ANTECEDENTS OF CONSUMER INTENTION TO FOLLOW AND RECOMMEND AN INSTAGRAM ACCOUNT

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ABSTRACT

Purpose

The purpose of this research is to examine the influence of consumers' perceived enjoyment and usefulness on their intention to follow and recommend an official account of a brand community on Instagram through satisfaction, following a perception-evaluation-intention chain.

Design/methodology/approach

The present study suggests that both perceived enjoyment and usefulness have a positive influence on satisfaction, which in turn affects intended following and recommendation of an account on Instagram. Data is collected from 548 members of a fashion brand community official Instagram account. After the validation of measurement scales, the hypotheses are contrasted using a Structural Equation Model (SEM).

Findings

Results show that both perceived enjoyment and usefulness have a positive effect on satisfaction with the Instagram account, which in turn positively affects the intention to follow and recommend the account. Specifically, satisfaction fully mediates the influence of perceptions on intentions, except for the influence of perceived usefulness on intended recommendation as these variables are also directly linked.

Practical implications

The findings help managers to understand consumers' behavioral intentions on Instagram and note the relevant role of perceived enjoyment and usefulness in creating a satisfactory experience in this context.

Originality/value

Nowadays, brands and users are continuously joining Instagram and, as a result of its growing importance, there is a need to better understand consumer behavior in this context. This research analyses the antecedents of both the intention to follow and recommend an account on Instagram.

Article Type: Research paper

Introduction

The use of social networking sites by consumers is continuously increasing. Among them, the use and popularity of Instagram, which was created in 2010, has increased rapidly, especially among young people. Specifically, Instagram allows users to share images and videos in both a public or private way, and other users can view, comment and click on the "like" button on them. It also gives its users the option to apply certain photo filters to the images they want to share. According to its website, it has recently reached 500 million users (June 2016) and this number grows day to day. Furthermore, Instagram adoption among top brands is also continuously increasing (Shively, 2015), and this social networking site is trying to promote their participation since it offers new features that differentiate brands from their own users (MarketingNews, 2016).

In spite of its increasing relevance, previous studies have focused on the analysis of consumers' interactions in brand communities on other social networking sites as Facebook (Hassan, 2013) or YouTube (Smith *et al*., 2012). However, taking into account the greater number of interactions that customers have with brands while they are using Instagram (as a percentage of brands' fans or followers) when compared to other social networking sites (Elliot, 2014), it seems reasonable to emphasize the importance of Instagram for brands. In this respect, only few papers have already focused on Instagram, but most of them draw attention to the content published on it (e.g. Highfield, 2015) and the motives for using Instagram (e.g. Sheldon and Bryant, 2016; Lee *et al*., 2016). This lack of studies is even greater when we focus on brand communities on Instagram, as previous studies have just analyzed consumers' interaction behaviors (Casaló *et al*., 2016a) and the characteristics of the brand-generated content (Casaló, 2016b) rather than users' decisions to follow and recommend the brand community account.

More specifically, Sheldon and Bryant (2016) note that there are four motives for using Instagram: "surveillance or get knowledge about others" (keeping up with what others are doing); "documentation" (post pictures about users' lives); "coolness/popularity" (tool of self-promotion), and "creativity" (portray the talents on the published pictures). In a more elaborated proposal, Järvinen *et al*. (2016) suggest that performance expectancy (related to usefulness as it is defined as the extent that using a technology provides benefits to their users), the hedonic motivations (enjoyment or pleasure generated) and the habit of the users with this social networking site have a

key impact on the intention of continue using Instagram that, in turn, will affect the final use behavior. Similarly, Lee *et al.* (2016) find that both perceived usefulness and playfulness have a relevant impact on customer satisfaction which is directly related to their intention of continued usage on Instagram.

Although both hedonic and utilitarian variables seem to be relevant in Instagram, previous studies have mainly focused on the hedonic perspective when analyzing consumer interactions in a specific brand community account. For example, Casaló *et al.* (2016a), by using a two-step collection of data, show that perceived hedonism has a direct and indirect influence (through satisfaction) on the intention to interact in a brand's official Instagram account, which is finally related to the actual consumer behavior (i.e. number of likes and comments). Casaló *et al.* (2016b) add to these findings by analyzing how the characteristics of the content published on Instagram are related to perceived hedonism and users' satisfaction levels. Specifically, perceived originality of the content (regarded as being new and unique) is the most relevant factor to create an enjoyable and satisfactory experience which, in the end, influences the intention to interact on Instagram.

Therefore, there is still a need to better understand consumers' behavior on Instagram and their relationship with brands in this context. Specifically, we focus on two crucial behavioral intentions. First, we focus on the intention to follow a brand community account and view its publications, which is a key aspect to guarantee the survival of the community in the long-term as it serves to maintain the traffic level in the community and may promote user's active participation in the future (e.g. Casaló *et al.*, 2011a). Second, we draw attention to the intention to recommend the brand community account to fellow consumers, which may be related to EWOM (Electronic Word-Of-Mouth). EWOM is conceptualized as performing certain actions like seeking, giving and passing opinions (Chu and Kim, 2011) about an interesting subject, and recommendations could be rapidly spread among users through social networking sites. Therefore, the fact that consumers recommend an Instagram account to their peers may help increase the awareness and success of the account.

