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POUR OBTENIR LE GRADE DE
DOCTEUR DE
L'UNIVERSITÉ DE BORDEAUX

ÉCOLE DOCTORALE ENTREPRISE, ECONOMIE, SOCIÉTÉ

SCIENCES DE GESTION

Par Raya AL TAHER

**Audience feedback on social media: A framework of its effects on
consumers' online emotional responses, eWOM behavior and brand
evaluation**

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(Co-directeur : Renaud LUNARDO)

Soutenue le 04/04/2023

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Titre : Le feedback des utilisateurs sur les réseaux sociaux : le cadre de ses effets sur les réponses émotionnelles des consommateurs en ligne, le comportement eWOM et l'évaluation des marques

Résumé :

Aujourd'hui, le pouvoir des réseaux sociaux offre aux clients la possibilité d'agir en tant que partenaires stratégiques numériques des marques en partageant leurs retours d'expériences des produits, non seulement avec une petite communauté mais en atteignant un nombre illimité de personnes et en devenant viral très rapidement. Des millions de clients créent des liens avec leurs marques et produits préférés et publient à leurs sujets sur les réseaux sociaux pour afficher leur style de vie. En réponse à ce phénomène, la communauté virtuelle interagit en cliquant sur "like" et en commentant ces publications, ce qui rend ces marques plus dynamiques. Ces faits suscitent la curiosité quant à l'association entre le feedback sur les réseaux sociaux, le partage de contenus marketing et la perception des marques. Des études antérieures ont examiné le lien entre les feedbacks des utilisateurs et le partage de contenu dans un cadre général. Cependant, cette relation est peu connue dans la littérature en marketing. D'un point de vue marketing, cette recherche contribue à la discipline en analysant l'impact de la valence des feedbacks que les individus reçoivent au sujet des produits et des marques relatifs à leurs publications sur leur future pratique du bouche-à-oreille électronique (eWOM) sur les réseaux sociaux, et sur leur niveau d'évaluation des marques.

Ces dernières années, les sites de réseaux sociaux sont devenus un lieu idéal pour se mettre en valeur et améliorer l'image de soi en partageant des expériences personnelles liées à la consommation. Les émotions attirent de plus en plus l'attention des chercheurs et des spécialistes du marketing à l'ère numérique en tant que facteur clé affectant le comportement de partage de

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contenu en ligne des consommateurs. En nous appuyant sur la théorie de l'affirmation et de la congruence de soi, nous avons prédit que les émotions égocentriques (fierté, honte, regret) régissent les feedback positifs ou négatifs que les utilisateurs reçoivent sur leurs publications, sur leur comportement de l'eWOM et leur perception des marques. Nous avons également analysé le rôle médiateur de la satisfaction.

De plus, nous avons testé l'effet modérateur de la personnalité narcissique. La recherche s'est intéressée à l'effet puissant du narcissisme sur la création de contenus marketing en ligne et à sa présence active sur les réseaux sociaux. Cependant, il n'y a pas de recherche sur la façon dont les deux types, grandiose et vulnérable, pourraient renforcer l'effet du feedback sur le comportement eWOM. Enfin, nous avons testé un autre effet modérateur des liens étroits (par opposition aux liens distants). Les sites de réseaux sociaux sont bien adaptés pour construire et maintenir le capital social. La littérature distingue les liens étroits et distants comme deux types de capital social et souligne leur impact différent sur le comportement en ligne des internautes. Cependant, la mesure dans laquelle les liens étroits par rapport aux liens distants pourraient renforcer l'effet de valence sur le comportement lié à l'eWOM reste inexplorée.

Pour tester nos hypothèses, nous avons mené deux études dans un objectif de répliquabilité et afin de donner une plus grande crédibilité à nos résultats. Une étude de conception de recherche expérimentale 2x2 (N=320) repose sur des scénarios fictifs, suivie d'une étude de terrain (N=205), toutes deux appliquées à Instagram. Les résultats ont révélé que la fierté, la honte et le regret jouaient un rôle clé de médiation et médiation en série dans l'effet du feedback positif ou négatif sur l'intention de partager du contenu eWOM lié au tourisme. En outre, le narcissisme et les liens étroits par rapport aux liens distants ont modéré l'impact de la valence du feedback sur le comportement eWOM lié au tourisme. L'étude 2 : (1) a reproduit les résultats de l'étude 1 dans un

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environnement réaliste, (2) a fourni un travail complémentaire pour les résultats de l'étude 1 en testant et en confirmant l'impact de la valence du feedback sur l'évaluation des marques de restauration via l'effet médiateur des émotions, et (3) a examiné un médiateur supplémentaire de la satisfaction et confirmé son impact sur le comportement eWOM mais pas sur l'évaluation des marques. Les contributions concrètes de notre étude sont ensuite discutées, ainsi que les recommandations pour les recherches futures dans ce domaine en pleine expansion.

Mots clés : Réseaux sociaux; Bouche à oreille électronique; Évaluation des marques; Valence des feedback (positifs vs négatifs); Emotions et sentiments autocentrés; Personnalité narcissique; Narcissisme grandiose; Narcissisme vulnérable; Relations étroites par rapport à des relations distantes.

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Abstract:

Nowadays, the power of social media provides customers the opportunity to act as digital strategic brand partners by sharing their product's experiences not only with a small community but by reaching an unlimited number of people and going viral in a second. Millions of customers bond with their favorite brands and products and post about it on social media to display their personal lifestyle. In response to this brand posting behavior, the virtual community interacts by liking and commenting about these posts which makes brands lively. These facts trigger the curiosity about the association between social media feedback, sharing marketing contents and brand perception. Prior studies have examined the link between audience feedback and sharing content in general framework. However, little is known about this relationship in the marketing literature. Taking the marketing perspective, this study extends that research by examining the impact of the valence of feedback that individuals receive to their product and brand-related posts on their subsequent word of mouth activities (eWOM) on social media, and on their level of brand evaluation.

During the last years social networking sites become a perfect place for self-presentation and enhancing the self-image by sharing personal consumption experiences. Emotions are increasingly attracting the attention of researchers and marketers in the digital age as a crucial key affecting the consumers' online content sharing behavior. Based on the self-affirmation theory and the self-congruence theory, we predicted emotions that are self-centered (pride, shame, regret) to play a mediation and a serial mediation role in the effect of the positive vs. negative feedback that users

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receive to their posts on their intention to share eWOM behavior and level of brand evaluation. We further explored the mediating effect of satisfaction.

In addition to that, we tested the moderating effect of the narcissism personality. Research has devoted interests to the powerful effect of narcissism on generating online marketing contents and to its active presence on social media. However, there is no research on how both types of grandiose and vulnerable could strengthen the effect of feedback on eWOM behavior. Lastly, we tested another moderating effect of close (vs. distant ties). Social networking sites are well fitting to build and maintain social capital. The literature distinguished between close and distant ties as two types of social capital impacting the online behavior. Though, the extent in which close vs. distant ties could strengthen the effect of feedback on eWOM behavior remains unexplored.

To test our hypotheses, we conducted two studies to replicate our results and to provide a greater validity to our findings. A 2×2 experimental research design study (N=320) based on imaginary scenario followed by a field study (N=205), both applied on Instagram. Study 1 revealed that pride, shame, regret played a mediation and a serial mediation role in the effect of positive vs. negative feedback on the intention to share tourism-related eWOM content. Furthermore, narcissism personality and ties strength moderated the effect of valence of feedback on the intention to share tourism-related eWOM behavior. Study 2 achieved the following: (1) it replicated the findings of study 1 in a realistic environment, (2) it provided a complementary work for the results of study 1 by testing and confirming the impact of valence of feedback on restaurant brands evaluation through the mediating effect of emotions (3) it examined an additional mediator of satisfaction and confirmed its impact on eWOM behavior but not on brand evaluation. The theoretical and practical contributions of our study are further discussed, along with suggestions for future research in this important and growing field.

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Keywords: Social networking sites (SNSs); Brands and products-related electronic word of mouth behavior (eWOM); Brand evaluation; Valenced of received feedback (positive vs. negative); Self-centered emotions- Narcissism personality - Grandiose narcissism - Vulnerable narcissism - Close versus distant relationship.

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Introduction

The exponential growth of social media including social networking sites (SNSs) like Facebook, Instagram, TikTok and other platforms created new avenues of communication between consumers and brands (Klein et al., 2015., Xiang et al., 2016). This development has shaped an opportunity for customers from all over the world to share and look for products, brands and services recommendations from other customers. This informal information exchange has been acknowledged as word of mouth (Karliček et al., 2010). The traditional concept of word of mouth (WOM) or the offline WOM defined as “the exchanging of marketing information between consumers in such a way that it plays a fundamental role in shaping their behavior and in changing attitudes toward products and services” (Katz & Lazarsfeld, 1966). Word of mouth has been globally considered a vital influential tool in promotions (Yen et al., 2015). Worldwide, 92% of consumers trust recommendations from people they know and friends more than advertisements (Nielsen, 2012; Nielsen, 2015). Word of mouth affects widely customers’ preferences, actual purchase behavior, and their interactions with others (Libai et al., 2010).

The internet revolution and digital technologies have changed the way we communicate. With the increasingly prominent role of social media, we observed the transformation of word of mouth into the digital world, in the form of electronic word-of-mouth (eWOM). This concept is defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is accessible to a multitude of people and institutions via the Internet” (Hennig-Thurau et al., 2004, p. 39). Marketing researchers and practitioners have found that eWOM can reach a much larger audience than WOM as the internet facilitates its reach (Cakim, 2010). Also, thanks to the rapid growth of online communication platforms, eWOM can spread very quickly

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(King et al., 2014) and has an opportunity to go viral (Rosario et al., 2019). The ability to share contents and information with an unlimited number of people made the eWOM a key for successful marketing strategies (Gupta, 2022). Furthermore, it is an efficient tool for marketers to reach desirable results as increasing consumer purchase intentions, sales and product persuasion (Bughin et al., 2010; Ismagilova et al., 2017). Sixty one percent of online consumers stand on eWOM generated by others before making a purchase decision (Charlton, 2015; Floyd et al., 2014). Besides that, people who write reviews have a 70% trust rate regarding their products and brand posts (Baer, 2014). Marketers recognize the high significance role of eWOM and its positive outcomes for business. Not only marketers but also academic research in marketing have been widely interested in the concept of eWOM and how users are likely to share their experience about the products and the brands that they like on social media (Zhou et al., 2020; Gvili & Levy, 2018; Haxhialushi & Panajoti, 2018; Wen et al., 2018).

Numerous scholars demonstrated the importance and the diverse motivations behind eWOM behavior on SNSs (Lee et al., 2019; Previte et al., 2019; Wolny & Mueller, 2013). We reviewed literature that determines the need of self-promotion and the desire to get social attention as key motivational factors for people to express their opinion about certain brands or products (Kang & Wei, 2020; Chu et al., 2019; Wojnicki & Godes, 2017; Fu et al., 2017; de vries et al., 2017). Users on SNSs are willing to share their experience and to generate marketing content on their personal page or on commercial pages. Users achieve this in order to gain admiration and validation from others to increase their self-worth (Hussain et al., 2018). Users' desire to gain attention on social media by receiving likes inspire them to be more active and to post more (Stsiampkouskaya et al., 2021). When customers receive praises from others because of their useful recommendations, this positive feedback may be viewed as an indication that other people are impressed by them

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(Sundaram et al., 1998). This is why sharing eWOM might be motivated by impression goals and self-promotion (Kim et al., 2015).

Social media provided a great opportunity for users to gain appraisal and supportive feedback on their brand or products eWOM posts through diverse options such as comments, likes, emoji and sharing content (Koutamanis et al., 2015). Feedback presents the positive, negative and neutral responses that users can receive concerning their posts. It is an effective feature in social media (Xiang et al., 2017; Demirbilek, 2015) and has been associated with different online activities (Michikyan et al., 2015; Baethge et al., 2016). Feedback on social media is visible and quantifiable (Sherman et al., 2016). This is one of the reasons why users are willing to receive likes as well as affirmative comments as an indication of their performance to promote themselves (Li et al., 2018). This fact appeals especially to narcissists who have high self-love and grandiose thoughts about themselves (Rohmann et al., 2010). They seek to maximize the positive feedback that they receive (Dumas et al., 2017). Researchers claimed that narcissists are willing to post status and attractive profile photos more often than non-narcissists for self-expression (Singh et al., 2018). They love to take photos and selfies and share their experiences and moments with their virtual community on SNSs (Wang, 2017; Weiser, 2015). Sharing such experiences help them to promote themselves and enhance their self-image and, on the other hand, spread marketing messages about the different activities, brands, products they share about as a form of eWOM (Fastoso et al., 2018; Liu et al., 2018).

Several research papers demonstrated the strong relationship between received feedback and users' feelings on SNSs. Positive feedback is associated with an increase in self-esteem and social presence (Burrow & Rainone, 2017). It also helps users to show themselves unique and popular (Jang et al., 2015; Madden et al., 2013; McElhaney et al., 2008). On the other hand, the lack of

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feedback or the negative feedback has a destructive effect on psychological well-being of users (Li et al., 2018). It causes depression or sadness (Jong & Drummond, 2016) as well as feelings of rejection and loss of approval (Crocker, 2002). Accordingly, we can summarize that academic research explained how positive and negative feedback affects users' emotions online. Besides that, some studies displayed the relationship between supportive feedback and social media activities in general posting behavior context (e.g., posting selfie). However, in the marketing literature, there is a relative lack of academic research that examines how positive versus negative feedback impacts customers' products and brand-related eWOM behavior. More precisely, there is a lack of knowledge about the reasons that might associate received feedback with generating marketing contents. We focused on how users would feel and virtually behave in response to the feedback they receive to their posts about their favorite brands and products.

The above-mentioned theoretical gap highlighted another key interrogation on the potential association between the valence of feedback and brands perception. There are millions of posts shared daily across different social networking sites (Marr, 2021). It would be interesting to understand if criticism or praise would change customers' perception about the brands they post about. In reviewing the marketing literature, we discovered that the discussion about social interactions and the level of brand evaluation that users share about is still vague and little is known about this empirical area. In the consumer behavior literature, it has been given that consumers prefer brands and products that are similar to their character and self-view (Eklund & Helmeffalk, 2021; Park et al., 1986). When consumers buy products, they don't only consider the brand's functionalities and advantages, but also the symbolic values (Solomon et al., 2012; Lee & Hyman, 2008; Leigh & Gabel, 1992) and the meaning that this brand adds to their life (Lee & Hyman, 2008; Solomon et al., 2012; Fournier, 1998). The match between the brand image and the self-

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image has been proved to be a key influencer to build strong bonds with brands (Amaral & Torelli, 2018; Torelli et al., 2012; Sirgy, 1982).

Furthermore, consumers display their personality traits when they talk about their favorite brand Phau & Lau (2001). This fact highlighted the “self-concept” which plays a very crucial role in consumer engagement behavior with the brands. Consumers are motivated to select a particular brand based on their self-concept. Graeff (1996) found a direct positive association between individuals’ product evaluation and the consistency between brand image and self-image of individuals. Accordingly, “the more similar a consumer's self-image is to the brand's image, the more favorable their evaluation of that brand should be” (Graeff, 1996, p.5). If we associate these facts to social media, consumers tend to share the brands that reflect their self-image online (Burnasheva, 2020). In the same direction, the consumers’ key motives to share their favorite brands and products experiences are the sense of achievement, self-expression, and self-enhancement (Fu et al., 2017; Taylor, 2012). From these facts, we can deduce that since individuals associate their self-image to brands, it is expected that they will be affected by the positive and negative feedback of other users.

Based on the above introduction, we investigated the main research gap of how the valence of received feedback influences the intention to generate electronic word of mouth (eWOM) content. From a marketing point of view, providing and circulating products and brands-related content on SNSs in the form of eWOM is considered a no-cost promotion that reduces marketing costs and contributes to the profitability of businesses (Kim et al., 2013). That’s why it’s vital for brands to use effective strategies to keep their brands active on social media and make sure they have an extensive presence. The more consumers engage in brands related word of mouth on social media, the more feedback brands receive about their products. As well as when customers receive more

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feedback to their brands posts they would be encouraged to post more. Supportive feedback positively changes users' posting behavior (Stsiampkouskaya et al., 2021) and reinforces customers' identification and relationship to the brand (Zhu et al., 2019). For marketers, receiving more online feedback and consumer engagement significantly increases their audience, it develops brand awareness, and generates more sales (Cvijikj & Michahelles, 2013). For instance, potential new customers would visit the brand official page to review and buy the product.

In addition to that, we did complementary work to explore the association between valence of feedback and brand implications. More precisely, we tested the impact of valence of feedback on the level of brand evaluation. Accordingly, we tested potential mediators and moderators' variables based on the self-affirmation and self-congruence theories in order to answer the following sub research questions:

RQ1: Could self-centered emotions mediate the effect on eWOM activities in response to positive vs. negative received feedback on SNSs?

During the last two decades, researchers and practitioners have paid more attention to emotions for a better understanding of consumers' behavior and attitude. Today, marketing encourages the use of a variety of strategies to influence consumer behavior. A poly-emotional consumer shows signs of seeking emotional stimulation during his or her purchase and consuming experiences, indicating that the act of buying cannot be considered a completely logical act any longer. Emotions reflect a catalyst for each act of a human being (Fonberg, 1986). They are essential for structuring, inspiring, and maintaining behavior (Izard, 1991). Understanding the emotions that influence how customers consume and behave is crucial since people are the main target of marketing efforts (Achar, 2016). There are two main categories of emotions, positive and negative.

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Positive emotions are triggered when a physiological or psychological experience with a positive value is combined with an opinion of the circumstance that is favorable (Lopez & Snyder, 2009). Negative emotions, on the other hand, are triggered by unpleasant situations or when one feels as though they have strayed from their intended course (Lazarus, 1991).

In the marketing literature positive and negative emotions have already been recognized to have a significant influence on online consumer behavior (Schreiner, 2021; Guo et al., 2020; Ullah et al., 2016; Kunieda, 2014). Nevertheless, self-centered emotions didn't take wide attention in digital marketing while SNSs as Instagram, TikTok or Facebook are popular tools for self-presentation and self-promotions (Bhandari & Bimo, 2022). For instant, there are more than 350 million photos upload per day on Facebook (Tiidenberg & Whelan, 2017) and more than 70% of posts on social media are related to self-expression or personal consumption experiences (Naaman et al., 2010). Moreover, authors found that users tend to share their purchasing experiences and opinions about their favorite product or brand for self-expression (de vries et al., 2017) and to maintain a positive self-image (Pasternak, 2017). Self-centered motivations drive engagement in social media activities (Song et al., 2019) and lead to share marketing contents (Lee et al., 2019). As well as consumers' eWOM-giving on SNSs tends to be self-driven (Liu et al., 2021). Thus, it's of interest to explore the mediating role of self-centered emotions.

We expected that emotions that are directed to the self to explain how the positive vs. negative feedback that users receive to their posts could affect the subsequent online consumer behavior. We focused on the positive emotion of pride and the negative emotions of shame and regret. To our knowledge, this is the first study that explore self-centered emotions in this relationship. Pride is the individual sense of accomplishment (Griskevicius et al., 2010), it has been associated with eWOM behavior (Septianto & Chiew, 2018). Positive emotion of pride is vital in individual

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pursuits of social status (Cheng et al., 2010) and drives individuals to send signals that help increase their status (e.g., consumers can become opinion leaders by spreading eWOM; Dalman et al., 2020). Users' feeling of pride and their desire to show confidence in their abilities might motivate them to be more active on online platforms. Their need to present themselves as powerful and smart customers might inspire them to highly engage in brands and products-related sharing behavior in response to supportive feedback.

Furthermore, negative emotions such as shame and regret have also been linked in the literature to consumer behavior (Tata et al., 2020; Rajagopal et al., 2019; Amatulli et al., 2017). Shame reflects the individuals' feeling of low status (Dickerson & Kemeny, 2004). Shame is associated with the feeling of disgrace, dishonor, or condemnation. It emerges from the incongruence of a person's behavior with the social standards (Lickel et al., 2014). Shame has been observed to inspire an individual to seek to realize the ideal self by inhibiting wrongdoing, promoting healthy behaviors, and motivating self-change to restore the threatened self-image (Miceli & Castelfranchi, 2018). Further, regret is the feeling of being disappointed about an action that wished to happen differently (Zeelenberg, 1999). It is uniquely hinged on decision-making whereby an individual dislikes previous actions that were not ideal with the interest of undoing or remedying the harm done (Boyle et al., 2020; Lickel et al., 2014). Therefore, regret can be a powerful motivator to improve decision-making to avoid future failures (Boyle et al., 2020). Previous studies showed that when individuals experience shame feeling it leads to regret (Selva, 2018). We predicted shame and regret as potential reasons for the relationship between negative feedback and the intention to share eWOM contents. Users' feeling of shame and regret in response to criticism by others might discourage them from being active on SNSs. It might decrease their posting activities about certain brands or products in response to non-supportive feedback.

RQ2: Could self-centered emotions mediate the effect on the level of brand evaluation in response to positive vs. negative received feedback on SNSs?

Authors demonstrated that customers tend to share brand posts that enhance their self-image and that help to increase their social status on SNSs (Vargo et al., 2019; Magalhaes & Musallam, 2014). Self-image has the ability to influence behavioral motives and direct them to specific products (Stuppy et al., 2020). Therefore, awareness of the customer's self-concept can be efficient in determining their behavioral motivations and increasing their brand relationship as their evaluation and satisfaction with the brand (Salimi & Khanlari, 2018). Besides, based on self-congruence theory people are attracted to the brands that correspond with their personality and self-view (Chang & Choi 2001). It has been found that higher self-image congruity has a positive impact on consumers' attitudes and level of preference towards the brand (Park & Lee, 2005; Jamal & Goode, 2001). Based on these facts, we predicted that when users share their brand posts on social networking platforms it could be influenced by the audience feedback. We posited that self-centered emotions (pride, shame, regret, satisfaction) could be the reason behind this relationship. Emotions in general and ego-centered emotions in particular have been linked to brand relationship and have shown a detrimental effect on the level of brand evaluation (Yang & Zhang, 2018; Griskevicius et al., 2010).

The empirical literature about the relationship between pride and brand perception is not widely studied, it is confirmable that the users who express pride have greater positive perceptions and evaluations of the brands in question (Griskevicius et al., 2010). According to a study by (Huang et al., 2014) pride leads to an increase in preferences for products that are unique. Findings have proved that pride is a core aspect that can be used to accurately predict brand connection (McFerran et al., 2014). In addition to that, marketing psychology shows that consumers prefer to associate

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themselves with brands that fulfill their needs. In other words, product valuation and perception are dependent on satisfaction emotions by the users (Hashem et al., 2020). The complexity in contemplating satisfaction over a brand is based on the fact that people articulate satisfaction based on the actual service or goal that a brand itself practically represents in the market and not the theoretical things the brand owner says it fulfills. The authors argued that when consumers are ultimately satisfied by a brand, that is if the brand fulfills their intended needs, they consequently develop stronger positive emotions which improve their relationships with the brand and their brand loyalty (Wilson & Makmud, 2018; Veloutsou, 2015).

On the other side, authors showed that when consumers experience negative emotions of shame it could result in anti-brand behavioral outcomes. The behavioral responses from the consumers could be to isolate from the brand (Selvanayagam & Rehman, 2018). Another study showed when customers experience regret feeling it puts the brand into risk by making consumers dissatisfied with their choice and affect their overall evaluation about the brand (Davvetas et al., 2017). They become less likely to remain loyal to the brand, and more likely to switch to competitive brands (Keaveney et al., 2007; Tsiros & Mittal, 2000). In a nutshell, positive and negative emotions are associated with brand evaluation (Sahin et al., 2011). Based on that, we predicted that the positive emotions of pride and satisfaction might lead to an increase in positive brand evaluation in response to positive feedback. Whereas we argued that the negative emotions of shame and regret might lead to a decreased brand evaluation in response to negative feedback.

RQ3: To what extent narcissism personality could impact eWOM activities in response to positive or negative received feedback on SNSs?

In recent years, sharing photos, videos and status of lifestyle experiences on SNSs is one of the popular activities of narcissists and have become an essential part of their daily life (Gnambs & Appel, 2018; Wang, 2017; Bergman et al., 2011). When users create self-enhancing and boasting status posts on SNSs such as Instagram, Facebook or Tiktok they can immediately receive feedback from millions of friends and followers in the form of likes and comments (Hasan & Neela, 2021). This fact makes social media sound like a dream place for narcissists (McCain & Campbell, 2018). Narcissists are more likely to engage by posting about their experiences than non narcissists for self-presentation, attention-seeking, and exhibition goals (Singh et al., 2018; Casale et al., 2016). It's interesting to study narcissism personality in our model since it's a self-centered personality, this will enrich our understanding about the association between valence of feedback and posting behavior, especially that we predicted self-centered emotions to play a mediating role. Accordingly, we linked narcissism to emotions and eWOM behavior in our model.

We discussed the role of narcissism personality presented by two sub dimensions: grandiose and vulnerable narcissism. We posited that both grandiose and vulnerable narcissism might lead to an increased level of eWOM activities in the case of receiving positive feedback. While in the case of negative feedback, only vulnerable narcissism might be negatively impacted and lead to reduced level in eWOM activities. We also posited that grandiose narcissism might contribute to an increased level of eWOM behavior in case of positive feedback because of the emotion of pride. Whereas vulnerable narcissism might contribute to a decreased level of eWOM behavior when receiving negative feedback because of the emotions of shame. Additionally, we expected grandiose narcissists to be more active and more engaged in eWOM posting behavior in response

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to received positive and negative feedback than vulnerable narcissists on SNSs. Both types of narcissists seek to get continued admiration from others, but grandiose narcissists have higher levels of self-confidence and are less sensitive to the feedback received from others (Miller et al., 2017). Likewise, they enhance themselves openly (Dickinson & Pincus, 2003). This is why they might be more encouraged to express their opinion about certain brands or products. Vulnerable narcissists have lower self-esteem (Miller et al., 2011). They are much more sensitive about the feedback received from others than grandiose narcissists (Clark et al., 2008). Vulnerable narcissists might not feel encouraged to continue expressing their opinions about certain brands or products when receiving negative feedback. It threatens their self-image and makes them feel insecure. Whereas grandiose narcissists respond to negative interactions by increasing self- enhancement actions (Hawk et al., 2015). They are likely to exaggerate their abilities. Therefore, negative feedback might not reduce their engagement and might even motivate them to generate more eWOM content to prove themselves.

RQ4: To what extent feedback received from close or distant ties could impact eWOM activities?

With the revolution of Web 2.0, social support has become a vital component in social networking sites (Utz & Breuer, 2017). Social support indicates the care and support people feel and receive from others (Bazi et al., 2022). It has been observed that when consumers receive support from others, they are more likely to be engaged and willing to interact with others on SNSs and commercial platforms (Molinillo et al., 2020; Kujur & Singh, 2017). Social support helps to reinforce the social ties among social media users (Liang & Turban, 2011). Social ties describe “the connections maintained by actors in their online social networks within which they interact and exchange varied kinds of information” (Azer & Ranaweera, 2018).

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It has been shown in the literature that social support could come from close social ties such as family, partners, and close friends and weak social ties like relationships with acquaintances, colleagues, and former classmates (Kramer et al., 2021; Akinin et al., 2011). Prior research demonstrated that strong ties are more prone to provide social support than weak ties (Laireiter & Baumann, 1992) and that strong ties are more associated with emotional support than weak ties (Kramer et al., 2014). As well as close ties between the customer and audience impacts information sharing behavior (Menon & Ranaweera, 2018).

In relation to the audience feedback on social media, authors proved that when users receive positive feedback from close ties it has a greater effect and is considered more supportive than feedback from distant ties (Hayes et al., 2018; Reich et al., 2018; Carr et al., 2016). Also, Reich et al. (2018) found that receiving negative feedback has a negative impact on self-esteem, especially if the non-supportive feedback comes from close relationships. Based on these facts, we investigated the moderating role of close vs. distant ties in relation to valence of feedback and eWOM sharing behavior. We expected that the positive feedback received from close ties to have a higher influence on users' posting eWOM activities than positive feedback received from distant ties. As well as we predicted that when negative feedback comes from close ties to decrease users' intention to share eWOM activities more than when negative feedback comes from distant ties.

Research structure

To answer the research questions, our thesis is structured as follows. **In chapter 1**, we provide a conceptual review about product and brand-related word of mouth behavior in relation to social media, the valence of social media feedback, and the self-affirmation theory. Then, we present a hypotheses development based on deep theoretical analysis for: (1) The impact of valence

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feedback on eWOM behavior through the mediating and serial mediating variables of self-centered emotions (2) The moderation variables of both narcissism personality and ties strength in the effect of valence feedback on eWOM posting behavior. In **chapter (2)**, we introduce our experimental study in order to test the hypotheses presented in chapter 1. We conduct a between-subjects experiment with a 2×2 factorial design among 320 participants. We offer results and a discussion about: (1) Pride and shame as key mediating variables for the effect of feedback on tourism-related eWOM behavior (2) The serial mediation effect of pride and regret in the relationship between positive feedback and increased tourism-related eWOM behavior. Further, the serial mediation effect of shame and regret in the relationship between negative feedback and decreased tourism-related eWOM behavior (3) The moderating effect of narcissism personality in the relationship between positive (vs. negative feedback) and level of eWOM activities. In addition to that, the moderation mediation effect of narcissism in the impact of emotions on eWOM behavior (4) Lastly, the role of close (vs. distant ties) as a moderating factor for the impact of positive (vs. negative feedback) on the level of eWOM behavior.

In **chapter 3**, we present a theoretical background about the concept of brand evaluation, as well as the association between self-image and brand perception based on the self-congruence theory. Following that, we offer a theoretical analysis and hypotheses development of the impact of valenced feedback on the outcome variable of brand evaluation through pride, shame, and regret emotions. Further, we discuss an additional mediation variable of satisfaction in the impact of valenced feedback on both eWOM posting behavior and brand evaluation.

In **chapter 4**, we run a field study that was conducted in a natural environment with 205 participants on Instagram. Consistent with the first experimental study, we apply Hayes process macro to analyze the data. In this chapter, we offer results about: (1) the mediating role of pride,

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shame and satisfaction in the impact of valenced feedback on both (a) sharing restaurant brand content and (b) the perception about restaurant brands. (2) the serial mediation impact of pride and regret in the relationship between positive feedback and increased sharing of restaurant brand content and perception about restaurant brands. On the other hand, the serial mediation impact of shame and regret in the relationship of negative feedback on decreased eWOM restaurant brand content and perception about restaurant brands. Lastly, we tested the moderating factor of narcissism and ties strength. Finally, we provided discussion about the overall results. In **chapter 5** we discuss the theoretical contributions, managerial implications, limitations of the review and recommendations for future research.

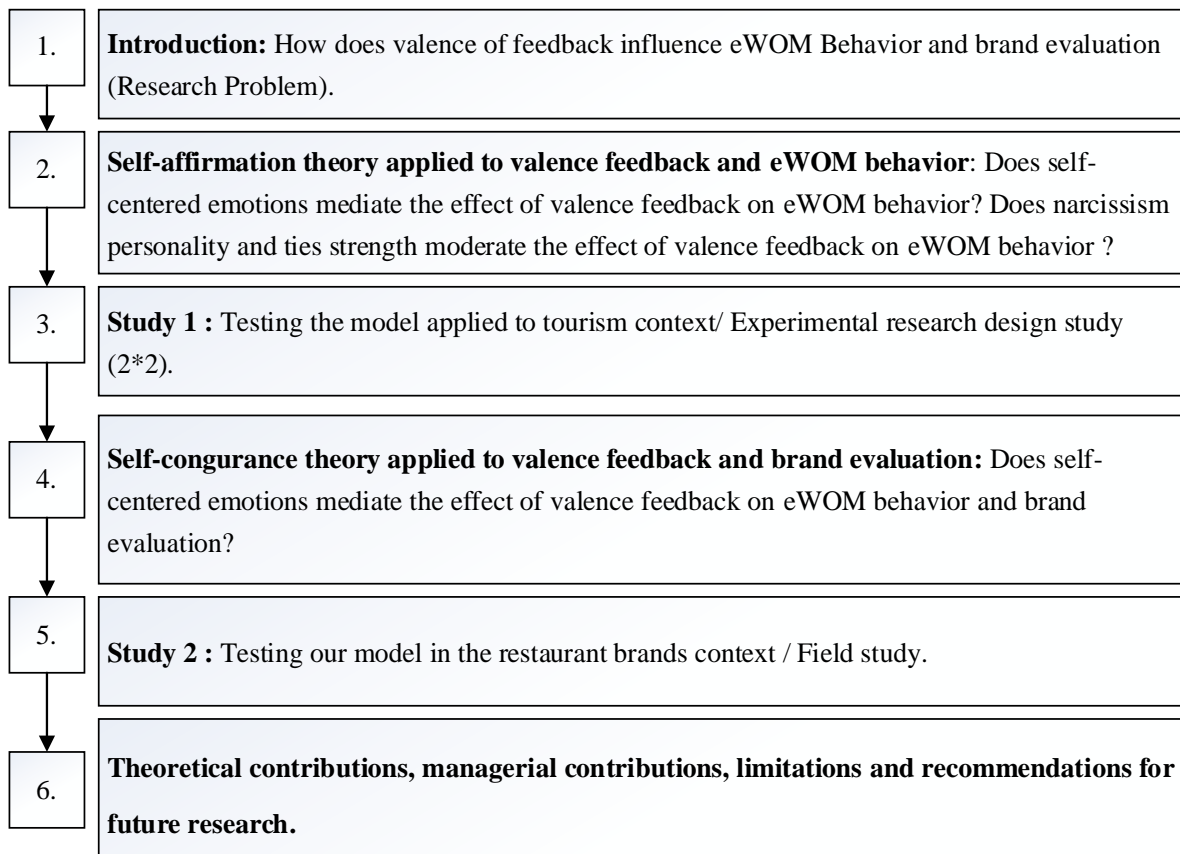


Figure 1: Structure of the doctoral thesis

Self-affirmation theory
applied to the impact of
valence of feedback on eWOM
behavior on SNSs

Chapter1: Feedback valence (positive vs. negative feedback) in relation to eWOM behavior.

Literature review and hypotheses development

1.1. Social networking sites and eWOM behavior

Social networking sites (SNSs) have been widely researched in marketing in the last years and given a high importance with their advanced tools and concepts. They become an essential part of consumers' modern lives (Lamberton & Stephen, 2016; Siamagka et al., 2015). They are a vital marketing channel, determined by the capacity to reach millions of customers with commercial-related contents and to involve them in conversations (Hanna et al., 2011; Schivinski & Dabrowski, 2016). Social networking sites create a great opportunity for both companies and consumers to have a strong and direct relationship in which they express and exchange their opinions and views. They are prominent tools for marketers to reach the needs of their customers and to build a good relationship with them (Barai et al., 2021). Social networking sites allowed companies to communicate with consumers at a much lower cost than any time before (Hainla, 2017; Neti, 2011). Also, SNSs helped companies to develop brand awareness and craft their brand image through generating content online that is cheap and spread so fast (Ashley & Tuten, 2015, Chu & Kim, 2011). Furthermore, digital marketers today can use data to identify their customers, track their purchasing behavior and adapt their marketing message to communicate with them (Boyd & Ellison, 2007).

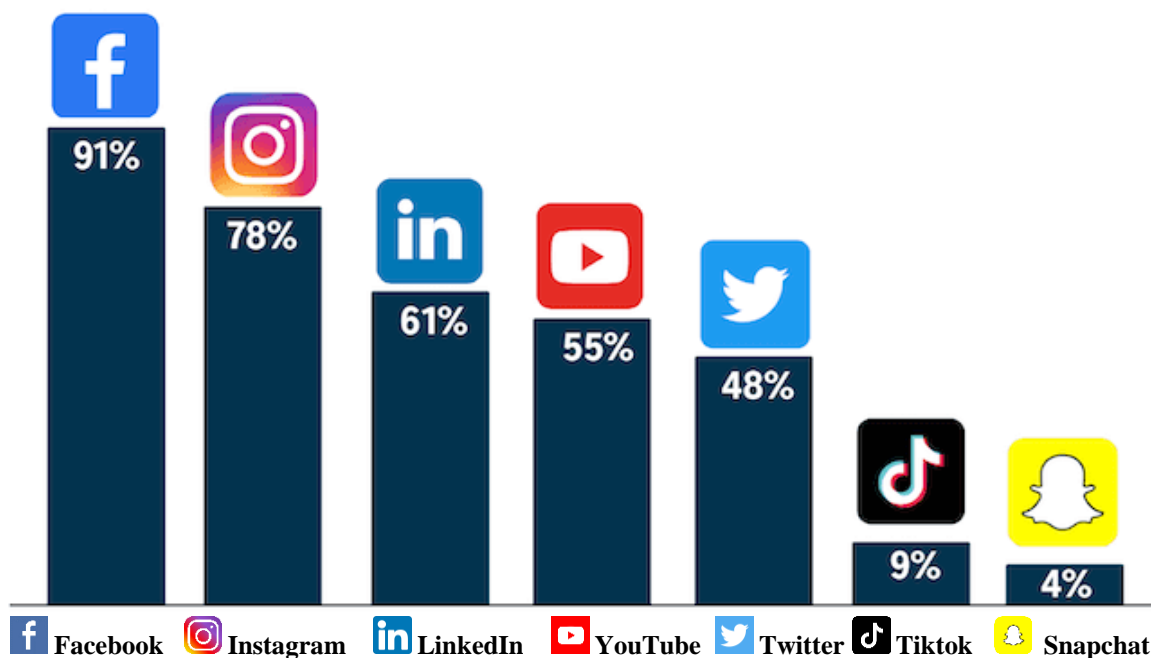


Figure 2: The most commonly used social media platform among marketers worldwide (Source, Statista, 2022)

In this digital age, SNSs have become an integral part of many people's lives, especially the younger generation. Individuals used to consume information, now they also are actors and co-producers of online contents (Daneshvar et al., 2018). Only on Facebook, there are 2.910 billion monthly active users (Statista, 2022), with more than 4.75 billion posts content shared daily (Luttrell, 2018). In addition, there are more than 60 million active business pages, and Facebook ads are reaching more than 2 billion users, as well as 49% of Facebook users “like” a page to support the brand that they like (Smith, 2019). While on Instagram, one of the most popular social network sites globally (Statista, 2022), there are 1.28 billion users (Statista, 2022). As well as there are 100 million photos and videos shared per day (Marr, 2021). Moreover, out of 10 there are 7 Hashtags on Instagram that are branded (Chung, 2022). Furthermore, 87% of Instagram users say they take

action after seeing a product on Instagram and 83% of Instagrammers use the platform for researching new products and services (Facebook, source). Also, a study conducted by Stewart (2015) found that 54% of Millennials bought products after seeing them on Instagram. Additionally, there are 2 million advertisers worldwide who use Instagram to share their stories and drive business results and 90% of Instagram users follow one or more businesses (Instagram, source).

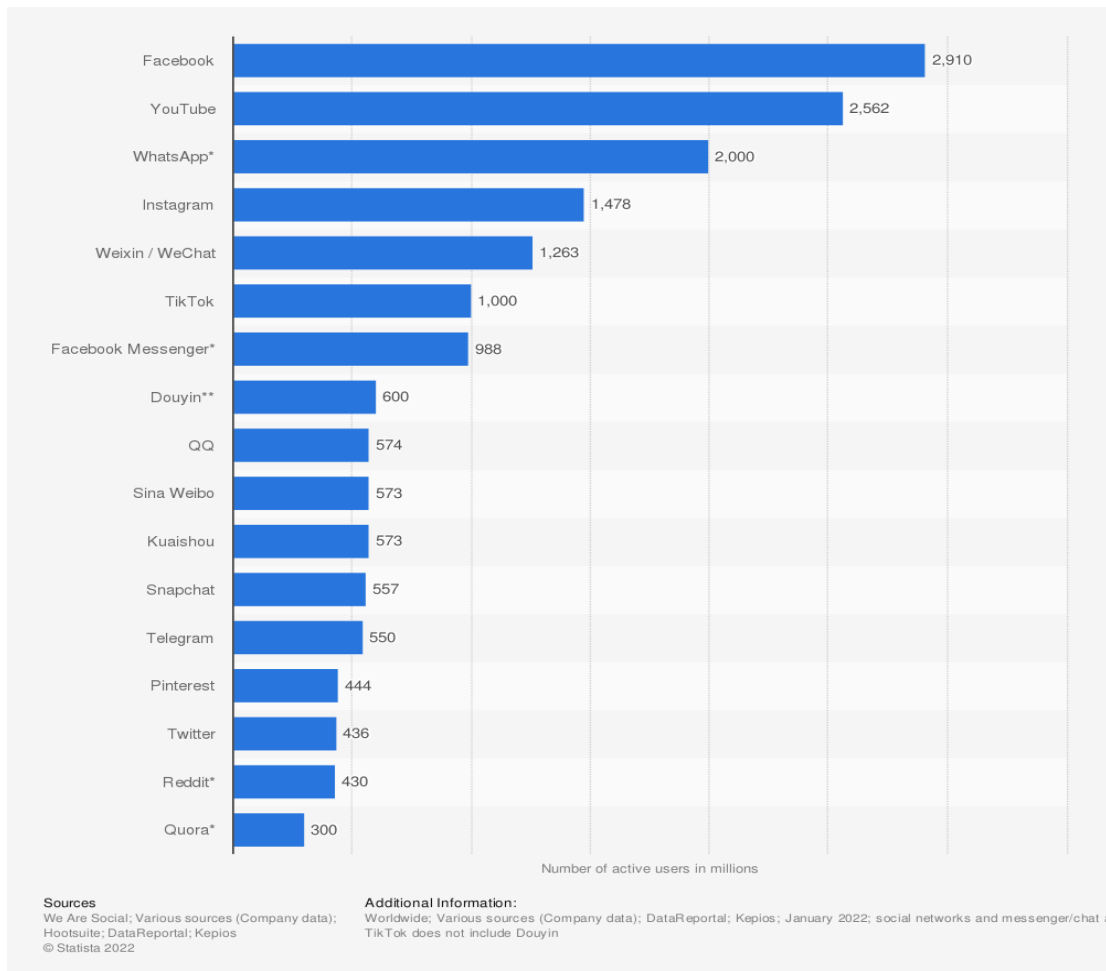


Figure 3: Most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions)

The above-mentioned facts demonstrate the enormous load of brands and products-related information that are exchanged between users as well as the prominent presence of brands on SNSs. The online communication process of exchanging information between customers stated as electronic word-of-mouth in the modern world (Yang, 2017). Electronic word of mouth is an informal way of communication, it allows consumers to exchange information about the use and the features of the products and the seller (Litvin et al., 2008). The benefit of this instrument is that it is accessible to all customers, who can utilize social media to share their reviews and opinions with other online users. Social media acts as a perfect place for WOM activities where people can share their consumption experiences and opinions freely with their social networks (French & Read, 2013). Customers on social media can engage in eWOM activities through many ways such as, generating content, writing comments, sharing or liking posts. It is used by customers to interact in their personal or commercial pages. Due to technological advancement, eWOM as new sources of communication have resulted in changes in customer behaviors (Sandes & Urdan, 2013; Farzin & Fattahi, 2018; Park & Lee, 2008). For instance, consumers influence each other by sharing and obtaining information about brands in which it directly affects their purchasing decision (Kudeshia & Kumar, 2017).

Furthermore, numerous pieces of research highlighted the prominent role that eWOM plays not only for customers but also for companies, thanks to the digital world (Haxhialushi & Panajoti, 2018; Vargo et al., 2019; Yap et al., 2013). Electronic word of mouth allows businesses to understand various factors that provoke customers to post their views online and to measure the effect of such comments on other persons (Wolny & Mueller, 2013). The American Marketing Association (AMA) and the Word-of-Mouth Marketing Association (WOMMA) found that 64% of marketing executives believe that WOM is the most effective form of marketing (Whitler, 2014).

Corporations realized that positive eWOM from consumers is cost effective and profitable and can reach a very large customer base (Papadopoulou et al., 2012). Each company receives an enormous daily flow and volume of eWOM about their brands and products and it's not always positive, brands receive a lot of negative feedback (Nadarajan et al., 2017). Thus, it is prominent to keep and increase the customers' satisfaction on SNSs, especially that sharing opinions about products or services can become a factor that is not controllable for the companies (Yang, 2017). For instance, a study by (Morrison, 2016) observed that 85% of website visitors find content that is generated from users is more influential than content generated from the brand as photos or videos. The role of eWOM behavior on SNSs cannot be neglected and deserve a deeper theoretical understating. Therefore, we have seen authors are highly interested to analyze what factors influence consumers to engage in eWOM.

Prior scholars defined several motives that lead consumers to share eWOM on social media. Authors proved that self- relative motivations as the need to promote the self and the need for recognition as key drivers to generate eWOM online (Subramanian, 2018; Berger, 2014). Social media has become an important channel for social interactions between users. It allows users to collect informative feedback through likes and comments and to receive confirming responses from others on their eWOM posts (Ogink & Dong, 2019; Chua & Chung, 2016). We investigated the users' need to get attention and to boost their self-worth over the presence of their audience and the feedback on social media. We concentrated on the positive eWOM behavior that users generate and how it could be increased by getting positive feedback and decreased by getting negative feedback.

1.2. The self-affirmation theory applied to the valence of received feedback on SNSs

Self-affirmation theory (Steele, 1988, p. 262) states that the overall goal of individuals is to keep and protect their image and presenting themselves as being “morally adequate...competent, good, coherent, unitary, stable, capable of free choice, capable of controlling important outcomes, and so on”.

Self-affirmation works through increasing the evaluation of self-concept and positive interpersonal feelings (Armitage & Rowe, 2011). This need for a positive self-image becomes more apparent when ego is threatened. In situations of self-threat, individuals try to restore or confirm the integrity of the self (Sherman & Cohen, 2006) and they become more sensitive if there is information or events that affect their self-image. According to this theory, individuals respond to threats in several mechanisms. They cope with this threat either through avoiding and disconnecting from the source of threat (Han et al., 2015; White & Argo, 2009; White et al., 2012) or they reject the information that threatens their self-worth, as well as they promote and value information that boosts it (Toma & Hancock, 2013). For example, users can participate in activities that show fundamental values which are disconnected to the threatening event (Sherman & Cohen, 2006).

In the literature there are other theories that make similar assumptions with the self-affirmation theory and that could be able to serve the goal of our model as (1) the operant conditioning theory (Skinner, 1938) and the (2) self-presentation theory (Leary & Kowalski, 1990). (See Table 1).

Table 1: The concepts of the following self-related theories

| Theories | The operant conditioning theory | The self-presentation theory |
|--------------------------|---|--|
| Definition | The operant conditioning theory (Skinner, 1938) is a type of associative learning process through which the strength of a behavior is modified by a consequence. | The self-presentation theory (Leary & Kowalski, 1990) has been defined as “the process by which individuals attempt to control the impressions others form of them”. |
| Mechanism of work | It is based on reinforcement and punishment as the core tools through which the behavior is changed. According to this theory, the behavior that is followed by reinforcement is more likely to be repeated and increased. Whereas, if the behavior is followed by punishment, it is likely to be reduced and less repeated. The operant conditioning theory explains in general that the behavior increases in reward situations and decreases in punishment situations (Skinner, 1938). | According to self-presentation theory individuals perform certain behaviors to impress others and receive social acceptance from them (Leary & Kowalski, 1990). Further, Schlenker & Leary (1982) and Leary (1983) pointed out that individuals would develop social anxiety and avoidance behavior when they are seeking to leave a positive impression on others, but they doubt their ability to do so. |

Although both the operant conditioning theory and self-presentation theory holds that in positive situations people reinforce their self-image, while in negative situations they attempt to avoid the threat. However, the self-affirmation theory goes further to explain that the behavior can be reinforced positively even when the ego is threatened. According to that, self-affirmation theory is more able to serve the goal of the study, especially that one of the fundamental variables of our theoretical model concentrates on narcissism personality, in which self-affirmation theory helped us to answer how some users like narcissists constantly need to increase their self-image and even more when their ego is threatened.

According to the self-affirmation theory, individuals seek to acquire positive feedback and greater reward over time (Schmeichel & Vohs, 2009). Getting feedback or responses from other users or customers in online environments have been explored by several authors in academic research (Oliveira, 2020; Coulthard & Ogden, 2018; Lee & Tandoc, 2017). Feedback from the audience has proved to play a vital role in determining individual behavior online (Shute, 2008). Individuals are willing to share information and provide each other with social feedback (Boyd & Ellison, 2007; Oinas-Kukkonen et al., 2010). Feedback described by emotional and social responses and performance information people get in response to their behavior (Hattie & Timperley, 2007). On social media the feedback communication occurs in several ways. Individuals can engage in different activities and contribute contents as pictures, videos, jokes, and personal disclosure and they expect that others will communicate with them and show their approval (Seiter, 2016). The audience could express their feedback through liking the shared content (Koutamanis et al., 2015) writing comments or reviews (Zell & a Moeller, 2018; Xiang et al., 2017) resharing the post and clicking emojis.

The focus of our study is on the feedback that the sender receives from others on SNSs. This feedback could be positive (praised and agreement) as clicking “like” or leaving a positive comment, it could be negative (criticism and disagreement) as leaving a negative comment, also it could be neutral (Cheung et al., 2011; Hamari & Koivisto, 2015; Tandoc et al., 2015; Venkatesh & Davis, 2000). Feedback can be visible to everyone and public or limited to the followers and friends of the user.

Several academic research focused on feedback seeking behavior and individuals desire to gain admiration from others in order to validate their self-view (Ashford et al., 2003; Morrison, 2002). Based on self-affirmation theory, we can understand the need of individuals for supportive and positive feedback that reinforces their self-worth and ignore or attack any negative feedback that threatens it. Hepper & Sedikides (2012) observed that the need to enhance and promote the self is a foundation of social feedback expectations in close and distant relationships. Moreover, (Hepper et al., 2011; Sedikides & Green, 2009) described that the motivation of self-affirmation and self-enhancement increases the estimated positivity of the feedback received from others, as well as individuals expected to receive positive feedback but not expect to receive self-verifying feedback (which refer to congruent with the self-view, even when this view is negative). Likewise, Anseel et al. (2007) indicated that most individuals prefer feedback that focuses on their positive more than negative self-views. Furthermore, (Abraham et al., 2006; Waldman & Atwater, 2001) found that individuals seek less feedback after receiving negative ratings of feedback.

More precisely, users on SNSs tend to care about positive comments and the amount of received likes (Carr et al., 2018; Carr et al., 2016; Reich et al., 2018; Scissors et al., 2016). It reflects their status and how popular they are (Chua & Chang, 2016). For instance, Li et al. (2018) demonstrated that selfie posting behavior of adolescent girls is a key performance indicator, and this KPI oriented behavior in turn leads girls to desire more feedback as they need to regularly show their highly

endorsed performance. Further, receiving positive feedback affects users to the continued use of social media (Hayes et al., 2016). On the other hand, users tend to feel sad and stressed when they receive negative feedback or lack of feedback (Vonk et al., 2017). Furthermore, it negatively impacts social media usage (Sarkar et al., 2012). As a conclusion it's of interest to understand how these positive and negative emotions could be reflected on posting behavior in relation to marketing content.

1.3. Electronic word of mouth applied to tourism sector on SNSs

Social media have brought about significant alterations in the tourist sector and the tourism process (Gretzel, 2018). Tourists use social networking sites for planning, traveling, and returning from a trip (Tešin et al., 2022). Social media plays a significant part in influencing travelers' tastes and decisions during all three stages. Businesses recognized that SNSs such as Facebook, TikTok and Instagram are more than just instruments for contact and communication, they play a significant and vital function in affection for the travelers' consumer behavior (Icoz et al., 2018). Tourism-related businesses and brands are now embracing social networking apps, especially Instagram, where travel is one of the most prominent topics (Iglesias-Sánchez et al., 2020). Travel agencies and the industry are steadfastly utilizing this app with its colorful branding (Granberg, 2019). Millions of Instagram users visit business or brand pages daily (Fields, 2022). The globe is urged to travel due to health problems and other bans. Instagram users rely on reviews and eWOM from other travelers depending on their experiences, represented by posted images. Travelers' thoughts and eWOM opinions on the internet are the most often utilized reference point since the Internet transforms how people seek travel knowledge and choose where to go on vacation (Shuqair & Cragg, 2017).

Moreover, the concept of eWOM has received significant attention from academics and practitioners in the tourism industry (Kanje et al., 2020; Kim et al., 2015; Litvin et al., 2008). It is considered a crucial source of information because it affects travelers' decision as it can boost or diminish a tourist's travel to a particular area and raise anticipation for future journeys (Alsheikh et al., 2021; ELTayeb, 2021). Information about the tourism industry and the goods it offers can travel quickly and effectively through WOM. Tourists are influenced by travel recommendations on Instagram to research destinations, consider their offerings, and make decisions. These evaluations also help them avert buying things or using services they will not like (ELTayeb, 2021). Additionally, it should be acknowledged that WOM marketing accounts for a large portion of brand communication (Siang et al., 2020). It is impossible to overstate the advantages of a happy customer recommending brands goods to a different potential client. Given that the medium has legitimacy in the sight of the prospective client and will be perceived as impartial in the evaluation, this secret sales muscle is the most extremely productive of all communication channels (Siang et al., 2020).

Besides, sharing travel experiences in the form of eWOM with others as family, friends or anonymous audiences from all over the world has become so popular (Liu et al., 2018). Tourists who experienced positive adventure are prone to re-experience and share their adventure with others in their community using WOM (Triantafillidou & Petala, 2016). According to earlier research, 90% of travelers take images while traveling, and more than 40% upload their pictures online (Zhang et al., 2022). SNSs gives users a bigger space to showcase their travel-linked adventures and brand themselves as their perfect version through creating eWOM (Dedeoğlu et al., 2020). Travelers now use SNSs not only to search for travel-related information (Kim & Tussyadiah, 2013) but also for self-expression, socialization and prestige (Daxböck et al., 2021; Zhou et al., 2020; Noh et al., 2017; Baym, 2010; Gretzel & Yoo, 2008). As well as to fulfill their

desire for social status and prominence (Xu et al., 2020). For example, suppose someone who has toured a particular holiday destination writes about it on Instagram. In that case, people may like the content, and those friends and associates may subsequently want to travel to the particular tourist place (Xu et al., 2020). Further, self-promotion drives people to share images of their travels on social media and respond to information recipients (Tang et al., 2022). Moreover Li (2020) found that users share travel photos through WeChat to gain recognition and enhance their prestige. For example, tourists expect to get more likes/comments, gain more attention and gain status through sharing their trip photos. Additionally, Zhang et al. (2022) revealed self-expression and enjoyment as main motivations to share online tourism content.

1.4. Emotions in relation to eWOM behavior

Emotions defined as “an intra-individual process characterized by specific neurophysiological activity and distinctive facial expression” (Izard, 1977, p. 64). Depending on the type and significance of the emotion as well as the person's goals, a person may communicate emotion in a certain way (Chen, 2017). Emotions are associated with rumor-spreading behavior (Pröllochs et al., 2021) and have been demonstrated to be contagious (Howard, 1977), which also holds true in an online setting (Kim & Gupta, 2012; Liu & Shum, 2013). Academic research found that on social media positive emotions are drivers toward actions, while negative emotions discourage actions (Smith et al., 2020). Social media provides a vital opportunity for customers to express their true feelings and a window through which companies may better grasp what those customers want and need (Ullah et al., 2016). Customers interact with each other through writing reviews and posting eWOM to express their emotions about the products (Ullah et al., 2016; Kim & Gupta, 2012). Consumers frequently express their feelings about their purchase's experiences through eWOM activities (Ullah et al., 2016).

The need to communicate emotions in order to satisfy psychological requirements is one reason why customers write and submit reviews (Mathwick & Mosteller, 2017). Additionally, customers frequently utilize evaluations that are emotionally charged to communicate with other users of their online community (Yoo & Gretzel, 2008) and to express themselves. Customers are willing to assess the features of products and services when they are experiencing a strong emotion (Loureiro et al., 2012). Authors provided evidence that positive emotions experienced by customers have a positive crucial impact on sharing positive word of mouth. For instance, Septianto & Chiew (2018) found that emotions of joy, amusement, pride and happiness has positive effects on eWOM.

In reviewing the marketing literature, we observed that emotions and cognitions such as love (Carroll & Ahuvia, 2006; Gumparathi & Patra, 2020), happiness (Mogilner et al., 2012), joy (Sajid et al., 2022) and sadness (Rucker & Petty, 2004) are much explored in online consumer behavior and marketing contexts. However, self-conscious emotions in general and pride and shame in particular have not received the same attention. Self-conscious emotions consider personal judgments of both the self and one's own actions. Furthermore, these self-judgments include "self-awareness and self-representations" (Tracy & Robins, 2004) related to the expectations of others, and to what they mean for the self. Self-conscious emotions such as shame and pride are emotions that typically focus on the self of the person who feels them. They reflect a mental process of rumination and solipsistic evaluation of oneself (Salice & Sanchez, 2016). Besides that, SNSs like Instagram and Tiktok are avenues for self-expression (Marquez & Castro, 2017). As well as previous research showed that people are eager to share their brands and products related-eWOM content to reinforce their sense of self (Taylor et al., 2012). Another study about WOM also revealed that consumers are more likely to discuss products that are self-relevant and communicate something about them (Chung & Darke, 2006). Likewise, Chu (2011) disclosed that consumers are

more likely to engage in viral activities when they are more prone to self-disclosure. Based on these facts, we focused on self-centered emotions that could provide a deep understanding of users' eWOM behavior in response to positive (vs. negative feedback) that they receive to their product and brand posts.

1.5. Hypotheses development

1.5.1. Pride emotion as a mediator for the relationship between received positive feedback and eWOM behavior.

Marketing research on pride emotion has been recently increasing and discussed in some studies related to online consumer behavior (Peck & Shu, 2018). However, yet it remains at an early stage, with many unexplored areas in relation to social media interaction and posting behavior. Scholars determined pride with the category of self-consciousness emotions (Robins & Schriber, 2009). Pride is a “self-relevant emotion that individuals experience after a valued achievement” (Griskevicius et al., 2010, p240). This emotion is a demonstration of the strong self and individuals' desire to be associated with strong people (Oveis et al., 2010). Pride makes individuals draw attention to themselves and reward their own actions (Griskevicius et al., 2010), also improves their sense of self (William et al., 2018). As well as pride boosts social status and enhances the individual's presence to others (Bolló et al., 2018).

Prior research has distinguished two aspects of pride which are: authentic pride and hubristic pride (Tracy & Robins, 2007). Authentic pride is a positive feeling that individuals experience after a specific accomplishment and achievement. Whereas hubristic pride is associated to more global beliefs about abilities and strengths (Tracy & Robins, 2004, Tracy & Robins, 2007) as well as it refers to personal trait and linked to feelings of arrogance and superiority (Huang et al., 2014; Tracy

& Robins, 2007). Both authentic and hubristic pride are interesting to explore. However, in our thesis, we study only the authentic pride for two main reasons:

First, authentic pride result from a self-evaluation of “doing,” but hubristic pride arises from a self-evaluation of “being” (Lewis, 2000; Tangney et al., 1992) and our goal is to understand the instant emotion of pride that individuals experience in response to positive feedback received. According to that, authentic pride is more able to serve the goal of our study because it’s related to the self-accomplishment aspect of pride, while hubristic pride reflects a trait of personality. -Second, our research focus on the positive form of generated eWOM behavior, and it has been found in the literature that authentic pride encourages users to generate positive and constructive eWOM while hubristic pride leads users to spread negative WOM (Liu et al., 2022). As well as authentic pride is positively allied with sociability, extraversion self-esteem, proactive coping and self-efficacy, whereas it is negatively correlated with neuroticism, anxiety and loneliness. However, hubristic pride is negatively related to sociability and linked with depression and loneliness (Liu et al., 2022).

Number of academic papers studied positive feedback in relation to self-motives and positive emotions on SNSs. Popular social networking sites. Facebook, Instagram, and other platforms motivate users to present the most positive sides of their life (Rosenberg & Egbert, 2011) with the desire of getting virtual support from friends through likes and comments. Social media is the best place for public self-disclosure, it makes others’ feedback prominent through the actions that they make online like writing comments or clicking likes (Valkenburg & Peter, 2009). As well as, building self-identity on SNSs is influenced by reactions and feedback from others (Michikyan et al., 2015). Receiving sympathetic feedback online boosts self-worth and validates the self-view (Salimkhan et al. 2010., Yurchisin et al., 2005).

A recent study made on students on Instagram showed that receiving likes and comments from others positively affected their sense of presence Kırçaburun & Griffiths (2019). Also, Li et al. (2018) displayed that the main goal for teenagers' girls to post selfies is to receive positive interaction (likes and nice comments) from others. For them this reflects their performance and the more positive feedback they get the more they will interact to gain more feedback. Besides that, Burrow & Rainone (2017) observed that the number of likes individuals received on their Facebook profile pictures was positively associated with increased self-esteem. Further, Hayes et al. (2016) found that receiving likes on SNSs promotes social status for participants and that they feel better about themselves. In addition, Greitemeyer et al. (2014) displayed that for Facebook users receiving feedback from friends is able to fulfill the psychological need more than the number of friends. The main priority for users who seek self-presentation on social media is positive responses from their network when posting photos (Jang et al., 2015; Jong & Drummond, 2016; Sherman et al., 2016). In this regard, research proved that receiving positive feedback predicts higher self-worth, while negative feedback predicts lower self-esteem (Forest & Wood, 2012; Coulthard & Ogden, 2018). Positive comments from other users give recipients a feeling of pleasure, because users often seek verification of performance for the ideas that they post (Bayus, 2013; Jeppesen & Molin, 2003) and because positive feedback enhances self-image and leads to a better mood (Brown et al., 1988). Accordingly, it's predicted that positive feedback has an association with the feeling of pride on SNSs.

H1a: Received positive feedback has a direct positive effect on pride.

Besides that, Ogink & Dong (2019) found that positive feedback on social media encourages users to engage more on online user innovation communities (OUICs), which refers to posts and comments generated by consumers to provide new ideas for improving the firms' products and

services. As well as Bao (2015) revealed that the more helpful votes a sender receives, the more eWOM he or she creates. Helpful votes refer to the number of people who read the review and click it was “helpful”. Likewise, (Nambisan & Baron, 2007) supported this results that positive feedback that the sender gets can lead to promote user contribution. Moreover, Eckles et al. (2016) demonstrated that users generate greater posts if they receive greater feedback in the form of PDAs (paralinguistic digital affordances, e.g., number of likes) and comments. Likewise, Sung et al. (2018) expressed that the extensive number of likes that users received come up with continuous social media usage. Furthermore, Carr et al. (2016) found that feedback is significantly related to customer information sharing behavior on social commerce sites.

Alongside, the need for recognition and status seeking are proved as major motives to engage in social media activities and eWOM behavior on SNSs (Kim & Kim, 2019; Tang et al., 2010; Waterloo et al., 2018). Also, Wu & Wang (2011) provided that customers' emotional engagement as confidence, integrity, pride, and passion act as predictors for positive eWOM. In addition, individuals' pride towards making a good deal and buying a product with a competitive price will be positively associated with word-of-mouth activity (Gelbrich & Roschk, 2011).

Based on the self-affirmation theory, people constantly need to enhance their self-worth. Receiving supportive feedback from others would motivate users to create more eWOM activities because of their increased level of self-view. Therefore, we predicted that receiving positive (v. negative) feedback from others results in an increase in pride, which then could lead to increase in eWOM behavior.

H1b: Pride mediates the relationship between received positive feedback and increased eWOM behavior on SNSs. Specifically, receiving positive feedback increases pride, which in turn increases eWOM behavior.

1.5.2. The mediating effect of shame between received negative feedback and eWOM behavior.

Shame is a negative, self-conscious emotion (Gilbert, 2011; Lewis, 1992; Tracy & Robins, 2004). It is defined as “the painful emotion arising from the consciousness of something dishonoring, ridiculous, or indecorous in one’s own conduct or circumstances (or in those of others whose honor or disgrace one regards as one’s own), or of being in a situation which offends one’s sense of modesty or decency” (Oxford English dictionary, December 2014, pp. 1061-1074). Shame arises when individuals feel themselves in a threatened situation (Dickerson & Kemeny, 2004). Also, shame is associated and involved with inferiority feelings, unskilled, worthless, being unprotected and judged (Vikan et al., 2010; Tangney et al., 2007). Users who create posts on social media mostly receive positive responses from their friends, families, or strangers. Whereas sometimes users get negative and disagreeing comments, especially young people (e.g., Valkenburg et al., 2006).

In the online environment, undesirable feedback can be spread to many people in a short period of time. It is visible to others for a long period of time after it has been communicated (Boyd, 2008). This is why negative online feedback can be more tough than in offline communication (Kiesler et al., 1984; Suler, 2004). In the literature, authors identified different negative feelings that can be caused from negative feedback on SNSs. In general, individuals expect to receive supportive feedback but do not constantly assume to receive negative feedback (Hepper et al., 2011). The negative feedback leads to depression and feeling stressed (Vonk et al., 2017; Jong & Drummond, 2016), as well as it causes embarrassment and insecurity (Chua & Chang, 2016).

Moreover, Reich et al. (2018) found that not getting likes on Facebook threatens users’ sense of self-worth and belonging. Also, Timeo et al. (2020) showed that preadolescents who received fewer

likes than others showed greater levels of need threat (i.e., belonging, self-esteem, meaningful existence). Furthermore, Koutamanis et al. (2015) observed that psychosocial well-being of teenagers can be impacted from negative feedback. They also found that users with more online social exploration get negative feedback more than others. A study by Chua & Chang (2016) showed that nine out of twenty-four girls' participants on Instagram reported that they would delete their photographs with fewer likes out of frustration or embarrassment. Instagram participants of that study do comparisons in regard to the number of likes they received; the number of likes is an indicator of their popularity. Likewise, Wohn et al. (2016) stated that users on Instagram reported feeling happy when they received a PDA (e.g., Likes, Favorites) and unhappy when they did not. Users perceive PDAs as signs of relational maintenance especially if they are highly sensitive to what people think of them (Sumner, 2018). Additionally, Scissors et al. (2016) found that 16% of users felt bad when they believed their posts did not receive enough likes.

From what has been mentioned, we posited that negative feedback influences the feeling of shame on SNSs.

H2a: Received negative feedback has a direct negative effect on shame.

Besides that, Ilgen & Davis (2000) stated that negative feedback has a disturbing effect on the users' contribution. Moreover, Johnson (2015) illustrated that negative feedback from the fine arts graduate students lead users to instantly reduce their interest regarding their posted photo. Further, experiencing ostracism on social media frequently and for a long time, can lead individuals withdrawing from social interactions (Ren et al., 2016; Wesselmann et al., 2015). Likewise, Sarkar et al. (2012) found that the lack of likes decreases social interaction on social media because users perceive no validation for their self-presentation. Furthermore, Abraham et al. (2006) and Waldman & Atwater (2001) found that individuals seek less feedback after receiving negative ratings in the

feedback process. Additionally, prior research by Shrauger & Rosenberg (1970) observed that people with low self-esteem decreased their performance more after negative feedback. On the other hand, (Cheshire, 2007) stated that negative feedback triggers the desire for getting social approval. Besides that, individuals respond to ego threats by increasing information related to the same domain of threat (Swann et al., 2003; Gollwitzer & Wicklund, 1985).

Furthermore, Thomas et al. (2017) revealed that in case of self-threat users spread less WOM to avoid further negative evaluation. However, users would continue spreading WOM if the brand mentioned is fulfilling the threat that has been questioned. Moreover, Weber (2018) found that only consumers who are other-focused (makes recommendations based on receipts preferences) decrease their subsequent WOM after negative feedback, whereas consumers who are self-focused (makes recommendations based only on their own preferences) when making their recommendations are buffered against this feedback and continue to recommend the experience. This is because self-focus acts as a protective shield to the self. Additionally, Wohn (2015) proposed that negative feedback leads to an increased number of posts. That negative feedback can be considered a positive support if the user recognizes the feedback as attention. Moreover, people who embarrassed themselves in front of one audience subsequently did go out of their way to project a more favorable image of themselves to other audiences (Apsler, 1975).

To sum up, receiving displeased comments negatively affects the emotions of users and the way they perceive themselves. Users' behavior towards this negative feedback needs more observations. The user's reactions to negative feedback might depend on many variables like their personality, gender, age, motivations to post etc. Based on the self-affirmation theory, we expected users to react to threats by escaping from social online activities. They decrease their eWOM activities to avoid future embarrassments. Therefore, we predicted that receiving negative (vs.

positive feedback) results in an increase in shame, which then leads to a decrease in eWOM behavior.

H2b: Shame mediates the relationship between received negative feedback and decreased eWOM behavior on SNSs. Specifically, receiving negative feedback increases shame, which in turn decreases eWOM behavior.

1.5.3. The serial mediation role of (shame, regret, pride) in relation to valence feedback and eWOM behavior

Regret is defined as “a comparison-based emotion of self-blame, experienced when people realize or imagine that their present situation would have been better had they decided differently in the past” (Zeelenberg & Pieters, 2007, P. 7). Often, when a common social media user posts about a given product or brand on their social media timelines, they do so purposely to express their feelings about the brand and always expect a positive outcome in the long run. For instance, one would post the luxury brands they have purchased from given companies and express their satisfaction with the brands and how the brand has made their life easier (Dedeoğlu & Kazançoğlu, 2020). In this case, the user has a pre-determined positive satisfaction feeling regarding the brand. However, with the high expectations of more positive comments and likes, when the audience gives negative comments and multiple dislikes, shame and regret could become inevitable predicaments for the user who posted the brand in question. The state of feeling sorrowful about the brand may escalate as more dislikes and negative feedback about the brand chip in simultaneously.

Shame and regret are both negative feelings that come into play when people perceive an occurrence as significant but at odds with their personal aspirations (Tracy & Robins, 2004). Shame is a very strong feeling with great potential of influencing regret in a number of significant ways. Generally, people who feel ashamed often feel humiliated and this impacts the entire trajectory of

regret feeling (Saline, 2022). Studies have found out that shame feeling makes an individual self-conceal (Velotti et al., 2017) and since people value comments and likes on social media posts, such individuals get negative feelings in such a way that they lose interest in whatever their previous intentions were and feel worthless (Cuncic, 2021). In the digital marketing sphere, shame feeling would make one not want to be associated with the brand or product they previously posted about to maintain self-conceal. Practically, they would do so to avoid the potential predicaments of regret feeling which is an inevitable of the latter (Matarazzo et al., 2021). The anxiety of what might follow the negative comments and dislikes is what escalates the possibility of feeling ashamed and consequently regretful.

Regret feeling worsens one's thoughts and projected experience with the brand in question (Roese et al., 2007). Thus, when people make negative comments on a brand on a user's timeline, the user views the poor ratings from a personal perspective and contemplates them as if they are directly targeted to him/her other than the product or brand of concern through the poster. This distorted feeling of being targeted by the online social community through the brand posted, which as pre-explored above, promotes negative feelings, accelerates the rate at which the users are aloofly detached from the brand (Cuncic, 2021). As a result, this predicted tremendous decrease in the word-of-mouth activities by the social media users as a response to the negative comments/dislikes becomes. In other words, the affected users could have a higher possibility of not being willing to share their brands and product experiences online with their friends through social media sites like Instagram.

H3a: Shame and regret in a subsequent order mediate the relationship between received negative feedback and decreased eWOM behavior.

H3b: Pride and regret in a subsequent order mediate the relationship between received positive feedback and increased eWOM behavior.

1.5.4. The association between narcissism personality and eWOM behavior

Narcissism is defined as “excessive self-love, admiration, and exaggerated attention to the self” (Guedes, 2017, p.182). Traits of narcissism were described as a sense of grandiosity, power, and self-importance (Pincus & Lukowitsky, 2010) as well as strong sense of uniqueness and superiority (Campbell & Foster, 2002). Narcissists are so optimistic and confident about their status, physical appearance, social popularity, and intelligence (Campbell et al., 2002). They also feel good about an extreme need for the admiration of others (American Psychiatric Association, 2000). Highly narcissistic people are inclined to take credit for group successes; it does not bother them that other group members are denied their real contribution (Campbell et al., 2000). They focus on assigning successful comments to themselves, they also make sure to avoid negative terms that would make them look bad (Fjelstad, 2022). For (Robins & John, 1997) narcissists do not evaluate themselves as others evaluate them because they are “blinded by their need for self-worth”.

In the literature some authors conceptualized narcissism as one general construct, while others provided sub-components that present concepts of the narcissism personality (See table 2). Generally, previous studies related to narcissism and social media activities treated narcissism in a one-dimensional construct that reflects grandiosity (Bergman et al., 2011; Ong et al., 2011). However, our study concentrates on the grandiose and the vulnerable conceptualization components of narcissism. Grandiose narcissism is described by qualities as leadership, grandiosity, and entitlement (Ackerman et al., 2011; Gentile et al., 2013; Campbell & Miller, 2013) as well as they have a high self-esteem (O’Reilly & Hall, 2021), whereas vulnerable narcissists are

associated with anxiety and defensiveness (Miller et al., 2018) and they have low self-esteem (Rogoza et al., 2018). They are also described by self-absorbedness and hypersensitivity (Jauk, 2017). Further, the article of Fossati et al. (2009) showed that vulnerable narcissism is mostly connected to the big five-personality dimension of neuroticism (representing feelings of anxiety, frustration, envy and jealousy). Moreover, Miller et al. (2017) found that grandiose narcissism is related to high extraversion from the big five personality (represent enthusiastic, talkative, assertive and gregarious). Both types of narcissism personality are associated with egotism and self-enhancing (Crowe et al., 2019) but the main difference is their self-view.

Since our study concentrates on the self-centered emotions and particularly on pride and shame in relation to social media feedback, it would be an added value for the literature to explore if grandiose narcissists with high self-esteem versus vulnerable narcissists with low self-esteem would feel and react differently in response to positive versus negative feedback on social media. In addition to that, although the differences between grandiose and vulnerable narcissism have been widely studied in psychological literature, but they didn't receive much attention in relation to digital marketing.

Table 2: The concepts of narcissism personality

| | Concepts | Authors |
|--|---|---|
| General construct of narcissism | It referred to a grandiose and inflated self-concept. It associated with traits like egocentrism, superiority, extraversion, sense of uniqueness and low level of agreeableness. | (Kim & Jang, 2018 ; Bergman et al., 2011) |
| Multi- dimensional conceptualization of narcissism | Seven components of: -Entitlement: believing that one deserves the best. -Exploitativeness: taking advantage of others -Vanity: focusing on one's appearance. -Superiority: feeling better than others -Authority: feeling like a leader -Self- Sufficiency: valuing independence | (Burnell et al., 2020 ; Choi et al., 2015 ; Panek et al., 2013 ; Leung, 2013). |
| | Four components of: -Leadership/Power: feeling like a leader -Exhibitionism/Self-admiration: showing off -Superiority/Arrogance: feeling better than other -Uniqueness/Entitlement: believing that one deserves the best | (Wang, 2017 ; Kansil, 2003 ; Ryan & Xenos, 2011) |
| | Three components of: -Exploitative/Entitlement: It is associated with toxic behaviors such as aggression. -Leadership/Authority: It reflects an individual's motivation to lead and her or his desire for authority and power. -Grandiose/Exhibitionism reflects vanity, self-absorption, superiority, and exhibitionistic tendencies. | (Ackerman et al. 2011 ; Reidy et al., 2008. Exline, et al., 2004). |
| | Two components of: - The grandiose subtype is characterized by overt grandiosity. It is associated with extraversion, exhibitionism, feelings of superiority and the need for admiring attention from others. - The Vulnerable subtype reflects a covert form of narcissism. It is associated with anxiety, defensiveness, diminished self-esteem. Vulnerable narcissists are egocentric, hypersensitive, and introverted. They crave for attention, and they depend on others' opinions. | (Shane-Simpson et al., 2020 ; Miller et al., 2017; J. Ksinan, & Vazsony., 2016 ; Pincus & Roche, 2011 ; Cain et al., 2008 ; Wink 1991), |
| | Two components of: -Admiration: individuals believe they will be valued irrespective of success or failure, and they seek social admiration by means of self-promotion. -Rivalry: Individuals tend to prevent social failure by means of self-defense (antagonistic self-protection). | (Grove et al., 2019) |

In link to online environment, grandiose and vulnerable narcissism proved to be positively connected to different SNSs activities (Brailovskaia & Bierhoff, 2016; Mehdizadeh, 2010; Ryan & Xenos, 2011). Both types of narcissistic individuals constantly seek attention and appreciation (Neave et al., 2020). Regarding the grandiose narcissism, Shane-Simpson et al. (2019) and McCain et al. (2016) revealed that selfie-posting frequency on social media sites is higher for this particular kind of narcissists, and it is more favored by women Scott et al. (2018). Moreover, Mehdizadeh (2010) also posited that those with more grandiose narcissistic traits posted more self-promotional content through their personal photos and status updates on Facebook. These findings align with other studies identifying a relationship between grandiose narcissism and specific SNSs behaviors such as status updates, writing comments, and posting visual content (Gnambs & Appel, 2018; McCain & Campbell, 2018).

In addition to that, vulnerable narcissists also found to have a strong tendency towards SNSs use and they get benefits from it. Vulnerable narcissists can use SNSs to get appreciation from others and approval of their assumed superiority (Błachnio et al., 2016; Buffardi & Campbell, 2008). They are more likely to prefer online social interactions to offline ones (Choi et al., 2011; Ljepava et al., 2013; Miller et al., 2012). Similarly, Brailovskaia & Bierhoff (2012) showed that users with highly vulnerable narcissism showed a high level of online activity. Further, Brailovskaia & Bierhoff (2016) stated that covert narcissists who are also known as vulnerable narcissists (Radhakrishnan et al., 2022) have the opportunity to present their narcissism openly, like open narcissists known as (grandiose) on Facebook platform. Whereas offline they do not have the social skills of the open (grandiose) narcissists to gain public approval. Moreover, Sheldon & Bryant (2016) found that Instagram is associated with covert narcissists as they like to look cool, and they make efforts to be admired. In addition to that, Barry et al. (2017) demonstrated that vulnerable narcissism is positively associated with taking selfies.

Besides, numerous academic papers identified the relationship between eWOM on SNSs and different measurements of narcissism (Davenport et al., 2014; McCain & Campbell, 2018; Panek et al., 2013; Sheldon & Bryant, 2016). Narcissists have a good occasion for self-presentation on social media without the necessity of direct personal interaction (Blachnio et al., 2016). The use of online platforms such as Facebook is different for narcissists: indeed, they visit their page more often and significantly spend more time on the site than others (Buffardi & Campbell, 2008; Mehdizadeh, 2010; Winter et al., 2014). It has been observed that location sharing or check in behavior on SNSs like (restaurants, malls, pubs, etc..) are related to narcissism through exhibitionism Wang (2013).

Also, Wang (2017) found that exhibitionism as a sub-component of narcissism motivated users to share their travel and meal experience to show off. Further, Kim & Jang (2018) stated that users with higher levels of narcissism generate online restaurant content for the need of self-presentation and social benefits. Furthermore, Taylor (2019) found that narcissism and envy increase the likelihood of travelers posting selfies. Likewise, Sung et al. (2018) stated that narcissism meaningfully related to users of SNSs brand-selfie posting behavior. Moreover, Luarn et al. (2015) suggested that the higher the level of users' narcissism, the more likely they are to engage in WOM spreading on SNSs. While many users attract attention to themselves and boost their self-presentation by sharing WOM Tang et al. (2010). Likewise, Turel & Gil-Or (2019) examined that narcissism moderates the association between false Facebook-self (a version of ourselves as we want to be seen) and the likelihood of re-posting ads of self-image enhancing products (Refers to products that are largely perceived as prestigious that can increase one's image).

From what has been mentioned above, it is possible to predict that grandiose and vulnerable narcissism are associated with brands and products related- eWOM activities.

H4: Higher levels of grandiose and vulnerable narcissism are associated with greater eWOM behavior.

1.5.5. The moderating and moderated mediating role of narcissism personality

A wide body of research demonstrated a strong association between narcissism and attention seeking behavior on SNSs (DeWall et al., 2011). Narcissists seek admiration and affirmation of their positive self-image (Ames, 2006; Morf & Rhodewalt, 2001). They are more active on SNSs, and they post more self-promotional content than non-narcissists (Winter et al., 2014, Hawk et al., 2015; Wang et al., 2012). They seek to have big number of friends on their social media accounts (Buffardi & Campbell, 2008; Duran et al., 2012), As well as they generate status excessively (Ong et al., 2011) and they check the received comments on their social media posts frequently (Wang, 2017). Furthermore, narcissists like to create social relationships and to present themselves as extraverted and smart (Rohmann et al., 2010). They are likely to gain social approval and support by sharing their accomplishments on SNSs (Marshall et al., 2015). They make an effort to maximize the number of likes on their SNS posts (Dumas et al., 2017). Their overuse of SNSs explained by their high need to receive likes on their posts (Andreassen et al., 2017). Social media seems a very attractive avenue for narcissists to present their best selves and to share their opinions and experiences. It allows narcissists to show off their competences and gain appraisal from others like their friends, families, or strangers.

The two subtypes of grandiose and vulnerable narcissism personality share many similarities as they both share self-centeredness feature (Krizan & Herlache, 2017), low agreeableness and arrogance (Miller & Campbell, 2008; Miller et al., 2014) as well as disregard of others and selfishness (Gentile et al., 2012; Wink, 1991). Further, they share a sense of entitlement, grandiose fantasies and a continuous need for support and admiration (Pincus & Roche, 2011). However, the

two dimensions of narcissism are mostly different in the strategies that they use to build and control their self-esteem (Ng et al., 2014). Grandiose narcissists are highly extraverted with high self-confidence and self-esteem (Zajenkowski, et al., 2018). As well as grandiosity described by dominance, exhibitionism, strong need for the admiration of others (Ackerman et al., 2011). Grandiose narcissists are more likely to build their self-esteem through open self-enhancement than vulnerable narcissists. In addition, one of their strategies consists of undervaluing individuals who threaten their positive self-view, and deny their own weaknesses (Dickinson & Pincus, 2003).

Besides, vulnerable narcissists are introverted, shame-ridden (Malkin et al., 2011), as well as they have low self-esteem and high need for recognition (Hendin & Cheek, 1997; Miller et al., 2011). In addition, they experience depressed mood, anxious, hostility and unstable emotions (Miller et al., 2011; Ritter et al., 2014). Vulnerable narcissists have a tendency to depend more on social feedback to control the self than grandiose narcissists (Clark et al., 2008). They are too doubtful to request appreciation and praise openly, therefore they crave approval from others (Bosson et al., 2008).

In relation to online feedback from the audience, grandiose narcissists are highly active on SNSs as they aim to get positive feedback and to reinforce their extreme self-image (Andreassen et al., 2017). They seek to gain the support and responsiveness from others who offer them number of comments and likes (Brailovskaia & Bierhoff, 2018; Brailovskaia & Margraf, 2017). This feedback can boost their self-esteem and encourage them to constantly share information to get the maximum praise responses (Błachnio et al., 2016; Casale & Fioravanti, 2018). Grandiose narcissists require continuous feedback from those around them to maintain their sense of self-worth and to promote themselves in a more positive way (Emmons, 1987). Besides that, (Shane-Simpson et al., 2020) observed that they receive positive feedback because they are likely to include in their social

network only those individuals who will provide supportive comments to them. The positive feedback increases their selfie-posting.

From another perspective, grandiose narcissists with high self-concept should not feel threatened by negative feedback as they are overconfident and believe strongly in their grandiosity (Stucke & Sporer, 2002). Besides that, although they regularly strive for admiration from others, they do not stand their self-worth in externally validated domains (Zeigler, 2008). In addition to that, Stucke & Sporer (2002) added that in response to ego- threat, high narcissists with low self-concept exposed more anger, whereas high narcissists with high self-concept exposed medium anger. Further, narcissists' need for support and validation become more prominent in a stressful situation (Rhodewalt & Morf, 1995). The study of Hawk et al. (2019) found that narcissists' attention-seeking behavior increased more when they face social rejection on SNSs. Narcissists' reactions to threats are often met by negative behavioral responses as inconsistent, self-defeating and aggression (Bushman & Baumeister, 1998). When challenged by threats they participate in aggressive self-enhancement and addictive behaviors to maintain their exaggerated self-view (Morf & Rhodewalt, 2001; Vazire & Funder, 2006). Also (Morf & Rhodewalt, 2011) added that narcissists tend to respond to negative social relationships by increasing self-enhancement actions. Likewise, Hawk et al. (2015) showed that narcissistic teenagers' self-enhancement behaviors on SNSs seem to increase in case of self-threat since their motivation is to appear more popular and interesting, also to gain confirmation from others.

According to these facts and based on the self-affirmation theory, users' goals is to keep continued appreciation and positive self-worth (Sherman & Cohen, 2002). It is expected that grandiose narcissists are highly influenced by exaggerating their positive self-image and to gain support from others. Therefore, positive feedback might increase their eWOM actions because they continuously

need to feel pride about themselves, therefore making pride mediating their actions towards further eWOM behavior.

Furthermore, it's expected that negative feedback would not affect grandiose narcissists as regular users. Based on self-affirmation theory, users reject negative feedback. They defend themselves against threat or cope with it through affirming their self-concept (Crocker et al., 2003; Crocker et al., 2008; McQueen & Klein, 2006; Steele, 1988; White & Argo, 2009; White et al., 2012). Grandiose narcissists might not reduce their eWOM activities. On the contrary, their grandiose nature might make them defend their high self- image and even increase posting frequency because their pride is challenged. Therefore, we predicted that the more users are high in grandiose narcissism, the more positive feedback will increase their pride, and lead them to engage in eWOM activities. Further, the more users are high in grandiose narcissism, the more negative feedback will challenge their pride, and lead them to share eWOM content.

H5a: Grandiose narcissism positively moderates the relationship between received feedback- either positive or negative- and eWOM behavior.

H5b: Grandiose narcissism positively moderates the relationship between pride and eWOM behavior.

Regarding vulnerable narcissists, they tend to depend more on social feedback to regulate the self than grandiose narcissists (Zeigler-Hill et al., 2008). Vulnerable narcissists are hypersensitive to the opinions of others, they have an extreme desire for approval, and defensiveness (Dickinson & Pincus, 2003). They are more likely to receive negative than positive feedback because they are less likely than grandiose narcissists to maintain a positive impression in social relationships (Carpenter, 2012). This trait decreases their chance of getting supportive social feedback and negatively influences their self-esteem (Campbell et al., 2004). Moreover, the American Psychiatric

Association (1994) states that narcissists with low self-esteem respond to criticism with shame or humiliation. Also, (Allen, 2022) stated that vulnerable narcissists are highly sensitive to criticism. Additionally, Malkin et al. (2011) found that for highly vulnerable narcissists positive feedback, rather than negative feedback, leads to higher shame. Because those individuals may experience pressure of not being able to keep the same positive impression after positive feedback, as it doesn't match with their implicit self-image (Robins et al., 2001; Thomaes et al., 2007).

Vulnerable narcissists are more sensitive than grandiose narcissists (Mathur et al., 2021). In response to positive feedback, it is predicted that they both would develop positive feelings, but grandiose narcissists feel more pride about themselves. This is why grandiose narcissists are more expected to generate posts as they are more initiative and more confident about themselves and their need for admiration would be their motive to generate greater posts. On the contrary, vulnerable narcissists might be more hesitant to express themselves openly as they are more sensitive to any possible negative evaluation and sometimes even sensitive to positive evolution. According to that and based on self-affirmation theory, it is predicted that positive feedback encourages both of narcissists to generate more eWOM. But it might be more active by grandiose than vulnerable narcissists.

For the negative feedback, based on self-affirmation theory, it is predicted that both grandiose and vulnerable will use a defending strategy to enhance themselves and return to their baseline self-esteem. Nevertheless, those with higher self-confidence as grandiose narcissists should be able to enhance themselves more often and exhibit fewer negative emotions afterwards, because of their greater ability to control their emotions (Baumeister, 1993).

It is predicted that vulnerable narcissists would feel shame when they take it to heart, and it affects their pride more. Shame is expected to mediate their behavior after negative feedback. In this way,

they are much more sensitive than grandiose narcissists. When receiving negative feedback, grandiose narcissists might be more encouraged to defend themselves and to convert any potential threat to a positive image. Whereas vulnerable narcissists might not be confident enough to post more content. Therefore, it is predicted that only grandiose narcissists might post more products and brands related- content in response to online feedback. The more users are high in vulnerable narcissism, the more positive feedback will lead them to engage in posting activities. On the contrary, the more users are high in vulnerable narcissism, the more negative feedback will lead them to decrease their posting activities.

H6a: Vulnerable narcissism positively moderates the relationship between received positive feedback and eWOM behavior; on the contrary, it negatively moderates the relationship between received negative feedback and eWOM behavior.

H6b: Vulnerable narcissism negatively moderates the relationship between shame and eWOM behavior.

H7: Grandiose narcissists are more expected to engage in eWOM content in response to received positive and negative feedback than vulnerable narcissists on SNSs.

1.5.6. The moderating role of relationship strength: close versus distant ties

It has long been shown that human relationships and networks with other people create a valuable resource that has been termed as social capital (Martikke, 2017). Social capital is as “the sum of the resources, actual or virtual, that accrue to an individual or a group by virtue of possessing a durable network of more or less institutionalized relationships of mutual acquaintance and recognition” (Bourdieu & Wacquant, 1992, p. 119). Building and maintaining relationships gives people an access to a complex collection of emotional and structural advantages People invest in

these relationships by interacting with each other since they expect returns in the sense of future social resources (Lin & Qiu, 2012). The relationships between people have been distinguished to strong and weak ties (Granovetter, 1973).

In academic research, the role of social capital has been widely studied in relation to social media and eWOM behavior (Sohaib et al., 2020; Wang et al., 2016; UTZ & Muscanell, 2015). On SNSs, people seek to interact and obtain social support from both close and distant individuals. Research has supported the dominance of close relationships in providing social support for people in social media (Rains & Keating, 2011; Wright & Miller, 2010). Close relationships or strong ties includes those with whom an individual feels strongly connected, such as family members and close friends (Adelman et al., 1987; Wright et al., 2010). Distant relationships or weak ties include those with whom an individual interacts in a limited way within certain contexts like coworkers or neighbors (Wright et al., 2010).

The research of Rozzell et al. (2014) found that greater numbers of non-close ties provide social support through Facebook. However, social support from close ties is observed to deliver better levels of social support. Also, Carr et al. (2016) revealed that online PDAs (e.g., likes) from close ties individuals are considered as more supportive than from non-close ties individuals. Besides that, Wilcox & Stephen (2013) observed that the need to enhance the self on SNSs only happened when the users focused on close-tie connections. Likewise, Fu (2017) found that self-interest-motivation (e.g., achievements- self-expression) to sharing content was found on users' who focused on strong social ties and not on weak social ties. Furthermore, when individuals interact through strong ties, they are more sensitive to reveal a negative self-image (Bargh et al., 2002; Brown & Reingen, 1987). Individuals are concerned with presenting their self-image to strong-tie friends, and they usually formed their interests based on the opinions that received from strong ties

(Sudman et al., 1994). A survey of 317 users on SNSs found that strong ties were observed as providing more informational and emotional support than weak ties via SNSs Kramer et al. (2014). In addition, Burke & Kraut (2016) showed that users get benefits from online communication when they receive it from people they care about. Besides that, Hayes et al. (2018) showed that likes received from strong ties are more important to evaluate and affect self-esteem than likes received from weak ties. Also, Reich et al. (2018) found that self-esteem was negatively impacted by receiving no or few likes, especially from individuals who are in a close circle. Moreover, Wilcox & Stephen (2013) proposed that even though people are sharing the same content with strong and weak ties on SNSs, they feel better when their information is received by strong ties than by weak ones because it increases their self-esteem.

Based on the self-affirmation theory, receiving negative feedback from close ties might discourage individuals from spreading their experience about their favorite brands and products. They could experience negative feelings because their close friends and relatives are regarded as highly valuable to them. As a result, it could impact their subsequent word of mouth behavior. On opposite, when social media users get positive feedback from close vs. distant ties it might give them greater support since these people are important to them. Hence, this could lead them to increase their brand and product-related sharing behavior.

H8: Close ties (v. distant ties) positively moderates the relationship between received positive feedback and eWOM behavior; on the contrary, it negatively moderates the relationship between received negative feedback.

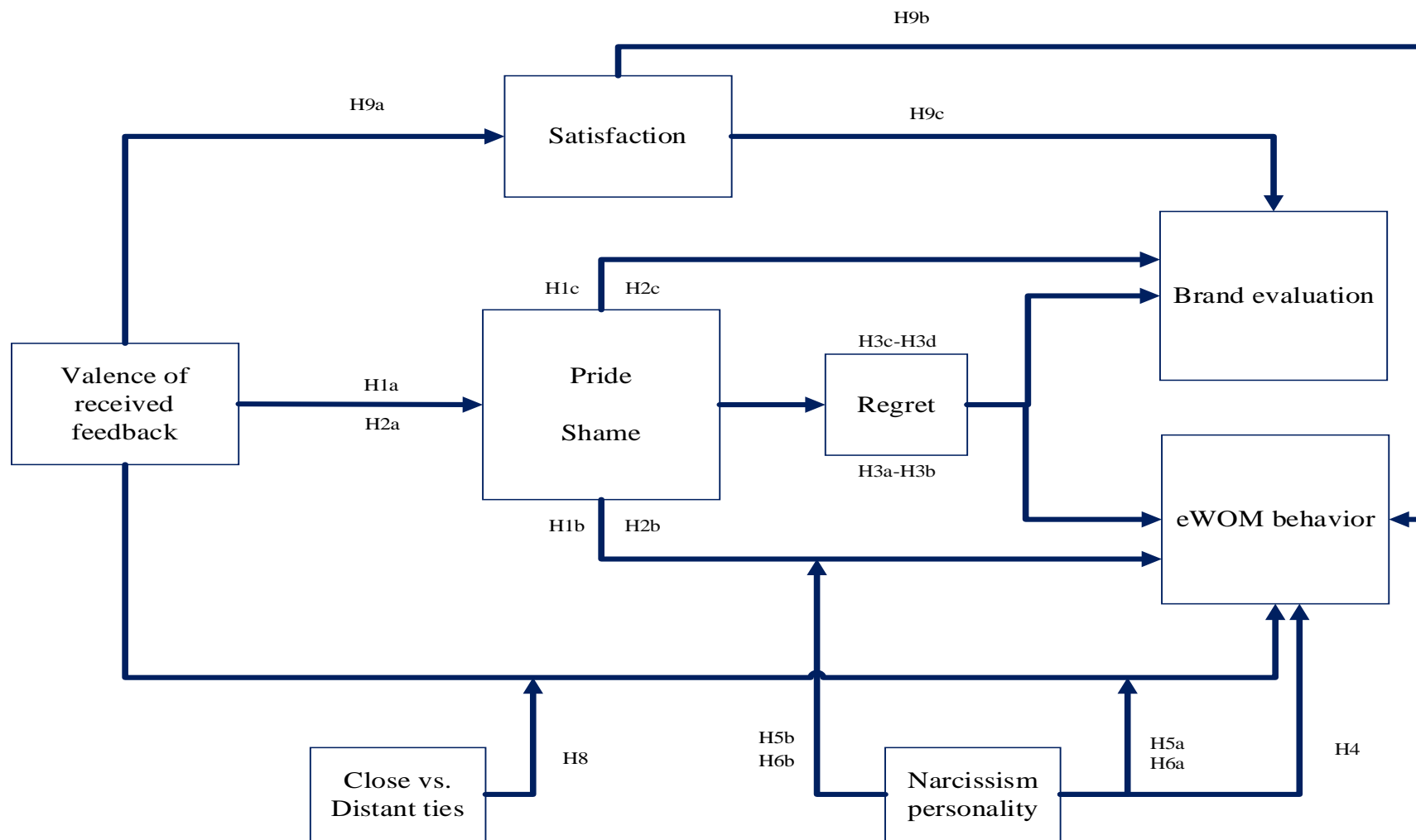


Figure 4: The conceptual model

Study 1: Testing the model in the tourism context

In chapter 2 we test the influence of received positive vs. negative feedback on the intention to share eWOM contents through the mediating and serial mediating effects of self-centered emotions. We also test the moderating effects of narcissism personality and ties strength in the relationship between received feedback and eWOM behavior.

2.1. Design

2.1.1. Procedure: the choice of an experimental research design

To test our hypotheses, we conducted an experiment research design study. We created a fictitious scenario in order to examine the effect of positive (vs. negative feedback) that users receive to their posts on their emotions and subsequent tourism-related eWOM behavior on social media. We adopted this research design since it has high internal validity, in which we were able to manipulate and precisely control the independent variable of valence feedback. However, other type of research methods as field study design has lack of control over the independent variable (Aziz, 2017). Furthermore, this type of research is also more efficient than field research in determining the casual changes of the independent variable of feedback on the dependent variable of word of mouth behavior (McLeod, 2012). However, experimental research design study has some limitation of ecological validity, whereby results cannot be generalized to other realistic situations. We applied our study on a real-world social media platform (Instagram) to increase ecological validity. Additionally, experiment research design offers the possibility to replicate the results, in contrast to field study that is more difficult to be replicated (Ballatore et al., 2020).

2.1.2. The choice of tourism sector and Instagram platform

We conducted our study on the tourism sector applied to the Instagram platform. We asked participants to read a fictional scenario in which they visited a famous monument or a beautiful landscape while they traveled. After that, we asked them to imagine sharing a photo of that special moment on their Instagram page. We asked them to imagine how they would feel and behave if that would happen to them. We chose Instagram as it is one of the fastest and largest growing photo sharing social media platforms (Sheldon et al., 2020) with more than 95 million photos shared daily (Lister, 2022). Instagram was founded and launched in 2010 by Kevin Systrom. On the day this social media platform was launched, it garnered at least 25,000 users (Joe & Anto, 2018). The growth of Instagram is based on its intrinsic features that focus primarily on photographs and posting of events on the users' timelines. Instagram since it was founded has been a primary social platform for young people where they share their lifestyles and experiences regarding various products, brands, or services through photographs and pictures.

Empirically, people highly prefer Instagram when they want to share their social lifestyles and experiences compared to other apps (The tribune, 2022). This is so since in the context of the majority of social media users, visuals work the best. In other words, a larger percentage of audience and social media users enjoy communication through visuals as such pictures as it's done on Instagram. Visuals have become the best and most effective way to communicate and pass information across a wide range of global social media audiences. Moreover, people in the modern world do not like junks of data such as reading numerous paragraphs of a post just to grasp a piece of single information about a given experience where a single photograph would work best as the latter is simple, accurate, time-saving, captivating, and straight to the point (Etienne, 2018). This is one of the major reasons why people, especially the youths and Generation Z enjoy and prefer using

Instagram as the main tool/media to share their lifestyle and experience about life (Joe & Anto, 2018).

Other studies took the psychological factors into account, suggesting that the need to gain social rewards serves as a crucial factor for users to dedicate time to Instagram (Dumas et al., 2017). Users are willing to receive a high number of likes and comments to increase their popularity and image among their community (Sheldon & Bryant, 2016). Several studies identified self-promotion and social interaction as gratification motives behind sharing contents on Instagram (Menon, 2022; Sheldon & Newman, 2019). Users see Instagram as a venue for self-expression (Lee et al., 2015) and they are likely to present their tastes, personalities and lifestyles through sharing videos, photos or stories on their personal page. Sharing activities help them to enhance their self-worth and fulfill their need to be seen and appreciated by others (Greenwood, 2013). Instagram is still on a perfect growth trajectory and will certainly maintain its number one position ahead of other social media platforms like Facebook.

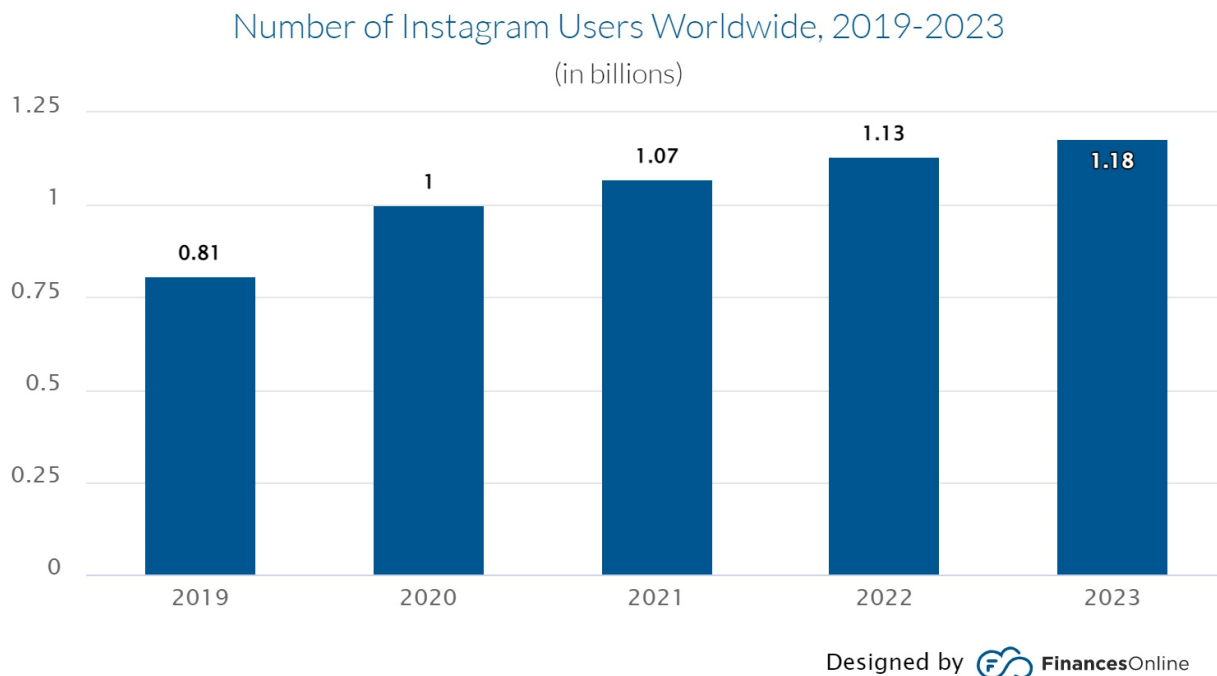


Figure 5: Source eMarketer 2021

Although Instagram has a broad range of brands being posted on it, tourism remains one of the most popular contents shared on Instagram by users as of 2022. Travelers and adventurers always take advantage of Instagram to share their daily moments during their trips to new places (Hyland, 2022). They share the photographs of the new places to their followers and friends online showing their excitement and enthusiasm/elations regarding the events taking place during the trip. One of the profound reasons for sharing the tourism content with their followers is to be sure that their social community on Instagram knows what they are up to. It is not surprising that Instagram users value their social communities, and they feel content when these communities are well-informed about what is happening daily. Besides that, several academic papers affirmed that the need for recognition, self- esteem and prestige are related with users' motivations to post traveling experiences on Instagram (Asdecker, 2022; Daxböck et al., 2021; Plume & Slade, 2018). The graphic and edition features of the Instagram App make it more desirable for sharing tourism

content by many users (Spratt, 2021). A study by Money.co.uk showed that the most popular touristic destination shared on Instagram is London with more than 150 million posts mentioning the city. The second most shared content is about Dubai that is known for its luxury hotels and architecture, while Paris is the third most present city on Instagram with popular posts showing the Eiffel tower, museums, and Parisian traditional cafés (Andrews, 2022)



Figure 6: Popular tourist places that are shared on Instagram in Dubai



Figure 7: Popular tourist places that are shared on Instagram in Paris

2.2. Prescreening

Participants were recruited through Prolific, a crowd-sourcing website that compensates individuals for participating in research. We only allowed access to participants who are in the U.S.A because the American size of audience is the second around the world 159.7 million users (Statista, 2022). Moreover, an interesting aspect of the American individualistic culture is that people tend to promote themselves as successful to gain respect and admiration of others (Deschacht & Maes,

2016, Jhangiani & Tary, 2014). Therefore, Instagram is an attractive tool for Americans to find gratification and self-determination. Additionally, we selected respondents aged between 18–34 years old as this age group uses Instagram more than other groups (Statista, 2021). We did a pre-test study with the qualified participants. This pre-test study helped us to decide if respondents correctly understood our questions and if they meet our eligibility study requirements (GAO internal guidance/resource, 2009). We asked them two screening out questions related to their posting frequency on Instagram and if they ever posted a travelling photo on Instagram. We selected only participants who post as often as a minimum of twice a month on their Instagram page because this study reflects the behavior of active Instagram community members. Therefore, we selected users who are familiar with posting practices and behavior. Further, we chose respondents who already posted a traveling photo on their Instagram page to make sure that they are familiar with the proposed scenario, so they can better imagine it.

2.3. Procedure

Prolific sent the link of the study to the participants who met the eligible criteria. We directed participants to the appropriate instructions and questionnaire items that were hosted on Qualtrics (**See appendix A**). Upon clicking on the link of the study, participants were randomly assigned to four conditions. Each participant received one type of feedback (positive or negative) from close or distant followers. We applied our scenario through a 2 (feedback valance: positive vs negative) * 2 (ties strength: strong vs weak ties) between-subjects factorial design (**Appendix A**). We chose “between subject’s design” over “within-subject design and “mixed design”. In this method participants responded to one condition only, then we compared group differences between participants in various conditions. In this way, respondents were not confused by the diversity of questions and treatments (Budiu, 2018). In “within-subjects design” method, participants are exposed to all study conditions, and in “mixed design” participants respond to combined methods

of “between and within- subjects design” (Charness, et al., 2012). These methods might affect the accuracy of the outcomes because of the fatigue and boredom (Cherry, 2022). In addition to that, “between-subjects design” is a better method because participants spent less time answering the survey. However, the “mixed design” and “within-subjects design” take too long for participants to respond to all study conditions (Voxco, 2021). Hence, this might affect respondents’ motivation to answer all questions as well as truthfulness.

2.4. Participants

A total of 344 online surveys were collected. We used the survey online because it is the most convenient method to collect data from individuals who are in the USA. Costs associated with international mailing are high and the return rate by mail may be lower. Not to mention, it has a much smaller error margin because the answers go directly to the online database instead of being manually recorded (Mahmtovic, 2021). We distributed the survey to more than 75 participants per condition. The “between-subjects design” method that we followed required a high number of participants per condition for high statistical power and because each participant was measured only once (Bhandari, 2021). Therefore, it’s more useful for the data to have a high number of participants. After deleting the participants who failed the attention check questions, we retained (N=323) usable surveys. We asked one question to check participants’ attention. In the scale of grandiose narcissism, we asked “please answer strongly disagree to this item”. The aim of this question was to identify respondents who provide unreliable responses, in which we can screen them out before running analysis (Maniaci & Rogge, 2014; Schmitt & Stults, 1985).

Table (3) presents the demographic distribution of the sample. These participants ranged in age from 18 to 34 years old ($M=26.00$, $SD=4.469$) with 63.2 % being female. Fifty nine percent of the sample were employed, 24.08% were students, 8.7% unemployed and 6.5% were self-employed.

Of these participants, 34.0% use Instagram daily between 30 minutes and 1 hour, 26.9% less than 30 minutes, 25.4% between 1 hour and 3 hours, and 4.6% more than 3 hours. Overall, as **Table (4)** presents most of the participants post a couple of times per month on their Instagram profile ($M = 1.42$, $SD = .702$). In addition, 59.5% of participants have more than 250 followers, 20.01% have between 50 and 150 followers, 17.0 % have between 151 and 250 followers and 4.3 % have less than 50 followers. Overall, the sample was representative.

Table 3: The demographic distribution of the sample:

| Demographic factors | N | % |
|------------------------|-----|------|
| Gender | | |
| Male | 109 | 34 |
| Female | 204 | 63.2 |
| Prefer not to say | 10 | 3.1 |
| Age | | |
| Less than 26 years old | 177 | 54.8 |
| More than 26 years old | 146 | 45.2 |
| Occupation | | |
| Employed | 192 | 59.4 |
| Self-employed | 21 | 6.5 |
| Student | 80 | 24.8 |
| Unemployed | 28 | 8.7 |
| Other | 2 | 1 |

Table 4: Instagram use of the sample:

| Instagram use | N | % |
|---|-----|----|
| Posting frequency | | |
| A couple times per month | 219 | 68 |
| Once/twice per month | 79 | 24 |
| Once a day | 16 | 5 |
| More than once a day | 8 | 3 |
| Time spends on Instagram per day | | |
| Less than 30 minutes | 87 | 27 |
| Between 30 minutes and 1 hour | 139 | 43 |
| Between 1 hour and 3 hours | 82 | 25 |
| More than 3 hours | 15 | 5 |
| Number of followers | | |
| Less than 50 followers | 14 | 4 |
| Between 50 followers and 150 followers | 65 | 20 |
| Between 151 and 250 followers | 55 | 17 |
| More than 250 followers | 189 | 59 |

2.5. Measures:

As presented in [Appendix A](#), all following constructs were measured using 5 Likert scales from (1= strongly disagree) to (5= strongly agree). Numerous studies agreed that scales with 2 or 3-points are less reliable than using more points (e.g., Krosnick & Presser, 2010; Sauro, 2019). In addition, scales with more than 7-points may become less reliable and clear (Krosnick & Presser, 2010). Further, some articles reported that 7-points type is more accurate than 5 points (Finstad, 2010). However, in our questionnaire, we chose the 5-point over the 7-point because a detailed

scale with many options could increase some forms of biased answers that might be produced by respondent fatigue (Hinkin,1995).

2.5.1. Dependent variable

Word of mouth behavior: we asked participants to indicate their intention to generate tourism related- word of mouth contents after receiving the imagined scenario using 3 items from Kwok et al. (2019). These items included: “I would say positive things about this place to others on my Instagram page”, “I would encourage others to check out the official page of the place I have been”, “I would share a similar post again about this place and recommend it to my followers on my Instagram page”).

2.5.2. Mediating variables

Pride: we measured pride using Tracy & Robins (2007) scale. Participants reported the extent to which each item describes their feelings after imagining the scenario. This scale had 6 items including: “accomplished”, “like I am achieving”, “confident”, “like I have self-worth”, “successful”, “productive”.

Shame: we measured shame feeling with 3 items from Agrawal & Duhachek (2010). The items included: “ashamed”, “humiliated”, “embarrassed”.

2.5.3. Moderating variables

Grandiose narcissism: participants completed the 16-items of Narcissistic Personality (NPI6-, Ames, Rose, & Anderson., 2006). Participants indicated the extent to which they agree or disagree with statements measuring leadership, exhibitionism and entitlements. Example items include “I like to be the center of attention”, “I think I am a special person”, “I like having authority over people”.

Vulnerable narcissism: we measured vulnerable narcissism using Hendin & Cheek (1997) Hypersensitive Narcissism Scale (HSNS). Participants responded to 10 items. Some of the items included “I can become entirely absorbed in thinking about my personal affairs, my health, my cares or my relations to others”, “I dislike sharing the credit of an achievements with others”, “I dislike being with a group unless I know that I am appreciated by at least one those present”.

Table (6) presents the list of scales that were used in the literature to test both grandiose and vulnerable narcissism. We chose in our study the two scales of Narcissistic Personality Inventory (NPI-16; Ames, Rose, & Anderson, 2006; 16 items) and Hypersensitive Narcissism Scale (HSNS; Hendin & Cheek, 1997; 10 items) since they both demonstrated reliability and validity in numerous studies (e.g., Gentile et al., 2013; Miller et al., 2011; Pincus et al., 2009). Further, they have been widely used by previous studies in the marketing literature (Musetti et al., 2022; Ksinan & Vazsonyi, 2016; Turel & Gil-Or, 2019) as well as they are shorter in term of items compared to other scales of Narcissistic Personality Inventory with 29 items and Narcissistic Personality Inventory with 40 items. Scales with too many items could lead to tiredness and unreliable answers by participants.

Further, we conducted principals’ component analysis (PCA), using a varimax rotation matrix on SPSS. There are two statistical techniques that are popular and widely used to examine the dimensional structure of the model which are principal component analysis and exploratory factor analysis (Joliffe & Morgan, 2016). Both PCA and EFA are dimensionality methods that reduce the number of variables into a smaller set (Alavi et al., 2020). However, they have different objectives (Alavi et al., 2020). The aim of PCA is to clarify as much of the cumulative variance in the variables as possible, while EFA explains the correlations or the covariances between the variables (Seth, 2021). EFA is mainly used if the research aims to develop a scale to measure a particular latent

variable (Knekta et al., 2019). However, it is not the case in our thesis. Therefore, we used PCA since our scales are already existed in the literature.

Moreover, concerning our choice of varimax method, varimax and Oblimin are types of rotation in which factors are rotated to achieve simple structure. Each factor should have a few high loadings with rest of loading being zero or close to zero (Weide & Beauducek, 2019). Rotation methods are either orthogonal or oblique. Orthogonal rotation method assumes that factors in analysis are uncorrelated. Oblique rotation methods assume that the factors are correlated. Varimax is an orthogonal rotation method that assumes the factors are uncorrelated. In factor analysis we use varimax to extract the components that are not correlated to each other (Weide & Beauducek, 2019). Therefore, we delete the factors that are correlated and fall in multiple components by analyzing the loadings.

We deleted 5 items from the grandiose narcissism scale and 4 items from the vulnerable narcissism scale that had loadings $<.49$ (Hair et al., 1995). The results of these analyses showed that the items of narcissism scales were loaded in more than one factor (**Appendix B**). This can be explained by the diverse dimensions included in the scale items. For instance, grandiose narcissism scale of (NPI 16) is a unidimensional scale but theoretically it includes items related to three different dimensions of leadership/authority, grandiose exhibitionism, and entitlement/exploitativeness. This scale (NPI 16) was adapted from the original and lengthier 40-item Narcissistic Personality Inventory (NPI-40) that has six subscales (i.e., “Authority, Exhibitionism, Self-sufficiency, Superiority, Entitlement, and Exploitativeness”) and (NPI-16) is a shorter form of this scale.

Additionally, we applied the HTMT method (Henseler et al., 2015) to verify the discriminant validity between grandiose and vulnerable narcissism. We chose the HTMT method over than the

widely used Fornell and Larcker (1981) since its most recent. As displayed in **Table (5)** discriminant validity was ensured as the HTMT value was smaller than 0.90.

Table 5: Heterotrait-Monotrait ratio (HTMT) / discriminant validity

| | Grandiose narcissism | Vulnerable narcissism |
|------------------------------|-----------------------------|------------------------------|
| Grandiose narcissism | - | |
| Vulnerable narcissism | 0.010 | - |

Table 6: Different scales of narcissism personality that used in relation to SNSs use

| | | | |
|--|-----------------------------|---|--|
| Unidimensional constructs (First order-construct) | Grandiose narcissism | Narcissistic Personality Inventory –16 (NPI-16; Ames, Rose, & Anderson, 2006). Assessed factors of Grandiose narcissism: leadership/authority, grandiose/exhibitionism, and entitlement/exploitativeness. reliability: $\alpha = 0.87$ (Andreassen et al., 2017) | 16 items (i.e., “I really like to be the center of attention” versus “It makes me uncomfortable to be the center of attention”). |
| | | Narcissistic Personality Inventory-13 (NPI-13; Gentile et al., 2013). Assessed factors of Grandiose narcissism: leadership/authority, grandiose/exhibitionism, and entitlement/exploitativeness. reliability $\alpha = 0.661$ (Brailovskaia et al., 2019) | 13 items (i.e., “I am not par- circularly interested in looking at myself in the mirror” versus “I like to look at myself in the mirror”). |
| | | Narcissistic Personality Inventory–34(NPI-34; Bazińska & Drat-Ruszczak, 2000) reliability $\alpha = 0.91$ (Z. Czarna et al., 2019) | 34 items (e.g., “If I ruled the world, it would be a better place” versus “The thought of ruling the world frightens the hell out of me”). |
| | | Childhood Narcissism Scale (CNS; Thomaes, Stegge, Bushman, Olthof, & Denissen, 2008) reliability $\alpha = 0.83-0.86$ (Hawk et al., 2019) | 10 items (i.e., “I like to think about incredibly nice I am”, “Kids like me deserve something extra”). |
| | | German version of the Narcissistic Personality Inventory-15 (NPI-15; Schütz, Marcus, & Sellin, 2004). Assessed factors of leadership and grandiosity. reliability $\alpha = 0.77-0.86$ (Ozimek et al., 2018) | 15 items (i.e. “I am more capable than other people.” versus “There is a lot that I can learn from other people”). |
| | | Narcissism scale of the DTDD (Jonason & Webster, 2010). Assessed three factors of Machiavellianism ($\alpha = 0.82$), narcissism ($\alpha = 0.88$), and psychopathy ($\alpha = 0.66$) Kircaburun & Griffiths, (2018) | 12 items (i.e. “I tend to want others to admire me”). |
| | | | |

| | | |
|------------------------------|---|---|
| Vulnerable narcissism | Hypersensitive Narcissism Scale (HSNS; Hendin & Cheek, 1997) reliability $\alpha = 0.78$ (Shane-Simpson et al., 2020) | 10 items (i.e., “my feelings are easily hurt by ridicule or the slighting remarks of others”, “I dislike being with a group unless I know that I am appreciated by at least one of those present”). |
| | Narcissistic Inventory (Neumann & Bierhoff, 2004) $\alpha = 0.88-0.91$ (Ozimek et al., 2018) | 42 items (i.e., “Other people would be really amazed if they knew about my talents”) |
| | The Five-Factor Narcissism Inventory (FFNI): reliability $\alpha = 0.82$ (Burnell et al., 2020) | 16 items (e.g., “I often feel as if I need compliments from others in order to be sure of myself”). |
| | <p>Narcissistic Personality Inventory, (40 items) exhibitionism, entitlement, exploitativeness, superiority, authority, self-Sufficiency, and Vanity (Raskin & Terry, 1988). Reliability for overall scale $\alpha = 0.84$ (Martinez et al., 2008)</p> <p>reliability: exploitativeness $\alpha = 0.47$, entitlement $\alpha = 0.55$, authority $\alpha = 0.74$, superiority $\alpha = 0.53$, exhibitionism $\alpha = 0.63$, vanity $\alpha = 0.59$ and self-sufficiency $\alpha = 0.34$. (Choi et al., 2015)</p> | <p>-Exhibitionism ,5 items, (i.e.,” I really like to be the center of attention “).</p> <p>-Entitlement, 6 items, (i.e. “I insist upon getting the respect that is due me.”).</p> <p>-Exploitativeness ,8 items, (i.e.,” I find it easy to manipulate people”)</p> <p>-Superiority, 5 items, (i.e.”I am apt to show off if I get the chance”).</p> <p>-Authority, 7 items, (i.e.“I see myself as a good leader”)</p> <p>-Self-Sufficiency, 6 items, (i.e., I can live my life in any way I want to)</p> <p>-Vanity, 3 items, (i.e.“I like to look at my body”)</p> |

| | | | |
|--|--|--|--|
| Multi-dimensional constructs (Second order-construct) | Grandiose narcissism | Narcissistic Personality Inventory, (NPIe29) leadership/power-exhibitionism/self-admiration- superiority-arrogance. (Kanso, 2003). reliability for overall scale: $\alpha = 0.85$. (Wang, 2017) reliability four subscales: leadership $\alpha = 0.76$, exhibitionism $\alpha = 0.61$, superiority 6 items: $\alpha = 0.57$ and uniqueness $\alpha = 0.61$. (Wang, 2017) | -Leadership/Power, 8 items, (i.e. "I see myself as a good leader" -Exhibitionism/Self- admiration, 7 items, (i.e. "I know I am good because everybody keeps telling me so"). -Superiority/ Arrogance, 6 items, (i.e., "I always know what I am doing"). -Uniqueness/Entitlement, 8 items, (i.e., "I am an extraordinary person"). |
| | | Questionnaire Short Form NARQ-SF, (Back et al. (2013). Narcissistic admiration and rivalry reliability: $\alpha = 0.65$ for narcissistic admiration and $\alpha = 0.66$ for narcissistic rivalry (Savci et al., 2020) | -Admiration: 3 items (i.e., "Being a very special person gives me a lot of strength"). -Rivalry: 3 items (i.e., "I react annoyed if another person steals the show from me"). |
| | | Sub-factors of the Pathological Narcissism Inventory (Pincus et al., 2009). Grandiose narcissism: exploitativeness, grandiose fantasy. Vulnerable narcissism: entitlement, contingent self-esteem reliability $\alpha = 0.77- 0.93$ | - Exploitativeness, 5 items (e.g. "I can make anyone believe anything I want them to"). |
| | Grandiose and vulnerable narcissism | | -Grandiose fantasy, 7 items, (e.g., "I often fantasize about being admired and respected"). -Entitlement rage, 8 items (e.g., "It irritates me when people don't notice how good a person I am"). -Contingent self-esteem, 12 items (e.g., I need others to acknowledge me). |

2.5.4. Independent variable

The independent variable of our study was the positive vs. negative feedback that users receive to their posts on social media. On social networking sites there are different types of feedback that users share or receive to their posts. For instance, typical forms of feedback on Facebook, Instagram, TikTok includes likes, comments, emojis, tags, messages, and sharing the posts. Number of papers studied popular types of feedback as likes and comments in relationship to feelings and online consumers engagement (Zhu et al., 2019; Li et al., 2018; Zell & Moeller, 2018; Burrow & Rainone 2017; Oeldorf-Hirsch & Sundar, 2015). We followed the same direction by choosing likes and comments as two popular forms of feedback on social media. Given that it's usual for Instagram users to receive both likes and comments to the same post, we designed a scenario that combined both likes and comments in order to reflect the realistic nature of posts on Instagram.

2.6. Pretest study

We conducted a pre-test study in order to build two imaginary scenarios of positive vs. negative feedback. The goal of the pre-test study was to determine if the number of likes on social media is an indicator of positively or negatively. Accordingly, we asked 50 participants what their reaction would be if they see a post that they don't like on social media. All participants answered that they don't hit the "like" button if they don't like this post. This validated that receiving a low or zero number of likes was considered a negative indicator and that receiving a high number of likes was a positive indicator. Therefore, we manipulated the numbers of received likes (low vs high number of likes) in our feedback scenario.

Next step, in order to manipulate comments, we did deep research on Instagram about the most popular types of positive comments and negative comments that are spread by users on different

touristic pages. The goal of this research was to include in our imaginary scenarios typical feedback (positive and negative comments) that exists on social media. We visited a number of public profiles that are specialized in tourism contents, then we picked up a list of typical positive and negative comments received to their posts (See Table 7). Based on the list of this table, we asked participants to rate the extent to which they consider each comment to be positive or negative (See Appendix C). Accordingly, we chose comments that were considered the most positive and negative by participants. Finally, based on the results of Table (7) we included in our feedback scenario the two most positive comments: “Oh wow, this place looks gorgeous” $M=4.82$, $SD=0.441$, and “Amazing place, love it” with $M=4.76$, $SD=0.480$. Also, we included the two most negative comments on Instagram “It doesn't look like that, I hate filters” with $M=1.69$ and $SD=0.619$, and “so superficial” with $M=1.49$ and $SD=0.617$.

Table 7: Popular positive and negative comments on Instagram:

| Imagine you see the following comments on social media. Please choose what describes best each comment. | | |
|--|------|----------------|
| | Mean | Std. Deviation |
| I didn't like it there | 1.98 | 0.433 |
| Bad memory for me someone stole my handbag | 1.76 | 0.630 |
| I visited last year, completely overrated | 2.02 | 0.661 |
| So much retouching 😏 | 1.92 | 0.786 |
| It doesn't look like that. I hate filters | 1.69 | 0.619 |
| So superficial 😏 | 1.49 | 0.617 |
| I liked better your hairstyle before. | 1.80 | 0.645 |
| You really liked it? I bumped into so many tourists...so annoying | 1.94 | 0.592 |
| Wow this view is stunning | 4.78 | 0.468 |
| Oh wow, this place looks gorgeous 😍 | 4.82 | 0.441 |
| Great shot 😍 | 4.55 | 0.580 |
| The best vibes 😍 | 4.57 | 0.612 |
| Super cute!! 😍❤️ | 4.61 | 0.571 |
| You are looking good 😍 | 4.82 | 0.441 |
| Amazing place, love it ❤️ | 4.76 | 0.480 |
| So magical 😍 | 4.73 | 0.491 |
| What a charming place!!! 😍 | 4.67 | 0.516 |
| So beautiful shot, you look amazing friend, spring vibes | 4.67 | 0.516 |
| Love your hair | 4.45 | 0.542 |

2.7. Manipulation check:

As a manipulation check the participants were asked the extent to which they would feel their post is appreciated and liked by others if they were the person described in the Instagram scenario. Results showed that participants in the positive feedback condition reported they would feel significantly that their post is more appreciated and liked ($M = 4.56$, $SD = 0.65$) than those in the negative feedback condition ($M = 1.16$, $SD = 1.09$, $t = 11.59$, $p < 0.001$). Participants in the negative feedback condition also reported that they would feel significantly that their post is less appreciated ($M = 4.37$, $SD = 0.66$) than those in the positive feedback ($M = 1.32$, $SD = 0.47$, $t = -20.94$, $p < 0.001$).

2.8. Validation of the measurements and item's reliability:

To examine the measurement of the model, we again conducted principals' competent analyses (PCA), followed by varimax rotation matrix. The items of the varimax analysis showed appropriate loadings ranged from 0.59 to 0.90, which was higher than the recommended level ($> .49$) (Hair et al., 1995) (See Appendix D). Then, we applied confirmatory factor analysis (CFA) on Amos software. CFA as a form of structural equation modeling (SEM), is applied to test the structural relationship among variables (Mueller & Hancock, 2001). It allows to identify how items relate to factors and how factors relate to each other (Bollen, 1989; Grimm & Yarnold, 1995). The fit statistics indicated that the measurement model was acceptable in the sample (RMSEA = 0.048, IFI = 0.946, TLI = 0.950, CFI = 0.945 and $\chi^2/df = 1.730$) (West et al., 2012; Hair et al., 2006). Furthermore, cronbach's alpha, composite reliability, and average variance extracted were calculated in order to ensure convergent validity (Appendix D). The cronbach's alphas of all the measures ranged from 0.65 to 0.90, exceeding the acceptable level of 0.60 (Ursachi et al., 2015). The composite reliability of all the measures ranges from 0.72 to 0.94, which meets the acceptable level of 0.60 (Fornell & Larcker, 1981). The average variance extracted of all measures (AVE) was

above the recommended 0.50 cut-off (Hair et al., 2009). As the composite reliability of all constructs was well above the recommended level, the internal reliability of the measurement items was acceptable. These findings indicated internal consistency and convergent validity.

Next, to assess discriminant validity of the measures, we applied two criteria: The Fornell–Larcker criterion and the Heterotrait-Monotrait ratio (HTMT). The Fornell–Larcker criterion assumes that the square root of AVE of each construct should be higher than the correlation between the construct and other constructs (Fornell & Larcker, 1981). As shown in **Table (8)** the square root of AVE for each construct exceeded the correlations between the construct and other constructs. Therefore, the model demonstrated appropriate discriminant validity (Fornell & Larcker, 1981). We secondly used the more conservative HTMT method to gain further evidence and insights into discriminant validity. **Table (9)** showed that all HTMT values were smaller than the threshold value of 0.90. Accordingly, discriminant validity has been established between the constructs (Henseler et al., 2015).

Table 8: The Fornell–Larcker criterion / Discriminant validity:

| | eWOM behavior | Pride | Shame | Regret | Vulnerable narcissism | Grandiose narcissism |
|-----------------------|---------------|--------|---------|---------|-----------------------|----------------------|
| eWOM behavior | 0.711 | | | | | |
| Pride | 0.504** | 0.8080 | | | | |
| Shame | -0.406 | -0.624 | 0.832 | | | |
| Regret | -0.55 | -0.651 | 0.643** | 0.598 | | |
| Vulnerable narcissism | 0.109 | 0.144 | 0.125 | 0.201 | 0.783 | |
| Grandiose narcissism | -0.116 | 0.88** | .010* | 0.048** | -0.003 | 0.757 |

Table 9: Heterotrait-Monotrait ratio (HTMT) / discriminant validity:

| | eWOM behavior | Regret | Shame | Pride | Grandiose narcissism | Vulnerable Narcissism |
|-----------------------|---------------|--------|-------|-------|----------------------|-----------------------|
| eWOM behavior | -- | | | | | |
| Regret | 0.600 | -- | | | | |
| Shame | -0.488° | -0.664 | -- | | | |
| Pride | -0.768 | -0.713 | 0.705 | -- | | |
| Grandiose narcissism | -0.151 | -0.178 | 0.153 | 0.259 | -- | |
| Vulnerable narcissism | 0.132 | 0.081 | 0.012 | 0.062 | 0.010 | -- |

In addition to that, we took respective actions to address the potential threat of common method variance (CMV). At the design step of the study, the questionnaire contained different scale formats to reduce scale commonality (Podsakoff & Organ, 1986). We also adopted the ‘marker variable’ approach of Lindell & Whitney (2001) by employing a theoretically unrelated construct (i.e., How many kids does your best friend have) in the survey as a proxy for common method variance.

Evidence of lack of CMV could be proved if the marker variable is not correlated with at least one of the other observed variables. The result of our correlation analysis showed that the marker variable item was not correlated with most of the other measures. At the data analysis step of the study, we applied Harman's single factor test, a test proposed by Podsakoff et al. (2003). The first factor explained 36.83% of the covariance amongst all constructs. This is less than 50%, which means that common method bias didn't affect our data (Podsakoff et al., 2003, 2012). Thus, common method bias seems not to be of significance in this study.

2.9. Results and discussion

2.9.1. Test of main effects and mediation hypotheses

The following **Table (10)** presents the main effects and the mediation effects we test in the relationship between valence of feedback and EWOM behavior.

Table 10: Direct effects hypotheses

| | |
|------------|--|
| H1a | Positive feedback has a direct effect on pride |
| H2a | Negative feedback has a direct effect on shame |
| H1b | Pride mediates the relationship between receive positive feedback and increased eWOM behavior |
| H2b | Shame mediates the relationship between received negative feedback and decreased eWOM behavior |

To examine the main effects of **H1a**, **H2a** and the mediation effects of **H1b**, **H2b** we conducted a mediation analysis using (model 4) from PROCESS MACRO (Hayes, 2017) on SPSS. The PROCESS macro has become a standard methodological approach to test moderated mediation (Hayes, 2017) and it has extensively used in marketing literature (e.g., De Meulenaer et al., 2018; Borau, et al., 2015). Therefore, we adapted it since our mode was based on mediating and

moderating effects. This method helped us to obtain accurate and rigorous results using bootstrapping.

Our hypotheses predicted that the received feedback conditions have a direct effect on emotions. Further, emotions play a mediation role in the relationship between the received feedback conditions and the level of tourism-related eWOM behavior. We performed a bootstrap analysis using 5,000 samples to estimate a mediation effect that used feedback conditions as the (X) independent variable, eWOM behavior as the dependent variable (Y) and pride and shame as the mediator variable (M). The findings revealed that the direct effect of received feedback conditions on the emotion of pride was significant and positive ($b=1.428$, $p<0.001$) but the direct effect of received feedback conditions on the emotion of shame was significant and negative ($b=-1.799$, $p<0.001$). Accordingly, **H1a**, **H2a** were confirmed (See table 11). Positive feedback condition led to the emotion of pride, whereas negative feedback condition led the emotion of shame. In addition to that, pride showed a consequent positive effect on intentional eWOM behavior ($b=0.334$, $p<0.001$) and shame showed a consequent negative impact on intentional eWOM behavior ($b=-0.204$, $p<0.001$). These results of the main effects concluded that there was a significant indirect effect of positive feedback condition on increased intentional eWOM behavior through the emotion of pride ($b=0.521$, $SE=0.0854$, $CI=[0.3610; 0.6923]$). Of note, the direct effect of feedback on intentional eWOM behavior was not significant ($b=0.185$, $se=0.1140$). Therefore, there was a full mediation effect (Zhao et al., 2010).

On the other hand, there was a significant indirect effect of negative feedback condition on decreased eWOM behavior through shame ($b=0.368$, $SE=0.0887$, $CI=[0.1959; 0.5488]$), with the direct effect remaining significant ($b=0.00$, $p<0.05$), suggesting partial mediation. Thus, the results confirmed **H1b**, **H2b** (See Table 12).

In simple words, pride played a key mediation role in the impact of positive feedback on increased tourism - related eWOM behavior. Whereas shame mediated the impact of negative feedback on decreased tourism-related eWOM behavior. Accordingly, our hypotheses on the mediation effects of emotions were confirmed.

Table 11: Direct effects analysis

| Direct effect | | | B | S.e. | T | P |
|---------------------|---|---------------|--------|-------|----------|----------|
| Feedback conditions | → | Pride | 1.428 | 0.108 | 13.1774 | p <0.001 |
| Feedback conditions | → | Shame | -1.799 | 0.123 | -14.5742 | p <0.001 |
| Pride | → | eWOM behavior | 0.364 | 0.048 | 7.5131 | p <0.001 |
| Shame | → | eWOM behavior | -0.204 | 0.044 | -4.5701 | p <0.001 |

Table 12: Mediation effect analysis

| Mediation path | | | | Indirect effect | | Direct effect | | Type of mediation | |
|--------------------|---|-------|---|-----------------|--------|---------------|--------|-------------------|-------------------|
| | | | | B | 95 CI | B | 95 CI | | |
| Feedback condition | → | Pride | → | eWOM behavior | 0.5212 | [0.36–0.69] | 0.1855 | [-0.04–0.41] | Full mediation |
| Feedback condition | → | Shame | → | eWOM behavior | 0.3684 | [0.19–0.54] | 0.0085 | [0.08–0.58] | Partial mediation |

CIs are the bias-corrected bootstrap 95% confidence intervals.

2.9.2. Test for the serial mediation effects

Table 13: Serial mediation hypotheses

| | |
|------------|--|
| H3a | Shame and regret sequentially mediate the relationship between receive positive feedback and increased eWOM behavior |
| H3b | Pride and regret sequentially mediate the relationship between receive negative feedback and decreased eWOM behavior |

We conducted (model 6; Hayes 2017) to test **H3a** which predicted that regret and shame subsequently mediate the relationship between negative feedback and decreased eWOM behavior. Also, to test **H3b** we posited that regret and pride in a serial order mediate the relationship between positive feedback and increased eWOM behavior.

We applied the test twice. First test used the feedback condition as the independent variable (X), eWOM behavior as the dependent variable (Y), shame as the mediator (M1) and regret as the mediator (M2). Second test used the feedback condition as the independent variable (X), eWOM behavior as the dependent variable (Y), pride as the mediator (M1) and regret as the mediator (M2). As presented in **Table (14)** the serial mediation analysis found that the two mediators of shame and regret in a serial causal order fully mediated the indirect effect of negative feedback condition on decreased eWOM behavior (index=0.2447, SE=0.0595, 95% CI= [0.1418; 0.3762]), with non-significant direct effect (b=0.203, P=0.0885). Furthermore, pride and regret also demonstrated a sequential order of mediation in the effect of positive feedback condition on increased eWOM behavior (index=0.1926, SE=0.0492, 95% CI= [0.1087; 0.2991]) and the direct effect was not significant (b=-0.065, p=0.5615). Accordingly, **H3a** and **H3b** were supported with full mediation effects. To sum up, shame and regret emotions subsequently led to a decrease in tourism-related

eWOM behavior in response to negative feedback. Whereas pride and regret emotions subsequently led to an increase in tourism- related eWOM behavior in response to positive feedback.

Table 14: Serial mediation effects of emotions in the relationship between received feedback and eWOM behavior

| Serial mediation path | Indirect effect | | Direct effect | |
|--|-----------------|-------------|---------------|--------------|
| | B | 95 CI | B | 95 CI |
| Feedback → Shame → Regret → eWOM behavior conditon | 0.244 | [0.14–0.37] | 0.204 | [-0.03–0.43] |
| Feedback → Pride → Regret → eWOM behavior condition | 0.192 | [0.10–0.29] | 0.065 | [-0.15–0.28] |

Full mediation

The CIs are the bias-corrected bootstrap 95% confidence intervals.

2.9.3. Test for the moderation effects

2.9.3.1. Narcissism personality

Table 15: Moderation hypotheses of grandiose and vulnerable narcissists

| | |
|------------|--|
| H5a | Grandiose narcissism moderates positively the relationship between received positive and negative feedback and eWOM behavior. |
| H6a | Vulnerable narcissism moderates positively the relationship between received positive and eWOM behavior, and negatively between negative feedback and eWOM behavior. |

H5a, H6a aimed to test the moderation effect of grandiose and vulnerable narcissism in the relationship between feedback conditions and eWOM behavior. These hypotheses posited that grandiose narcissism moderates positively the impact of positive and negative feedback on increased eWOM behavior. Whereas vulnerable narcissism moderates positively the impact of positive on increased eWOM behavior, and moderate negatively the impact of negative feedback on decreased eWOM behavior. We performed the moderation mediation (model 1; Hayes 2017), the analysis included feedback condition as the independent variable (X), eWOM behavior as the dependent variable (Y) and grandiose narcissism as the moderator variable(W).

Table (16) showed the interaction between received feedback conditions and grandiose narcissism was statistically significant ($b=0.306$, $p=0.0265$). As predicted, grandiose narcissism moderated the relationship between received feedback conditions and eWOM behavior. Furthermore, the interaction between received feedback conditions and vulnerable narcissism was statistically significant ($b=0.427$, $p=0.0008$). This result implied that vulnerable narcissism had also moderated the relationship between received feedbacks and eWOM behavior.

Table 16: Moderation effect of narcissism personality between received feedback and eWOM behavior

| Moderation variables | | eWOM behavior (Y) | | | |
|------------------------------|---------------------------|-------------------|-------|---------|-----------|
| | | B | SE | T | P |
| Grandiose narcissism | Constant | 3.477 | 0.278 | 12.4768 | p < 0.001 |
| | Received feedback (X) | -1.132 | 0.390 | -0.3398 | 0.7342 |
| | Grandiose narcissism (W) | -0.012 | 0.098 | -0.1287 | 0.8977 |
| | X × W (Interaction) | 0.306 | 0.137 | 2.2289 | 0.0265 |
| Vulnerable narcissism | Constant | 4.463 | 0.309 | 14.4040 | p < 0.001 |
| | Received feedback(X) | -0.671 | 0.415 | -1.6164 | 0.1070 |
| | Vulnerable narcissism (W) | -0.312 | 0.092 | -3.3847 | 0.0008 |
| | X × W (Interaction) | 0.427 | 0.126 | 3.3835 | 0.0008 |

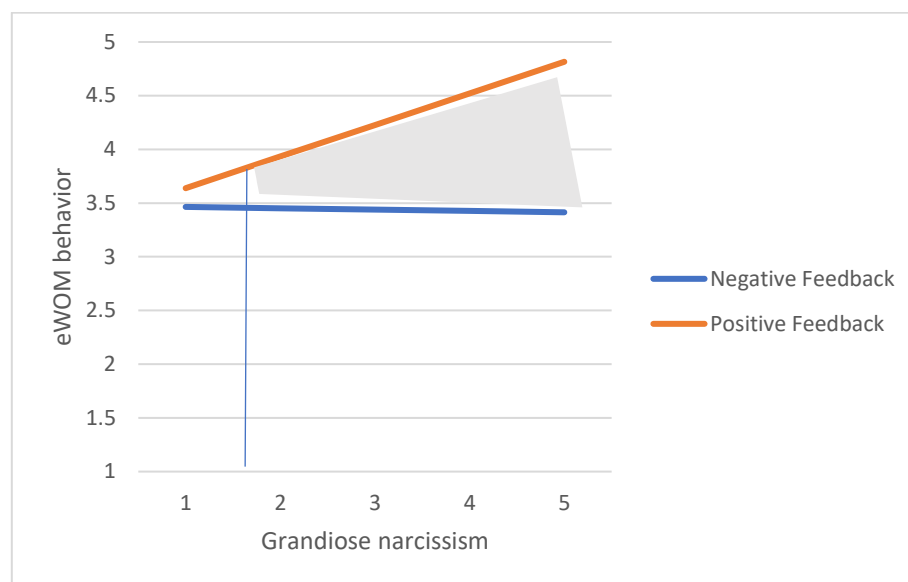


Figure 8: Conditional direct effect of received feedback condition on eWOM behavior at different levels of grandiose narcissism.

As can be seen in [Fig.8](#), the effect of positive feedback on eWOM behavior is higher for users with a high level of grandiose narcissism than for users with a low level of grandiose narcissism. In the condition of positive feedback, users with a higher level of grandiose narcissism reported stronger intention to engage in tourism-related eWOM behavior than users with lower level of grandiose narcissism. In the condition of negative feedback, users in a high level of grandiose narcissism didn't report a significant difference in tourism-related eWOM behavior compared to users in low level of grandiose narcissism. This effect was not expected. In the literature review, we predicted that highly grandiose narcissists are less sensitive to negative feedback, as they are highly self-confident, and they are less sensitive to criticism. These results show that they behave alike low narcissists. Accordingly, H5a was partially supported. Moreover, we applied the Johnson-Neyman significance technique that used in the moderating analysis by numerous marketing papers (Harindranath et al., 2019; Wilson et al., 2017; Fan et al., 2016). This tool tests the slope of the relationship between the independent and dependent variable at all levels of the moderator (Spiller et al., 2013). The Johnson-Neyman significance region in this test was 1.61 (% below=7.43; %

above=92.56). Thus, feedback conditions did not influence eWOM behavior for individuals scoring less than 1.61 on grandiose narcissism.

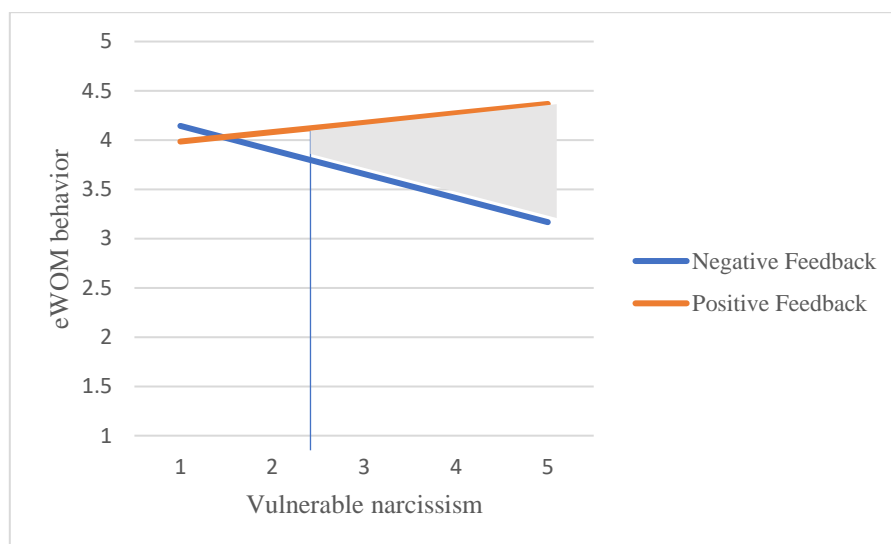


Figure 9: Conditional direct effect of received feedback condition on eWOM behavior at different levels of vulnerable narcissism.

Fig. 9 showed how the relationship between positive feedback and eWOM behavior is stronger for users with a higher level of vulnerable narcissism than users with a lower level of vulnerable narcissism. In the condition of positive feedback, highly vulnerable narcissists were more likely to spread tourism-related eWOM contents than low vulnerable narcissists. Likewise, the relationship between negative feedback and eWOM behavior was stronger for users in a high level of vulnerable narcissism than users in a low vulnerable narcissism. Highly vulnerable narcissists were less likely to engage in tourism-related eWOM behavior than users in low level of vulnerable narcissism. Confirming **H6a**. In addition to that, the Johnson-Neyman significance regions was 2.27 (% below=13.62; % above=86.37). Therefore, received feedback did not influence eWOM behavior for individuals scoring less than 2.27 on vulnerable narcissism.

Lastly, the results of **Figure 8** and **Figure 9** illustrated that grandiose narcissists were more active than vulnerable narcissists. Hence, **H7** was confirmed.

Following to that, we applied a linear regression to test the effect of both grandiose and vulnerable narcissism on eWOM behavior (H4). We used narcissism personality as the predictor and eWOM behavior as the dependent variable. The results showed that grandiose narcissism has a marginal significant effect on eWOM behavior ($b=0.138$, $t=0.1860$, $p=0.064$). Likewise, vulnerable narcissism has a marginal significant effect on eWOM behavior ($b=-0.133$, $t= -1.1962$, $p=0.051$). **H4** was marginally supported (See **Table 17**).

Table 17: Linear regression effect of narcissism personality on eWOM

| Grandiose narcissism | | | | |
|------------------------------|--------|--------|-------------------|--------|
| Coefficients | | | | |
| | B | T | Adjusted R square | P |
| Constant | | 0.211 | | <0.001 |
| Grandiose narcissism | 0.138 | 0.074 | 0.00 | 0.064 |
| Vulnerable narcissism | | | | |
| Coefficients | | | | |
| | B | T | Adjusted R square | P |
| Constant | | 18.937 | | <0.001 |
| Vulnerable narcissism | -0.133 | -1.962 | 0.009 | 0.051 |

2.9.3.2. Close vs. distant ties:

Table 18: Close vs. distant ties moderation hypothesis

| | |
|-----------|---|
| H8 | Close ties (v. distant ties) moderates positively the relationship between received positive feedback and eWOM behavior and moderates negatively the relationship between received negative feedback and eWOM behavior. |
|-----------|---|

To test **H8**, we ran a two-way Anova to examine if tie strength moderated the relationship between the feedback that users receive on Instagram and their eWOM behavior. We used feedback condition (X) and tie strength (W) as fixed factors and eWOM behavior as the dependent variable (Y). The 2 (Received feedback) \times 2 (Tie strength) ANOVA on eWOM behavior demonstrated the main effect of received feedback ($M_{\text{positive feedback}} = 4.36$ vs. $M_{\text{negative feedback}} = 3.59$; $F = 36.20$, $p=0.000$) and a significant two-way interaction effect between received feedback and tie strength ($F(1, 124) = 13.410$, $p<0.001$). The main effect of tie strength ($M_{\text{strong tie}} = 3.90$ vs $M_{\text{weak ties}} = 3.86$; $F=0.375$, $p=0.541$) was not significant.

Table 19: Moderation effect of strong vs weak ties between received feedback and eWOM behavior

| eWOM behavior (Y) | F | Partial eta squared | Observed power | P |
|----------------------------|--------|---------------------|----------------|--------|
| $R^2=0.158$ | | | | |
| Received feedback (X) | 48.900 | 0.133 | 1.000 | <0.001 |
| Ties- strength(W) | 0.375 | 0.001 | 0.094 | 0.541 |
| $X \times W$ (Interaction) | 13.410 | 0.040 | 0.955 | <0.001 |

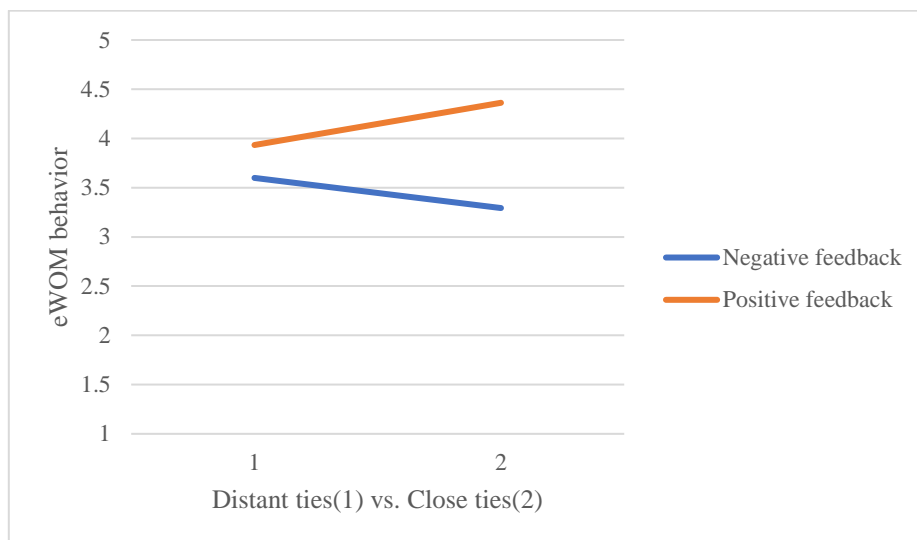


Figure 10: Conditional direct effect of received feedback on eWOM behavior at two different conditions of ties strength (close vs distant ties).

The finding above showed that when users received positive feedback from close ties, the association between positive feedback and eWOM behavior became stronger, compared with those who received positive feedback from distant ties. Users reported higher level of eWOM activities when they received positive feedback from their close followers ($M= 4.36$, $sd= 0.573$) more than from their distant followers ($M=3.93$, $sd=0.744$). Likewise, in the condition of negative feedback, the link between negative feedback and eWOM behavior was higher when users received negative feedback from close ties more than from distant ties. Users reported lower eWOM behavior when they received negative feedback from close followers ($M= 3.29$, $sd= 1.176$) more than from distant followers ($M= 3.59$, $sd= 0.961$). These results confirmed **H8**.

2.9.4. Tests for the moderation mediation effects:

Table 20: Moderating mediation hypotheses of narcissism personality

| | |
|------------|--|
| H5b | Grandiose narcissism moderates positively the relationship between received positive feedback and eWOM behavior via pride. |
| H6b | Vulnerable narcissism moderates negatively the relationship between negative feedback and eWOM behavior via shame. |

To test **H5b**, we performed the moderation mediation (model 14, Hayes 17), with feedback condition as the independent variable (X), eWOM behavior as the dependent variable (Y), pride as the mediator (M), and grandiose narcissism as the moderator variable between pride and eWOM behavior (W). Prior to showing the moderated mediation effects, PROCESS macro model 14 initially demonstrated a significant two-way interaction effect between pride and grandiose narcissism on eWOM behavior ($b=0.1275$, $s.e.=0.1123$, $p=0.0123$, 95% CI: = [0.0279; 0.2272]). This result implied that grandiose narcissism strengthened the association between pride and eWOM behavior. In addition to the two-way interaction, results further demonstrated a significant moderated mediation model, in which the association between received positive feedback and eWOM behavior mediated through pride was further moderated by grandiose narcissism (Moderated Mediation Index = 0.1854, SE=0.0882, 95% CI= [0.0160; 0.3568]). Confirming **H5b**. Moreover, pride didn't influence eWOM behavior for individuals scoring less than 1.32 on grandiose narcissism since the significance regions of Johnson-Neyman was 1.32 (% below=5.26; % above=94.73).

Table 21: Moderation effect of grandiose narcissism between received positive feedback and eWOM behavior, through pride

| Antecedent | Consequent | | | | | |
|------------------------------|--------------|-----------|------------|-------------------|--------|--------------|
| | Pride(M) | | | (Y) eWOM behavior | | |
| | B | SE | T | B | SE | T |
| Constant | 2.5658 | 0.0765 | 33.531*** | 3.4108 | 0.4929 | 6.9198*** |
| Feedback condition (X) | 1.4282 | 0.1084 | 13.1774*** | 1.1929 | 0.1161 | 16621n.s |
| Pride (W) | | | | 0.0009 | 0.1461 | 0.0063 n.s |
| Grandiose (M) | | | | - 0.3226 | 0.1735 | - 1.8590 n.s |
| Interaction (M*W) | | | | 0.1298 | 0.0499 | 2.6023*** |
| Index of moderated mediation | | | | | | |
| | <i>Index</i> | <i>SE</i> | | LLCI | ULCI | |
| Grandiose narcissism | 0.1854 | 0.0882 | | 0.0160 | 0.3568 | |

*** $p \leq 0.001$, ** $p \leq 0.01$, * $p \leq 0.05$

Level of confidence for confidence intervals: 95%. Number of bootstrap samples per percentile bootstrap confidence intervals: 5000. LLCI=lower limit confidence interval; ULCI=upper limit confidence interval.

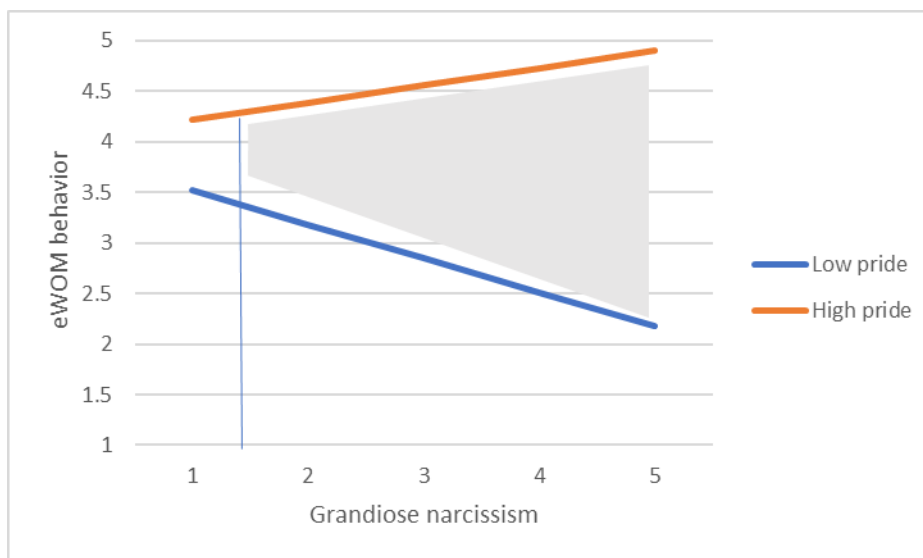


Figure 11: Conditional direct effect of pride on eWOM behavior at different levels of grandiose narcissism

The slopes demonstrated that among users with a higher level of grandiose narcissism, the association between pride and eWOM behavior became stronger, compared with those with a lower

grandiose narcissism (See Fig. 11). These slopes affirmed that when the level of pride was high, those with a higher level of grandiose narcissism engaged more in eWOM activities than those with a lower level of grandiose narcissism.

To further test H6b, we again applied the moderation mediation model (14) using the feedback condition as the independent variable (X), eWOM behavior as the dependent variable (Y), shame as the mediator (M), and vulnerable narcissism as the moderator variable (W). The results showed that the interaction between shame and vulnerable narcissism on eWOM behavior was statistically significant ($b=-0.1156$, $s.e.=0.0431$, $p=0.0076$, 95% CI= [-0.2004; 0.0309]). These results indicated that vulnerable narcissism negatively moderated the relationship between shame and eWOM behavior. Additionally, the moderated mediation index between feedback condition and eWOM behavior through shame was statistically significant (index=0.2081-, SE=0.0929, 95% CI= [0.0275; 0.3950]). Lastly, shame didn't affect eWOM behavior for users with less than 2.47 level of vulnerable narcissism, as the Johnson-Neyman significance region was 2.47 (% below=17.95; % above=82.04).

Table 22 : Moderation effect of vulnerable narcissism between feedback and eWOM behavior, through shame

| Antecedent | Outcomes | | | | | |
|------------------------------|--------------|-----------|-------------|-------------------|--------|------------|
| | Shame(M) | | | (Y) eWOM behavior | | |
| | B | SE | T | B | SE | T |
| Constant | 3.3457 | 0.0827 | 38.3887*** | 3.4625 | 0.4096 | 8.4525*** |
| Feedback condition (X) | -1.7991 | 0.1234 | -14.5742*** | 0.3303 | 0.1266 | 2.6087*** |
| Shame(W) | | | | 0.1757 | 0.1473 | 1.1924n.s |
| Vulnerable narcissism (M) | | | | 0.2058 | 0.1182 | 1.7407n.s |
| Interaction (M*W) | | | | -0.1156 | 0.0431 | -2.6859*** |
| Index of moderated mediation | | | | | | |
| | <i>Index</i> | <i>SE</i> | | LLCI | ULCI | |
| Vulnerable narcissism | 0.2081 | 0.0929 | | 0.0275 | 0.3950 | |

*** $p \leq 0.001$

Level of confidence for confidence intervals: 95%. Number of bootstrap samples per percentile bootstrap confidence intervals: 5000. LLCI=lower limit confidence interval; ULCI=upper limit confidence interval.

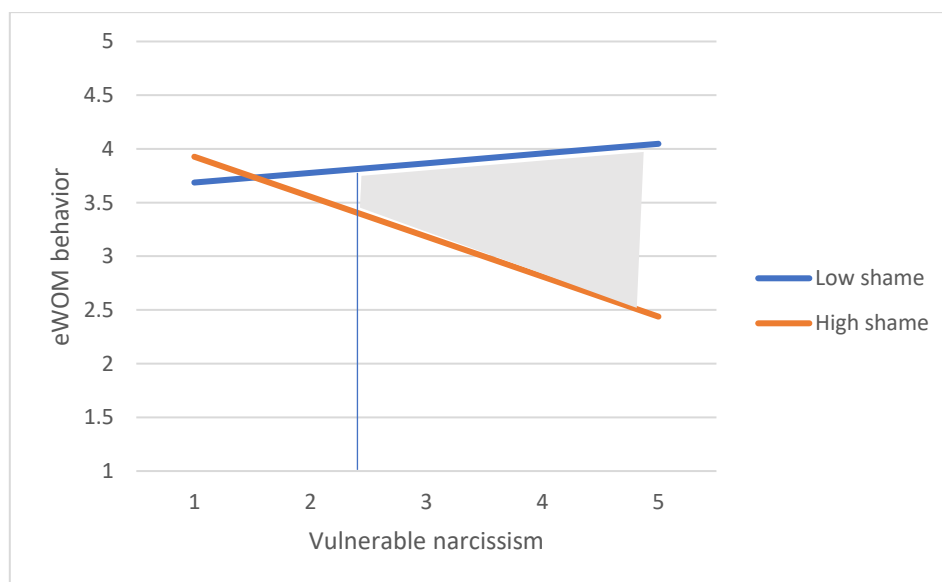


Figure 12: Conditional direct effect of shame on eWOM behavior at different levels of vulnerable narcissism.

As illustrated in **Fig.12** the impact of shame on eWOM behavior was higher for individuals in a higher level of vulnerable narcissism against those in a lower level of vulnerable narcissism. When the level of shame feelings was high, vulnerable narcissists were less encouraged to spread eWOM activities than non-vulnerable narcissists. Thus, **H6b** was also supported.

Table 23: Summary of the direct, mediation, serial mediation hypotheses and results

| Hypotheses | | | | | | Conclusion |
|------------|-----------------------------|---------|---------------------------|---------------------------|--|------------|
| H1a | Positive feedback condition | → Pride | | | | Supported |
| H2a | Negative feedback condition | → Shame | | | | Supported |
| H1b | Positive feedback condition | → Pride | → Increased eWOM behavior | | | Supported |
| H2b | Negative feedback condition | → Shame | → Decreased eWOM behavior | | | Supported |
| H3a | Negative feedback condition | → Shame | → Regret | → Decreased eWOM behavior | | Supported |
| H3b | Positive feedback condition | → Pride | → Regret | → Increased eWOM behavior | | Supported |

Table 24: Summary of the moderation effects

| Hypotheses | Conclusion |
|--|---------------------|
| H5a Grandiose narcissism moderates the relationship between received feedback and eWOM behavior. | Partially Supported |
| H6a Vulnerable narcissism moderates the relationship between received feedback and eWOM behavior. | Supported |
| H4 Narcissism personality leads directly to eWOM behavior. | Partially supported |
| H5b Grandiose narcissism moderates the relationship between received feedback and eWOM behavior, through pride. | Supported |
| H6b Vulnerable narcissism moderates the relationship between received feedback and eWOM behavior, through shame. | Supported |
| H7 Grandiose narcissists are more expected to create eWOM content in response to received positive and negative feedback than vulnerable narcissists. | Supported |
| H8 Close vs. distant ties moderates the relationship between received feedback and eWOM behavior. | supported |

2.10. Discussion

This study offered the following key findings. Firstly, there was a positive direct effect of feedback conditions on the feeling of pride, and negative direct effect of feedback conditions on the feeling of shame. These results are supporting and adding to prior research that positive feedback lead to positive emotions of excitement and happiness (Stsiampkouskaya et al., 2021; Davey et al., 2009; Gunther Moor et al., 2010) while negative feedback lead to negative emotions of stressed, sad, and anxious (Lee et al., 2020). Findings also revealed that pride played a key mediation role in the impact of received positive feedback condition on increased tourism-related word of mouth content. This result is in line with Lam et al. (2022) who found that customers are willing to share their travel experiences online to brag about it and to show off their abilities to travel abroad. On the other hand, shame mediated the impact of received negative feedback on decreased word of mouth about tourism content. Furthermore, pride and regret in a serial order contributed to an increased level of generating tourism content in response to received positive feedback. On the other hand, shame and regret in a subsequent order led to a decrease in generating tourism content in response to received negative feedback.

Next, the moderating factor of narcissism personality provided the following main results. Narcissism personality strengthens the impact of valence of feedback on tourism- related WOM activities. Back to the literature, grandiose narcissistic travelers are more eager to post their travel related experiences and opinions on social media through sharing photos, videos, and text comments (Kang & Schuett, 2013; Liu et al., 2018). Also, Hasan & Neela (2021) showed that tourists' grandiose narcissism has a significant direct effect on positive self-presentation and on eWOM intentional behavior concerning adventure experiences. We extended these results by showing the moderating effect of narcissism between valenced feedback and tourism related

eWOM behavior. In the positive feedback condition, users at high levels of both grandiose and vulnerable narcissism reported higher intention to share tourism content than users at low level of narcissism. In the negative feedback condition, vulnerable narcissists were more sensitive than grandiose narcissists. Users at high levels of vulnerable narcissism showed less intention to share tourism content than non-vulnerable narcissists. However, no significant difference appeared in the intention to share tourism behavior between users at high levels of grandiose narcissism and users at low levels of grandiose narcissism.

In addition to these findings, we found moderating mediation effects for narcissism in relation to emotions. Feeling of pride showed an interaction effect with grandiose narcissism personality. More precisely, when the level of pride was high, users with a high character of grandiose narcissism, spread more tourism-related eWOM activities than those with a lower level of grandiose narcissism. Further, there was an interaction effect between feeling of shame and vulnerable narcissism. We found that when the level of shame was high, vulnerable narcissists engaged more in tourism-related eWOM activities than non-vulnerable narcissists. Finally, grandiose and vulnerable narcissism showed a marginal association with tourism- related eWOM behavior.

Moreover, in relation to the moderating effect of close (vs. distant ties), results found that the feedback received from close ties had a higher impact on sharing tourism-related eWOM activities than feedback from distant ties. Users reported higher intention to share tourism -related eWOM activities when they received positive feedback from close followers more than from distant followers. This outcome provides an understanding to what was found by Fu (2017) that when users share contents for the motivation of self-expression, they focus on their close ties' relationship more than their distant ties relationship. On the contrary, our results found that users expressed lower intention to share tourism- related WOM activities when they received negative feedback from

close followers more than from distant followers. Our results extended previous study of Reich et al. (2018) that found perceived ostracism and self-esteem are negatively impacted by receiving no or few Likes when it's particularly coming from close individuals.

The effect of valence of
feedback on the level of brand
evaluation- self congruence
theory

Chapter 3: Audience feedback in relation to the level of brand evaluation

3.1. The role of SNSs in increasing customers' brand evaluation

Brand evaluation “determine consumers’ affective responses towards a brand, such as liking, trust and desirability” (Sirianni et al., 2013, P. 109). Brand evaluation involves the process of deducing and quantifying the strength, capacity, and robustness of a brand, variety, or product type in question from the perspective of either the sender or the promoter, or the consumer (Vilasanti et al., 2020). Consumer information processing is the basis for brand evaluation, which uses both historical and current data to assess the brand (Nurcahyo et al., 2011). In general, it incorporates the process of determining and deciding whether a brand or variety is good and worth buying in terms of perceptive quality, price, and/or self-centered interests.

Brand evaluation is verily essential to consumers and brand dealers who rely on social media for almost all brand-related decisions they make. In the context of a business entity, brand evaluation gives the dealer the core objective sense and implication of the product type’s value. It also gives the brand owner an impetus to the projected worth of the brand (Zhu et al., 2019). In order to distinguish a brand from competitors, consumers base their decisions on perceived value. People choose which brands to buy depending on their perceptions of their worth, and this is what determines the success of a brand (Hudson et al., 2016). Due to the ongoing changes in the marketing landscape, brand building is regarded as the most effective method of conducting business. A producer's competitive position could be strengthened by good brand-building to withstand the growing influence of retailers. Defending against rivals, increasing market share, and increasing value are just a few benefits of developing a brand (Pappu et al., 2005).

Past studies explored various constructs of brands such as brand attitude and brand image (Lee & Atkinson, 2019; Bapat & Thanigan, 2016). In the literature brand attitude is defined as “a favorable or unfavorable personal evaluation, emotional feeling, and behavior tendency that an individual keeps” (Kotler et al., 1999). Also, it has been described as “consumers' overall evaluations of a brand” (Wilkie 1986) and it involves a judgment about the brand (Cohen & Areni, 1991). Brand attitude is a critical brand equity driver that predicts major variables of interest in retailing like intention to purchase, purchase behavior, and brand choice (Park et al., 2010). The tripartite model of attitude (Schiffman & Kanuk, 2004) suggests that attitude consists of the beliefs of the buyer, his feelings, emotions, and behavioral intention. Accordingly, buyers’ overall attitude towards a brand can be derived by assessing the buyers’ beliefs, feelings, and emotions towards the specific brand.

Furthermore, (Keller, 1993) defined brand image as ‘the perceptions about a brand as reflected by the brand associations held in consumer memory.’ Brand image has three facets of: favorability, strength and uniqueness of brand associations. Brand image also described by the combination of a customer's affective, cognitive, and evaluative processes that influence how they perceive a brand (Lee et al., 2019). The brand image is a comprehensive depiction of the facts and knowledge about the product that influences how the brand is perceived (Wijaya, 2013). The consumer's belief and impression of a brand are also factors in brand image (Foster, 2016). Seo & Park (2018) demonstrated that brand image would take the form of a physical configuration in customers' imaginations and could be used as a crucial marketing tool.

The above-mentioned definitions show that brand evaluation, brand attitude and brand image have close conceptualizations. In addition to that, in the literature, some previous studies used the same measurement scale to test these concepts (e.g., Zhang et la., 2022; Hwang et al., 2021; Bapat &

Thanigan, 2016; Lee & Atkinson, 2019). In our study we treated brand evaluation in the context of brand attitude using the items form of “Favorable”, “Positive”, “Good” to analyze the role of brand evaluation.

Further, social media platforms encompass a significant flood and distribution of brand and product-related information (Chahal et al.,2020). Social media encourages users to connect and engage with brands at various points in the consumer journey, encompassing decision-making, information searching, word-of-mouth, and purchasing, using, and disposing of goods and services. Customers quickly transition from typical communication channels to social networking sites to express their opinions, facts, and thoughts. Therefore, companies must contemplate managing consumer brand correlations online, specifically on social networking sites (Muchardie et al., 2016).

Moreover, the rise of social networks platforms brought about significant transformations in customers-brands relationships due to the creation of social network brand webpages, where businesses routinely interact directly with their customers (Tsimonis & Dimitriadis, 2014). These pages enable a business to save money, increase leads, customer service, and brand awareness and manage its online reputation (Chierici et al., 2019). Furthermore, social media advertising expenses are consistently rising because businesses are becoming more interested in creating a presence there, engaging with their followers, influencing their perceptions, and even harnessing their opinions for more marketing influence (Tsimonis & Dimitriadis, 2014). Utilizing social media pages allows a business to manage its information dissemination, engage with and have a conversation with its potential consumers, and improve customer engagement.

Besides, consumer engagement in social media has been shown to play a vital role in enhancing consumer brand relationships (Ferreira et al., 2021). Social media engagement includes different activities such as likes, comments, and posting images, videos, stories, and other content on a

brand's community page. As a consequence of online engagement, customers who follow the brand and who are highly engaged consumers with the brand will build stronger relationships with brand elements such as the brand, product, organization, and other customers (Laroche et al., 2012). It has been observed by Naseem & NIKhat (2022) that when customers interact on social media it increases their loyalty toward the brands. Likewise, Muchardie et al., (2016) found that customer engagement had a significant contribution to brand loyalty. This means the more effective and efficient customer engagement on Facebook, the higher the positive relationship between customers and brands. To conclude, social media provided a great opportunity for brands and companies to be closer to their customers. Through social media, brand positive evaluation and loyalty can be strengthened.

3.2. The self-congruity theory in relation to brand evaluation and self-image

The self-congruity theory defines as the extent to which an individual's self-image is congruent with the typical brand-user image (Sirgy, 1982). Several previous studies applied self-congruity theory in marketing and consumer behavior (Sirgy, 2018; Aguirre-Rodriguez et al., 2012; Chebat et al., 2009; Chebat et al., 2010; Ericksen & Sirgy, 1992; Kressmann et al., 2006; Krishen & Sirgy, 2016; Yim et al., 2007). It has also been used in relation to the tourism sector (Boksberger et al., 2011; Usakli & Baloglu, 2011). Nowadays, we live in a very competitive business world where the positioning of brands and their image are extremely important. (Jamal & Al-Marri, 2007). The goal of many corporations is to reinforce their brand image and impact consumers with a positive image. Therefore, each message is designed to strengthen the relationship with customers (Aguirre-Rodriguez et al., 2012). The consumers' self-image describes the personal traits, identity role, relationship, and symbols that individuals use to build themselves (Huang & Chen, 2018). Brand image refers to human characteristics related with a brand (Aaker, 1997). Brands have become

dominant in consumers' expressions of their personalities and are used to grow and express the self (Baudrillard, 1998). Further, consumers have shaped "self-brand connection" founded on the congruency between the individual's "self-image" and the "brand image" (Escalas & Bettman, 2005).

Moreover, the typical justification for how individuals spend their money is that customers choose a brand out of personal preference. It is widely acknowledged that when customers buy goods it's not only for how well they perform functionally (Toth, 2014). Customers consider other factors as the product's symbolic or societal meaning while selecting what to buy (Richins, 1994). Although marketers typically assume that customers use products to satisfy needs, the symbolic interactionism theory proposes that consumers also use products to regulate impressions because they allow for symbolic communication between consumers and viewers (Solomon, 1983).

The literature on the relationship between consumers' self-concept and brand image attempts to elucidate consumer choice, for example, brand preference and loyalty (Heath & Scott, 1998; Mocanu, 2013). Self-congruity has a positive influence on consumer's value perception, brand evaluation and brand choice (e.g., Yasri & Budiarti, 2022; Chen et al., 2020; Qadeer & Hameed, 2018; Hosany & Martin, 2012; Üner & Armutlu, 2012; Beerli et al., 2007; Boksberger et al., 2011; Hung & Petrick, 2011; Kastenholz, 2004; Litvin & Goh, 2002, [See Table 25](#)). Consumers are willing to evaluate goods and services positively when the brand-user image of the product in question is high in self-congruity (i.e., the brand image matching the consumers' self-image). On the other hand, consumers evaluate goods and services negatively when the brand-user image does not match the consumers' self-image (Sirgy, 2018). Moreover, Keller & Richey (2006) found that consumers who perceive the product image to be constant with their actual self-concept are likely to feel motivated to purchase and consume that product. Further Chang et al. (2001) showed that consumers show promising sensation toward a brand when the brand image is congruent with their

own self-image. Hence, the congruence between brand image and self-image has a positive and significant effect on consumer and brand perception. In relation to social media, these facts implies that the social media users for instance would be in a good place in terms of their self-image only if the brand promotion process used applies the most suitable and effective brand introduction measures that entail appropriateness in attractiveness.

To summarize, products and brands are used by customers as a tool to improve their self-view through transferring meaning of the brands to oneself (Grubb & Grathwohl, 1967). In the same direction, in the self-congruence, interactions with others are required when the presence of others provide meanings to the products or brands (Belk et al., 1982). For instance, the need to enhance the self-image is dependent on the brand being known as symbol in public. As well as social interaction helps customers to use the symbol meaning of the products to express themselves (Grubb & Stern, 1971). Based on that, the self-congruence theory would help us to explore how the self-image would be influenced when getting reward vs. criticism from others, in turn how the behavior towards the brands would be reinforced vs diminished.

Table 25: Summarizing the literature of self-congruence and brand relationship

| Study | Independent variable | Outcome variable | Key Findings |
|---|--|---|---|
| Japutra, A., Ekinci, Y., & Simkin, L. (2019). | Actual and ideal Self-congruence | Brand attachment | Self-congruence directly affects brand attachment, whereas actual self-congruence is a stronger predictor of brand attachment. |
| Upamannyu, N. K., Mathur, G., & Bhakar, S. S. (2014). | Actual Self Congruence & Ideal Self congruence | Brand Preferences | Self-congruity positively affects brand preference |
| Japutra, A., Ekinci, Y., Simkin, L., & Nguyen, B. (2018) | Ideal self-congruence | Compulsive buying External trash-talking | Ideal self-congruence affects emotional brand attachment and in turn, emotional brand attachment affects compulsive buying behavior and external trash-talking. |
| Kumar, V., & Kaushik, A. K. (2022). | Perceived brand authenticity | Consumer brand engagement Brand usage intention Pay a price premium | The results reveal that perceived brand authenticity positively influences brand usage intention, further influencing consumer brand engagement and paying a price premium. |
| Jamal, A., & Goode, M. M. (2001). | Self-image congruity | Brand preference Satisfaction | Results indicate that self-image congruity was a very strong predictor of consumers' brand preferences and a good predictor of consumer satisfaction. |
| Chen, R., Zhou, Z., Zhan, G., & Zhou, N. (2020). | Brand authenticity Brand self-congruence | Brand engagement Revisit intention Recommendation intention | The findings indicate that destination brand authenticity and destination brand self-congruence positively influence destination brand engagement, revisit intention, and recommendation intention. |
| Zogaj, A., Tscheulin, D. K., Lindenmeier, J., & Olk, S. (2021). | Actual self-congruence Ideal self-congruence Functional congruence | Loyalty | The study results show that ideal self-congruence and functional congruence have a positive effect on donor loyalty, while actual self-congruence does not affect donor loyalty. |

| | | | |
|---|--|---|--|
| Hosany, S., & Martin, D. (2012). | Self-image congruence (actual and ideal) | Passengers' experiences | Results indicate that self-image congruence (actual and ideal) affects passengers' experiences but indirectly influences satisfaction levels. |
| Sheeraz, M., Qadeer, F., Masood, M., & Hameed, I. (2018). | Self-congruence | Product involvement Emotional brand attachment | Findings indicated that ideal self-congruence yielded substantial influence on product involvement and emotional brand attachment. With the help of empirical research, the paper argues that while self-image congruence may be related to satisfaction in general in the automobile market, it may not necessarily affect satisfaction judgments when customers have higher levels of expertise. |
| Jamal, A., & Al-Marri, M. (2007). | Self-image congruence | Satisfaction | The findings show that ideal self-congruence increases the perception of authenticity, which in turn functions as an inhibitor of greenwashing. |
| Olk, S. (2021). | Customers' self-concepts | Perception of authenticity | The results showed that self-congruence significantly predicts hedonic shopping value, satisfaction, and loyalty intention. |
| Ha, S., & Im, H. (2012). | Self-congruence | Values Satisfaction loyalty intention | The results showed that (1) brand authenticity had a positive and significant effect on destination brand engagement. (2) brand self-congruence has a positive and significant effect on destination brand engagement |
| Yasri, Y., Dwita, V., & Budiarti, A. P. (2022). | Brand Authentic Brand self-congruence Brand love | Brand engagement | |

3.3. The mediating effect of pride between positive feedback and brand evaluation

A growing body of marketing research demonstrated that discrete positive emotion of pride has an important influence on the consumer judgment process and the brand evaluation (Cavanaugh et al., 2015; Griskevicius et al., 2010; Cavanaugh et al., 2011; MacInnis & de Mello 2005; Small & Verrochi, 2009). According to Williams et al. (2018) when individuals experience the emotion of pride it increases their self-brand connection with luxurious brands. Users with emotions of pride feel more supercilious than others on their brand(s) of interest thus it leads to high self-brand connection. The feeling of superiority which is defined as having an exaggerated belief in one's importance (Kohut 1977; Robbins & Patton, 1985) makes such users feel more attached to the brands that are prevalently being conspicuously consumed by the majority of the social community.

Moreover, Feng et al. (2021) showed that when users feel pride after sharing online reviews it increases their connection with the brand. Further, Griskevicius et al. (2010) showed that pride increases favorable evaluation of products that could be consumed and presented in public because pride encourages consumers to signal their accomplishments. For instance, according to this study, clothing was evaluated more positively among those feeling pride when it was framed as being worn where other people could see it, rather than only inside the home. Moreover, Yang & Zhang (2018) found that authentic pride leads to more positive evaluation on the products that have low desirability but high feasibility than those with low feasibility but high desirability, whereas hubristic pride is opposite.

Besides that, when individuals keep on posting their favorite brands online, the social media audience would consistently make feedback and comments. The relationship between customers' online interactions and brands have been confirmed in the marketing literature (Godey et al., 2016;

Hudson et al., 2016; Dijkmans et al., 2015; Labrecque, 2014). In social media interactions, consumers could interact, discuss, provide feedback, and share specific products/brands with like-minded others (Muntinga et al., 2011). Studies have observed that social interactions among customers have significant positive effects on customer experiences (Chang, 2019; Lin et al., 2020). For instance, Hudson et al. (2016) found that consumers that engage with others about their favorite brands on social media have stronger relationships and higher evaluation for these brands. Also, Zhang et al. (2022) revealed that social interactions on Wechat between customers lead to higher levels of brand attachment and brand evaluation. Customers who engage in the brand online community develop robust emotional relationships with the brand (Hollebeek et al., 2014). In the tourism framework, it has been found that consumer engagement increases brand evaluation (So et al., 2014). Furthermore, when users share travel photos and express their traveling experience it boosts their tourism related brand evaluation (Tang et al., 2022).

Additionally, when users post about the brand, negative (vs. positive feedback) that they receive would technically reduce their self-esteem and escalate dissatisfaction emotions (Haferkamp & Krämer, 2011). On the contrary, positive feedback would enhance self-esteem (Gallagher, 2017). This implies that negative comments could significantly result in low interest, low brand evaluation in the long run. Therefore, from a managerial point of view, it remains verily critical and essential for brands to maintain high levels of brand quality consistency and relevance. Any brand that uses social media to promote and post about their brands to reach out to the intended audience should ensure that there is unquestionably perfect brand quality consistency and relevance, which would probably maintain higher brand evaluation scores by concurrently receiving more positive feedback and comments (Johannes, 2016). Although it is impossible to maintain 100% positive ratings on a brand on social media or online platforms, whatever the feedback that the brand poster gets from the general audience plays lots of roles in their self-centered behavior toward the brand and their

eventual emotions on whether they should remain loyal to the brand or not. Nevertheless, by ensuring consistency and appropriateness in the brand, there are higher chances of receiving more positive comments and feedback, which in turn would improve the pride emotions for users who generate brand posts.

Based on the self-congruence, users who posts about their favorites brand(s) are expected to feel pride in response to the positive feedback they get since they consider the appraisal feedback about the brands is directed toward them and to their good choice, in return, this feeling of pride is expected to increase the positive evaluation about the brand in question.

H1c: Pride mediates the impact of positive feedback on level of brand evaluation.

3.4. The mediation and serial mediation effects of shame regret in relation to negative feedback and brand evaluation

Scholars have identified that negative emotions towards a brand can be reflected directly into actions against the brand (Khatoon & Rehman, 2021). Prior studies have suggested that regret negatively influences customer satisfaction level and repurchase intention (Tsiros & Mittal, 2000) as well as encourages brand switching behavior (Zeelenberg & Pieters, 1999). Furthermore, Decker (2016) stated that when customers experience shame feeling with products and brands, they tend to decrease their desire to try and promote the brands. Previous literature proposed that regret and shame cause bad or negative experiences since individuals frequently incline to blame themselves for their actions and behaviors that resulted in regretted experiences (Connolly & Zeelenberg, 2002). In addition, because of the unlikeliness caused by shame and regret, it is generally realized as being avoided or repressed by humans in all likely conditions (Zeelenberg & Pieters, 2006). Shame leads consumers to see themselves as the one who brings socially undesirable outcomes (Tangney et al., 1995; Tracy & Robins, 2004). In fact, consumer experience of shame could result in feelings

of regret and a sense of inferior and diminished self, such as self-contempt and self-disgust (Babcock & Sabini, 1990). This in turn compels the consumer to leave the shameful behavior behind and disengage from the behavior, showing a sense of control and power (Suarez, 2014). Eventually, the consumer grows a sense of adhesion to the counter-behavior of anti-consumption (Cova & D'Antone, 2016). Consequently, such feelings induce brand avoidance, which subsequently breeds anti-consumption tendencies and behaviors (Jayasimha et al., 2017).

Besides, shame emotion is linked to compulsive and avoidance behaviors on social media (Visvalingam et al., 2022). In addition to that, studies found that 11%-46% of young people have stated experiencing regret after sharing online content (Stern, 2015; MaristPoll, 2011; Yahoo, 2011). This statistic shows that online regret experience is growing at an alarming rate, especially among young consumers. Number of studies about online regret and shame experience has emphasized the necessity to inspect the antecedents and consequences of regret and shame experience in the use of social networking sites (Moore & McElroy, 2012; Lim & Yang, 2015)

To summarize, based on the self-congruency theory, it is expected that negative social media feedback on brands posts escalate demoralizing attitudinal and behavioral detriments to the users and as a result lower their level of brand evaluation because of the serial emotions of shame and regret. In other words, it's expected that users could experience shame and regret feelings, then in turn, this would decrease their positive brand evaluation. Users might consider the criticism they received to their brand posts as criticism to their own taste, this would affect their own image and could be reflected on their image about the brands.

H2c: Shame mediates the impact of negative feedback on decreased level of positive brand evaluation.

H3c: Shame and regret subsequently mediate the impact of negative feedback on decreased level of positive brand evaluation.

H3d: Pride and regret subsequently mediate the impact of positive feedback on increased level of positive brand evaluation.

3.5. Satisfaction as a mediator for the effect of positive feedback on eWOM behavior and brand evaluation

Satisfaction is defined as a “psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service” (WTO 1985, p. 21). In the literature, customer satisfaction has been conceptualized into two constructs: cognitive and affective determinants (Bitner, 1992; Brady et al., 2006; Homburg et al., 2006; Parasuraman et al., 1988; Pizam & Ellis 1999; Walls, 2011; Liljander & Mattsson 2002; Sweeney & Soutar 2001; Sheth et al., 1991). These studies revealed the simultaneous impact that cognition and affect play in forming the satisfaction process (Homburg et al., 2006).

Satisfaction feeling helps companies and brand owners in the digital marketing world to contemplate and predict the implications a consumer may have on the brand in question and how they feel after acquiring or interacting with the brand. On a broader scale, satisfaction feeling is very ideal in determining the probable fate of the brand and helps the company or brand owners to make sound digital marketing decisions (Ozer & Kose, 2013). In the digital marketing spectra, it is a common trend that consumers love sharing with their profound network about various products and they express how much they are satisfied through various social media platforms. In so doing,

over 3 billion product mentions in 2.4 billion brand-related chats and conversations are shared daily only in the USA (Source: Adweek).

Besides that, Zell & Moeller (2018) found that Facebook users felt happier and more satisfied and perceived their audience as more caring and interested when they received more likes for their status updates. Further, Sannon et al. (2017) found that receiving more intimate comments was associated with higher levels of interaction satisfaction and greater influences on mood. In addition to that, Coulthard & Ogden (2018) showed that receiving feedback on selfie posts increases appearance and face satisfaction. According to Wang et al. (2017) the number of "likes" received on selfies may operate as a mediating factor in the relationship between posting selfies and life satisfaction. Additionally, posting and receiving positive as opposed to negative emotions on social media posts typically makes people happier (Choi & Toma, 2014).

Thus, we expected that when a consumer posts about a given brand and consequently finds supportive positive feedback, they develop satisfaction with the brand or the product.

H9a: Positive feedback has a direct positive effect on satisfaction.

Besides, customers will talk about a brand extensively in social media and online forums when it is a popular, powerful brand, and this will promote the brand organically online. One of the top management priorities is to ensure that customers are satisfied (Veloutsou et al, 2005). Satisfaction is a fulfillment response, based on a good or service, evaluated for one-time consumption or ongoing consumption (Christodoulides & Michaelidou, 2011). According to (MaminiainaAimee, 2019) customer satisfaction is widely documented in the marketing and management literature. This is because empirical studies showed a connection between customer satisfaction, customer loyalty, and long-term profitability. Brand satisfaction can be used as a basis for positive brand evaluation. As a result, it is not surprising that businesses invest a lot of money in maintaining and

monitoring consumer satisfaction (Gupta, 2022; Lee, 2005). Earlier studies have shown that satisfaction is a strong antecedent to brand attachment (Bahri-Ammari et al., 2016; Lam & Shankar, 2014). Bahri-Ammari et al. (2016) have confirmed that customer satisfaction leads to attachment to a brand. Similarly, Ha et al. (2005) suggested that a customer who is satisfied by the perceived performance of the brand shows strong trust in the brand, leading to positive brand evaluation. According to (Halstead et al., 1994) satisfaction is an effective reaction that is focused on how well a product performs. Brand satisfaction plays an important role in the development of positive brand evaluation relationships (Esch et al., 2006).

Besides, businesses develop quickly in this globalization period, resulting in stiff competition between firms. However, the fast-paced development of information and technology offers opportunities for businesses to design quality and superior products, resulting in higher satisfaction. Further, to deal with higher competition, business brands employ word of mouth to maintain their clients/customers. Word of mouth occurs when customers are satisfied with the goods they purchase (Putri et al., 2018). Higher customer satisfaction can result in positive word of mouth. Saraswulandari & Santika (2013) affirmed that consumer satisfaction has a positive impact on word of mouth. Likewise, Hsieh et al. (2022) stated that satisfaction has a positive effect on word-of-mouth. Customer satisfaction relies on product quality. Satisfaction felt by a consumer on the product quality indirectly will motivate consumers to make positive recommendations to other customers on the product quality, specifically on social media. In addition to the quality of a product, a brand image is a determinant of consumer satisfaction (Upamannyu & Bhakar, 2014). The better the image, the greater the level of satisfaction, showing that the brand image has a significant and positive impact on consumer satisfaction (Cuong, 2020). Brand image has a considerable impact on word of mouth, indicating a higher and positive brand image will impact

word of mouth for customers. Thus, based on the studies, customer satisfaction with products and brands results in positive word of mouth about the products and brands on social media.

Although many studies have been conducted on the relationship between satisfaction, eWOM and brand relationship but none of the studies has addressed the role that satisfaction can play as a mediator of received feedback on brand sharing behavior and brand evaluation. We predicted that users could develop a feeling of satisfaction in response to the positive feedback they receive to their brand posts, in turn, satisfaction would increase users EWOM behavior and their level of brand evaluation.

H9b: Satisfaction mediates the effect of received positive feedback (high number of likes and comments) on increased word-of-mouth behavior.

H9c: Satisfaction mediates the effect of received positive feedback (high number of likes and comments) on increased positive brand evaluation.

Study 2: testing our model in the restaurant brands context

In chapter 4 we examine the impact of received likes and comments on the level of brand evaluation and eWOM posting behavior through the mediating and serial mediating effects of emotions (pride, shame, regret) and the mediating effect of satisfaction. Further, we tested the moderating effects of narcissism personality and ties strength in the relationship between received feedback and brands-related eWOM behavior.

4.1. Method

We conducted a field study to replicate and extend the results of study 1. We aimed to ensure the credibility of the results of study 1 by providing further evidence of our hypotheses in a new context. Our approach was different from our first experimental study that was based on an imaginary scenario. This field study built on a natural and realistic environment. The goal was to improve the ecological validity or naturalness of the independent variable of feedback valence. Although this type of study has low internal validity, in which it has lower control over the independent variable compared to experimental type of studies. However, it has a higher realism and high external validity than experimental studies because its results can be generalized and applied into other populations, events or time (Bhandari, 2020). Accordingly, we relied on actual Instagram posts to gather actual behavioral data. We asked respondents about their real activities that they shared on their Instagram page to test their intentional eWOM behavior and level of evaluation about restaurant brands, as well as their emotions. Specifically, we questioned them about a very recent post they shared on Instagram about a restaurant they visited. We asked them to open their Instagram page to describe the content of this post in a few words as well as to report the number of likes and comments received to this post.

Following the same direction of study 1, we focused on likes and comments as forms of received feedback. In study 1, we proved through a pre-test study that a low number of likes is a negative indicator. Here, we did another pre-test study to provide evidence that low number of comments as a negative indicator as well. We asked 100 participants the following question “imagine you see a post that you don’t like on your Instagram or Facebook wall page. What would be your reaction?”. Ninety five percent of the participants answered that they don’t write any comment when they don’t like the post. Only 5% reported that they write a negative comment if they don’t like the post. Based on that, we followed a quantifiable approach to explore the feedback variable. Positive feedback presented by (a higher number of likes and comments) vs. Negative feedback (a lower number of likes and comments).

Food porn: A new trend explaining our choice of Instagram as the focal platform for this study

We chose again Instagram, as we previously mentioned in study 1, our research had mainly focused on self-concepts and self-centered emotions and Instagram is the leading social media for self-representation and lifestyle sharing activities (Machado et al., 2021). Another key reason was related to the sector chosen in our field study. We focused on the food and restaurants sector. Today, food and restaurants contents are part of a strong and lasting trend on social media and especially on Instagram (Atanasova, 2016). It is among the most popular contents that are generated by Instagram users. Instagram has more than 476 million food hashtags related content and 48.8 million restaurant hashtags related content (Instagram, 2022). Furthermore, one of the trendy concepts and hashtags that is widely used on Instagram is food porn. It’s a modern concept when users are willing to share their food experience in a very glamorous way to display a joyful food-related moment.

Overall, traditional ways of being attracted to a new restaurant or food type has expressively changed, and Instagram has become a key driver to help customers to decide where to eat (Casales-Garcia et al., 2022; Taylor & Keating, 2018). In fact, Instagram reported that 66% of users who frequently go out for dinner are attracted to visiting a restaurant after seeing a photo posted by a friend. In addition to that, one study showed that 30% of millennials avoid going to restaurants that are not strongly active on Instagram (Jiampetro, 2021). Digital marketers of the food industry are aware of this craze and increasingly using Instagram to reach their audience as it became an industry communication standard (Lee et al., 2021). Thanks to the food porn advertising tool and many other modern techniques, marketers can attract new customers and grow their businesses.

Moreover, Instagram and the posting of food content there have given the targeted audience golden opportunities to develop an intrinsic deeper connection with the contents and the restaurant dealing with the promoted/posted food/beverage content (Zhu et al., 2019). Unlike in the past decade when people would only post foods in various hotel settings, a Forbes study reported by (Demarest, 2020) posits that the modern generation posts themselves and their personalities in the context of restaurants and hotels on Instagram. This has played a pivotal role in the socioeconomic positioning of various restaurant settings by Instagram influencers. In most findings, self-expression, as enhanced by Instagram, promotes supportive interactions between the audience and the restaurant leading to higher virtual demand which reflects to attracting and retaining more potential consumers. Furthermore, Instagram marketing in this perspective of food content has also made the targeted audience/consumers distinguish the promoted brands from the other available brands within the broader market segment and develop personal attachments to the posted brands (Aji et al., 2020). In a case where a brand has positive comments on Instagram, a hotel, or a restaurant, for example, the audience will certainly develop a personal attachment with the brand and opt for it. In case of negative feedback, the converse is plausible and tarnishes the public image of the brand

(Šerić & Praničević, 2018). Instagram brand marketing of foods and restaurants has seen huge market players reap big and negative impacts are significant on the hotels that recurrently receive negative comments on their brands (Boateng et al., 2020).



Figure 13: Instagram posts with hashtags food porn



Figure 14: Pizza as the most shared type of food on Instagram

4.2. Prescreening procedure:

We recruited participants through the same Prolific platform that we used in study 1. We chose Prolific because it helped us to target the same segment of the first study which is American people aged between 18 to 34 years old who are strong Instagram users. In addition, we asked participants three screening questions related to their posting frequency and number of followers. We selected respondents who shared a photo of a restaurant less than a week ago. In this way, emotions of respondents are recent and truthful and not altered by time (Frijda, 2007). Moreover, we chose participants who have between 500 and 700 followers to have consistent reactions to the received feedback. In addition to that, consistent with study 1, we chose only participants who post a

minimum of twice a month on their personal page. Then we sent the link of our survey to the participants who met the required criteria. The survey was hosted on Smart Survey, it included all the necessary instructions and the study items ([Appendix E](#)). We collected demographic information such as age, gender, educational background, and income level in the last page of our survey.

4.3. Participants

A total of 210 online surveys were collected. We distributed the survey to more than 200 participants because correlations appear stable as long as the sample contains more than 200 observations (Hofer, 2020; Schönbrodt & Perugini, 2013). We retained 205 usable surveys after deleting (N=5) responses of the participants who failed our attention check question “please answer strongly disagree to this item”.

Table (26) presents the demographic distribution of the sample. These participants ranged in age from 18 to 34 years old ($M=25.66$, $SD=4.558$) with 74.6 % being female. This statistic is in line with the findings of previous research (Kimbrough et al., 2013) that studied gender differences in mediated communication and found that women are more engaged with social media compared to men. Therefore, it could explain why women were more represented than men in the sample. Further, 75% percent of the sample were employed, 27.3% were students, 6.8% unemployed and 5.9% were self-employed.

Table 26: Demographic distribution of the sample

| Demographic factors | N | % |
|------------------------|-----|------|
| Gender | | |
| Male | 47 | 22.9 |
| Female | 153 | 74.6 |
| Prefer not to say | 5 | 2.4 |
| Age | | |
| Less than 26 years old | 118 | 57.6 |
| More than 26 years old | 87 | 42.4 |
| Occupation | | |
| Employed | 118 | 57.8 |
| Self-employed | 12 | 5.9 |
| Student | 56 | 27.3 |
| Unemployed | 14 | 6.8 |
| Other | 4 | 2.0 |

Table (27) shows that of our participants, 42.9% use Instagram daily between 30 minutes and 1 hour, 29.8% between 1 hour and 3 hours, 18.0% less than 30 minutes and 9.3% more than 3 hours. Overall, 66.3 % of the participants post a couple of times per month on their Instagram profile, 29.3% post once/twice per week, 2.4% post once a day and 2.0% post more than once a day. In addition, number of followers was between 500 to 750 followers. Overall, this sample description demonstrates a good match with the actual population of users of Instagram in the US.

Table 27: The Instagram use of the sample

| Instagram use | N | % |
|---|----------|----------|
| Posting frequency | | |
| A couple times per month | 136 | 66.3 |
| Once/twice per month | 60 | 29.3 |
| Once a day | 5 | 2.4 |
| More than once a day | 4 | 2.0 |
| Time spends on Instagram per day | | |
| Less than 30 minutes | 37 | 18.0 |
| Between 30 minutes and 1 hour | 88 | 42.9 |
| Between 1 hour and 3 hours | 61 | 29.8 |
| More than 3 hours | 19 | 9.3 |

4.4. Measures:

We used same measurements of study 1 to analysis the constructs of eWOM behavior, pride, shame, regret and narcissism personality. Also, we applied same 5 Likert scales from (1= strongly disagree) to (5= strongly agree). Next, we used the following scales to measure the extended variables of brand evaluation and satisfaction:

4.4.1. Dependent variable:

Brand evaluation: we asked participants to indicate their intention to provide a positive evaluation about the restaurant they posted about on their Instagram page, using 3 items by Lei et al. (2012). These items include “My evaluation of this restaurant is very favorable”, My evaluation of this restaurant is very positive”, My evaluation of this restaurant is very good”.

4.4.2. Mediating variable:

Satisfaction: we measured satisfaction with 3 items from Verkijika & De Wet (2019). Participants reported the extent which each item describes their satisfaction with the feedback received to their post. The items include: “very dissatisfied/very satisfied”, “very displeased/very pleased”, “very frustrated/very contented”.

4.4.3. Moderating variable

Consistent with study 1 we conducted principal component analysis using varimax rotation, and we removed items with loadings $<.49$ (Hair et al., 1995). Furthermore, we used HTMT method (Henseler et al., 2015) to confirm the discriminate validity between both types of narcissism personality. The results in **Table (28)** showed that discriminant validity was smaller than 0.90. This confirm that there was no issue of discriminate validity between the two scales.

Table 28: Heterotrait-Monotrait ratio (HTMT) / discriminant validity

| | Grandiose narcissism | Vulnerable narcissism |
|-----------------------|----------------------|-----------------------|
| Grandiose narcissism | - | |
| Vulnerable narcissism | 0.296 | - |

4.4.4. Independent variable

We did a pre-test study with 100 participants of Instagram users. We asked them a question about what kind of feedback they usually receive to their post. The question included multiple choices: “only likes”, “only comments”, or “both likes and comments”. Seventy five percent of participants answered that they usually receive both types of feedback (“both likes and comments”) in response to their posts. Accordingly, we chose to calculate the total number of received likes and comments to measure feedback. This choice reflected the most common and the most popular type of feedback received to Instagram posts. We also chose this way because in the stage of analysis we found that the effect of likes and comments on respondents’ feelings and future posting behavior was the same

when likes and comments were tested separately or combined. As we previously stated, we adapted the quantifiable feedback approach (the more users receive like and positive comments the better they feel and the more often they post. Whereas the less users receive likes and positive comments the worse they feel and the less often they post).

4.5. Data analysis:

4.5.1. Measurements model:

To investigate scales' validity and dimensional structure of the surveyed items, we again conducted principals' competent analyses and varimax rotation matrix. The items' loadings ranged from 0.49 to 0.90, which is higher than the recommended level ($>.49$). Following to this analysis, we applied Confirmatory factor analysis (CFA) on AMOS software and the results of the overall CFA indicated a good model fit to the data with $RMSEA = 0.054$, $IFI = 0.958$, $TLI = 0.950$, $CFI = 0.957$ and $\chi^2/df = 1.598$ (Hair et al., 2006).

Regarding the Cronbach's alpha coefficient, all the variables have values greater than 0.7, which according to Ursachi et al. (2015) revealed high internal consistency. Also, the composite reliability coefficients for all constructs were above the recommended threshold 0.7 and the AVE for each construct exceeded the minimum acceptable value of 0.4 (Fornell & Larcker, 1981). (See Appendix G).

Additionally, **Table (29)** provided evidence for the discriminant validity of our measures through showing that square root of the AVE of one construct was larger than any of the reported correlations between the construct in question and the rest of the constructs in the model (Chin, 1998; Fornell & Larcker, 1981). **Table (30)** provided a further evidence of discriminant validity by showing that all HTMT values were smaller than the threshold value of 0.90 (Henseler et al., 2015).

Table 29: The Fornell–Larcker criterion / Discriminant validity

| | eWOM behavior | Brand | Pride | Shame | Regret | Satisfaction | Vulnerable narcissism | Grandiose narcissism |
|-----------------------|---------------|--------------|--------------|--------------|--------------|--------------|-----------------------|----------------------|
| eWOM behavior | 0.822 | | | | | | | |
| Brand | .478 | 0.817 | | | | | | |
| Pride | .269 | .324 | 0.750 | | | | | |
| Shame | -.271 | -.300 | -.447 | 0.805 | | | | |
| Regret | -.347 | .089 | -.320 | .503 | 0.766 | | | |
| Satisfaction | .239 | .209 | .543 | -.465 | -.321 | 0.801 | | |
| Vulnerable narcissism | -.025 | -.016 | .009 | -.051 | .064 | .037 | 0.637 | |
| Grandiose narcissism | .221 | -.009 | .195 | -.091 | .019 | .158 | .231 | 0.694 |

Table 30: Heterotrait-Monotrait ratio (HTMT) / discriminant validity

| | eWOM behavior | Brand evaluation | Regret | Shame | Pride | Satisfaction | Grandiose narcissism | Vulnerable Narcissism |
|-----------------------|---------------------|---------------------|---------------------|---------------------|-------|--------------|----------------------|-----------------------|
| eWOM behavior | -- | | | | | | | |
| Brand evaluation | 0.531 | -- | | | | | | |
| Regret | 0.401 ^{oo} | 0.461 ^{oo} | -- | | | | | |
| Shame | 0.307 ^{oo} | 0.363 ^{oo} | 0.616 | -- | | | | |
| Pride | 0.310 | 0.350 | 0.501 ^{oo} | 0.549 ^{oo} | -- | | | |
| Satisfaction | 0.352 | 0.231 | 0.45 ^{oo} | 0.560 ^{oo} | 0.602 | -- | | |
| Grandiose narcissism | 0.258 | 0.003 ^{oo} | 0.013 | 0.11 ^{oo} | 0.227 | 0.185 | -- | |
| Vulnerable narcissism | 0.029 ^{oo} | 0.018 ^{oo} | 0.089 | 0.07 ^{oo} | 0.012 | 0.038 | 0.296 | -- |

4.5.2. Common method variance

As we collected data using self-report measures, it is essential to control the potential impact of common method bias on findings. We used both procedural and statistical solutions, as recommended by Podsakoff et al. (2003) to avoid CMV. Procedurally, we measured the dependent variable eWOM intentional behavior and level of brand evaluation before the independent variable

of received feedback. Further, the respondents were assured of anonymity and that there were no right or wrong answers. Also, different response formats were used for the measurement of constructs. For instance, regret emotion was measured using a semantic differential scale format, while others were measured using Likert-scale formats. Well-established measures were used to reduce ambiguity and the items were counterbalanced to control major effects.

In addition to that, we assessed the threat of common method bias using statistical method of Harman's single-factor test proposed by Podsakoff et al. (2003). The first factor explains 23.33% of the covariance amongst all constructs. This is less than 50%, which means that common method bias does not affect our data (Podsakoff et al., 2003, 2012). We also adopted the 'marker variable' approach of Lindell & Whitney (2001) by employing a theoretically unrelated construct (i.e., How many kids does your best friend have?) in the analysis as a proxy for common method variance. Evidence of lack of CMV could be proved if the marker variable is not correlated with at least one of the others observed variables. The result of our correlation analysis showed that the marker variable item was not correlated with any other measure thus, common method bias seems not to be of significance in this study.

4.6. Results and discussion

4.6.1. Test of main effects and mediation hypotheses

To replicate and extend the results of study 1, we applied the same analysis used in study 1 (Process, Model 4; 5,000 bootstraps; Hayes, 2017) to test main effects of **H1a, H2a, H9a** and mediation effect of **H1b, H2b, H9b, H1c, H2c, H9c**. We used number of received likes and comments as the (X) independent variable, eWOM behavior as the dependent variable (Y) and pride, shame and

satisfaction as the mediator variables (M). Then in a second test, we applied number of received likes and comments as the (X) independent variable, brand evaluation as the dependent variable (Y) and pride, shame, and satisfaction as the mediator variables (M).

4.6.1.1. Main effects:

The results of the analysis found that the number of received likes and comments had a positive direct effect on pride emotion ($b= 0.742$, $p<0.001$) and satisfaction ($b= 0.982$, $p<0.001$). Whereas the number of received likes and comments revealed a negative direct effect on shame emotion ($b=-0.847$, $p<0.001$). Thereby **H1a, H2a, and H9a** are supported. Further, there was a subsequent positive effect of pride on both outcome variables of intentional eWOM behavior ($b= 0.336$, $p=0.0013$) and on level of brand evaluation ($b=0.320$, $p=0.0002$). As well as subsequent positive impact of satisfaction on intentional eWOM behavior ($b=0.275$, $p=0.0005$) but not on level of brand evaluation ($b=0.124$, $p=0.0608$). On the other hand, shame exhibited a negative effect on both intentional eWOM behavior ($b= - 0.285$, $p=0.0008$) and on level of brand evaluation ($b=-0.02764$, $p=0.0001$). **Table (31)** demonstrated the direct effects of the relationships.

Table 31: Direct effect

| Direct effect | | B | S.e. | T | P |
|---------------|--------------------|--------|-------|---------|-----------|
| NRLC | → Pride | 0.742 | 0.105 | 7.0355 | $p<0.001$ |
| NRLC | → Shame | -0.847 | 0.129 | -6.5222 | $p<0.001$ |
| NRLC | → Satisfaction | 0.982 | 0.140 | 6.9995 | $p<0.001$ |
| Pride | → eWOM behavior | 0.336 | 0.103 | 3.2595 | 0.0013 |
| Shame | → eWOM behavior | -0.285 | 0.083 | -3.4137 | 0.0008 |
| Satisfaction | → eWOM behavior | 0.275 | 0.077 | 3.5634 | 0.0005 |
| Pride | → Brand evaluation | 0.320 | 0.085 | 3.7304 | 0.0002 |
| Shame | → Brand evaluation | -0.276 | 0.069 | -3.9776 | 0.0001 |
| Satisfaction | → Brand evaluation | 0.129 | 0.066 | 1.8852 | 0.0608 |

Note: NRLC: Number of received likes and comments.

4.6.1.2. Mediation effects

The results of the main effects in **Table (31)** determined that there was a significant indirect effect of high number of likes and comments on increased eWOM behavior via both positive emotions of pride ($b=0.2495$, $SE=0.1005$, $CI= [0.0644; 0.4550]$) and satisfaction ($b=0.2701$, $SE=0.0911$, $CI= [0.0963; 0.4577]$). On the other side, there was a significant indirect effect of decreased number of likes and comments on decreased eWOM behavior via shame ($b=0.2417$, $SE=0.0835$, $CI= [0.0947; 0.4194]$). Confirming **H1b**, **H2b**, **H9b**. Moreover, our finding also demonstrated the mediation effects of pride ($b=0.2380$, $SE=0.0969$, $CI= [0.0600; 0.4382]$) and shame ($b=0.2342$, $SE=0.0818$, $CI= [0.0889; 0.4065]$) in the relationship between number of received likes and comments and level of brand evaluation. Increased number of received likes and comments showed an increase in level of brand evaluation through pride. On opposite, decreased number of likes and comments showed a decreased level of brand evaluation through shame. However, the indirect effect of received number of likes and comments on brand evaluation via satisfaction was surprisingly not significant ($b=0.1226$, $SE=0.0662$, $CI= [-0.0049; 0.2546]$). Overall, these results supported our extended hypotheses **H1c**, **H2c** and rejected **H9c**. **Table (32)** outlined the results of our mediation hypothesis testing.

Of note, as shown in **Table (32)** the impact of number of likes and comments on eWOM behavior and brand evaluation through the three mediators was not significant. This is to conclude a full mediation effect for all mentioned relationships (Zhao et al., 2010).

Table 32: The mediation effect analysis

| Mediation path | | | Indirect effect | | Direct effect | | |
|----------------|----------------|--------------------|-----------------|-------------|---------------|--------------|----------------|
| | | | B | 95 CI | B | 95 CI | |
| NRLC | → Pride | → eWOM behavior | 0.2495 | [0.06–0.45] | 0.1825 | [-0.15–0.52] | |
| NRLC | → Shame | → eWOM behavior | 0.2417 | [0.09–0.41] | 0.1904 | [-0.14–0.52] | Full mediation |
| NRLC | → Satisfaction | → eWOM behavior | 0.2701 | [0.10–0.45] | 0.1620 | [-0.17–0.50] | |
| NRLC | → Pride | → Brand evaluation | 0.2380 | [0.06–0.43] | 0.1292 | [-0.15–0.41] | |
| NRLC | → Shame | → Brand evaluation | 0.2342 | [0.08–0.40] | 0.1330 | [-0.14–0.41] | |
| NRLC | → Satisfaction | → Brand evaluation | 0.1226 | [0.00–0.25] | 0.2406 | [-0.04–0.53] | |

Note: NRLC: Number of received likes and comments.

The CIs are the bias-corrected bootstrap 95% confidence intervals.

4.6.1.3. Test for the serial mediation effect

H3a, H3c posited that shame and regret sequentially mediate the relationship between negative feedback and decreased outcomes of eWOM behavior and brand evaluation. On the other side, **H3b, H3d** predicted that pride and regret serially mediate the relationship between positive feedback and increased outcomes of eWOM behavior and brand evaluation. We again conducted (model 6; Hayes 2017). Our serial mediation analysis confirmed our prediction that the two mediators of shame and regret in a serial causal order fully mediated the relationship of low number of received likes and comments on decreased eWOM behavior (index=0.1243, SE=0.0560, 95% CI= [0.0348; 0.2475]). Similarly, the indirect effect of low number of likes and comments on decreased level of brand evaluation through shame and regret was significant (index=0.1182, SE=0.0541, 95% CI= [0.0323; 0.2448]). Hence, **H3a, H3c** are supported. Furthermore, pride and regret also demonstrated a sequential order of mediation in the effect of high number of received likes and comments on increased eWOM behavior (index=0.0791, SE=0.0395, 95% CI= [0.0171; 0.1679]) and level of brand evaluation (index=0.0757, SE=0.0393, 95% CI= [0.0160; 0.1668]). Thus, confirming **H3b, H3d** (See Table 33).

Table 33: Serial mediation effect

| Serial mediation path | | | | Indirect effect | | Direct effect | | |
|-----------------------|---------|----------|--------------------|-----------------|-------------|---------------|--------------|----------------|
| | | | | B | 95 CI | B | 95 CI | |
| NRLC | → Pride | – Regret | → eWOM behavior | 0.0791 | [0.03–0.16] | 0.0747 | [-0.25–0.40] | |
| NRLC | → Shame | – Regret | → eWOM behavior | 0.1234 | [0.03–0.16] | 0.1366 | [-0.19–0.46] | Full mediation |
| NRLC | → Pride | – Regret | → Brand evaluation | 0.0757 | [0.03–0.16] | 0.0259 | [-0.24–0.30] | |
| NRLC | → Shame | – Regret | → Brand evaluation | 0.1182 | [0.03–0.24] | 0.0819 | [-0.18–0.35] | |

Note: NRLC: Number of received likes and comments.
The CIs are the bias-corrected bootstrap 95% confidence intervals.

4.6.2. Tests for the moderation effects:

4.6.2.1. Narcissism personality:

Following the same moderation procedure as in Study 1 (Model 1, Hayes), the moderation role of grandiose and vulnerable narcissism on the relationship between received feedback and the outcome variable (**H5a, H6a**) was tested. As presented in **Table (34)** there was a statistically significant interaction between received number of likes and comments and both types of narcissism personality, grandiose narcissism ($b=0.5627$, $s.e.=0.2185$, $p=0.0107$) and vulnerable narcissism ($b=0.4810$, $s.e.=0.2045$, $p=0.0196$). Therefore, there was an indication that both grandiose and vulnerable narcissism moderated the relationship of received number of likes and comments on eWOM behavior (**See Table 34**). Of note, a linear regression analysis was also conducted, it showed that grandiose narcissism was a significant predictor of eWOM behavior ($b =0.369$, $t=3.233$, $p=0.001$). Hence, grandiose narcissism was a quasi-moderator (antecedent as well as moderator) in the effect of received feedback on eWOM behavior ($b =0.369$, $t=3.233$, $p=0.001$) (**See Table 35**). Consequently, **H4a** was supported. Grandiose narcissism was not only interacting with the independent variable, but it also is an independent variable itself (Sharma, 2003). However, vulnerable narcissism was not a significant predictor of eWOM behavior ($b =-0.037$ $t=-0.362$, $p=0.718$). **H4b** was not confirmed.

Table 34: Moderation effect of grandiose and vulnerable narcissism between number of received likes and comments and eWOM behavior

| Moderation variables | | eWOM behavior (Y) | | | |
|------------------------------|----------------------------------|-------------------|---------|---------|---------|
| | | B | SE | T | P |
| Grandiose narcissism | Constant | 5.2710 | 5.2710 | 5.2710 | 5.2710 |
| | Number of likes and comments (X) | -1.3454 | -1.3454 | -1.3454 | -1.3454 |
| | Grandiose narcissism (W) | -0.6607 | -0.6607 | -0.6607 | -0.6607 |
| | X × W (Interaction) | 0.5627 | 0.5627 | 0.5627 | 0.5627 |
| Vulnerable narcissism | Constant | 5.7368 | 5.7368 | 5.7368 | 5.7368 |
| | Number of likes and comments(X) | -1.0361 | -1.0361 | -1.0361 | -1.0361 |
| | Vulnerable narcissism (W) | -0.8603 | -0.8603 | -0.8603 | -0.8603 |
| | X × W (Interaction) | 0.4810 | 0.4810 | 0.4810 | 0.4810 |

Table 35:Regression effect of grandiose and vulnerable narcissism on eWOM behavior
Narcissism personality

| | Path coefficients | | | |
|---------------------------------------|-------------------|--------|-------------------|-------|
| | B | T | Adjusted R square | P |
| Grandiose narcissism → eWOM behavior | 0.369 | 3.233 | 0.044 | 0.001 |
| Vulnerable narcissism → eWOM behavior | -0.037 | -0.362 | -0.004 | 0.718 |

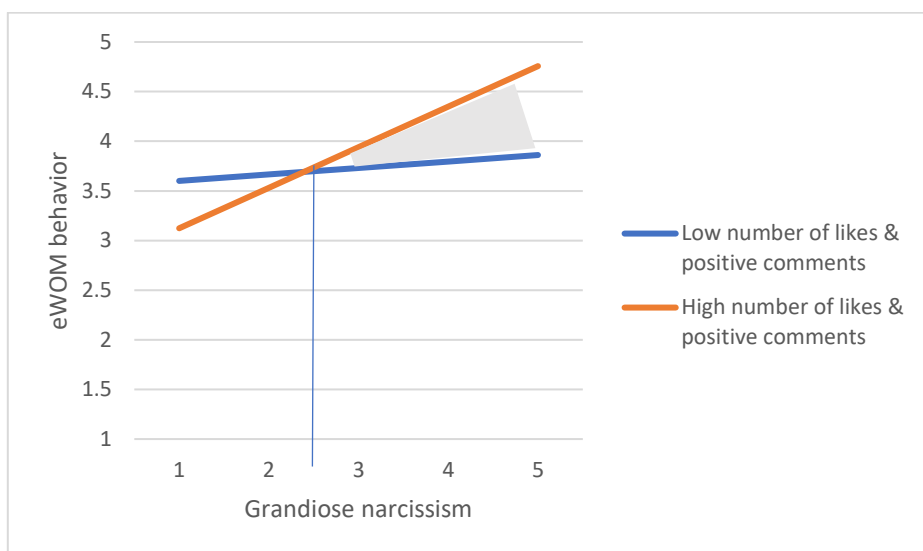


Figure 15: The moderating role of grandiose narcissism in the relationship between received feedback and eWOM behavior.

As displayed in [Fig. 15](#), the effect of received number of likes and comments on eWOM behavior was greater for users in higher level of grandiose narcissism than users in lower level of grandiose narcissism. In addition to that, the moderator value defining Johnson-Neyman significance regions was 2.94 (% below=54.63; % above=45.37). This result meant that received feedback did not influence eWOM behavior for individuals scoring less than 2.94 on grandiose narcissism. As predicted in the literature review, in the case of high number of received likes and comments, users with higher level of grandiose narcissism were more willing to engage in eWOM behavior than users with lower grandiose narcissism. Likewise, in the case of low number of likes and positive comments, users with higher level of grandiose narcissism were more likely to generate eWOM behavior than individuals with lower grandiose narcissism. Confirming [H5a](#).

Regarding vulnerable narcissism, the following figure demonstrated the interaction effect of received feedback and vulnerable narcissism on eWOM behavior.

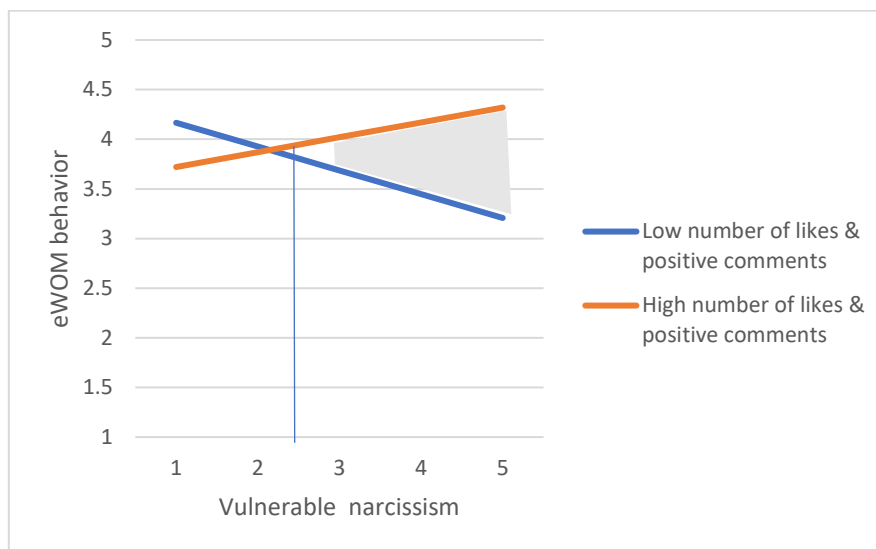


Figure 16: The moderating role of vulnerable narcissism in the effect of received feedback on eWOM behavior.

Consistent with **H5a**, **Fig. 16** displayed that in the condition of high number of likes and comments, vulnerable narcissists showed greater intention to post eWOM contents than users in low level of vulnerable narcissism. On opposite to **H5a**, in low number of likes and comments condition, users in high level of vulnerable narcissism had less intention to post eWOM contents than users in low vulnerable narcissism. Supporting **H6A**. Additionally, Johnson-Neyman significance regions was 2.81 (% below=32.19; % above=67.81). Hence, for users recording less than 2.48 on vulnerable narcissism, there was no impact of received feedback on eWOM behavior.

In comparison between grandiose and venerable narcissism, grandiose narcissists were more active than vulnerable narcissists. **H7** was supported (see figures 15,16).

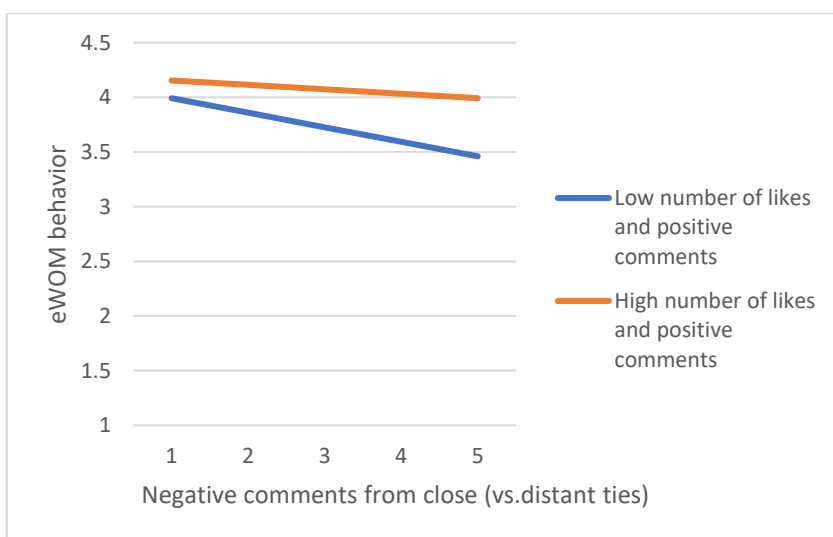
4.6.2.2. Close vs. distant ties:

H8 examined if ties strength moderated the relationship between the feedback that users receive on Instagram and their eWOM behavior. We applied again model (1). First, we used number of likes and comments as independent variable (X), positive comments from close ties vs. distant ties as moderator variable, and eWOM behavior as the dependent variable (Y). Second test, we used number of likes and comments as independent variable (X), negative comments from strong ties vs. weak ties as moderator variable (W1), and eWOM behavior as the dependent variable(Y).

The interaction between received feedback and positive comments from close (vs. distant ties) was not significant ($b=-0.0309$, $s.e.=0.5159$, $p=0.9523$). On the other hand, as can be seen in **Table (36)** the interaction between received feedback and negative comments from close (vs. distant ties) was significant ($b=1.2292$, $s.e.=0.6162$, $p=0.0474$). In conclusion, only received negative comments from close (vs. distant ties) moderated the effect of feedback on eWOM behavior, however positive comments from close (vs. distant ties) didn't moderate the effect of feedback on eWOM behavior. Therefore, **H8** was partially supported.

Table 36: Moderation effect of strong vs weak ties between number of received likes and eWOM behavior

| | | eWOM behavior (Y) | | | |
|------------------------------------|---|-------------------|--------|---------|-----------|
| | | B | SE | T | P |
| Model 1 (Hayes' model 1) | | | | | |
| $R^2=0.0387, MSE=1.1393, p=0.0470$ | | | | | |
| | Constant | 3.0938 | 3.3524 | 8.7796 | $p<0.001$ |
| | Number of likes and comments(X) | 0.4143 | 0.1956 | 2.1179 | 0.0354 |
| | Positive comments from strong vs. weak ties(W) | 0.2386 | 0.9991 | 0.2389 | 0.8115 |
| | $X \times W$ (Interaction) | -0.0309 | 0.5159 | -0.0599 | 0.9523 |
| | | | | | |
| | | eWOM behavior (Y) | | | |
| | | B | SE | T | P |
| Model 1 (Hayes' model 1) | | | | | |
| $R^2=0.0679, MSE=1.1047, p=0.0027$ | | | | | |
| | Constant | 3.2927 | 0.2975 | 8.6343 | $p<0.001$ |
| | Number of likes and comments(X) | 0.3468 | 0.1630 | 2.1278 | 0.0346 |
| | Negative comments from strong vs. weak ties(W) | -3.3.65 | 1.3081 | -2.5278 | 0.0122 |
| | $X \times W$ (Interaction) | 1.2292 | 0.6162 | 1.9949 | 0.0474 |

**Figure 17: The moderating role of close (vs. distant ties) in the effect of negative feedback on eWOM behavior**

In **Fig.17**, the effect of received feedback on eWOM behavior was higher when individuals received negative comments from close ties more than from distant ties. The more negative comments the users receive from close (vs. distant) the less they reported eWOM behavior.

4.7. The moderation mediation analysis of narcissism personality in relation to emotions:

H5b examined the moderation mediation role of grandiose narcissism in the link between received positive feedback, pride and eWOM behavior. In consistency with study 1, we applied (model 14, Hayes 2017). The interaction of pride and grandiose narcissism on eWOM behavior was significant ($b=0.3616$, $s.e.=0.1156$, $p=0.0020$, 95% CI: = [0.1337; 0.5895]). Consistent with our predictions, this analysis revealed that grandiose narcissism moderated the association between pride and eWOM behavior. In addition to that, the link between number of likes and comments and eWOM behavior mediated through pride was further moderated by grandiose narcissism (Moderated Mediation Index = -0.12 , SE = 0.04, 95% CI = [-0.1984, -0.0437]). Confirming **H5b**. Moreover, Johnson-Neyman significance regions was 2.48 (% below=30.24; % above=69.76). Hence, pride didn't not influence eWOM behavior for individuals scoring less than 2.48 on grandiose narcissism.

Table 37: Moderation effect of grandiose narcissism between number of received likes + comments and eWOM behavior, through pride

| Antecedent | Outcomes | | | | | |
|--|-------------------|-----------|-----------|-------------------|-----------|--------------------|
| | Pride(<i>M</i>) | | | (Y) eWOM behavior | | |
| | <i>B</i> | <i>SE</i> | <i>T</i> | <i>B</i> | <i>SE</i> | <i>T</i> |
| Constant | 2.0650 | 0.1926 | 10.7231 | 5.3261 | 1.1771 | 4.5248 |
| Number of received likes and comments (<i>X</i>) | 0.7423 | 0.1055 | 7.0355*** | 0.0437 | 0.1712 | 0.2252 <i>n.s.</i> |
| Pride (<i>M</i>) | | | | -0.6916 | 0.3325 | -2.0800** |
| Grandiose (<i>W</i>) | | | | - 0.9507 | 0.4048 | -2.3486* |
| Interaction (<i>M*W</i>) | | | | 0.3616 | 0.1156 | 3.1248** |
| Index of moderated mediation | | | | | | |
| | <i>Index</i> | <i>SE</i> | | LLCI | ULCI | |
| Grandiose narcissism | 0.2684 | 0.1238 | | 0.0517 | 0.5347 | |

*** $p \leq 0.001$, ** $p \leq 0.01$, * $p \leq 0.05$

Level of confidence for confidence intervals: 95%. Number of bootstrap samples per percentile bootstrap confidence intervals: 5000. LLCI=lower limit confidence interval; ULCI=upper limit confidence interval.

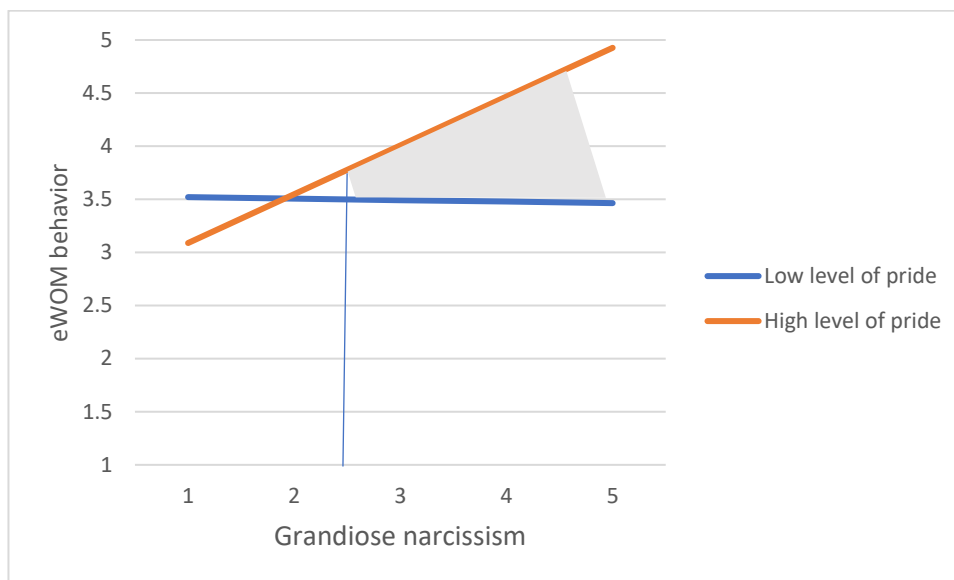


Figure 18: the moderating mediating role of grandiose narcissism in the relationship of pride on eWOM behavior

Consistent with the results of study 1, [Fig. 18](#) demonstrated a higher association between pride and eWOM behavior for highly grandiose narcissists more than for non narcissists. In the condition of high level of pride emotion, users with higher level of grandiose narcissism stated more intentional eWOM activities than users in lower level of grandiose narcissism.

We aimed to further verify [H6b](#) which investigated the moderation mediation role of vulnerable narcissism in the link between received negative feedback, shame and eWOM behavior. As presented in [Table \(38\)](#) there was a statistically significant interaction effect between shame and vulnerable narcissism on eWOM behavior ($b=-0.2549$, $s.e.=0.0841$, $p=0.0027$, $95\% \text{ CI} = [-0.4296; -0.0891]$). Thus, vulnerable narcissism moderated the relationship between shame and eWOM behavior. In addition to that, the index of moderated mediation between number of likes and positive comments and eWOM behavior through shame was negative and significant (index= -0.2159 , $SE=0.0733$, $95\% \text{ CI} = [0.0790; 0.3669]$).

Table 38: Moderation mediation effect of vulnerable narcissism between number of received likes + positive comments and eWOM behavior, through shame.

| Antecedent | Outcomes | | | | | |
|--|--------------|-----------|------------|-------------------|--------|------------|
| | Shame(M) | | | (Y) eWOM behavior | | |
| | B | SE | T | B | SE | T |
| Constant | 3.1663 | 0.2371 | 13.3530 | 2.8748 | 0.6608 | 4.3505 |
| Number of received likes + positive comments (X) | -0.8472 | 0.1299 | -6.5222*** | 0.1357 | 0.1680 | 0.8077n.s |
| Shame(W) | | | | 0.4532 | 0.2580 | 1.7564n.s |
| Vulnerable narcissism (XW) | | | | 0.4254 | 0.1864 | 2.2824** |
| Interaction ((M*W)) | | | | -0.2549 | 0.0841 | -3.0322*** |
| Index of moderated mediation | | | | | | |
| | <i>Index</i> | <i>SE</i> | | LLCI | ULCI | |
| Vulnerable narcissism | 0.2159 | 0.0733 | | 0.0790 | 0.3669 | |

*** $p \leq 0.001$, ** $p \leq 0.05$,

Level of confidence for confidence intervals: 95%. Number of bootstrap samples per percentile bootstrap confidence intervals: 5000. LLCI=lower limit confidence interval; ULCI=upper limit confidence interval.

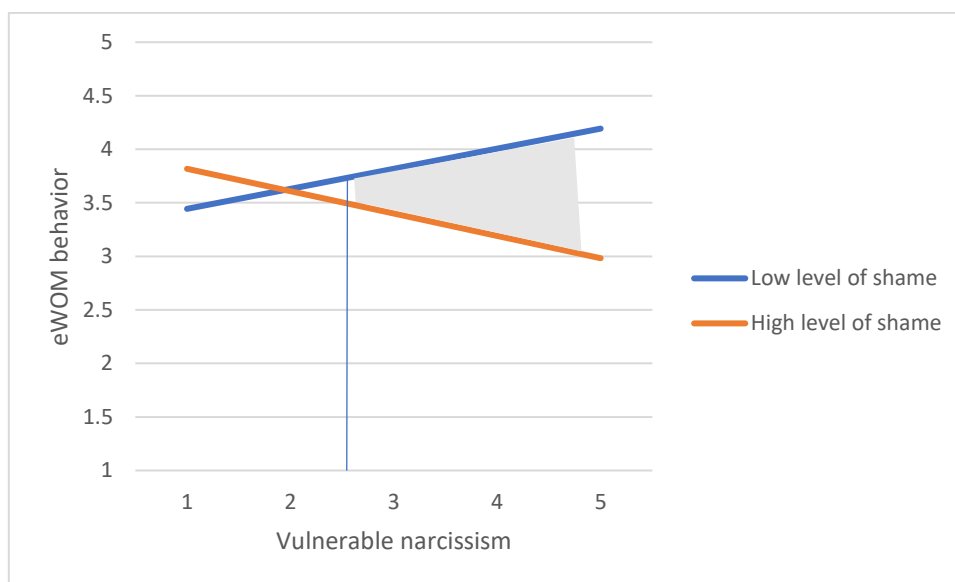


Figure 19: The moderating role of vulnerable narcissism in the effect of shame on eWOM behavior

The association between shame and eWOM behavior was higher for individuals in stronger level of vulnerable narcissism than individuals in weaker level of vulnerable narcissism (See Fig.19).

Users in higher level of vulnerable narcissism had a lesser intention to create eWOM contents than users in lower level of vulnerable narcissism because of high level of shame. Hence, **H6b** was also supported. Additionally, Johnson-Neyman significance regions was 2.47 % below=17.07% above=82.93). This confirm that there was no impact of shame on eWOM behavior for people recording less than 2.48 on vulnerable narcissism.

Table 39: Summary of the direct, mediation, serial mediation hypotheses and results

| Hypotheses | | | | | Conclusion |
|------------|---|----------------|---------------------------------------|---------------------------|------------|
| H1a | High number of received likes and comments | → Pride | | | Supported |
| H2a | Low number of received likes and comments | → Shame | | | Supported |
| H9a | High number of received likes and comments | → Satisfaction | | | Rejected |
| H1b | High number of received likes and comments | → Pride | → Increased eWOM behavior | | Supported |
| H2b | Low number of received likes and comments | → Shame | → Decreased eWOM behavior | | Supported |
| H9b | High number of received likes and comments | → Satisfaction | → Increased eWOM behavior | | Supported |
| H1c | High number of received likes and comments | → Pride | → Increased level of brand evaluation | | Supported |
| H2c | Low number of received likes and comments | → Shame | → Decreased level of brand evaluation | | Supported |
| H9c | High number of received likes and positive comments | → Satisfaction | → Increased level of brand evaluation | | Rejected |
| H3a | High number of received likes and comments | → Shame | → Regret | → Decreased eWOM behavior | Supported |
| H3b | Low number of received likes and comments | → Pride | → Regret | → