=0.93

	social media/ I would further engage in the social media content posted by the company			
Consumer trust in brand	This is an honest brand/ I trust this brand/ This brand is safe	seven-point Likert scale (from "strongly disagree" to "strongly agree"	(GTutberidze et al., 2020; Habibi et al., 2014)	α=0.896
Purchase intention	Given the chance, I would consider buying products from this online retailer in the future/ It is likely that I will buy from this online retailer in the near future/ Given the opportunity, I intend to buy from this online retailer.	seven-point Likert scale (from "strongly disagree" to "strongly agree"	(Tutberidze et al., 2020; Gunay, 2019)	α=0.89

Table 2. Development of measurement scales

2.8. Questionnaire design

During the online survey, multiple-choice, dichotomous, and evaluating questions will be asked of the respondents. Since the respondents will be Azerbaijani people speaking English, there will not be a need for the translation of the questionary and exposed content. As mentioned, the platform for the implementation of the questionnaire will be Google Forms (google.com/forms). As a standard, the questionnaire begins with an introduction part expressing the goal of the survey and the value of the contribution by respondents' participation. At the initial stage dichotomous type of questions will be

asked to collect data such as respondents' familiarity and former overall experience with a particular brand used for the research - Xiaomi. Then, respondents will be exposed to 2 different types of socialmedia content of this brand. The second sample who will be exposed to video type of content will be asked to confirm that they have viewed the presented material. Only after such confirmation, the remaining questions will be accessible to them. If they will not provide their confirmation, their participation in the survey will be omitted from the overall participation. After that, the participant will be addressed with questions evaluating the exposed content and their latest opinion about a particular brand after the exposure to social media content. Including 2 demographic questions that will be asked at the end of the survey which asks for data such as respondents' age and gender, a total of 38 questions have been developed. The remaining 36 questions cover the main purpose of the research and provide data for the data analysis part of the research. The 36 of these questions developed to provide data for the research goal are designed to ask respondents to evaluate using a 7-point Likert scale and 1 confirmation box validating if participants have viewed or watched the presented content. Finally, the researcher thanks for the participation and mentions his/her appreciation for their support.

Questionnaire development:

Dear respondent,

I am Kanan Ismayilzada, a 2nd-year student of the Marketing and Integrated Communications programat Vilnius University. I am conducting research for my Master's Thesis to investigate the impact of social media content and user engagement on consumers' trust and purchase intention. Thank you for agreeing to take this survey and helping me in my research. The survey is anonymous and will onlytake 10 minutes of your time. The results of the survey will not be shared anywhere publicly.

1. Are you familiar with Xiaomi brand? (yes/no)
2. Have you purchased any product from Xiaomi brand? (yes/no)
3. So far, I have enjoyed my overall experience with Xiaomi brand. (yes/no/neutral

Now please, see the social media content - an ad from Xiaomi brand below.

Image:

Video: https://www.youtube.com/watch?v=I9bnmES7O74

Now, please, answer the questions below.

Involvement

4. I have paid attention to the whole content. (strongly disagree/strongly agree)
5. I have paid attention to the message in the content. (strongly disagree/strongly agree)
6. I have concentrated on the message in the content. (strongly disagree/strongly agree)

Informativeness

7. This ad is a good source of product information. (strongly disagree/strongly agree)
8. This ad supplies relevant product information. (strongly disagree/strongly agree)
9. This ad Is a good source of up-to-date product information. (strongly disagree/strongly agree)