According to our previous review on Instagram literature both enjoyment and usefulness may be relevant in this context, so we will adopt a double enjoyment-usefulness approach (e.g. Van der Heijden, 2003; Ernst *et al.*, 2015) in order to identify some of the factors that influence the intention to follow and recommend an official account of a brand community on Instagram. Indeed, previous studies on other social

networking sites also suggest that they can be analyzed as information systems in which its users get fun with their use (Hu *et al*., 2011), and in which members use it because of their usefulness (Alarcón del Amo *et al*., 2012). Specifically, due to the nature of this visual social networking site and the creativity that is applied to the photos or videos shared, this study considers enjoyment as an important factor that can influence consumer satisfaction. In addition, usefulness while using Instagram is also considered as an antecedent of satisfaction since consumers could use it as a relevant source in order to get information on which to base their decisions. In turn, satisfaction, as a global evaluation of all the aspects of the consumer relationship with the account, is proposed to influence the consumer intentions to follow and recommend the Instagram account.

Therefore, the main objective of this study is to know the antecedents of the intention to follow and recommend the official account of a brand community on Instagram by using a perception-evaluation-intention chain (similar to the chain put forward by the original technology acceptance model [TAM, Davis, 1989]) in which perceived enjoyment and usefulness influence satisfaction, which in turn affects consumer intentions. To do that, data is collected through a questionnaire directed to the members of a brand community's Instagram account focused on the fashion industry due to the relevance of the visual element in this context.

Taking all these into consideration, this work is structured as follows: first, we define the variables considered in this study and propose the research hypotheses. Then, the processes of data collection and measures validation are explained. Finally, we present the main results and conclusions, as well as some possibilities for future research.

Theoretical framework

The TAM model (Davis, 1989) has been used to analyze the adoption of technologies with utilitarian purposes (Sledgianowski and Kulviwat, 2008); that is, those used in order to increase efficiency in task performance (Van der Heijden, 2004). Nevertheless, technologies that are characterized by obtaining an enjoyable and pleasant experience with their use (Van der Heijden, 2004), such as social networking sites (Instagram in this case), require other variables, such as perceived enjoyment to explain user's participation (Basak and Calisir, 2015). Therefore, this study follows a double enjoyment-usefulness approach (Van der Heijden, 2003; Ernst *et al*., 2015). Below, we

briefly define the variables considered in this study: perceived usefulness, perceived enjoyment, satisfaction, intention to follow and intention to recommend.

Perceived Usefulness

Perceived usefulness is related to the use of a specific technology to improve productivity or performance (Davis, 1989) which, in the context of social networking websites, is connected with obtaining convenient and useful information (Basak and Calisir, 2015) that may result in an improvement while performing a task or making a decision. This useful information obtained in the accounts could be regarded as complete, detailed, accurate, timely, relevant and reliable with the aim of keeping up with the available data and, in this sense, it can be related to products, services, tips about the subject of interest of the users or even promotional events in which they can take part in (Seol *et al*., 2016). In this way, a user could get a lot of information freely and quickly through shared publications on social networking sites (Basak and Calisir, 2015).

In more detail, Bonds and Raacke (2010) found the existence of an informative and utilitarian dimension on social networking sites, which is related to the ability to obtain and share useful information about events, for academic purposes, etc. This dimension is logical considering the ease with which information is available through them, so this is why social networking sites could be regarded as appropriate in order to learn about the latest information and trends which are published on an online community whose members are participating because they are interested in a particular topic (Dessart *et al*., 2015). Obtaining useful information has been also identified as a factor that serves to explain the reasons why users consume content related to brands on a social networking site (Muntinga *et al*., 2011). Finally, Mull and Lee (2014) state that obtaining new ideas and learning more about a particular topic are the main motivations to get information on a visual social networking site like Pinterest. Therefore, usefulness may be relevant in a brand community on Instagram because, among others, consumers may find updated information such as pictures about new brand products.

Perceived Enjoyment

Perceived enjoyment is referred to the degree of fun that can be derived from using the system (Van der Heijden, 2004) and, in the context of social networking sites, spending their free time as well as relaxing or escaping from boredom are some of the main motivations of users while interacting on them (Lee and Ma, 2012). As a result, they obtain enjoyment and pleasure from their experience. With the aim of making their

users enjoy, an account has to offer interesting, interactive, customized and multimedia information (Seol *et al.*, 2016). Interactive games, videos and pictures, avatar names, styling options, applications, contests as well as promotional events are some examples of what could be regarded as enjoyable content (Mouakket, 2015; Seol *et al.*, 2016). Sledgianowski and Kulviwat (2008) and Hu *et al.*, (2011) state that members of a social networking site have a sense of fun while they are interacting with other users. In sum, the interaction of consumers within a social networking site generates a fun and mentally stimulating experience (Nambisan *et al.*, 2007).

