



Prominence of Human values in brand promotion on Social Media

Prof. (Dr.) Munish Kumar Tiwari, Professor, IMCE, Shri Ramswaroop Memorial University, Lucknow,
Dr. Vedprakash, Assistant Professor, Galgotias University, Gr. Noida,
Dr. Hitesh Kumar, Professor, Mangalmay Institute of Management & Technology, Gr. Noida,
Mr. Amit Manglik, Assistant Professor, Galgotias Institute of Management & Technology, Gr. Noida

Abstract

Companies consider social media-based consumer engagement behaviors for brands; sharing, content production, and reviews are more beneficial for brands than "liking" content consumption. Branded content posted or produced by brands has been found to rise, however rather than "likes" on social media; it may be users who drive brand exposure and loyalty (Adweek, 2013). The importance of motivating employees is rising as more businesses focus on producing consumer-driven content, such as Coca-Cola's "Share a Coke" campaign and Apple's "Shot on iPhone"; according to the 2018 Sprout Index. Businesses have begun to comprehend the social media users who engage in these activities (Adweek, 2018). The study demonstrates how human values are utilized to identify and categorize audience members for brand-related social media activity. Social media users are surveyed, and the values and activities of these individuals are examined. Findings indicate that brand-related social media events are influenced by factors such as self-improvement, self-transcendence, openness to change, and conservation. Businesses should use users who have clients who care about conservation to spark brand creation and sharing activities. Customers who are environmentally conscious should be targeted through sharing promotions, being flexible with related customers' data, and creating self-enhanced customers who can share informational data and specify about commodities. Companies ought to emphasize their CSR initiatives since there is a conflict between user self-transcendence and brand activity.

Keywords: Human Values, Social Media, Brand, CSR Initiatives, self-improvement, self-transcendence.

Introduction:

Social media usage has spread throughout the world and is changing how we live and how customers interact with and communicate with brands. Consumers who share, review, and produce branded content can have a direct impact on social media marketing campaigns. Examples include social media users' "Just do it for Nike" campaigns (Brandwatch 2019). Shared brand material creates exponential impressions more than "likes" by reaching a greater number of users, according to the firms, who feel that customer "shares" might increase brand awareness and revenue (Adweek, 2013). Brands are also attempting to inspire users to produce content

(posts, photographs, or videos). They think user-generated content (UGC) is the secret to making their social media marketing efforts more approachable and authentic (Business Insider, 2016).

Online customer suggestions are valued more highly than marketing, according to research (Sprout Social, 2018). Users may become more devoted to the brand as a result of producing branded UGC (Kim, Calder, Vandenbosch, and Malthouse, 2015). Additionally, according to Review Trackers (2018), customers are now spending more time on social media than on specialized review sites like Yelp and TripAdvisor when looking up brand and product information online. According to Mayzlin and Chevalier (2016), positive social media evaluations are crucial sales drivers for businesses. In academic study, a number of antecedents of electronic commerce have been investigated, including brand communities (Algharabat, Dwivedi, Alalwan, Rana, 2017; Kapoor et al., 2018) and brand-related motivation activities (Moorman, Muntiga, & Smit, 2011).

Advertising on social media, influencers, and firm-related contents' effects on sales have all been studied (Chen, Kapoor, & Dwivedi, 2015; Kannan, Janakiraman, Rishika, bezawada, and kumar, 2016; Alalwan, 2018, Rana, Islam, Dwivedi, Mukerji, Shareef, 2019, Dwivedi, lai, Shiau, 2018). However, little is known about the best ways to reach consumers who are eager to take part in helpful brand-related activities like sharing, producing content, and reviewing. In order to target customers and evaluate advertising efforts, brands leverage psychographic and behavioral data from social media profiles (Crimson Hexagon, 2018). Companies have just lately started to comprehend the social media users who are most inclined to share and produce content relevant to brands (Adweek, 2018).

We look at human values as audience traits that could influence brand-related behavior on social media (such as self-transcendence, self-enhancement, openness to change, and conservation). This study aims to improve social media audience segmentation and targeting for online marketers. For instance, brands (such as Nike's # equality), promotions, consumer reviews, user-generated material (such as Apple's # Shoton iPhone), and brand stories (such as Google's # Year in search) are increasingly promoting social media and charitable activities. Therefore, it is important for international businesses to understand how human values affect social media activities and how to persuade users to post various branded contents.