Entertainment value

10. This ad Is entertaining. (strongly disagree/strongly agree)

11. This ad is pleasing. (strongly disagree/strongly agree)

12. This ad is exciting. (strongly disagree/strongly agree)

Credibility

13. This ad is convincing. (strongly disagree/strongly agree)

14. This ad is believable. (strongly disagree/strongly agree)

15. This ad is credible. (strongly disagree/strongly agree)

Authenticity

16. The style of this ad seems to reflect that of the company. (strongly disagree/strongly agree)

17. This ad appears to connect with what I know about the company's heritage. (strongly disagree/strongly agree)

18. This ad is consistent with my image of the company. (strongly disagree/strongly agree)

19. This ad reflects what the company means to me. (strongly disagree/strongly agree)

Message quality

20. This ad keeps my attention. (strongly disagree/strongly agree)

21. I can recognize the company's personality among others. (strongly disagree/strongly agree)

22. I find the quality of content to be valuable. (strongly disagree/strongly agree)

23. I find the quality of content to be useful. (strongly disagree/strongly agree)

24. I find the quality of content to be specific. (strongly disagree/strongly agree)

User engagement

25. I think this ad is relevant. (strongly disagree/strongly agree)

26. I think this ad is appealing to me. (strongly disagree/strongly agree)

27. I think this ad is involving. (strongly disagree/strongly agree)

28. I would recommend this brand to my friends and family. (strongly disagree/strongly agree)

29. I would like to follow this brand on social media. (strongly disagree/strongly agree)

30. I would further engage in the social media content posted by this brand. (strongly disagree/strongly agree)

Consumer trust in brand

31. Xiaomi is an honest brand. (strongly disagree/strongly agree)

32. I trust Xiaomi as a brand. (strongly disagree/strongly agree)

33. Xiaomi is a safe brand. (strongly disagree/strongly agree)

Purchase intention

34. If given the chance, how likely would you consider buying products from Xiaomi brand in the future? (high unlikely/high likely)

35. It is likely that I will buy from this Xiaomi brand in the near future. (strongly disagree/strongly agree)

36. Given the opportunity, I intend to buy products from Xiaomi brand. (strongly disagree/strongly agree)

37. Please indicate your age ___

38. Please indicate your gender ___

Thank you for your participation in this survey and your support for my research.

2.9. Methods and statistics for data analysis

As a method of analysis of the collected data with the help of online questionaries, regression analysis will be implemented for analyzing relationships both direct and with mediating variables. Such selection can be considered as the aim of measuring the causal relationships between provided variables and minimizing the measurement errors since the required number of respondents is relatively high.

Nevertheless, it is considered a complex method of data analysis, regression analysis will be implemented with SPSS software. The main reason for the selection of this method is due to the advantages of regression analysis such as validity (resulting in more valid conclusions and minimizing the need for several different analyses), reliability (potential measurement error is taken into account beforehand in order to minimize the bias during data analysis stage) and allowing to test complex patterns (since the number of hypothesizes and variables is reasonably high, it will allow the researcher to build and test more complex patterns of relationships and lessen the need for several attempts of separate analysis in such cases).

Reliability:

In order to validate the reliability of the scale used for measurement, Cronbach's alpha method will be implemented as it was for several scientific studies on similar topics. Since it provides us

with the precise measurement of internal consistency between items in a scale, Cronbach's alphahas been decided as a measure of reliability within this research.

The scope of research

Our research aims to find answers and fill the gaps within the field of social media marketing and brand communication on such platforms. Mainly focusing on online activity and communication of brands, the research is not designed to focus on only one specific industry, product, or country. However, while developing the sampling for the research Azerbaijan has been selected as the target country of the questionary with the consideration of non-researched market quality so far. Nevertheless, the respondents will be asked to provide their preferred choice of content format with a help of promotional content of a specific product – a smart glass by a tech company (Xiaomi), this does not affect or develops the scope of this research within only one specific market or brand. The main reason for the selection of such a product is the non-regularity attribute of the particular product willhelp us for better analysis and accurate navigation through the results without any previously built interest or bias toward the product by participants.

3. The empirical results analysis

Data analysis

The online survey has been run among the selected sample. The initial sample size was 236 participants, however, after the collection, we gathered responses from 288 participants. Sincethe survey has been designed to expose respondents to two different content types as video and image, the initial division was 118 participants for each group. However, since we gathered responses from more participants as it was required, the first group exposed to video-type content was consist of 154 respondents, and the second group exposed to the image-type content was consist of 134 respondents.

3.1. Validity

Before starting the data as the initial stage factor analysis has been run in order to check the validity. Total number of 33 items has been included in our factor analysis and the results can be presented as

following. The study used Varimax rotation to draw out the factors from the 33 items used in the online questionnaire. Bartlett's test of sphericity confirmed that the correlation between the items is not random, $\chi^2(528)=5140.6$, $p < 0.001$, and the KMO statistic was 0.939, well above the minimum standard value of 0.7 required for conducting the factor analysis. Therefore, it has been decided and confirmed that the correlation matrix is appropriate for running the factor analysis within our study. Followingly, anti-image metrics have been checked and all of the values have been observed as appropriate since they are higher than the standard minimum value of 0.9. In terms of communilaties, all of the values are also convenient for running the test, since they are higher than the minimum standard of 0.32. 6 factors have been extracted out of 33 items with an Eigen value higher than 1. Rotation sums of squared loadings have been decided to check the component matrix since it is providing convenient distribution of similar values. Next, the rotated component matrix table has been checked with the purpose of value evaluation of items and no exclusion has been implemented at this stage since all of the items have a value higher than the minimum standard of 0.4.To conclude, factor analysis has been implemented to check the validity of our construct and as a result, it has been confirmed that our items and scales are valid for the further data analysis process.

