

D. Sadyk  
Dewan M.Z. Islam

Bang College of Business, KIMEP University, Almaty, Kazakhstan  
(E-mail: Dina.Sadyk@kimep.kz, mzydewan@kimep.kz)

---

## Theoretical background for social media marketing research: An example of value co-creation theory application

---

**Abstract.** *The substantial growth and development of social media for the past twenty years motivate scholars to advance marketing theory and practice. Hitherto, despite numerous studies, no systemized theoretical platform for marketing explorations in social media is recognized. Even different terms such as social networks and social media are employed interchangeably. This study analyses the historical background of social media and theories applied for marketing research, clarifies the term of social media, suggests a classification for extant theories used for current marketing investigations in the social media context, and demonstrates a need for elaboration of systemized marketing theory of social media to enhance the effectiveness of marketing explorations and practices.*

**Keywords:** *social media, social networks, social media definition, social media theory, value co-creation theory, marketing studies.*

DOI: <https://doi.org/10.32523/2079-620X-2021-2-112-127>

---

### Introduction

Today social media represent a salient phenomenon in people's lives [1]. The reason is that social media facilitates people with extraordinary conditions for online connectivity, which considerably enhances their well-being, including networking, studies, entertainment, and personal development through numerous convenient ways [2]. For example, scientists have more opportunities and capabilities to network, share and exchange information, collaborate regardless of geographic distances and country boundaries saving time and resources, and provide an endless source of social data for studies in a variety of disciplines like economics, behavioral sciences, psychology, sociology, politics, information, and communication [3]. Thus, social media turned into a powerful force

of transformation in human communications and consequent impact on marketing [4].

Despite the high importance of social media and numerous related marketing studies, no systemized social media theory is recognized yet [5]. Marketing studies apply various concepts borrowed from social, marketing, and management sciences. But solid social media theory may be useful for scientific justifications of the advantages that have been claiming by practitioners [6].

This study contributes to the development of social media theory. For this, first, the term for social media is clarified. Then, the theories used for social media explorations are reviewed and grouped depending on objectives, designs, and research questions. The findings of this study are expected to help scholars and practitioners to improve effectiveness in researches and practices in social media.

## Methodology

A literature review helps to analyze available data about the history, concept, definitions, and taxonomy, for example, of social media. The social media insight was useful before the exploration of theories applied for marketing researches in the field. In total, 200 sources of information, including 169 journal papers, 15 books, and other sources like white papers, conferences' proceedings, were investigated. An empirical investigation is based on a survey among 550 Instagram users in Almaty. SPSS 23 was used to check the data statistics, test statistical assumptions, and conduct factor analysis. WarpPLS was used for structural equation modeling.

## Discussion

### *Origin of Social Media*

Historical knowledge of social media creation and evolvement is necessary for a deeper understanding of its nature and consequent effects on consumer behaviour, which has the critical theoretical and practical implications in contemporary marketing.

The birth of the social media prototype was due to the development of computer and information technologies. In 1979, Tom Truscott and Jim Ellis introduced the platform "Usenet" based on the computer servers for information sharing and discussions for people from different geographical locations. The concept anticipated the Internet creation. Nowadays, modernized Usenet is a pretty famous distributed discussion system in the world [7].

In 1989, Tim Berners-Lee invented WorldWideWeb (WWW) for the European Organization for Nuclear Research (CERN) to provide intercommunications for the organization scientists across the globe [8]. Over the next decade, numerous corporate online networks were emerged and called web pages or homepages, which allowed online one-way information flow from the firms to their consumers. This era is named Web 1.0 [9].

The first social networking site is supposed to be Open Diary introduced in 1998 by Bruce and

Susan Abelson to organize online diary writers in a virtual community [9]. Still, the site is popular among people who want to anonymously share their life experiences with others and enjoy the communications or find mental support. In the early 2000s, many other social networking sites appeared due to the increased accessibility of the high-speed Internet. The most noticeable was MySpace popularized in 2003, and Facebook settled in a year.

In parallel, more functional features have developed within the Web like participative and collaborative tools for Internet users. These online tools have changed communication flow from one-way, producer to consumer, to two-way, consumers, organized into active networks, to producer. It considerably increased the marketing power of networked consumers who impact global business and social processes [10]. The new Web tools had empowered a user-generated content (UGC) to be almost equal to a professional media message, transforming social networks to social media as a new type of media. However, in some cases, social networks are social media, like Facebook. The new era was called Web 2.0 that is considered as the technological and spiritual platform of social media development [9].

### *Concept of Social Media*

Nowadays, the meaning of the «social networking» phrase is closely related to the Internet and its technologies. However, online technologies merely reinforce and enhance social ties necessary for people to survive from ancient times [11]. People always invent various ways for communications, e.g. from cave drawings to writing, from the telegraph to the Internet. Social media allow humans to satisfy their intrinsic needs in social communications and collaborations with other people [6]. Up-to-date technologies had revolutionized our world in terms of fulminant and ubiquitous communication opportunities across all possible borders between personal and civic [12], authors and readers [13].

Jenkins (2006) interprets the concept of social media evolution as a paradigm of a convergence culture, which reflects the relationship between three key interactive concepts such as "media

convergence”, “participatory culture”, and “collective intelligence”, which together converge and entail noticeable changes in technologies, industries, culture and society [14, p.2]. According to the author, media convergence is an integrated system of traditional and new media platforms, offline and online. Business and consumer content equally pass over various communication channels across industries, people networks, and countries. The content circulates across the multiple media channels due to the proactive behavior of the consumers. The horizontal social networking with other consumers and easy upward communications to the producers form the participatory culture regardless of location. As the author concludes, these active personal and networking interrelationships generate a forceful collective intelligence. Collective opinions and actions impact many aspects of human lives like politics, religion, law, military, education, and advertising.

In conclusion, the current consumers are not passive recipients of goods and their advertising, but they are active participants in new ideas and goods or service creation. This process is named a produsage model or concept [15]. The rocketed consumer power in Web 2.0 is behind the essence of the social media concept that might be a platform for marketing theory of social media.

#### *Definition of Social Media*

The powered consumer role is the main element of various social media terms proposed by scholars. Consumer-generated media (CGM) is one of the earlier definitions of social media that reflects an activated role of consumers in the emerging of the new type of media [16]. Other terms describe like-minded groups of enthusiastic people based on virtual platforms, e.g. computer-supported social networks [17], social networking sites [18] or shorter version like social networks [19], conversational media [20], and modern social networks that focus on the convenient feature like real-time interaction for people to feel a sense of propinquity [21].

The described two main types of social sites like social networking sites and social media sites, differ by the purpose of a consumer activity.

The former is for establishing online people relationships. The latter is for reaching out to a global audience with advertising or promotion of ideas for better social changes. The definition «Social Web Sites» is used for the common interpretation of these two types of social sites [22].