Human values:

Human values are norms that represent expected outcomes in life and have an impact on how people view various circumstances and events (Schwartz 2012; Schwartz and Bardi, 2001).

It has mental images of the drives and objectives that propel people forward (Schwartz 2012; Schwartz and Bardi, 2001). Human values also refer to behavior and deeds (Bardi and Schwartz, 2003); acting in accordance with one's values can be satisfying, whilst acting in opposition to them can cause discomfort and conflict (Schwartz, 2012). According to research (Feldman and Bardi, 2015, Parks-Leduc), human values are distinct psychological concepts from personality traits and have an impact on behavior, hence they should be examined independently of traits. According to Schwartz (2012), values are arranged in two different ways along a circular continuum of motivation.



Figure 1 Human Values by Schwartz (2012)

The first section outlines the self-expansion and self-growth motivational objectives that call for thought and development, as well as the self-protected motivational successes that demand consistency and control. The second section addresses both individual and group accomplishments (how one pursues one's own interests; Schwartz, 2012). 4 higher order values are created by these 10 values. Self-transcendence entails societal justice, tolerance, equality between people, protection from the environment (in a universal manner), protection of one's own group's welfare (through generosity), and preservation of values (traditionalism, security, and customs) that demonstrate the need for dependability, inevitable outcomes, and one's own security as well as the security of society. Self-improvement values are for obtaining personal contentment, acquiring financial prosperity, and having the ability to influence others, which is power.

Sincerity to change values is, for the time being, what drives an individual's search (self-direction), uniqueness, and modification: creativity and self-governing thoughts are what drive an individual's search, uniqueness and zeal are what inspire them, and enjoyment and a desire for life are what drive their uniqueness (hedonism; Schwartz and Bardi, 2001; Schwartz and Boehnke, 2004; Schwartz, 2012). Consumer buying behavior and shopping behaviors are encouraged by a human value (De Juan Vigara, Sarabia-Sanchez, and Hota, 2012). According to (Abrahamse, Gatersleben, Murtag, 2012) and their preferences and insights for the brands (Carvalho, Keh, Ozsomer, Maehle, Torelli), people are more likely to engage in environmentally friendly consumption. Some research have looked at the relationship between social media and human values. The use of words in social media content is influenced by human values, according to research by Chen, Hsieh, Mahmud, and Nichols (2014). Human values have been found to have an impact on status updates and "page likes," according to Alil, Mahmud, and Mukta (2016). Although little is known about human values, it is possible to predict brand-related creation and sharing behaviors on social media.

Human values & social media brand related activities:

Conservation and social media linked activities:

None of the studies on brand activities have any specific motivational goals which are related to conservation values (Shao, 2009; Heinonen, 2011; Muntiga et al., 2011). There is an argument that conservation values are the important drivers of brand involvement in the social media. One of the reason regarding offline brand communities meeting with other members is to know and change product experience and information (Arnould, Muniz, Schau, 2009). Research shows that internet users contribute in virtual brand groups for useful explanations. Users are taking part in such groups to know and share required product information or the benefits from rewards (like promotions: Bagozzia, Dholakia, Pearo 2004). Informational desires initiate social media interfaces more than social entertaining or connection desires (Chow & Chen, Shi 2016; Men & Tsai, 2013). So, consumers may utilize brand sites over social media for purposeful and functional reasons given by desires for control and care, that is, to become a portion of belief from brands and do benign purchase judgments. Sarmah, Gupta, and Dwivedi (2018), consumers connect with and endorse brands that they believe to be trustworthy and dependable both offline and online. In order to safeguard other consumers or assist them in their purchase decisions, they may also endorse brands they believe in (Hsu & Lin, 2008). In order to strengthen their sense of control and safety in relation to companies and defend other customers, we therefore hypothesize

that users who are motivated by conservation values are most likely to post educational content, advertisements, promotions/incentives, and reviews or produce UGC on social media.

H1. Compared to the other three values (self-enhancement, openness to change, and self-transcendence), conservation values will have a more significant impact on brand sharing and content creation activities on social media.