3.2. Reliability

In the next stage, the reliability of the collected data has been checked. Cronbach's alpha method has been decided to run and after the implementation, it turned out that collected data is reliable with a valueof $\alpha=0.935$ with a number of 9 items within the first sample of us that have been exposed to video content.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Involvement_video	37.5325	90.495	.756	.927
Informativeness_video	37.4117	91.666	.734	.928
Entertainment_value_video	37.9705	88.922	.735	.928
Credibility_video	38.0394	89.886	.789	.925
Authenticity_video	38.0226	92.929	.729	.929
Message_quality_video	37.8203	89.955	.836	.923
User_engagement_video	38.3610	86.777	.869	.920
Consumer_trust_in_brand _video	38.3079	87.136	.746	.928
Purchase_intention_video	38.5460	88.686	.653	.935

Table 3. Reliability of constructs (video context)

In terms of the second sample that has been exposed to the image content, also Cronbach's alpha method has been decided as the method to check the reliability of the collected survey data. As in the same way within the first sample of us that has been exposed to video content, 9 items have been included in our reliability test and according to the results of α=0.926, it has been confirmed that thedata collected from the second sample is also reliable to run the further data analysis stages. To sumup, the validity and reliability of the construct and collected have been checked with the factor analysis and Cronbach's alpha method, and it has been confirmed the collected data is both valid and reliable.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Involvement_image	35.6523	84.730	.526	.931
Informativeness_image	35.7168	81.656	.763	.916
Entertainment_value_imag e	36.1772	78.102	.770	.915
Credibility_image	36.0699	80.078	.795	.914
Authenticity_image	36.2559	78.113	.855	.910
Message_quality_image	36.0570	79.981	.852	.911
User_engagement_image	36.4307	78.731	.870	.909
Consumer_trust_in_brand _image	36.0600	84.236	.594	.926
Purchase_intention_image	36.5975	80.149	.630	.926

Table 4. Reliability of constructs (image context)

3.3. Hypothesis testing

Within the usage of collected data from our online survey, data has been collected from 288 participants. Reliability and validity tests have been implemented and it has been scientifically confirmed that the data is ready and convenient for the data analysis and hypothesis-checking process. As we can observe from the displayed hypotheses, there are 2 different types of hypotheses regarding the direct impact between variables and comparative means between them.

First, H1 checked the relationship between the involvement with social media content and its impact on the received quality of the message.

H1. Involvement with social media content has a positive impact on the received quality of themessage.

The linear regression analysis has been decided as the data analysis method within H1, as 2 variables have been utilized for this analysis. The correlation test between the variables of H1 shows that there is a moderate correlation within a value of 0.629. In terms of regression analysis, as you can see from Table 5, the significance is less than 0.001 and we have an R square value of 0.396 for our dependent variable. As it measures the change in the dependent variable (message quality) caused by our independent variable (involvement), which means that involvement with social media content is responsible for 39.6% of the variability in the value of message quality.

As a result of applied regression analysis, H1 was accepted. Involvement with social media content has a positive impact on the received quality of the message. R^2=0.396, F(1)=187.1 p<0.001.

Table 5. Model summary for bivariate linear regression analysis between involvement and message quality

Model	Dependent	R square	F	Beta	T	Sig.
Involvement	Message quality	.396	187.1	.629	13.680	.001

Dependent variable: Message quality

Similar to H1, in order to test our second we checked the relationship between entertainment value and message quality.

H2. The entertainment value of social media content has a positive impact on the received quality ofthe message.

In order to do that, linear regression analysis has been applied. According to the results we have received, there is a correlation between our variables with a value of 0.733. In line with the table in Table 6, the relationship between our variables is scientifically significant with a value of <0.001. Our R square is equal to 0.538 for our dependent variable which is message quality in this case. We can interpret such results that entertainment value is responsible for 53.8% of the change withinour dependent variable. As we used regression analysis to test our hypothesis, H2 was accepted.

The entertainment value of social media content has a positive impact on the received quality of themessage. R^2=0.538, F(1)=332.9 p<0.001.

Table 6. Model summary for bivariate linear regression analysis between entertainment value and message quality

Model	Dependent	R square	F	Beta	T	Sig.
Enter. Value	Message quality	.538	332.9	.733	18.247	.001

Dependent variable: Message quality

We used the same analytical approach to test our next hypothesis.

H3. The Informativeness of social media content has a positive impact on the received quality of themessage.

In order to test the relationship between our dependent and independent variable, the regression analysistest has been applied. As the results of the applied statistical test present us, there is a correlation between our variables with a value of 0.728. The value of R square is equal to 0.530 and we have a scientifically significant relationship between our independent and dependent variables with a value lower than 0.001. As linear regression was applied to test our hypothesis, H3 was accepted. The Informativeness of social media content has a positive impact on the received quality of the message. R^2=0.530, F(1)=322.5 p<0.001.

Table 7. Model summary for bivariate linear regression analysis between informativeness and message quality

Model	Dependent	R square	F	Beta	T	Sig.
Informativeness	Message quality	.530	322.5	.728	17.960	.001

Dependent variable: Message quality

The same scientifical approach has been implemented to test the fourth hypothesis of our research.

H4. The credibility of social media content has a positive impact on the received quality of themessage.

Table 8 illustrates another relationship between our dependent variable - message quality and our independent variable - credibility. As we can see, there is a positive correlation between our variables with a value of 0.714. R square value is equal to 0.510, which means the credibility of the social media content is responsible for 51% of the variability in message quality. Moreover, our test is proven with a significance value of <0.001. Considering the mentioned results of applied regression analysis, H4 was accepted. The credibility of social media content has a positive impact on the received quality of the message. R^2=0.510, F(1)=298.2 p<0.001.

Table 8. Model summary for bivariate linear regression analysis between credibility and message quality

Model	Dependent	R square	F	Beta	T	Sig.
Credibility	Message quality	.510	298.2	.714	17.268	.001

Dependent variable: Message quality

Similar to the previous hypotheses tested, we have applied the same analytical approach to testing ournext hypothesis - H5.

H5. The authenticity of social media content has a positive impact on the received quality of themessage

Table 9 indicates the relationship between the authenticity of social media content and the received quality of the message. As we can see from the table, there is a positive correlation between the variable with a mean value of 0.734. Our independent variables are responsible for 53.9% of the variability in our dependent variable with a value of R square which is equal to 0.539. The relationship between the variables is scientifically significant with a value of lower than 0.001. Therefore, as a result of applied regression analysis, H5 was accepted. The authenticity of social media content has a positive impact on the received quality of the message. R^2=0.539, F(1)=333.9 p<0.001.

Table 9. Model summary for bivariate linear regression analysis between authenticity and message quality

Model	Dependent	R square	F	Beta	T	Sig.
Credibility	Message quality	.539	333.9	.734	18.273	.001

Dependent variable: Message quality

To test H6, we used one sample T-test as a comparative test of means, since it is baked on value comparison on exposure to two different content types.

H6. Social media content including videos impacts the quality of the message more positively than social media content including images.

Since we have 2 different groups within our sample and they have been exposed to different types ofcontent such as video and images, an independent samples T-test has been applied. As a result, H6 was accepted. Social media content including video impact the quality of the message (M=4.93) more positively than social media content including images (M=4.57). Even though Cohen's d score (.278) gives us the insight that there is a small effect size, the hypothesis is still approved since it isabove the required value. M1=4.93, M=4.57, t(286)=2.355 p=0.019

Since our next hypothesis is analyzing the differences between different types of content as well, we have applied the same analytical method in order to test H7 - independent samples T-test.

H7. Social media content including videos generates a higher level of user engagement than social media content including images.

As in our previous hypothesis, the type of content has been decided as our grouping variable, and user engagement as our test variable. Followingly, independent samples t-test has been applied in order to check our suggested hypothesis. As a result, H7 was rejected. Nevertheless, there is a mean difference between our samples, this difference is not supported by the p-value of our test. Therefore, the result can be interpreted as the variance between our sample is not scientifically significant. Inother words, social media content including videos doesn't generate a higher level of user engagement (M=4.39) than social media content including images (M=4.19). M1=4.39,

M2=4.19, t(286)=1.172 p=0.242

Similar to our previous hypotheses, H8 analyzes the relationship between our variables of quality of message and user engagement. Therefore, in order to test H8, linear regression analysis has been implemented.

H8. The quality of the message of social media content impacts positively user engagement.

Before checking the results of the applied test, the correlation coefficient has been checked between the variables. As it is indicated in Table 10 there is a strong correlation between our independent and dependent variables within a value of 0.827. Followingly, the results of regression analysis have beenobserved. According to the results, message quality is responsible for 68.4% of the variability in user engagement with an R square value of 0.684. Followingly, the significance value has been checked and as a result, the relationship between our variables is scientifically significant with a value of 0.001. H8 accepted. The quality of the message of social media content impacts positively user engagement. R^2=0.684, F(1)=619.6 p<0.001.

Table 10. Model summary for bivariate linear regression analysis between message quality and user engagement

Model	Dependent	R square	F	Beta	T	Sig.
Message q.	User engagement	.684	619.6	.827	21.983	.001

Dependent variable: User engagement

The same analytical approach has been applied to test our next hypothesis - H9.

H9. The quality of the message of social media content impacts positively consumer trust in the brand.

In order to check our hypothesis linear regression analysis has been run. Similar to the previous application, the value of the correlation coefficient has been checked in the initial stage. As a result, there is a moderate correlation between our dependent and independent variables as the value of the correlation coefficient is 0.524. Next, the significance of the test has been checked and approved with avalue of 0.001. Finally, the R square value has been observed in order to analyze which percent of the variation in this outcome has been explained by our predictor variable - message quality. The R square value is equal to 0.292. H9 accepted. The quality of the message of social media content impacts positively consumer trust in brand. R^2=0.292, F(1)=119.3 p<0.001.

Table 11. Model summary for bivariate linear regression analysis between message quality and consumer trust in brand

Model	Dependent	R square	F	Beta	T	Sig.
Message q.	Consumer trust	.292	119.3	.524	10.924	.001

Dependent variable: Consumer trust in brand

Similar to our previous hypothesis, testing H10 regression analysis has been decided as the analyticalapproach to run.

H10. User engagement with social media content impacts positively consumer trust in this brand.

As the initial step, the correlation coefficient has been checked to discover if there is a positive correlationbetween our dependent and independent variables. As it has been presented in Table 12 there is a positive correlation with a value of 0.719 which can be considered a moderate level of correlation.Followingly, the significance of the test has been checked as well as the value of R square.

According to the test results, our independent variable - user engagement explains 51.5% of the

variation in this outcome with a value of 0.515, and our test is considered scientifically significant with a value of 0.001. H10 accepted. User engagement with social media content impacts positively consumer trust in brand. R^2=0.515, F(1)=305.4 p<0.001.

Table 12. Model summary for bivariate linear regression analysis between user engagement quality and consumer trust in brand.

Model	Dependent	R square	F	Beta	T	Sig.
User eng.	Con. trust	.515	305.4	.719	17.477	.001

Dependent variable: Consumer trust in brand

In order to test the next hypothesis - H11, the same analytical method of linear regression analysis has beenimplemented.

H11. User engagement with social media content impacts positively the purchase intention ofconsumers.

Similar to previously applied tests, the value of correlation has been checked. Table 13 shows that there is a positive correlation between our variables with a value of 0.727. Next, the significance of the ANOVA table has been checked and the value of 0.001 is considered an acceptable level of significance for this test. Followingly, R square value has been observed and it is equal to 0.527, which means user engagement with social media content is responsible for 52.7% of variability within our dependent variable - the purchase intention of the consumer. H11 accepted. User engagement with social media content impacts positively the purchase intention of consumers. R^2=0.527, F(1)=320.73 p<0.001.

Table 13. Model summary for bivariate linear regression analysis between user engagement and purchase intention of consumers.

Model	Dependent	R square	F	Beta	T	Sig.
User eng.	*Consumer trust*	*.527*	*320.73*	*.727*	*17.909*	*.001*

Dependent variable: Purchase intention of consumers

To test H12 - our last hypothesis analyzing the relationship between independent and dependent variables same scientifical approach has been implemented as well as previous ones.

H12. Consumer trust in brand impact positively purchase intention of consumers

As it is presented in Table 14 there is a strong correlation between consumer trust in brand and the purchase intention of the consumer within a value of 0.803. The significance of the test is equal to 0.001and it is considered acceptable. Followingly, the R square value has been checked in order to discover what percent of the variation in our dependent variable, our independent variable is responsible for.

With a value of 0.643, it can be interpreted that consumer trust in brand explains 64.3% of the variation in this outcome. H12 accepted. Consumer trust in brand impact positively purchases intention of consumers. R^2=0.643, F(1)=517.48 p<0.001.

Table 14. Model summary for bivariate linear regression analysis between consumer trust in brand and purchase intention of consumers

Model	Dependent	R square	F	Beta	T	Sig.
User eng.	Consumer trust	.643	517.48	.803	22.748	.001

Dependent variable: Purchase intention of consumers

To test H13 independent samples T-test has been applied.

H13. Social media content including videos impacts consumer trust in brand more positively than social media content including images.

In order to run the test, consumer trust in brand has been decided as the test variable and the type of content as the grouping variable. Next, the independent samples T-test has been implemented within our variables and as a result, H13 was rejected. Not only the mean value of consumer trust in brand was higher when people are exposed to image-type of content than video-type content, but also the P value of the applied test was higher than 0.005. Therefore, social media content including videos doesn't impact consumer trust in brand (M=4.44) more positively than social media content including images (M=4.56). M1=4.44, M2=4.56, t(286)=-.690 p=0.491

In order to test our last hypothesis - H14 the same analytical method has been implemented as the previous one - independent samples T-test.

H14. Social media content including videos impacts the purchase intention of consumers morepositively than social media content including images.

In line with our previous hypothesis in which independent samples T-test has been used to check the suggested hypothesis, the type of content has been decided as our grouping variable whereas the test

the variable has been decided as the purchase intention of the consumer. After that, the independent samples T-test has been implemented and as a result, H14 was rejected. Social media content including videos doesn't impact the purchase intention of consumers (M=4.20) more positively than social media content including images (M=4.02). Nevertheless, there is a mean difference in favor of the purchase intention score of respondents when they are exposed to video type of content, the significance value of the applied test is higher than required. It can be interpreted as there is no strong evidence to support H14 which can be caused by a small effect size, small sample size, etc. M1=4.20, M2=4.02, t(286)=.894 p=0.372

To conclude the hypothesis testing part of our research, 2 different analytical approaches have been taken as comparative means (independent samples T-test) and regression analysis to test our hypotheses. As we have 14 hypotheses in total, 11 of them are accepted, nevertheless, the remaining 3 hypotheses are rejected due to different reasons. As it has been presented in Table 14 majority of our hypotheses have been accepted.

H1	accepted
H2	accepted
H3	accepted
H4	accepted
H5	accepted
H6	accepted
H7	rejected
H8	accepted
H9	accepted
H10	accepted
H11	accepted

H12	accepted
H13	rejected
H14	rejected

Table 15. The results of the empirical part of hypothesis testing
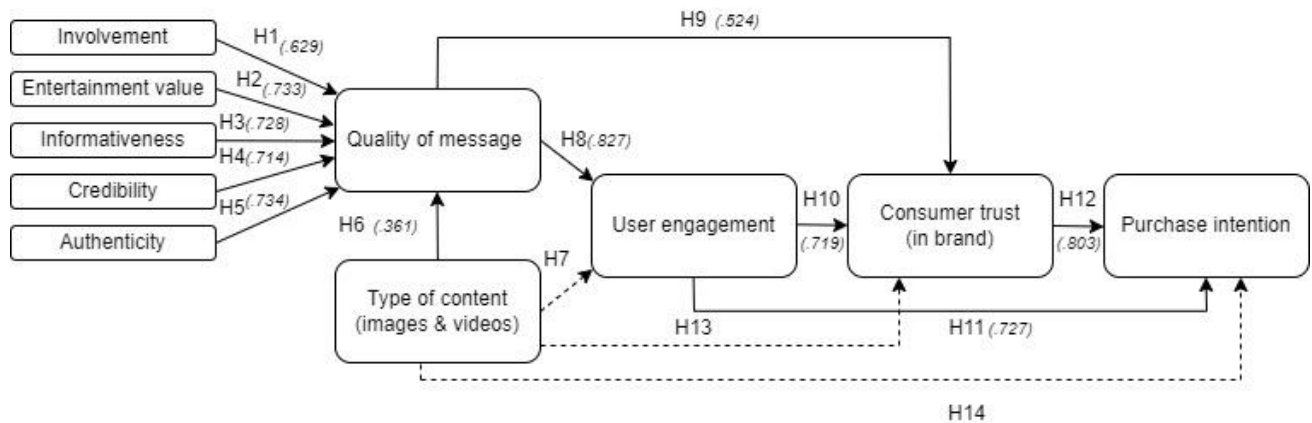

Figure 3. Demonstration of the tested model

It can be interpreted as the results of our methodological analysis being in line with our theoretical findings collected from literature analysis from previous authors and existing materials within the researched topic. The impact of social media content and user engagement on consumers' trust and purchase intention has been researched and with the help of Statistical Package for Social Sciences software, the suggested hypotheses have been tested in this part. The following parts cover the limitations of research and recommendations for the future within the scope of business and academic environment.

4. Conclusions and proposals

4.1. Discussion

The impact of social media activity of companies is becoming one of the essential matters in their

marketing and communication activities. As for the advantages it brings, social media can be really helpful for building consumer trust and purchase intention between potential consumer groups. Since it is allowing consumers to access and assess information about the products and services easily, connect with other consumers and share their previous experiences with each other. It is serving to build influential trust among customers so they can make an informed decision which is also essential to build purchase intention.

Previous research papers indicated that consumers are more willing to make a purchase after being exposed to content regarding a product or service recommended by a friend or coworker on social media. Being exposed to other people's positive opinions and reviews on social media regardingspecific products and services is building up the purchase intention.

Moreover, visually appealing social media content which can boost the perceived quality and user engagement among the platform users is also considered an essential matter for the social media activityof brands or companies. These attributes can be listed as follows: involvement, informativeness, authenticity, credibility, and entertainment value. As it has been analyzed and tested within our research,it has been proved that such attributes which contribute to the perceived message quality of the social media content will be contributing the user engagement, consumer trust in the brand, and purchase intention of consumers granularly.

On the other hand, user engagement can be an indication of a strong relationship between a brand and its customers and can help build trust and credibility with consumers. In terms of consumer trust, it refers to the level of reliance that consumers have on a specific brand or product. As social media content is one of the predictors to build such outcomes which has been already proved by ourresearch, there have been also different results in contrast to what has been suggested.

In line with our findings from the literature analysis video type of social media content is more preferable and can be considered a causal relationship with user engagement, consumer trust in the brand, and finally purchase intention of consumers. However, the results that have been discovered after the implementation of the analytical approach with the help of collected data and it was the opposite.Surprisingly, the level of user engagement, consumer trust in the brand, and purchase intention of customers has been observed to be higher when respondents were exposed to the image

type of social media content than video.

However, there can be various reasons for such results as small effect size, small sample size, etc. These potential reasons and causes will be discussed and suggested within possible solutions in the recommendation for future studies part.

4.2. Theoretical and practical implications

As it has been presented, this study aimed to research the impact of social media content and user engagement on consumers' trust and purchase intention. As it was mentioned in our theoretical the part which stands for the presentation of key findings through the process of literature analysis, the majority of findings have been confirmed with the help of collected data and implemented analytical approach and methods.

Nevertheless, the topic of the research topic can be considered as a general approach in the branches of digital marketing nowadays, indeed it focuses on a new approach for the assessment ofmessage quality perceived through social media content and also the impact of the type of social media content during such process.

Besides providing a scientific construct both for future researchers and professionals in the field of social media marketing, it can be considered a relevant source for the attributes of offered message within social media content since it has been broken into different elements such as involvement, informativeness, entertainment value, credibility and authenticity of the social mediacontent.

The research also focused on a unique market - Azerbaijan with one of the major motivations for the lack of scientific research on this specific market and location. Nevertheless, literature analysis and the development of the model have been reviewed and analyzed from research papers focusing on the different markets rather than Azerbaijan, the survey data has been collected from social media usersbased in Azerbaijan between the age of 14-43 which is considered active social media users in this country. Such contribution to the scientific literature within the field of marketing and communication also adds theoretical value to this paper.

Therefore, the paper has both theoretical and technical value for professionals in the field of digital or social media marketing in Azerbaijan. Social media marketing specialists, etc. can refer to this paper and the developed research model construction in order to decide which attributes should be considered within the stage of content development besides which type of content is preferable for specific markets and products.

Since the selected product is essential as well as the focused market within the scope of the scientific research, the paper has focused on a specific product of the Xiaomi brand in Azerbaijan. The main reason for such a selection was the goal of analyzing the purchase intention of consumers toward such a unique product which is not commonly used in Azerbaijan - smartwatches offered by Xiaomi. Marketing activities and communication approaches can differ from market to market besides brand to brand, therefore, the results developed from this research can be considered valuable for different focus groups and products since there was a low level of purchase intention towards the brand initially being exposed to the social media content by Xiaomi brand.

In summary, the study has analyzed the impact of social media content and user engagement on consumers' trust and purchase intention. As a result, it confirmed the validity and the importance of social media and its relevant usage can contribute to brands and companies building consumer trust and purchase intention towards their brand besides helping their customer to reach information easily and engaging more with one specific brand. From this stance, we can conclude that social media is one of the essential tools for today's marketing and communication. Nevertheless, there were several rejected hypotheses that resulted in the opposite outcome from what was expected such as user engagement, consumer trust in the brand, and purchase intention of consumers observed to be higher when they were exposed to an image-type of social media content differing from our findings during literature analysis which was directing the usage of a video-type of content. However, we believe that such rejections might happen as a result of different causes such as small effect size, not enough sample size, and too much variation in our dependent variable. It can also be caused within the cultural differences in different markets and the behavior on social media platforms in different countries. As it has been present in our hypothesis testing part, we can depend on the results that social media users in the focused markets prefer image type of content in terms of user engagement, consumer trust in the brand, and purchase intention.

4.3. Research limitations

The main limitations of the conducted research were the sampling and representation of the focused population - Azerbaijani social media users and market. Not all of the social media users were included in the data analysis. Moreover, the respondents were exposed to different types of social media content differing in their format - video and image. Such an outcome can also be considered a subjective interpretation of exposed data which can differ from person to person. Economic conditions and also the existing experience and impression towards the selected brand can also play an essential role in the collection of data. Another limitation can be the timing of the data collection. The survey has been started in late November on the edge of the black Friday sales globally. Since the general tendency among consumers is to limit their spending and wait for such as specific occasions, they can be willing to spend more or less, prefer different brands apart from the ones they are loyal to, etc. The mentioned causes can be considered the limitations that have been experienced during the implementation of scientific study.

4.4. Recommendations for future studies

As mentioned in the research limitations parts, we suggest that future researchers consider the experienced limitations and build different approaches regarding them. For example, the timing of the data collection can be aligned to a period in which no major events or occasions are expected. Moreover, since social media users in Azerbaijan are mainly centralized in Azerbaijan it might be also a better idea to extend that scope and run the survey among the residents of the suburban and rural areas in order to contribute to the full picture of the consumption behaviors of Azerbaijani social media users.

Also, analyzing the impact of personalized and targeted advertising on social media can be useful to build more scientific proof since the completed research has focused on exposing the offered content to the respondents separately rather than exposing or targeting them on social media. To conclude, taking a more technical approach to observe the behavior of users such as revealing the differences between various social media platforms, the usage trend within such platforms, etc. can contribute to the goal of scientific studies regarding similar topics such as analyzing the impact and essence of social media marketing in today's world.

Summary

67 pages, 15 tables, 3 figures, 159 references

The research has been implemented with the aim of finding out the impact of social media content and user engagement on consumers' trust and purchase intention. As the first stage of the studies, existing literature has been analyzed and key points have been developed. With the help of key findings, it has been decided what are the gaps in the analyzed topic, and hypotheses have been developed according to the findings. Such hypotheses have been developed to answer the questions in the literature, provide relevant solutions to both scientific literature and business professionals within the field of social media and test the existence of the suggested tendency and its scale in the research market - Azerbaijan. Next, the empirical stage of questionnaire development has been applied with the adoption of relevant measurement scales from existing literature. The sampling and sampling size have been decided before the data collection. Followingly, an online survey has been run among Azerbaijani participants and data has been designed for usage. The SPSS software has been decided for testing.

After the data analysis, it has been proved that 11 of 14 suggest hypotheses have been accepted and the remaining 3 hypotheses have been rejected due to high significance value which can be explained by the size of sampling or variance between the variables. Such results have been interpreted as one of the limitations of current research and various suggestions have been presented for future research in line with the discussion of key findings from current research. Finally, the key finding can be listed down as the impact of social media content and user engagement on consumers' trust and purchase intention has been scientifically proved, however, it should be noted that such impact can be altered by size or level of variance by different stages of purchase such as exposure to social media content, user engagement, consumer trust, etc. To sum up, the current research can be considered to add value and key findings to the literature covering social media marketing and its relevant usage for business purposes in the researched market. Therefore, this research paper should be referred to for both academic and business purposes.

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