Concerning social media definition, there are various interpretations proposed. One of the approaches underlines a technological aspect explaining social media as an arrangement of electronic and portable devices and applications that enable individuals to generate and expend content for each other, empowering and encouraging their associations [23].

Another approach emphasizes engagement as a facilitator for participatory communications within online networks [24]. Similar expression of «participative medium» is about the basic design of social media as the first media type with the involvement character [25].

Some scholars highlight the user-generated content (UGC) as the main difference of social media from traditional professional media [26] using a vivid expression of “lifeblood of social media” [27, p.2], or “decentralized media” [28, p.18].

The most comprehensive social media descriptions embrace its critical aspects such as technology, consumers, and content [5, 9, 29].

Although social media continue to grow and impact human lives, there is no established and recognized definition of social media yet. Even though social networks and social media are different terms, many authors and practitioners use these definitions interchangeably. Keeping the above discussion in mind, we define social media as the worldwide virtual publishing houses based on Web platforms, tools, and technologies, which allow all people creating and publishing their content as well as use content of other people regardless of their professions and social statuses due to the openness, high speed of information dissemination, and ubiquitous coverage of the media, leading to social, technological, environmental, political, and other changes throughout the globe.

### *Typology of Social Media*

There is no consensus about social media taxonomy as several different typology systems are suggested in the extant literature [30]. Some authors propose to classify social media based on functional criteria like entertainment, sharing, and profiling [30].

Others such as Hyun, Lee, and Hu [31] use criteria of vividness and interactivity to distinguish the five types of online or virtual experience. The least vivid and interactive virtual experience is verbal-based such as audio and text; the richest one is animated-based, e.g. virtual reality; the vivid and non-interactive experience is pictorial-based; the vivid experience with the low interactivity is 3D; the vivid experience with the medium interactivity is interactive-based 2D/3D like webinars.

The most extensive taxonomy of social media is a cube system suggested by Ouiridi, Ouiridi, Segers, and Henderickx [32]. The cube is composed of three dimensions or axes. There are people, content type, and function, which answer three questions: Who? What? Why? The cube includes 60 small cubes formed by the axes. The first axis or the cube length splits the cube on networking, sharing, collaboration, and geo-location functions. The second axis or height shows content types like image, text, video, audio, or games. The third axis or depth splits the cube on macro-, meso-, and micro-levels users. According to the system, YouTube is on the intersection of video (what), sharing (why), and micro-level users (who). The authors [32] define 60 types of social media within the cube system. They consider this classification is useful not only for existing, but also for prospective new media. The cube taxonomy structure might be the most comprehensive classification approach for social media theory and academic marketing researches.

### *Theories Used or Recommended for Marketing Researches in Social Media Area*

Social media have a specific context representing the meaningful worldwide phenomenon that requires the reliable and systematic theoretical ground for marketing

researches and practices [6]. However, this study found a lack of research-based on elaboration and testing the specific theory of social media for marketing. Still, scholars use or recommend various theoretical concepts borrowed from social sciences such as sociology, communications, psychology, management, and marketing as a part of economics. This research reviews the most used and recommended theories.

Older social sciences equip the newer marketing discipline with useful theoretical concepts [33]. Human behavior is shaped by the individual features and external environment with diverse social, economic, political, cultural, spiritual, technological, and ecological factors [34]. These common factors form the grouped human behavior. Sociology formulates the principles of social behavior that noticeably contribute to marketing through various explorations [35]. The theory of collective behavior helps marketers to understand, analyze, and interpret social groups' behavior. Diffusion of innovations theory proposed to understand the process of innovation diffusion across different social media and explain the users' behavior of their perception and adoption of innovations [36]. The consumer insight within the collective behavioral context allows the marketers to plan, predict, measure, and manage consumer groups' activities.

### *Social network theory*

From the management perspective, social network theory is applied and developed by many researchers for a deeper comprehension of media effects for traditional media for the last century and social media in our days [36]. Various characteristics of the network structures like positions of actors and links between them, the network scale, modality, and communications flow define the effects in social media. Social network theory formulates concepts as structural centrality, cohesion, and structural equivalence to explain the network effects [36].

The structural centrality concept of the communication network is depicted by Freeman [37] on a graph as points with different locations and lines between them with mathematically measured center. A person in the center has the

largest number of direct communications with others and the highest degree of communication. This person has a maximum influence on the network participants. Thus, the degrees or indexes of communication activity depend on the number of direct links. Another type of indexes represents the efficiency of communications explained by the closeness or distances between the network actors. The third index is about betweenness that means a centrality difference quantifies the number of times a node serves as a bridge between two other nodes along the shortest path. The third is the betweenness index to define a degree of control over communications. It depends on the communication traffic, which goes through from one actor to other actors along the shortest distance between the most central actor and others within the network [37].

The cohesion concept is a principal structural characteristic of the communication network that indicates a degree of interconnections strength among its members. The cohesion impacts a power of a personal influence of the actor on others within the social network [36].

The structural equivalence reflects the similarity in the information perception and its social impact on the network's actors due to the same patterns of ties between more than two equivalent positions within the network, e.g. social status or other personal attributes [36].

Online features create weak ties between social media users, e.g. following and reposting functions do not require enduring and close contact. Some scholars suggest a theory of weak ties to study the process of information flow across social media and its management and control [36].

#### *Resource-based theory*

Another management concept used for social media studies is the resource-based theory. Like offline companies, online social structures need to have optimal internal resources fitting the community sizes to give users adequate benefits providing the networks' sustainability [38]. However, the theory is not specially designed for virtual network studies but borrowed from traditional science and successfully used for offline communications researches.

#### *Behavioral theories*

Ngai, Tao, and Moon [39] analyzed theories applied in social media studies and classified them into three clusters comprising of such aspects as people, social communications, and mass communications.

The first cluster of the theories is represented by personal behavior theories that explain human individual behavioral responses on internal and external factors in the social media context. There are personality traits, technology acceptance model (TAM), theory of reasoned action (TRA), and theory of planned behavior (TPB). The concepts are helpful to investigate people's motivations to use social media, adoption of Web 2.0 technologies, attitude, and other personal features of the users. The outcome in terms of the deep consumer insight improves the design and functionalities of social media applications to engage the consumers in brand activities in more effective ways.

Social behavioral concepts such as social capital, social cognitive, social loafing, social power, social identity, and interpersonal attraction belong to the second cluster. The theories serve as the theoretical frameworks for the investigation and interpretation of human behavior within networks. Social predictors are useful to segment social media users, understand how communities form and develop, how people influence each other and share gratifications, and other group's behavioral aspects in the context of social media usage.

The theories within the third cluster describe the impact of mass communications on individual actions within the communities. These are para-social interaction (PSI) and uses gratifications theory (UGT). Mass communications theories equip marketers with a deep comprehension and efficient tools in their strategic planning of more powerful marketing communications to consumers. The described above theoretical pallet demonstrates a strong connection of communication science with psychology and sociology.