Therefore, the importance of enjoyment is increasing in marketing literature focused on social networking sites since it leads users to consume, create or contribute to online content related to a particular brand (Muntinga *et al.*, 2011). Quan-Haase and Young (2010) found that "pastime", including statements about obtaining entertainment, a pleasant rest or relaxing time, is the main motivation to use Facebook. In addition, Mull and Lee (2014) assert that entertainment is one of the main motivations to use Pinterest, and Sheldon and Bryan (2016) remark that creativity of the uploaded photos is an antecedent factor of the use of Instagram. This could be related to the particular characteristics of photo-sharing social networking sites (as Instagram), where some users could be stimulated and enjoy themselves while they are editing the pictures that are going to be published later, or just watching and admiring photos posted by others.

Satisfaction

Traditionally, satisfaction is defined as the psychological or emotional state resulting from the cognitive assessment of confirmation between expectations and outcomes (Oliver, 1981). According to the Expectation-Confirmation theory (Oliver, 1980), satisfaction reflects that the benefits derived from using a product/service exceed the expected ones. Moreover, according to the IS (Information Systems) continuance model (Bhattacherjee, 2001), satisfaction plays a vital role in the formation of the intention to continue using an IS (for example, a social networking site) and the creation of a long-term relationship with consumers (Bhattacherjee, 2001). In this way, in the context of social networking sites, satisfaction has proven to be a key variable to explain users' behavior (Casaló *et al.*, 2011b).

Finally, according to Geyskens *et al.*, (1999) classification, in this research we applied the non-economic approach of satisfaction which could be defined as an overall

assessment of user relationship with the social networking site, generating an emotional and psychological response to the interactions carried out in that social environment.

Intention to follow

The Theory of Planned Behavior (Ajzen, 1991) states that intentions are the principal precedent of actual behaviors since intentions reflect the willingness of a person to behave in a particular way. Previous literature has found the existence of correlation between these two variables (Venkatesh and Davis, 2000), as the first one (the intention) represents a strong signal of how the customer's behavior will finally be (Casaló *et al.*, 2011b).

In the case of the social networking sites, the fact that users follow a brand community account is one of the most important activities in order to develop and sustain a community focused on a topic of interest. When a person is a friend or a fan of a particular brand community on a social networking site, they are exposing themselves voluntarily to the available information (Chu and Kim, 2011). Therefore, the intention of following would be related to visualize the publications of a brand community and to keep up with all the available information that is considered as interesting by the users.

Intention to recommend

User intention to recommend a particular account of a brand community on Instagram consists in the presentation, on the part of a user, of an account about a brand to other users. The reason behind this behavioral intention may be find in the fact that both the sender and the receiver of the message could share the same needs, interests or problems, and the information published on that account could be regarded as relevant by them. As stated by Duhan *et al.* (1997), recommendations that are taken into consideration by people are usually personal sources of information, which have been studied as WOM communication. Due to the fact that our study is based in the online context, these recommendations may be related to EWOM, which is defined as any statement, positively or negatively, carried out by a potential, current or former customer about a product or company, and is available to a multitude of people via the Internet (Hennig-Thurau *et al.*, 2004). In this case, social networking sites represent an ideal tool for creating, sharing and recommending the content uploaded in a brand community to other users that could be interested in. As Chu and Kim (2011) state, EWOM on a social networking site could be related to three actions: "opinion seeking, opinion giving and opinion passing". This highlights the relevance that the interactive

nature of social networking sites may have to, through EWOM, spread a particular recommendation by making, reading or passing comments of a specific topic of interest.

As we are talking about recommendations, this paper focuses exclusively on positive aspects of EWOM, as well as on direct communications to family or friends. In this regard, previous studies have found that members of social networking sites exert different recommendations to others, either about the use of the network itself or the use of products/services which are related to the topic of common interest (Casaló *et al.*, 2010a; Casaló *et al.*, 2010b). In addition, if a person considers that such information is relevant for their contacts and make it available to them, this information will have more credibility since it is provided by a person of their inner circle. Indeed, these recommendations are extremely effective and useful because the source of the information (a peer) has nothing to gain from the consumer's future actions (Schiffman and Kanuk, 1997). Therefore, since users could easily recommend a specific page or information from a brand community (in this case, the brand community account on Instagram), recommendations are important sources of information about brands for consumers.

Formulation of hypotheses

According to the IS continuance model (Bhattacherjee, 2001), perceived usefulness influences positively the feeling of satisfaction towards a particular system. Focusing on social networking sites, Shi *et al.* (2010) note that, in the context of Facebook, users can get a feeling of satisfaction when they find out interesting information about a topic, as well as trends, news, publications and discussions held about that on a social networking site. For example, Sin and Kim (2013) suggest that social networking sites are useful for international students as they play an important role in order to meet their everyday life information needs, smothering their cross-cultural transition. Therefore, these platforms are a valuable channel to find information (Sin and Kim, 2013) that could let the user perform certain activities in a better and more efficient way. As a consequence, this could bring about a sense of satisfaction, which could serve as a motivating factor to follow and visit that account with the aim of keeping up to date with a topic (in this case, fashion industry).

Therefore, perceived usefulness is related to the functional and the instrumental dimension of using a social networking site, in our case Instagram. Users will be able to obtain information about a particular topic of interest (allowing them to catch up on it)

in an easy and quick way while using that social networking site, generating a feeling of satisfaction in the individual. Taking all this into account, it is proposed:

Hypothesis 1: Perceived usefulness on an Instagram account has a positive effect on user satisfaction.