Self-improvement and actions related to building a social media brand

According to research, millennials are a socially conscious age that cares deeply about problems like political justice, equality, and social issues including climate change and equality (Global Tolerance, 2016). Millennials are therefore thought to favor and support brands and businesses with socially and ethically responsible operations (Deloitte, 2016). In order to boost their brands' authenticity, ethics, and consumer relatability, businesses have upped their social responsibility initiatives in recent years (D'Angelo, 2018). In order to incorporate self-transcendence ideals into their brand personas, businesses are also using social cause storytelling on social media (Litsa, 2018). However, social media support for charities (such as likes or shares) may not always translate into significant offline behaviors like donations. Wallace, Buil, and De Chernatony's (2017) research demonstrates that while endorsing a social cause through likes and shares may provide people a momentary sense of virtue, it does not always lead to a deeper connection with self-transcendence values. Additionally, customers could be dubious of firms' charitable endeavors and may not always think that these endeavors are truly important to enterprises (Vredenburg, Spry, Kemper, & Kapitan, 2018). According to the 2018 Edelman Global Trust report (Edelman 2018), American consumers' trust in brands is progressively eroding. The research's findings also show that most people feel firms are more motivated by greed than by a desire to transform the world on a global scale. In this context, we argue that millennial users won't be motivated to interact with brands on social media by self-transcendence principles (or would be motivated in a bad way).

H2. Self-transcendence principles won't have much of an impact on (or will have a negative impact on) brand sharing and content creation on social media.

Personal branding on social media and self-improvement:

Self-improvement is a significant driving force behind social media usage and electronic word-of-mouth, according to Park & Lee (2014) and Berger (2014), respectively. Social media can be used by users to spread positive messages and improve their self-perception (Toma & Hancock, 2013). Self-improvement goals in relation to different online habits have been studied in research. Online users may write online reviews (Lampel & Bhalla, 2007), share advertising content (Taylor, Strutton, & Thompson, 2013), generate brand content (Muntiga et al., 2011), and discuss brands on social media for self-improvement reasons. Given the aforementioned findings, we anticipate that users who are highly motivated by values of self-improvement will be a key target audience for sharing and developing brand content on social media. Therefore,

H3. Self-enhancement values will have a big impact on brand sharing and content production on social media.

Knowledge sharing:

It has been linked to a sense of power and judgment in previous studies, for example Lampel & Bhalla (2007). By sharing specialized evaluations, news, and other expert information, consumers may feel more discerning (e.g., Wojnicki, 2006). According to Taylor et al. (2013), people who post social media advertisements do so for self-enhancement purposes, which means they support advertisements that are consistent with who they are and that improve their self-image. According to Nikolinakou and King (2018), people who distribute advertisements may do so in order to feel original, ahead of the curve, or distinctive. In contrast to sharing commercials and sponsored stories, we contend that sharing news, developments, and expert reviews for brands and items may offer a stronger opportunity to promote values related to self-improvement. Expressing advertisements and tales might give users a sense of individuality and distinctiveness, but expressing knowledgeable thoughts and information can help users more directly convey success and power on social media.

H4. Self-enhancement values will have a greater impact on the dissemination of brand information (such as news and developments) and the dissemination of reviews than the dissemination of brand stories and commercials.

Adaptability to change and actions involving brands on social media

On social media, users may also be motivated to share and produce brand-related material by values associated to stimulation and enjoyment (openness to change). In order to engage and entertain their social media followers, brands have increased their storytelling and educational content production in recent years (Sprout Social, 2018). For people to interact with brands on social media, high-quality information has been demonstrated to be essential (Shi et al., 2016; Tsai & Men, 2013). On social media, however, humorous sponsored content may also improve brand performance and user engagement (Ashley & Tuten, 2015; Muntiga et al., 2011). For instance, Kim and Ko (2012) claim that amusing brand-related social media material may strengthen opinions of brand equity. The use of educational information by brands on social media may be valued by consumers (Tafesse, 2016). As a result,

H5. Openness to Change principles will have a big impact on brand sharing and content creation on social media.

Activities like reading or sharing already-existing branded content on social media are proven to demand less usage of creative talents than UGC. According to research by Berton, Pitt, and Campbell (2008), Christodoulides, Jevons, and Blackshaw (2011), and Halliday (2016), consumers who create and produce their own branded content (UGC) transform and redefine brand identities on social media. We anticipate that users who are receptive to changing their beliefs will see social media content creation as a source of originality, innovation, and stimulation. As a result, users of social media who are motivated by a willingness to modify their values may be more likely to engage in content creation brand activities and less likely to engage in less creative activities like sharing information, promotions, adverts, or reviews.

H6. Content creation activities on social media will be more significantly impacted by openness to changing values than content sharing activities.

Method:

Three online polls, one each for Facebook, Twitter, and Instagram users, were conducted independently using the Qualtrics platform. We planned to gather between 480 and 500 participants and have at least 160 persons from each site (Facebook, Twitter, and Instagram) participate. Data collecting took place in 2022 between November and December. The ads and links to the online quizzes were only accessible to people who were residents of Lucknow and

had an approval rating of over 90%. Three advertising publicizing the three polls were used to independently recruit participants for each survey.

In order to be eligible for the study, participants had to be between the ages of 18 and 34 and active users of the relevant social media network (either Facebook, Twitter, or Instagram). Additionally, unique filter questions were added to each of the three questionnaires to guarantee that respondents were of legal age, had active social media accounts, and frequented the survey's respective social media site at least twice every two weeks. In order to include both frequent and infrequent users of each platform, we defined active users as individuals who visited each platform at least once per two weeks (Pew Research Center, 2018a).

Steps and procedures:

At the outset of each survey, participants were asked generic questions about their use of the relevant social media site (Facebook, Twitter, or Instagram), including how frequently they used it, how long they spent on each visit, and how many people they followed or added as friends. Following that, they were given statements outlining brand-related social media actions. In order to complete the survey, participants were required to reflect on their social media usage over the previous 30 days and rate how frequently they engaged in each activity that was offered to them. On a Likert scale with seven points (from seven: "I do this very often to one: "I never do this"), participants indicated how frequently they engaged in each activity.

The social media brand engagement scale (Schivinski, Christodoulidis, & Dabrowski, 2016) classified brand-related social media activities into three categories: consumption (browsing, reading, watching, or searching content = Cronbach's alpha:.90), contribution (interacting with or sharing content = Cronbach's alpha:.93), and creation (writing reviews or creating posts = Cronbach's alpha:.94). The 21-item Portrait Values Questionnaire, created by Schwartz (2003), was used to evaluate the "Values" questions that were included at the end of the survey. The Portrait Values Questionnaire comprises brief vocal profiles of various people that outline their life goals and aspirations and what is important to them.

Participants were given the following examples of expressions that highlight the value of universalism: "He (she) is adamant that people should protect the environment. To him (or her), protecting the environment is crucial. He or she considers it crucial that everyone in the world be treated fairly. Even for those he (she) doesn't know, he (she) wants justice for all. On a scale of "not at all like this person" to "very much like this person," respondents were asked to rate how

much they resembled or differed from the person described by each statement. Without including the word "values" in the question's or the pictures' description, this method of inquiring aids in determining the respondents' values.

Analysis:

491 people between the ages of 18 and 34 completed the sample. The participants' ages ranged from 16.9% between 18 and 24 to 39.1% between 25 and 29 to 44% between 30 and 34, with 49.5% men and 50.5% women being the gender breakdown. There were 160 users of Instagram, 165 users of Twitter, and 166 users of Facebook. Participants averaged two daily visits to each platform.

S.No.		Value
1.	Share brand or company informational content (such as news, the introduction of new goods or services, inventions, and infographics).Share brand-sponsored sales, giveaways, sweepstakes, discounts, and events	77a.42.17
2.	Share brand-sponsored adverts and stories.	75a.34.28
3.	Share my opinions and reviews on goods and services at	74a.41.24
4.	Share other customers' opinions and ratings of goods and services in accordance with services in accordance with	72a.32.40. 71a.35.36
5.	Keep an eye out for and read brand-related postings on social media. Watch or read an advertisement	29.76a*.17
6.	Comment, "like," or "reply" on content created by a corporation or brand	39 .61a .29
7.	Follow newly created company or brand accounts/pages. Check out a celebrity page at	42.60a.23.
8.	Check the accounts of brands for special promotions, deals, discounts, or events	45 .51a .32
9.	Create product or service reviews or evaluations	51 .34 .60a
10.	Create (start) posts (picture, video, blogs, or stories) about businesses and brands. The highest factor loading for the particular statement is	41.39.54

Table: Activities Sharing Production Consumption

An initial analysis

Results of the paired sample t test and factor analysis: increased order values

To find the higher order values, a factor analysis was done on the individual values. Overall, the components' structure matched that of the original Schwartz and Boehnke model (Fig 1; 2004). The sample of Schwartz and Boehnke (2004) differed significantly in that the value of Self-Direction was loaded with Benevolence and Universalism values, resulting in a construct known as Open Self-Transcendence. Cronbach's alpha was .800 for Open Self-Transcendence, .726 for Conservation, .747 for Self-Enhancement, and .728 for Openness to Change. There was a paired sample t test performed on the higher order data. Open Self-Transcendence ($M = 5.39$) was higher than Openness to Change ($M = 4.45$) when looking at profiles of social media users on the higher order values; $t(490) = 16.723$, $p = .001$. Conservation and Openness to Change were both at the same levels ($M = 4.38$, $t(490) = 1.053$, $p = .293$). Openness to Change and Conservation scored better than Self-Enhancement ($M = 4.0$), with $t(490) = 7.032$ and 5.418 scoring greater than .001 for each. The values of Open Self-Transcendence and the least values of Self-Enhancement were more prevalent among millennial social media users.

Results of a factor analysis:

All brand-related actions were included in a factor analysis. (Schivinski et al., 2016) used principal factor axis and varimax rotation to extract three factors. The three factors defined the concepts of brand-related content: sharing content (disseminating information, advertisements, promotions, or stories and reviews), consuming content (reading or watching brand content, reading or watching ads, searching for promotions or discounts, following brands, browsing celebrities' pages, and commenting on or "liking" brand content), and producing content (creating posts, stories, videos, or photos for brands or writing reviews for brands). Cronbach's alpha was .884, .934, and .800 for content consumption, sharing, and creation, respectively.

Brand related activities factor analysis:

H1-H6: Brand-related behaviors and values as a result of regression

Multiple regression analyses were run between values and various brand activity kinds. The dependent variable in the multiple regressions shown was either total brand consumption,

total brand sharing, or total brand development activities, and the independent variables were the higher order values. The values were the independent variables in the multiple regressions, and the dependent variables were various forms of content creation (such as making videos, posts, and stories or writing reviews) or content sharing (such as sharing information, promoting products, and sharing advertisements). The dimensions of the values explained 24.8% of the variance in all brand activity (adjusted R² =.248).

Theoretical Implications:

The profiles of audiences that are most likely to share and produce content for businesses on social media are of growing importance to online marketers (Adweek, 2018). Such audiences can aid businesses in disseminating their branded social media messaging, boosting the effectiveness of their marketing campaigns (Sprout Index, 2018). The findings of this study show that valued brand-related social media actions are motivated by human values. Companies may use human values to pinpoint audiences for sharing, producing content, and reviewing, as well as to segment and target those audiences. As a result, this study makes a substantial contribution to the literature on social media by offering businesses a tactical tool for increasing audience engagement with their brands and content on social media.

The results demonstrate that emotional requirements for safety and control are the most significant motivators of brand-related sharing and production on social media (Heinonen, 2011; Muntiga et al., 2011; Shao, 2009; Tsai & Men, 2013). Customers look to brands primarily for safety and trust, as well as chances to defend other customers (H1). We offer additional evidence (H3) that self-enhancement values are significant motivators for brand-related social media activities (Muntiga et al., 2011; Taylor et al., 2013); self-enhancement is the second-most significant value after conservation for brand-related sharing and creation activities. The study's key finding is that sharing and writing of reviews, as well as sharing of informational content, are all strongly influenced by self-enhancement values.

Additionally, the results demonstrate that consumers connect with self-enhancement values more strongly when they share informational content from brands or companies (such as news, the introduction of new products or services, and innovations) than when they share advertisements or brand stories (Lampel & Bhalla, 2007; Taylor et al., 2013). As a result, sharing advertisements and sponsored tales may give users a sense of individuality and distinctiveness (Nikolinakou & King, 2018), while sharing expert opinions and expertise may allow users to

display success and authority in a more direct way. According to the study's findings (paired sample t-test results on higher order values), self-transcendence values such as altruism, universalism, and self-direction are crucial for Indian customers.

We show that millennial consumers show skepticism towards social media activism efforts by businesses and are not motivated by self-transcendence values to engage with brands on social media (H2), despite the fact that businesses have increased their social responsibility efforts recently (D'Angelo, 2018) and there is a surge of philanthropic initiatives on social media (Litsa, 2018). The results also show that willingness to change values (such as stimulation and hedonism) are significant values for millennial consumers in connection to brand-related social media activities. Openness to changing values motivates both passive engagement behaviors like sharing and content production (H5) as well as active engagement behaviors like browsing, reading, or watching content (Ashley & Tuten, 2015; Muntiga et al., 2011).

One important conclusion is that more content is created than is shared (H6), which is driven by openness to changing values. Therefore, generating social media posts, images, and videos for brands may provide users with a more stimulating and enjoyable experience than simply sharing already-existing brand content. Human values serve as guiding principles for life and have an impact on how people behave (Schwartz, 2012). According to earlier studies (Schwartz & Bardi, 2001), human values may affect judgment and decision-making as well as consumer behavior, consumption habits, and brand preferences (Sarabia-Sanchez et al., 2012; Torelli et al., 2012). The investigation of human values in relation to brand-related social media activities makes this study distinctive. The results show that human values predict sharing and content creation activities (UGC and reviews) on social media for millennial viewers.

Implications:

On social media, businesses are increasingly creating and promoting brand-related content, such as social cause campaigns (such as Airbnb's #weaccept and Nike's #equality), promotions, consumer reviews, user-generated content (UGC), brand stories (such as Google's #YearInSearch), and informational or educational content. This research provides details on the millennial audience categories that interact with branded content on social media the most using the human values framework. It also offers suggestions on how marketers might further inspire these audiences to share and produce various kinds of branded content on social media, based on human values.

The findings of the current study suggest that the key target audiences for brand-related sharing and creative activities should be users who are strongly motivated by conservation values (certainty, stability, and security of oneself and one's community). Companies should concentrate on users with conservation values in order to encourage sharing (information, promotions, reviews, advertisements, and tales) and the creation of brand-related material (UGC and reviews). Companies may acquire the trust of these individuals by providing them with high-quality and reliable information, which will encourage them to share and evaluate brand-related content. Users who are motivated by conservation principles may also be persuaded to support reputable companies in order to safeguard and direct other consumers who share their views.

Companies should emphasize and promote product aspects through their social media content that may best safeguard consumer safety and enhance quality of life, especially those in high-risk product categories like insurance, investment banking, and real estate rentals. Branded content that adds value and protects consumers may boost sharing and content production by customers who care about the environment. To reassure other clients about the security of their services, for instance, the company Airbnb (#airbnbphoto) invites its customers to share their experiences with renting houses (Pixlee, 2018). Therefore, businesses like Airbnb might deliberately target conservation-driven customers in order to increase their client base, as these users would be more inclined to spread the word about the brand on social media in the form of ads, brand stories, and reviews.

Additionally, according to the results of this study, individuals who care about conservation are particularly likely to promote promotions on social media. Useful advertisements may increase user interest in conservation control over their dietary preferences. Businesses should provide exclusive perks or advantages for conservationists (such as free goods, membership benefits, premium entertainment material, and premium behind-the-scenes material) to encourage them to share advertisements. These rewards could raise the perceived worth of promotions for these clients. Businesses should also think about conservation-driven identifying users' requirements in connection to particular product categories. These users view sponsored offers as valuable and helpful.

In contrast to users who are receptive to change and self-transcendence, users who are driven by achievement or power (self-enhancement) are also very motivated to share brand-related social media content, especially educational postings. In order to feel discerning and

educated, self-improvement-driven individuals may share professional information and opinions (such as product news, new launches, developments, and reviews). As a result, businesses should focus on self-enhancement enthusiasts while disseminating information about their goods and services. In order to encourage social media word-of-mouth for their inventions and new services, companies that frequently produce consumer-related product improvements, such as Apple and Shopify (Fast Company, 2019), should target customers who value power and achievement. Companies should also give self-enhancement-driven users the chance to educate customers in order to meet their demand for discernment. They should encourage them to assist with explaining new product features, offering guidance on how items operate (for example, beauty products), and providing examples of how to use complex goods and services (for example, new tech gadgets and appliances). For instance, cosmetics corporations (like L'Oréal) might encourage users who are motivated by self-improvement to upload demonstration videos (like how-to videos) for new beauty products. In addition, users who are self-enhancement driven are more likely to evaluate products on social media than users who are self-transcendence motivated and receptive to change. Consumers that are self-improvement-focused are pushed to share their brand-related experiences on social media in an effort to sway the perceptions of others.

Therefore, brands should take advantage of self-enhancement-driven users' need for empowerment to encourage them to write social media reviews. For instance, brands could invite self-enhancement-driven users on social media to test, experience, and review new products before they are available to the general public. Openness to change values (stimulation or hedonism) are less influential than conservation or self-enhancement values in relation to social media activities. Therefore, businesses should intensify their efforts to satisfy the needs of users who are open to change for stimulation and enjoyment by creating informative and enjoyable social media content that may encourage these users to share and contribute UGC in order to express their creativity on social media. When compared to people who are motivated by self-improvement, users who are open to changing their values are more likely to produce content for brands (such as films, photographs, and tales) than to share it or to leave reviews. The results of this study show that users who are open to change are more likely to engage in creative social media activities, making them a key target group for marketing focused on user-generated content.

Companies could target openness to change-driven customers if they want to encourage UGC in their social media-based marketing initiatives (e.g., Coca-Cola #share a coke, Go Pro #Hero, and Apple #Shotoni Phone). These users are more inclined to share their brand-related experiences in inventive ways since they enjoy novelty and excitement. The Coca-Cola UGC campaign #shareacoke was a huge success since it catered directly to social media users who post pictures and tales (Adweek, 2018). The results of this study demonstrate that organizations like Coca-Cola should target users who are motivated by openness to change specifically for upcoming UGC initiatives since they are more likely to participate in brand-related storytelling on social media.

Brands should utilize novel and interesting UGC campaign strategies that encourage personal brand-related storytelling to fulfill customers' requirements that are driven by change. For instance, UGC campaigns like #Hero by Go Pro may appeal to people who are open to change since they provide them the chance to demonstrate and capture thrilling and unusual personal experiences (like skydiving and rock climbing; Adweek, 2018). Self-transcendence values, as previously said, demonstrate genuine care for concerns like social justice, environmental preservation, and interest in the greater good (Schwartz, 2012). According to D'Angelo (2018), businesses are increasingly incorporating self-transcendence values into the identities of their brands on social media. Examples of this trend include the global social media campaigns #we accept from Airbnb, #like a girl from P&G, and #equality from Nike. However, this study discovered a conflict between self-transcendence principles and general brand-related activities on social media, demonstrating that millennial customers rarely connect branded social media material with pro-social actions taken by companies. This finding is particularly relevant in light of the fact that, according to the study's findings, self-transcendence values are assessed as being more significant than conservation, self-improvement, or openness to change values by millennial users.

Companies should emphasize their corporate social responsibility initiatives on social media more in order to reach millennial consumers who are motivated by self-transcendence beliefs. Brands shouldn't support social causes in order to increase their social media likes and shares, as self-transcendence values denote a true and profound care for humanity (Schwartz, 2012). Businesses should demonstrate greater sincerity and commitment with social concerns and philanthropic initiatives in their corporate social responsibility-based social media operations if they want to actively engage self-transcendence-driven millennial consumers on social media.

For instance, initiatives that encourage meaningful consumer actions that have immediate and visible effects for social cause initiatives, such as the #bearsEars initiative by Patagonia and the #opt outside campaign by REI, are likely to generate high levels of social media engagement (Fast Company, 2018; The New York Times, 2018). Therefore, businesses should take initiatives that can truly benefit society and offer self-transcendence-driven social media users the chance to make more substantial contributions to charitable causes.

Research Goals & Limitations:

In order to improve the social media marketing efforts of multinational corporations, future study should keep looking into how human values may be used to audience segmentation, brand content production, and sharing on social media. The social media platforms used in this study (Facebook, Twitter, and Instagram) may have a wide range of features, and users may interact with brands differently on each platform, which should be considered in future research. Furthermore, this study did not look at potential variations between product categories. Future research should examine the impact of human values on brand-related social media activity in respect to particular product categories and market niches (such as automotive and cosmetics). Future studies should look into how brand values may affect various value-driven audiences and their brand-related actions on social media (Torelli et al., 2012). Users who are inspired by a certain category of human values, for instance, can be more inclined to share or produce content for brands that uphold values that are in line with this category than those that are not.

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