#### *Theory of collective actions*

The classical theory of collective actions describes a dilemma of human decision, whether

altruistically contribute to the common interest or a selfishly free ride. According to the concept, a formal organization with established procedures can solve the problem. The firm can control the collective production process through a motivation system for their employees [40]. Social media allow creation of the proper employee network with effective internal communications on considerably minimized costs [41].

Social media extend the theory of collective actions to the public environment due to the blurring of private-public borders in people's communications flow [42]. Consumers can easily promote various needs in the new public goods and services through social media.

There are some bright historical examples of collective actions within the contemporary media context with the relatively low costs of public communications, e.g. the indignados protest in Spain [43], or promotions of new ideas or forming public opinions by many governments [44]. Social media have empowered consumers in their collective behavior, facilitate co-creation in the generation of new ideas in business, political, and social lives [45].

#### *Value co-creation theory*

In the management view, transforming tangible goods in the form of value addition or created value is regarded as a classical dominant logic inherited from economics. Since the mid of XX century, it is shifted to a service dominance logic with a prevalence of the intangible resources' transformation and/or exchange as a basis for the economic trade, where consumers co-create the value that leads to more applications of the logic in marketing for theories and practices [46].

A contemporary view of the co-creation concept considers the co-production of both types of value including material and symbolic as a result of the joint activities of companies and customers [47]. Moreover, the value co-creation (VCC) process involves different external actors like suppliers and other business partners with their capabilities and resources interrelated within the contemporary networked environment [48].

Social media noticeably enhance the VCC process by contributing its technological and communications resources to the most effective

interactions of the main actors of the value creation as customers and producers [49]. For example, a collaboration between governments and citizens was successful for civil projects implementation via e-government' activities in Spain [50].

As social media facilitate the VCC process, many contemporary scholars adopt the VCC theory for marketing researches in the social media field and recommend the concept as the theoretical ground for further studies and platforms for practical applications in social media marketing activities [51].

#### *Other Social Theories*

Social theories were evolved and used in the offline environments of human life. Also, the social concepts were adopted to explicate and explore social media as a social phenomenon. For example, social correlation, balance, and status theories applied for mining social media data as a new type of social data about users, their content, and relations [52]. Social media data are massive and non-systemized, so the mining process is arranged by applying the theories to extract appropriate information. For example, human online communications are explained by social correlation theory as the social process that is altered by three forces. The first is the actors' mutual influences; the second is the strength of their social ties; and the third is the inevitable impact of the external environment. These factors establish the interrelationships between members of the online community and influence its subsequent development.

In addition to the social aspect, there are instrumental and technological components that play imperative roles in human interactions in social media. Therefore, some scholars believe that there is a potential to develop a new social theory specifically for social media mining on the intersection of social science and computational science [52].

#### *Theory of the act of communication*

From the communications perspective, a theory of the act of communication posited by Lasswell [53] is the fundamental starting point to

learn key principles of human communications [32]. According to the theory, the statement: “Who Says, What, In Which Channel, To Whom, With What Effect?” describes the nature, structure, and purpose of the act of communication from individual and public perspectives [53, p. 216].

The author identified the following functional benefits of social communications. Firstly, a screening of the external environment and uncovering current opportunities and threats is possible through exchanging information with the public. Next, this screening is useful to check the correspondence of internal available resources for an adequate reaction to the unveiled current extraneous situation. Accordingly, the communication act planned appropriately to transfer a heritage message to the target audience via suitable communication channels with the maximized effect. The given structural approach to the communication process is useful for marketing researchers and practitioners working with social media.

**Results**

There are different theories from various sciences applied and proposed for marketing studies on social media. Yet, no systemized approach to the specific marketing theory for this new type of media is recognized. This research proposes to classify the theories by three

main functional categories such as user-based, relations-based, and content-based depending on to researchers’ objectives and subjects. Table 1 represents the proposed classification.

**Example of Value Co-Creation Theory Application.** The current research suggests a VCC measurement scale for social media based on value co-creation theory and the most common factors from prior studies. With the aforementioned literature review we identified consumer brand engagement [54], [55], interaction [45], electronic Word-Of-Mouth (eWOM) [56], and social support or social value [57] as the predictors of VCC in social media context.

With these factors, a questionnaire was prepared and these factors were tested applying an online survey between September 19 to October 18, 2020 to propose the VCC scale. Data were collected from 550 Instagram users aged 18 and older in Almaty City in Kazakhstan using Survio.com platform with six-level Likert scale questionnaire. Items were adapted from various studies: consumer brand engagement [58], interaction [59], eWOM [60], social value [61], VCC [62], [63].

SPSS 23 was used to test the variables statistics, check assumptions, and exploratory factor analysis (EFA). Eleven outliers were detected and excluded from the further analysis. Descriptive statistics resulted satisfied values of variances that were below 10 [64]. However, skewness above 1.0

**Table 1**

Theories applied or recommended for social media researches in marketing

Theory	Application/recommendation in social media researches	Authors, Year
<b>General (users, content, functions)</b>		
The act of communication	Social media definition and taxonomy	Ouiridi et al., 2014
<b>User-based</b>		
Diffusion of innovations	Individual perception of innovations and adoption behaviors; Diffusion of innovations across different social media	Liu et al., 2017
Personality traits	Behavioral intentions of social media users	Ngai et al., 2015
Technology acceptance model	Perceived ease of use and perceived usefulness of different social media technologies	Ngai et al., 2015

Theory of reasoned action	Impact of users' attitudes and subjective norms on their voluntary participation and engagement in social media activities	Ngai et al., 2015
Theory of planned behavior	Prediction of users' behavior from intention to action with perceived behavior control as a moderator of the effects of attitudes and subjective norms on behavior	Ngai et al., 2015
Social aspects theory	Effect of social factors on users' attitudes, intentions, and actions to adopt and use social media	Ngai et al., 2015
Social loafing theory	Study of users' group cohesion in online communities	Ngai et al., 2015
Social power	Influence power in social media	Ngai et al., 2015
Para-social interaction	Study brand attitudes and purchase intentions of social media users	Ngai et al., 2015
Uses and gratifications theory	Study customers' needs satisfaction	Ngai et al., 2015
Causal-chain framework of social media research	Study inter-relationships of different research dimensions and constructs that link to causes and results of user behavior in the adoption of social media	Ngai et al., 2015
Social correlation theory	Spammer detection, user classification, community detection	Tang et al., 2014
<b>Relations-based</b>		
Social network theory, Centrality	Impact of social media structures on a flow of media messages	Liu et al., 2017
Social network theory, Cohesion	Moderation of influence of interpersonal networks	Liu et al., 2017
Social network theory, Structural equivalence	Impact of structural equivalence on similarity of social influence	Liu et al., 2017
Theory of weak ties	Elaborate new typologies of weak ties for social media; Study a role of weak ties in diffusing information and exerting social influence	Liu et al., 2017
Value co-creation theory	Explore and predict social media resource integration in actor interactions for value co-creation	Singaraju et al., 2016
Balance theory	The strength prediction, social tie prediction, link prediction	Tang et al., 2014
Theory of collective actions	Explain and predict collective actions in social media	Agarwal et al., 2011
Resource-based theory	Effect of size and communication activity on the sustainability of online social structures	Butler, 2001
<b>Content-based</b>		
Status theory	Sentiment analysis, feature selection, recommendations	Tang et al., 2014



Table 2

## Convergent validity and reliability

Factors and items	Convergent Validity WarpPLS Std. Loadings (t-value)	Reliability		
		C $\alpha$	CO	AVE
<b>Engagement</b>		0.878	0.912	0.675
ENCT1 I rate my «Like» under the posts on Instagram.	0.871*** (22.389)			
INCT4 I put my rating “Like” under the photo/pictures/video on Instagram.	0.891*** (22.972)			
INCT5 I comment on photos/graphics/videos on Instagram.	0.806*** (20.552)			
ENCS1 I read posts on Instagram.	0.756***(19.168)			
ENCS3 I follow brands on Instagram.	0.776***(19.738)			
<b>Value Co-Creation</b>		0.845	0.907	0.764
VCC4 If I have any problems using Instagram, I inform the administration of the application about it.	0.851*** (21.824)			
VCC5 When I have a useful idea to improve Instagram services, I inform the administration of the application about it.	0.909*** (23.467)			
VCC6 The Instagram administration encourages users to participate in the creation of new services.	0.861*** (22.116)			
<b>eWOM</b>		0.932	0.952	0.831
WOM3 I share my experiences on products and brands in Instagram on request of other members.	0.920*** (23.795)			
WOM4 I will continue to share my experiences on products and brands with other fellow members in Instagram.	0.927*** (23.988)			
WOM5 The information that I spread in Instagram regarding the products and brands usually influences opinion of other members.	0.901*** (23.240)			
WOM6 I try to constantly improve the quality of my reviews of the experience of using goods, services and brands on Instagram.	0.898***(23.150)			
<b>Social Value</b>		0.943	0.959	0.854
SV1 Instagram helps me feel part of a particular community or society as a whole.	0.891***(22.968)			
SV2 Instagram improves public perception of my personality.	0.938*** (24.307)			
SV3 Instagram helps me make a good impression on others.	0.931*** (24.099)			
SV4 Instagram helps me get community support.	0.935*** (24.220)			

Note: C $\alpha$  = Cronbach's  $\alpha$ , CO = composite  $\alpha$ , AVE = average variance extracted

Table 3

Constructs	Discriminant validity			
	(1)	(2)	(3)	(4)
(1) Social value	<b>0.924</b>			
(2) Engagement	0.574***	<b>0.822</b>		
(3) eWOM	0.589***	0.441***	<b>0.912</b>	
(4) Value Co-creation	0.531***	0.469***	0.583***	<b>0.874</b>

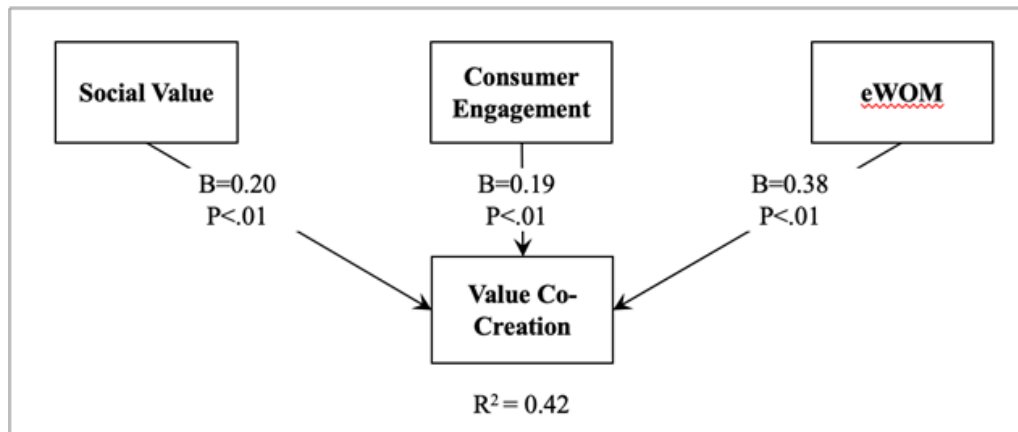


Figure 1 – VCC measurement scale

and below -1.0 was revealed for three variables, which were not used for EFA (-1.001 for INT3, 1.062 for VCC7, -1.433 for ENCS2). Principal axes factoring and Promax rotation were used for EFA that extracted VCC, Engagement (ENG), social value (SV), Interaction, and eWOM factors with total variance extracted 66.676%, which is above recognised threshold of 0.5 [64].

WarpPLS was used for confirmatory factor analysis (CFA) and structural equation modeling (SEM) to test relationships among the factors defining the VCC scale. Convergent validity, discriminant validity and reliability were established for all constructs as shown in Tables 1 and 2.

SEM resulted that VCC scale is formed with ENG, SV, and eWOM factors, not interaction as demonstrated in Figure 1. The model has a good fit, where Tenenhaus goodness of fit is 0.572 and average full collinearity VIF is 1.769.

Therefore, VCC measurement scale was elaborated for social media brands applying VCC theory. The findings enhance social media theory with empirical fact base about important role of

consumers engaged in value creation process through social networking in online platforms. Practitioners may use the research results to plan, implement, and measure marketing programs in social media to create and grow brand value together with engaged customers.

### Conclusion

The study clarifies the difference between definitions of social networks and social media. Various theories that applied or recommended for social media research in marketing were overviewed, analysed, and grouped according to a studies' subjects and objectives. The proposed concepts are useful for scholars as suitable background theories for their marketing studies. The study's results are actual as social media continue to be in a loop of active academic and business marketing investigations due to ongoing growth and influence on almost all aspects of people's lives. This study highlights the actual need for the further elaboration of social media theory for marketing.

## References

1. He W. A survey of security risks of mobile social media through blog mining and an extensive literature search, *Information Management & Computer Security*, 21(5), 381–400(2013).
2. Flanagin A.J., Metzger J.M. Digital media and youth: Unparalleled opportunity and unprecedented responsibility. *Digital Media, Youth, and Credibility*. Edited by M.J. Metzger and A.J. Flanagin. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning (Cambridge: The MIT Press, 2008, 5–28 p.).
3. Weller K., Strohmaier M. Social media in academia: How the social Web is changing academic practice and becoming a new source for research data, it - *Information Technology*, 56(5), 203-206(2014).
4. Kent M.L., Li C. Toward a Normative Social Media Theory for Public Relations, *Public Relations Review*, 46(1), 1-10(2020).
5. Carr C.T., Hayes R.A. Social Media: Defining, Developing, and Divining, *Atlantic Journal of Communication*, 23(1), 46–65(2015).
6. McFarland L.A., Ployhart R.E. Social media: A contextual framework to guide research and practice, *Journal of Applied Psychology*, 100(6), 1653–77(2015).
7. Usenet. What is Usenet? Question about Usenet [USENET] - Available at: <https://www.usenet.com/what-is-usenet/> (Accessed: 29.06.2020).
8. Agrigoroae A. Web@30: Reliving history and rethinking the future [CERN] - Available at: <https://home.cern/news/news/computing/web30-reliving-history-and-rethinking-future> (Accessed: 29.06.2020).
9. Kaplan A.M., Haenlein M. Users of the world, Unite! The challenges and opportunities of social media, *Business Horizons*, 53(1), 59–68(2010).
10. Constantinides E., Fountain S.J. Web 2.0: Conceptual foundations and marketing issues, *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 231–244(2008).
11. Coyle C.L., Vaughn H. Social networking: Communication revolution or evolution? *Bell Labs Technical Journal*, 13(2), 13–17(2008).
12. Murthy D. Towards a sociological understanding of social media: Theorizing twitter, *Sociology*, 46(6), 1059–1073(2012).
13. Zeng D., Chen H., Lusch R., Li S. H. Social media analytics and intelligence, *IEEE Intelligent Systems*, 25(6), 13–16(2010).
14. Jenkins H. *Convergence culture: Where old and new media collide* (New York: New York University Press, 2006, 308 p.).
15. Bruns A. Producers: towards a broader framework for user-led content creation. C&C '07: Proceedings of the 6th ACM SIGCHI conference on Creativity & cognition, Washington. 2007. P. 99–106.
16. Blackshaw P., Nazzaro M. *Consumer-Generated Media (CGM) 101: Word-of-Mouth in the age of the Web-Fortified consumer* (New York: A Nielsen BuzzMetrics White Paper, Second Edition, 2006, 13 p.).
17. Garton L., Haythornthwaite C., Wellman B. Studying online social networks, *Journal of Computer-Mediated Communication*, 3(1), 1-32(1997).
18. Murray K.E., Waller R. Social networking goes abroad, *International Educator*, 16(3), 56-59(2007).
19. Cox C., Burgess S., Sellitto C., Buultjens J. *Consumer-generated web-based tourism marketing* (Gold Coast, Queensland: Sustainable Tourism Pty Ltd, 2008, 51 p.).
20. Safko L., Brake D.K. *The social media bible: Tactics, tools, and strategies for business success* (Hoboken, New Jersey: John Wiley & Sons, 2009, 751 p.).
21. Kent M.L. Directions in social media for professionals and scholars (The Sage handbook of public relations, 2010, 643-656).
22. Kim W., Jeong O.R., Lee S.W. On social web sites, *Information Systems*, 35(2), 215–236(2010).
23. Dabner N. Breaking ground' in the use of social media: A case study of a university earthquake response to inform educational design with Facebook, *The Internet and Higher Education*, 15(1), 69-78(2012).
24. Russo A., Watkins J., Kelly L., Chan S. Participatory communication with social media, *Curator: The Museum Journal*, 51(1), 21–31(2008).
25. Liew C.L. Participatory cultural heritage: A tale of two institutions' use of social media, *D-Lib Magazine*, 20(3/4), (2014). Available at: <http://www.dlib.org/dlib/march14/liew/03liew.html> (Accessed: 30.06.2020).
26. Terry M. Twittering healthcare: Social media and medicine, *Telemedicine and E-Health*, 15(6), 507–510(2009).

27. Obar J.A., Wildman S. Social media definition and the governance challenge: An introduction to the special issue, *Telecommunications policy*, 39(9), 745-750(2015).
28. Uche A.O., Obiora A.V. Social media typology, usage and effects on students of Nigerian tertiary institutions, *International Journal of Innovative Research & Development*, 5(8), 15-26(2016).
29. Howard P.N., Parks M.R. Social media and political change: Capacity, constraint, and consequence, *Journal of Communication*, 62(2), 359-362(2012).
30. Koukaras P., Tjortjis C., Rousidis D. Social media types: Introducing a data driven taxonomy, *Computing*, 102(1), 295-340(2020).
31. Hyun M.Y., Lee S., Hu C. Mobile-Mediated Virtual Experience in Tourism: Concept, Typology and Applications, *Journal of Vacation Marketing*, 15(2), 149-164(2009).
32. Ouiridi M.El, Ouiridi A.El, Segers J., Henderickx E. Social media conceptualization and taxonomy: A Lasswellian framework, *Journal of Creative Communications*, 9(2), 107-126(2014).
33. Hackley C., Kitchen P. IMC: a consumer psychological perspective, *Marketing Intelligence & Planning*, 16(3), 229-235(1998).
34. Blumer H. Social attitudes and nonsymbolic interaction, *Journal of Educational Sociology*, 9(9), 515-523(1936).
35. Jonassen C.T. Contributions of sociology to marketing, *Journal of Marketing*, 24(2), 29-35(1959).
36. Liu W., Sidhu A., Beacom A.M., Valente T.W. Social network theory. Rössler P., Hoffner C.A., Zoonen L. eds. *The International Encyclopedia of Media Effects*. 1st ed. (Hoboken, New Jersey: John Wiley & Sons, 2017, 1-12p.).
37. Freeman L.C. Centrality in social networks conceptual clarification, *Social Networks*, 1(3), 215-239(1978/79).
38. Butler B.S. Membership size, communication activity, and sustainability: a resource-based model of online social structures, *Information Systems Research*, 12(4), 346-362(2001).
39. Ngai E.W.T., Tao S.S.C., Moon K.K.L. Social media research: Theories, constructs, and conceptual frameworks, *International Journal of Information Management*, 35(1), 33-44(2015).
40. Olson M. *The logic of collective actions* (USA: Harvard University Press, 1965, 195 p.).
41. Agarwal N., Lim M., Wigand R.T. Collective action theory meets the blogosphere: Networked Digital Technology, *Communications in Computer and Information Science*, 136(3), 224-239(2011).
42. Bimber B., Flanagin A.J., Stohl C. Reconceptualizing collective action in the contemporary media environment, *Communication Theory*, 15(4), 365-388(2005).
43. Anduiza E., Cristancho C., Sabucedo J.M. Mobilization through online social networks: the political protest of the indignados in Spain, *Information, Communication & Society*, 17(6), 750-764(2014).
44. Bertot J.C., Jaeger P.T., Hansen D. The impact of policies on government social media usage: issues, challenges, and recommendations, *Government Information Quarterly*, 29(1), 30-40(2012).
45. Kao T.Y., Yang M.H., Wu J.T. B., Cheng Y.Y. Co-creating value with consumers through social media, *Journal of Services Marketing*, 30(2), 141-151(2016).
46. Vargo S.L., Lusch R.F. Evolving to a new dominant logic for marketing, *Journal of Marketing*, 68, 1-17(2004).
47. Galvagno M., Dalli D. Theory of value co-creation: A systematic literature review. Edited by Evert Gummesson, Cristina Mele, and Francesco Polese. *Managing Service Quality: An International Journal*, 24(6), 643-683(2014).
48. Nenonen S., Storbacka K. Business model design: Conceptualizing networked value co-creation. Edited by Gummesson, E. *International Journal of Quality and Service Sciences*, 2(1), 43-59(2010).
49. Singaraju S.P., Nguyen Q.A., Niininen O., Sullivan-Mort G. Social media and value co-creation in multi-stakeholder systems: A resource integration approach, *Industrial Marketing Management*, 54, 44-55(2016).
50. Díaz-Díaz R., Pérez-González D. Implementation of social media concepts for E-Government: Case study of a social media tool for value co-creation and citizen participation, *Journal of Organizational and End User Computing*, 28(3), 104-121(2016).
51. Piller F., Vossen A., Ihl C. From social media to social product development: The impact of social media on co-creation of innovation, *Die Unternehmung*, 66(1), 7-27(2012).
52. Tang J., Chang Y., Liu H. Mining social media with social theories: survey, *ACM SIGKDD Explorations Newsletter*, 15 (2), 20-29 (2014).
53. Lasswell H.D. The structure and function of communication in society, in Bryson, L. (ed.) *The Communication of Ideas* (New York: Harper and Brothers, 1948, 296 p.).