The effect of perceived enjoyment on satisfaction has been discussed in the literature on social networking sites too. According to Sheldon (2008), in her study about Facebook use, entertainment is one of the main reasons that could generate a feeling of satisfaction and, as Vorderer *et al*. (2004) state, enjoyment is the element that lies at the heart of every entertainment experience. Similarly, Special and Li-Barber (2012) state that Facebook users can experience a sense of fun (through viewing photos or reading the statements of friends) that generate their satisfaction. In addition, Basak and Calisir (2015) find a positive, direct and significant relationship between users' entertainment and their satisfaction while using Facebook. They state that when users meet their needs of pleasure and enjoyment while using Facebook, they will experience a feeling of satisfaction. Therefore, it seems reasonable that obtaining enjoyable experiences while using a social networking site like Instagram could produce changes in the users' emotional states and, as a result, increase their levels of satisfaction. Focusing on the context of Instagram, this paper proposes the following hypothesis:

Hypothesis 2: Perceived enjoyment on an Instagram account has a positive effect on user satisfaction.

Additionally, if a user is satisfied with an Instagram account, it is expected that he/she feels more willing to follow that account in the future as the results obtained from it serves, at least, to confirm previous expectations, as noted by the Expectation-Confirmation theory (Oliver, 1980). Indeed, previous findings on communities developed on other social networking sites are in this line. For example, Langerak *et al*. (2003) develop a multidimensional scale to measure satisfaction in virtual communities and find that satisfaction with some kind of interactions that are carried out in these platforms and the community's site have a positive effect on member's participation. In addition, Casaló *et al*. (2010b) state that, in the context of virtual communities focused on free software, satisfaction has a direct and positive relationship with the participation in that community. Finally, Lee and Hyun (2015) find a significant relationship between user satisfaction and the intention to follow the travel advices that are published in an

online travel community. Analogously, in the context of Instagram, if users are satisfied with an account, they may be also more predisposed to follow it in order to access and visualize these advices. Therefore, the intention to follow an account should be taken into account in order to improve the understanding of consumer behavior in this context. As a result, the following hypothesis is proposed:

Hypothesis 3: Satisfaction with an Instagram account has a positive effect on the user intention to follow that account.

Finally, users' satisfaction level with an official brand community of Instagram could be an antecedent of their intention to recommend that account. This is because, in essence, if the content that is uploaded in that account exceeds expectations that the user has previously formed, it is likely to develop a greater willingness to tell the experience to other users of their inner circle. De Matos and Rossi (2008) state that satisfaction is an antecedent in the process of carrying out a positive WOM, so the more satisfied users are, the more likely they are to recommend a particular brand or company. In the online context, Chen *et al*. (2012) found that satisfaction that users get with the use of Web 2.0 is communicated to other users through EWOM, bringing light to the significant and positive relationship between satisfaction and the recommendation of these Webs. Currás-Pérez *et al*. (2013) showed the existence of a strong relationship between the satisfactory experience that is felt by users and their willingness to recommend a social networking site. In a nutshell, users could express their feeling of satisfaction either through writing their opinion in online media (like social networking sites) or communicating it directly to family or friends. Therefore, it is proposed:

Hypothesis 4: Satisfaction with an Instagram account has a positive effect on the intention to recommend that account.

Finally, the proposed model is shown in Figure 1. It is important to note that as previous studies have observed strong correlations among consumer perceptions and beliefs (e.g. Bhattacherjee, 2000), perceived enjoyment and usefulness are allowed to covary in our model.

INSERT FIGURE 1 ABOUT HERE

Methodology

Data to test the hypotheses was collected from an official Instagram account of a brand community focused on the fashion world with more than 62,000 members worldwide. They were invited to fill in a survey during the first quarter of 2017. Because of the international character of the participants, the survey was distributed in English. It included scales of all the variables under study (see the Appendix) that were inspired by a previous literature review –and adapted to the context of Instagram– regarding perceived enjoyment (Nambisan and Baron, 2007), perceived usefulness (Bhattacherje, 2001; Wu and Chen, 2005; Casaló *et al*., 2011b), satisfaction (Casaló *et al*., 2011b), intention to follow (Algesheimer *et al*., 2005; Belanche *et al*., 2014; Casaló *et al*., 2010b) and intention to recommend (Algesheimer *et al*., 2005; Harrison-Walker, 2001). In this way, the existence of content validity of measures is guaranteed. A seven-point Likert-type scale, which respondents rated from 1 ("strongly disagree") to 7 ("strongly agree"), was used to measure the items. Finally, a total of 548 questionnaires were collected. Most respondents were female (96.4%, probably because of the topic of the account), graduate (67.3%), below 25 years old (67.4%), and had at least one year of experience using Instagram (94.7%). Finally, participants belonged to a total of 57 countries, including 121 (22.1%) from the U.S. and 113 (20.6%) from the United Kingdom. Spain (n = 50, 9.1%) Australia (n = 25, 4.6%) and Italy (n = 19, 3.5%) were the next three largest subgroups represented in the sample.

