

Contemporary World Values: The Effects of Quality of Brand-Generated Visual Contents on Customer Engagement Behaviours in Social Commerce

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Abstract : Visual content, as an integral part of social media marketing, is growing dramatically. They are, in different technological usage categories (i.e., photos, graphics, animation IGTV, Stories, Livestreams, and Reels), associated with improving customer engagement behaviours (CEBs) in social commerce (SC). However, few researchers have explored the impact of specific and occasional contents that respect green products, gender equality, religious freedom, and LGBTs' rights. This study aims to compare and analyse how the ten best global brands (Interbrand's) in different categories communicate with customers on Instagram. Netnography approach and method used to conduct the data collection and data analysis of 1072 Instagram posts and 10494 comments. The results show that brands in fashion, sport, and homeware categories (H&M, Nike, and Ikea) emerge to use more effective content with the above global values elements than other brand categories. Findings also indicate that some different themes such as celebrities, models, pets, kids, aged and disabled people are part of visual management strategies on Instagram brands' pages. This research aims to inform researchers to consider all aspects of visual elements in content quality and marketing managers to increase brand optimisation, awareness, and authenticity by promoting contemporary world values on Instagram.

Keywords : green products, gender equality, religious freedom, LGBTs, Instagram, netnography

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