54. Schau H.J., Muñiz A.M., Arnould E.J. How Brand Community Practices Create Value, *Journal of Marketing*, 73(5), 30–51(2009).
55. Sorensen A., Andrews L., Drennan J. Using Social Media Posts as Resources for Engaging in Value Co-Creation: The Case for Social Media-Based Cause Brand Communities, *Journal of Service Theory and Practice*, 27(4), 898–922(2017).
56. See-To E.W.K., Ho K.K.W. Value Co-Creation and Purchase Intention in Social Network Sites: The Role of Electronic Word-of-Mouth and Trust – A Theoretical Analysis, *Computers in Human Behavior*, 31, 182–189(2014).
57. Tajvidi M., Richard M.-O., Wang Y., Hajli N. Brand Co-Creation through Social Commerce Information Sharing: The Role of Social Media, *Journal of Business Research*, 121, 476-486(2018).
58. Schivinski B., Christodoulides G., Dabrowski D. A Scale to Measure Consumers' Engagement with Social Media Brand-related Content, *ICORIA 2015: 14th International Conference on Research in Advertising*, Birkbeck, University of London, London, 1-8(2015).
59. Godey B., Manthiou A., Pederzoli D., Rokka J., Aiello G., Donvito R., Singh R., Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior, *Journal of Business Research*, 69(12), 5833–5841(2016).
60. Farzin M., Fattahi M., EWOM through Social Networking Sites and Impact on Purchase Intention and Brand Image in Iran, *Journal of Advances in Management Research*, 15(2), 161–183(2018).
61. Sweeney J.C., Soutar G.N., Consumer Perceived Value: The Development of a Multiple Item Scale, *Journal of Retailing*, 77(2), 203–220(2001).
62. Cheung M.L., Pires G.D., Rosenberger P.J., Oliveira M.J.D., Driving Consumer–Brand Engagement and Co-Creation by Brand Interactivity, *Marketing Intelligence & Planning*, 38(4), 523–541(2019).
63. Seifert C., Kwon W.-S., SNS EWOM Sentiment: Impacts on Brand Value Co-Creation and Trust, *Marketing Intelligence & Planning*, 38(1), 89–102(2020).
64. Hair J.F., Black W.C., Babin B.J., Anderson R.E., *Multivariate Data Analysis*. 7. ed., (Harlow: Pearson Education Limited, 2014, 734 p.).

**Д. Садық, Диван МД. Захурул Ислам**  
*КИМЭП Университеті, Алматы, Қазақстан*

**Құндылықтарды бірлесіп құру теориясының мысалында әлеуметтік  
медиа маркетингтік зерттеулердің теориялық негіздері**

**Аннотация.** Соңғы жиырма жыл ішінде әлеуметтік медианың айтарлықтай өсуі мен дамуы зерттеушілер арасында маркетинг теориясы мен практикасын одан әрі дамытуға үлкен қызығушылық тудырды. Бірақ көптеген зерттеулерге қарамастан, әлеуметтік медиа маркетингтік зерттеулердің жүйелі теориялық платформасы әлі анықталмаған. Тіпті әлеуметтік медиа және әлеуметтік желілер терминдері бірінің орнына бірі қолданылады. Бұл зерттеуде әлеуметтік медианың тарихи бастаулары мен маркетингтік зерттеулерде қолданылатын теориялар талданады, әлеуметтік медианың анықтамасы нақтыланады, маркетингтік зерттеулерде қолданылатын қолданыстағы теориялардың әлеуметтік медиа контекстінде классификациясы ұсынылады және маркетингтің тиімділігін арттыру мақсатында әлеуметтік медианың жүйелі маркетингтік теориясын құру қажеттілігі зерттеу мен практика негізінде көрсетілген.

**Түйін сөздер:** әлеуметтік желілер, әлеуметтік медиа, әлеуметтік медианың анықтамасы, әлеуметтік медиа теориясы, құндылықты бірлесіп құру теориясы, маркетингтік зерттеулер.

**Д. Садық, Диван МД. Захурул Ислам**  
*Университет КИМЭП, Алматы, Қазақстан*

**Теоретические основы маркетинговых исследований в области социальных сетей  
на примере теории совместного создания ценностей**

**Аннотация.** Существенный рост и развитие социальных медиа за последние двадцать лет вызвали большой интерес среди ученых к дальнейшему развитию маркетинговой теории и практики. Но, несмотря

тря на многочисленные изыскания, еще не признана систематизированная теоретическая платформа для маркетинговых исследований социальных медиа. Даже разные термины, такие как социальные сети и социальные медиа, применяются как взаимозаменяемые. Данное исследование анализирует историческое происхождение социальных медиа и теорий, применяемых в маркетинговых научных работах, уточняет определение социальных медиа, предлагает классификацию существующих теорий, используемых в маркетинговых изысканиях в контексте социальных медиа, и демонстрирует необходимость в разработке систематизированной маркетинговой теории социальных медиа с целью увеличения эффективности маркетинговых исследований и практической деятельности.

**Ключевые слова:** социальные медиа, социальные сети, определение социальных медиа, теория социальных сетей, теория совместного создания ценности, маркетинговые исследования.

## References

1. He W. A survey of security risks of mobile social media through blog mining and an extensive literature search // *Information Management & Computer Security*. – 2013. – Vol. 21(5). – P. 381-400.
2. Flanagin A.J., Metzger J.M. Digital media and youth: Unparalleled opportunity and unprecedented responsibility. *Digital Media, Youth, and Credibility*. Edited by M.J. Metzger and A.J. Flanagin. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning. – Cambridge: The MIT Press. – 2008. – P. 5-28.
3. Weller K., Strohmaier M. Social media in academia: How the social Web is changing academic practice and becoming a new source for research data // *Information Technology*. – 2014. – Vol. 56(5). – P. 203-206.
4. Kent M.L., Li C. Toward a Normative Social Media Theory for Public Relations // *Public Relations Review*. – 2020. – Vol. 46(1). – P. 1-10.
5. Carr C.T., Hayes R.A. Social Media: Defining, Developing, and Divining // *Atlantic Journal of Communication*. – 2015. – Vol. 23(1). – P. 46-65.
6. McFarland L.A., Ployhart R.E. Social media: A contextual framework to guide research and practice // *Journal of Applied Psychology*. – 2015. – Vol. 100(6). – P. 1653-77.
7. Usenet. What is Usenet? Question about Usenet [USENET]. – 2020. – URL: <https://www.usenet.com/what-is-usenet/> (дата обращения 29.06.2020)
8. Agrigoroae A. Web@30: Reliving history and rethinking the future [CERN]. – 2020. – URL: <https://home.cern/news/news/computing/web30-reliving-history-and-rethinking-future> (дата обращения 29.06.2020)
9. Kaplan A.M., Haenlein M. Users of the world, Unite! The challenges and opportunities of social media // *Business Horizons*. – 2010. – Vol. 53(1). – P. 59-68.
10. Constantinides E., Fountain S.J. Web 2.0: Conceptual foundations and marketing issues // *Journal of Direct, Data and Digital Marketing Practice*. – 2008. – Vol. 9(3). – P. 231-244.
11. Coyle C.L., Vaughn H. Social networking: Communication revolution or evolution? // *Bell Labs Technical Journal*. – 2008. – Vol. 13(2). – P. 13-17.
12. Murthy D. Towards a sociological understanding of social media: Theorizing twitter // *Sociology*. – 2012. – Vol. 46(6). – P. 1059-1073.
13. Zeng D., Chen H., Lusch R., Li S. H. Social media analytics and intelligence // *IEEE Intelligent Systems*. – 2010. – Vol. 25(6). – P. 13-16.
14. Jenkins H. *Convergence culture: Where old and new media collide*. – New York: New York University Press. – 2006. – 308 p.
15. Bruns A. Prodisusage: towards a broader framework for user-led content creation // *Proceedings of the 6th ACM SIGCHI conference on Creativity & cognition*. – Washington: C&C '07, 2007. – P. 99-106.
16. Blackshaw P., Nazzaro M. *Consumer-Generated Media (CGM) 101: Word-of-Mouth in the age of the Web-Fortified consumer*. – New York: A Nielsen BuzzMetrics White Paper. – 2006. – 13 p.
17. Garton L., Haythornthwaite C., Wellman B. Studying online social networks // *Journal of Computer-Mediated Communication*. – 1997. – Vol. 3(1). – P. 1-32.
18. Murray K.E., Waller R. Social networking goes abroad // *International Educator*. – 2007. – Vol. 16(3). – P. 56-59.
19. Cox C., Burgess S., Sellitto C., Buultjens J. *Consumer-generated web-based tourism marketing*. – Gold Coast, Queensland: Sustainable Tourism Pty Ltd. – 2008. – 51 p.

20. Safko L., Brake D.K. The social media bible: Tactics, tools, and strategies for business success. - Hoboken, New Jersey: John Wiley & Sons. - 2009. - 751 p.
21. Kent M.L. Directions in social media for professionals and scholars //The Sage handbook of public relations. - 2010. - P. 643-656.
22. Kim W., Jeong O.R., Lee S.W. On social web sites //Information Systems. - 2010. - Vol. 35(2). - P. 215-236.
23. Dabner N. Breaking ground' in the use of social media: A case study of a university earthquake response to inform educational design with Facebook //The Internet and Higher Education. - 2012. - Vol. 15(1). - P. 69-78.
24. Russo A., Watkins J., Kelly L., Chan S. Participatory communication with social media //Curator: The Museum Journal. - 2008. - Vol. 51(1). - P. 21-31.
25. Liew C.L. Participatory cultural heritage: A tale of two institutions' use of social media //D-Lib Magazine. - 2014. - Vol. 20(3/4). URL: <http://www.dlib.org/dlib/march14/liew/03liew.html> (дата обращения 30.06.2020)
26. Terry M. Twittering healthcare: Social media and medicine //Telemedicine and E-Health. - 2009. - Vol. 15(6). - P. 507-510.
27. Obar J.A., Wildman S. Social media definition and the governance challenge: An introduction to the special issue //Telecommunications policy. - 2015. - Vol. 39(9). - P. 745-750.
28. Uche A.O., Obiora A.V. Social media typology, usage and effects on students of Nigerian tertiary institutions //International Journal of Innovative Research & Development. - 2016. - Vol. 5(8). - P. 15-26.
29. Howard P.N., Parks M.R. Social media and political change: Capacity, constraint, and consequence // Journal of Communication. - 2012. - Vol. 62(2). - P. 359-362.
30. Koukaras P., Tjortjis C., Rousidis D. Social media types: Introducing a data driven taxonomy //Computing. - 2020. - Vol. 102(1). - P. 295-340.
31. Hyun M.Y., Lee S., Hu C. Mobile-Mediated Virtual Experience in Tourism: Concept, Typology and Applications //Journal of Vacation Marketing. - 2009. - Vol. 15(2). - P. 149-164.
32. Ouirid M.El, Ouirid A.El, Segers J., Henderickx E. Social media conceptualization and taxonomy: A Lasswellian framework //Journal of Creative Communications. - 2014. - Vol. 9(2). - P. 107-126.
33. Hackley C., Kitchen P. IMC: a consumer psychological perspective // Marketing Intelligence & Planning. - 1998. - Vol. 16(3). - P. 229-235.
34. Blumer H. Social attitudes and nonsymbolic interaction //Journal of Educational Sociology. - 1936. - Vol. 9(9). - P. 515-523.
35. Jonassen C.T. Contributions of sociology to marketing //Journal of Marketing. - 1959. - Vol. 24(2). - P. 29-35.
36. Liu W., Sidhu A., Beacom A.M., Valente T.W. Social network theory. Rössler P., Hoffner C.A., Zoonen L. eds. The International Encyclopedia of Media Effects. 1st ed. - Hoboken, New Jersey: John Wiley & Sons. - 2017. - P. 1-12.
37. Freeman L.C. Centrality in social networks conceptual clarification //Social Networks. - 1978/79. - Vol. 1(3). - P. 215-239.
38. Butler B.S. Membership size, communication activity, and sustainability: a resource-based model of online social structures //Information Systems Research. - 2001. - Vol. 12(4). - P. 346-362.
39. Ngai E.W.T., Tao S.S.C., Moon K.K.L. Social media research: Theories, constructs, and conceptual frameworks //International Journal of Information Management. - 2015. - Vol. 35(1). - P. 33-44.
40. Olson M. The logic of collective actions. - USA: Harvard University Press. - 1965. - 195 p.
41. Agarwal N., Lim M., Wigand R.T. Collective action theory meets the blogosphere: Networked Digital Technology //Communications in Computer and Information Science. - 2011. - Vol. 136(3). - P. 224-239.
42. Bimber B., Flanagin A.J., Stohl C. Reconceptualizing collective action in the contemporary media environment //Communication Theory. - 2005. - Vol. 15(4). P. 365-388.
43. Anduiza E., Cristancho C., Sabucedo J.M. Mobilization through online social networks: the political protest of the indignados in Spain //Information, Communication & Society. - 2014. - Vol. 17(6). - P. 750-764.
44. Bertot J.C., Jaeger P.T., Hansen D. The impact of policies on government social media usage: issues, challenges, and recommendations //Government Information Quarterly. - 2012. - Vol. 29(1). - P. 30-40.
45. Kao T.Y., Yang M.H., Wu J.T. B., Cheng Y.Y. Co-creating value with consumers through social media // Journal of Services Marketing. - 2016. - Vol. 30(2). - P. 141-151.
46. Vargo S.L., Lusch R.F. Evolving to a new dominant logic for marketing //Journal of Marketing. - 2004. - Vol. 68. - P. 1-17.

47. Galvagno M., Dalli D. Theory of value co-creation: A systematic literature review. Edited by Evert Gummesson, Cristina Mele, and Francesco Polese // *Managing Service Quality: An International Journal*. – 2014. – Vol. 24(6). – P. 643-683.
48. Nenonen S., Storbacka K. Business model design: Conceptualizing networked value co-creation. Edited by Gummesson, E. // *International Journal of Quality and Service Sciences*. – 2010. – Vol. 2(1). – P. 43-59.
49. Singaraju S.P., Nguyen Q.A., Niininen O., Sullivan-Mort G. Social media and value co-creation in multi-stakeholder systems: A resource integration approach // *Industrial Marketing Management*. – 2016. – Vol. 54. – P. 44-55.
50. Díaz-Díaz R., Pérez-González D. Implementation of social media concepts for E-Government: Case study of a social media tool for value co-creation and citizen participation // *Journal of Organizational and End User Computing*. – 2016. – Vol. 28(3). – P. 104-121.
51. Piller F., Vossen A., Ihl C. From social media to social product development: The impact of social media on co-creation of innovation // *Die Unternehmung*. – 2012. – Vol. 66(1). – P. 7-27.
52. Tang J., Chang Y., Liu H. Mining social media with social theories: survey // *ACM SIGKDD Explorations Newsletter*. – 2014. – Vol. 15(2). – P. 20-29.
53. Lasswell H.D. The structure and function of communication in society, in Bryson, L. (ed.) *The Communication of Ideas*. – New York: Harper and Brothers. – 1948. – 296 p.
54. Schau H.J., Muñiz A.M., Arnould E.J. How Brand Community Practices Create Value // *Journal of Marketing*. – 2009. – Vol. 73(5). – P. 30–51.
55. Sorensen A., Andrews L., Drennan J. Using Social Media Posts as Resources for Engaging in Value Co-Creation: The Case for Social Media-Based Cause Brand Communities // *Journal of Service Theory and Practice*. – 2017. – Vol. 27(4). – P. 898–922.
56. See-To E.W.K., Ho K.K.W. Value Co-Creation and Purchase Intention in Social Network Sites: The Role of Electronic Word-of-Mouth and Trust – A Theoretical Analysis // *Computers in Human Behavior*. – 2014. – Vol. 31, P. 182–189.
57. Tajvidi M., Richard M.-O., Wang Y., Hajli N. Brand Co-Creation through Social Commerce Information Sharing: The Role of Social Media // *Journal of Business Research*. – 2018. – Vol. 121, P. 476-486.
58. Schivinski B., Christodoulides G., Dabrowski D. A Scale to Measure Consumers' Engagement with Social Media Brand-related Content // *ICORIA 2015: 14th International Conference on Research in Advertising*, Birkbeck, University of London, London. – 2015. – P. 1-8.
59. Godey B., Manthiou A., Pederzoli D., Rokka J., Aiello G., Donvito R., Singh R. Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior // *Journal of Business Research*. – 2016. – Vol. 69(12). – P. 5833–5841.
60. Farzin M., Fattahi M. EWOM through Social Networking Sites and Impact on Purchase Intention and Brand Image in Iran // *Journal of Advances in Management Research*. – 2018. – Vol. 15(2). – P. 161–183.
61. Sweeney J.C., Soutar G.N. Consumer Perceived Value: The Development of a Multiple Item Scale // *Journal of Retailing*. – 2001. – Vol. 77(2). – P. 203–220.
62. Cheung M.L., Pires G.D., Rosenberger P.J., Oliveira M.J.D. Driving Consumer–Brand Engagement and Co-Creation by Brand Interactivity // *Marketing Intelligence & Planning*. – 2019. – Vol. 38(4). – P. 523–541.
63. Seifert C., Kwon W.-S. SNS EWOM Sentiment: Impacts on Brand Value Co-Creation and Trust // *Marketing Intelligence & Planning*. – 2020. – Vol. 38(1). – P. 89–102.
64. Hair J.F., Black W.C., Babin B.J., Anderson R.E. *Multivariate Data Analysis*. 7. ed., Pearson Education Limited. Harlow: Pearson. – 2014. – 734 p.

**Information about authors:**

*Садык Д.* – негізгі автор, МБА, докторант, КИМЭП Университеті, Абай даңғ. 2, Алматы, Қазақстан.  
*Ислам Диван МД. Захурул* – Ph.D., Ассоциативті Профессор, КИМЭП Университеті, Абай даңғ. 2, Алматы, Қазақстан.

*Sadyk D.* – The main author, MBA, Ph.D. student, KIMEP University, 2 Abay Avenue, Almaty, Kazakhstan.  
*Islam Dewan M.Z.* – Ph.D., Associate Professor, KIMEP University, 2 Abay Avenue, Almaty, Kazakhstan.