Common method variance

Because data were collected using a single survey, possible common method bias should be evaluated. Following Podsakoff *et al*. (2003), we first employed procedural recommendations in order to minimize this concern through study design. Among others, to promote honesty among respondents, we allowed answers to be anonymous, stated that no right or wrong answers exist, and constructed items carefully to avoid ambiguity (Casaló *et al*., 2011b). In addition, we include questions not related to the research objective to induce a psychological disconnection (García *et al*., 2008), and avoid any direct connection among the measures (Podsakoff *et al*., 2003). Specifically, individuals described some aspects related to their use of social networking sites via the mobile phone (i.e., frequency of access, social networking sites most commonly visited, and so on).

In addition, we assessed possible common method variance statistically by employing confirmatory factor analyses. This way, the following four models including

all model variables were developed to estimate the amount of trait, method, and error variance (Bagozzi *et al*., 1991): (1) a null model –variance in measures is explained by random error–, (2) a trait-only model –variation in measures is explained by traits plus random error–, (3) a method-only model –variation in measures is explained completely by method factor plus random error–, and (4) a trait-method model in which trait factors, method factors, and random error combined explain the variance in measures. As Bagozzi *et al*. (1991) notes, the null model is nested in both the method-only and trait-only models, and the method-only and trait-only models are nested in the trait-method model. Therefore, chi-square (χ^2) differences can be used to test for the presence of trait and method variance. According to the results in Table 1, model 2 and 4 fit significantly better than model 1 and 3, respectively, implying that trait variance appears to be present (Bagozzi *et al*., 1991). However, we should acknowledge that some variance is due to the method, as models 3 and 4 fit significantly better than models 1 and 2 (Bagozzi *et al*., 1991).

INSERT TABLE 1 ABOUT HERE

The estimation of the variance shows that method only accounts for 9.1%, being trait factors the main source of variance. In addition, this amount of method variance is notably lower than the average variance obtained in previous research (15.8% in the marketing field and 30.5% in the field of education according to Cote and Buckley [1987]).

Reliability and validity of constructs

In order to confirm the dimensional structure of the scales, a confirmatory factor analysis was conducted. This analysis was carried out using a structural equation model (SEM) with the statistical software EQS 6.1, and the method of maximum likelihood as estimation method. We followed the criteria proposed by Jöreskog and Sörbom (1993) to depurate the scales: the weak convergence criterion, which means eliminating the indicators that do not show significant factor regression coefficients ($t > 2.58$; $p < .01$), and the strong convergence criterion, which requires eliminating insubstantial indicators whose standardized coefficients are lower than .5. As a result, no item was eliminated as they satisfy both criteria.

We obtained acceptable levels of model fit (Chi-Square (χ^2) = 308.798, 94 d.f., p<0.001; NFI = 0.932; NNFI = 0.938; CFI = 0.983; IFI = 0.952; AGFI = 0.903 and RMSEA) = 0.065). To assess construct reliability, we used the composite reliability indicator that showed a range from 0.811 to 0.886 (Table 2), which exceeded the 0.7

cutoff for multi-item constructs suggested by Davcik (2014). Convergent validity was evaluated through average variance extracted (AVE) indicator, which exceeded the recommended 0.50 threshold (Fornell and Larcker, 1981) and, finally, discriminant validity was assessed by checking that the correlation between one latent variable and any other is lower than the square root of the AVE for each variable (Fornell and Larcker, 1981). The results show an acceptable level of discriminant validity since this criterion was met by all pair of constructs (Table 2).

INSERT TABLE 2 ABOUT HERE

Results

Once the reliability and validity of the measurement scales was guaranteed, we proceeded to contrast the proposed hypotheses. We developed a structural equation model (SEM) whose standardized solution can be found in Figure 1. All hypotheses were supported at the 0.01 level and the structural model fit showed satisfactory values: Chi-Square (χ^2) = 317.874, d.f. 99, p <0.001; NFI = 0.930; NNFI = 0.940; CFI = 0.951; IFI = 0.951; AGFI = 0.907; and RMSEA = 0.064.

INSERT FIGURE 2 ABOUT HERE

According to the results, regarding the antecedents of satisfaction with the official account of a brand community on Instagram, we observe significant and positive effects of both perceived usefulness (γ=0.439; p<0.01) and perceived enjoyment (γ=0.275; p<0.01) on that variable, which let us support H1 and H2. In addition, it could be noted that usefulness and enjoyment are positively related. Finally, satisfaction has a positive effect on both intention to follow a brand community on Instagram (β = 0.723; p <0.01) and intention to recommend it (β = 0.594; p <0.01), which let us support H3 and H4. Through these relationships, we may partially explain the endogenous variables used in this model: satisfaction with a brand community on Instagram (R^2=0.412), intention to follow the account (R^2=0.522) and intention to recommend it (R^2=0.353).

Furthermore, we also assess whether both perceived enjoyment and usefulness indirectly influence, through satisfaction, on the intention to follow and recommend. Table 3 shows the results of this analysis, indicating that the indirect effects of both perceived enjoyment and usefulness on intention to follow and recommend through satisfaction are significant and positive.

INSERT TABLE 3 ABOUT HERE

Following Bagozzi and Dholakia (2006), we conducted additional tests to check if other direct effects of perceptions on intentions, not specified in the model, might be significant. As Davcik (2014) notes, "if a model contains the same number of latent constructs as a competing model, and alters the paths and causality among them, the researcher can compare nested models by examining the difference in chi-squared statistics". The first row of Table 4 shows the goodness-of-fit for the proposed model, which provides the baseline for χ^2 difference tests. In M2 we assessed whether a direct path from perceived enjoyment to intention to follow the Instagram account. Then because M2 is nested in M1, we performed a χ^2 difference test with one degree of freedom to determine whether satisfaction fully or partially mediates the effect of enjoyment on intention to follow (Kulviwat *et al*., 2009). In M2, the path was not significant, nor was the χ^2 difference ($\chi_d^2(1) = 0.538$, p = 0.463), concluding that satisfaction fully mediates the effect of enjoyment on intention to follow. Across M3–M5, we only found a significant path and χ^2 difference, to be precise, when including the direct path between perceived usefulness ant the intended recommendation ($\gamma=0.147$, p<0.05). Satisfaction thus partially mediates this relationship and fully mediates the remaining links between perceptions and intentions.

INSERT TABLE 4 ABOUT HERE

Discussion

In order to better understand the background of the intention to follow and recommend an official account of a brand community on Instagram, this study has used a double enjoyment-usefulness approach (e.g. Van der Heijden, 2003; Ernst *et al*., 2015) and developed a model that follows a perception-evaluation-intention chain (similar to those proposed in traditional models such as TAM) whose results allow us to contribute to the previous literature and shed some light on this emerging topic.

Firstly, satisfaction with a brand's official Instagram account is determined by both perceived enjoyment and usefulness. Therefore, users will be satisfied while using Instagram when they receive information that is fun but also provide them a high degree of usefulness about a topic of their interest. This result is consistent with previous findings in other social networking sites suggesting that satisfaction is positively affected by both usefulness (Casaló *et al*., 2011b) and enjoyment (Basak and Calisir, 2015).

Secondly, satisfaction is also significantly related to both intention to follow and intention to recommend an Instagram account. In the context of new technologies, behavioral intentions have been traditionally validated as consequences of satisfaction (e.g. Bhattacherjee, 2001; Casaló *et al*., 2011b), so that our results seem to be coherent with previous literature. Finally, our research model implies some indirect effects of enjoyment and usefulness on both intention to follow and participation (through satisfaction). These effects are significant and positive in all cases, although the influence of usefulness is slightly higher. In addition, perceived usefulness also has a direct effect on recommendation intentions, probably because a user may be motivated to recommend something (in this case, the Instagram account) that relevant others or peer consumers may find useful. For example, Camarero and San José (2012) found that when the content of an email is useful, the probability of forwarding it increases. This result is also in line with previous literature that has demonstrated that usefulness is a perception that consistently influences user intentions (Bhattacherjee, 2001).

In a nutshell, we could consider that the twofold enjoyment-usefulness approach used in this research to explain both intention to follow and recommend an Instagram account is suitable to understand these consumers' behavioral intention on that social networking site. Although the influence of perceived usefulness seems to be slightly higher, it is evident that both perceived usefulness and enjoyment plays a key role in achieving users to follow and recommend an account of a brand community on Instagram. In addition, satisfaction seems to play a mediating role between the perceptions of the users (enjoyment and usefulness) and behavioral intentions (to follow and recommend). In conclusion, the main contribution of this paper is that it draws attention to Instagram, a social networking site that has not been much explored in previous literature, trying to understand the variables that influence users' following and recommendation intentions on Instagram.

Managerial implications

Findings of this study also suggest relevant information for management. Photos and videos which are shared on Instagram generate more engagement compared to the rest of social networking sites (Elliot, 2014) and, therefore, it is important for companies to know the antecedents of users' satisfaction, intention to follow and recommend an account on Instagram. Managing well Instagram can lead to strengthen ties with followers and improve the overall perception of a brand in customers' mind. Instagram could help brands to attain the attention of followers through its content,

based on the publication of photos and short videos with a strong visual and creative nature.

First, satisfaction has been also revealed as a key variable influencing intention to follow and recommend the account. The more a user feels satisfied with the content uploaded, the more he/she will be inclined to follow that account, so it is valuable trying to generate this feeling among followers. Similarly, if users feel satisfied with the content uploaded in a brand community, they will tend to recommend it to others too. Therefore, managers could try to develop this feeling among consumers by replying to comments from their followers, or taking note of the ideas or suggestions realized through this social networking site, so consumers may feel that the company takes into account their needs.

In addition, according to our results, perceived usefulness is a strongest antecedent of satisfaction with a brand's official Instagram account, so companies should focus on sharing content related to the useful benefits that it could generate to consumers. Consequently, it will be important for brands to consider the main interests of their followers in order to offer them useful and uploaded content in line with what consumers seek. In addition, perceived enjoyment has been revealed as a main antecedent of satisfaction with a brand's official Instagram account, so it will be important to perform actions that aim to create a fun and enjoyable experience on consumers. Such actions could be related to carry out photographic competitions among followers, to propose topics of discussion, etc.

Finally, usefulness has been also related to the intention to recommend the Instagram account, which suggests that uploading useful content may be also beneficial in order to promote the account among consumers via word-of-mouth. Therefore, not only consumers may be satisfied if the content published is useful, but they could also promote the account to other consumers. The relevance of usefulness in Instagram should not be thus underestimated as consumers seem to value useful content in this social networking site too. In sum, managers should look for a balance between enjoyment and usefulness in their publications at Instagram.

Limitations and future research lines

Despite the interesting results found, this research has some limitations that could provide fruitful future research lines. This study's first limitation is that respondents were followers of a single official account of a brand community on Instagram focused on the fashion industry, which may imply that members have a

specific socio-demographic profile (for example, most participants in our research were female). Consequently, in order to generalize the results, it would be valuable to replicate this study using accounts from different industries. Secondly, antecedent factors of intention to follow and recommend may be higher. For example, consumers' previous relationship with the brand (loyalty) could affect both variables. As well, analyzing which types of messages, photos and videos serve to increase perceived usefulness and enjoyment may help develop more solid suggestions for managers. Finally, due to the difficulty of measuring actual behaviors on Instagram, this work has focused on measuring intentions as antecedents of actual behavior. Nevertheless, it would be interesting to include other variables (such as the number of "likes" and comments made in publications) that would allow us to know the actual actions carried out by customers on Instagram and if these behaviors correspond to their previous intentions.

Conclusion

Instagram is a recently established social networking site whose main feature is its visual character. Its relevance is based on the fact that the number of interactions with brands in relation with the number of followers is greater on this social networking site than on the rest (Elliot, 2014). Our purpose was to understand the main antecedents of intention to follow and recommend a brand's official Instagram account. Results indicate that both perceived usefulness and enjoyment are related to satisfaction with a brand's official Instagram account, which in turn has a direct and positive effect on both intentions to follow and recommend the account. It may be noted, therefore, that this enjoyment-usefulness approach is a suitable framework for understanding customers' satisfaction and behavioral intentions on a fashion brand community official Instagram account. Therefore, brands should put emphasis on trying to share a content that, on the one hand, could be useful for the user who follows this page and, on the other hand, could generate a feeling of fun and pleasure in consumer's mind. This could serve to stimulate consumers' satisfaction as well as their participation and recommendation of a brand's official Instagram account.

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Appendix: Scale Items

Rate from 1 (strongly disagree) to 7 (strongly agree) the following statements in relation to the selected Instagram account:

|	Strongly Disagree		↔		Strongly Agree		
Perceived enjoyment (adapted from Nambisan and Baron, 2007)	1	2	3	4	5	6	7
1. Visiting this Instagram account makes me spend some enjoyable and relaxing time.							
2. Visiting this Instagram account is funny and pleasant.							
3. Visiting this Instagram account entertains me and stimulates my mind.							
4. I have great enjoyment when visiting this Instragram account.							
	Strongly Disagree		↔		Strongly Agree		
Perceived usefulness (adapted from Bhattacherjee, 2001; Wu and Chen, 2005; Casaló *et al.*, 2011)	1	2	3	4	5	6	7
1. Visiting this Instagram account helps me get suggestions about clothing.							
2. Visiting this Instagram account helps me get new ideas about fashion.							
3. In general, visiting this Instagram account is useful.							
	Strongly Disagree		↔		Strongly Agree		
Satisfaction (adapted from Casaló *et al.*, 2011)	1	2	3	4	5	6	7
1. In general terms, I'm satisfied with my experience in this Instagram account.							
2. I have obtained several benefits derived from visiting this Instagram account.							
3. I think that I made the correct decision to follow this Instagram account.							
	Strongly Disagree		↔		Strongly Agree		
Intention to follow (adapted from Algesheimer *et al.*, 2005; Belanche *et al.*, 2014; Casaló *et al.*, 2010b)	1	2	3	4	5	6	7
1. I have the intention to visit this Instagram account in the near future.							
2. I predict that I will follow this Instagram account.							
3. I will probably look for new content published in this Instagram account							
	Strongly Disagree		↔		Strongly Agree		
Intention to recommend (adapted from Algesheimer *et al.*, 2005; Harrison-Walker, 2001)	1	2	3	4	5	6	7
1. I would likely recommend this Instagram account to friends and relatives interested in fashion.							
2. I would seldom miss an opportunity to tell others interested in fashion about this Instagram account on social networking sites.							
3. I would probably say positive things about this Instagram account on social networking sites							

FIGURE 1

Research model
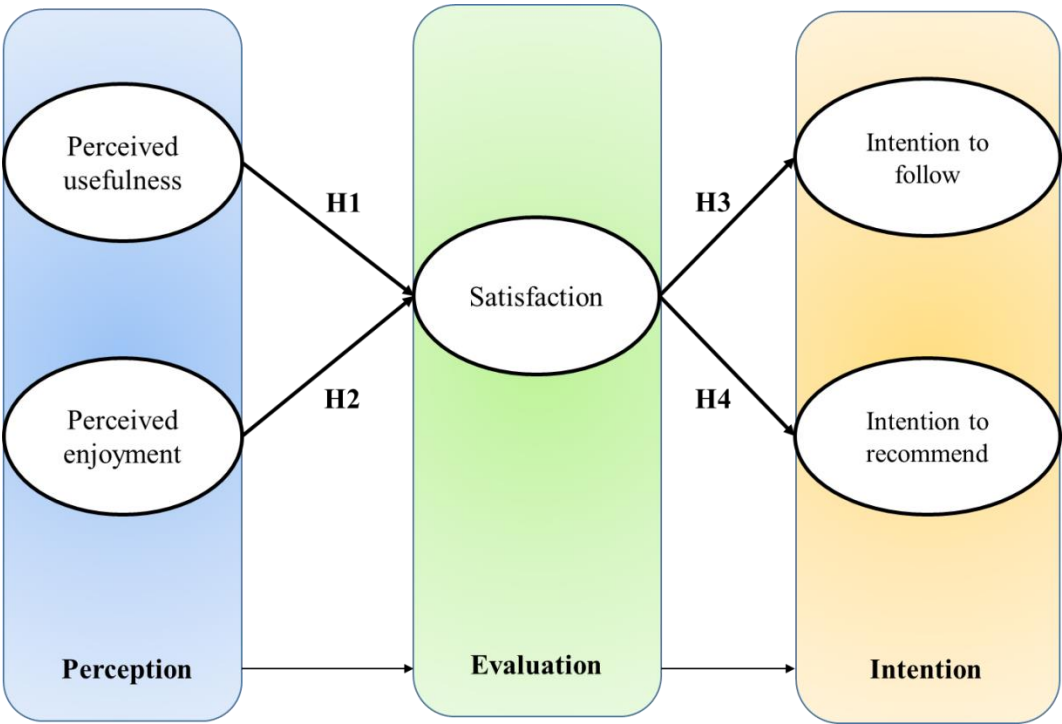
FIGURE 2

Results of the research model

Note: *** Coefficients are significant at the 0.01 level.

TABLE 1

Summary of nested confirmatory factor analysis tests for trait and method effects

MODEL	χ^2	d.f.	*P*	Model Comparison	χ^2 difference	d.f.	*p*
NULL (1)	4569.538	120	< 0.001	(1)-(2)	4260.74	26	< 0.001
TRAIT-ONLY (2)	308.798	94	< 0.001	(3)-(4)	1676.364	26	< 0.001
METHOD-ONLY (3)	1824.851	104	< 0.001	(1)-(3)	2744.687	16	< 0.001
TRAIT-METHOD (4)	148.487	78	< 0.001	(2)-(4)	160.311	16	< 0.001

TABLE 2

Construct reliability. Convergent and discriminant validity

Variable	CR	AVE	(1)	(2)	(3)	(4)	(5)
Perceived Enjoyment (1)	0.811	0.520	**0.721**				
Perceived Usefulness (2)	0.811	0.593	0.597	**0.770**			
Satisfaction (3)	0.829	0.617	0.537	0.597	**0.785**		
Intention to follow (4)	0.829	0.622	0.369	0.409	0.721	**0.789**	
Intention to recommend (5)	0.886	0.722	0.345	0.441	0.572	0.459	**0.850**

Note: Diagonal elements (in bold) are the square root of the AVE. Off-diagonal elements are the correlations between constructs.

TABLE 3

Analysis of total, direct and indirect effects

	Total effect	Direct effect	Indirect effect
Usefulness → Satisfaction	0.493 (***)	0.493 (***)	
Usefulness → Intention to follow	0.317 (***)		0.317 (***)
Usefulness → Intention to recommend	0.261 (***)		0.261 (***)
Enjoyment → Satisfaction	0.275 (***)	0.275 (***)	
Enjoyment → Intention to follow	0.199 (***)		0.199 (***)
Enjoyment → Intention to recommend	0.163 (***)		0.163 (***)
Satisfaction → Intention to follow	0.723 (***)	0.723 (***)	
Satisfaction → Intention to recommend	0.594 (***)	0.594 (***)	

*Note: *** Coefficients are significant at the 0.01 level.*

TABLE 4

Summary of findings for formal tests of mediation

Model	Godness-of-fit		χ^2 difference		Additional path
M1 Baseline Model: Hypothesized paths (Figure 1)	χ^2 (99) 317.874,	= p <0.001	-		**-**
M2 M1 + Enjoyment → Intention to follow	χ^2 (98) 317.336,	= p <0.001	M2–M1: $\chi_d^2(1)$ .538; p = 0.463	=	-0.037 (p > 0.1)
M3 M1 + Enjoyment → Intention to recommend	χ^2 (98) 316.914,	= p <0.001	M3–M1: $\chi_d^2(1)$ .960; p = 0.327	=	0.054 (p > 0.1)
M4 M1 + Usefulness → Intention to follow	χ^2 (98) 316.662,	= p <0.001	M4–M1: $\chi_d^2(1)$ 1.212; p = 0.271	=	-0.060 (p > 0.1)
M5 M1 + Usefulness → Intention to recommend	χ^2 (98) 311.538,	= p <0.001	M5–M1: $\chi_d^2(1)$ 6.336; p < 0.05	=	0.147 (p < 0.05)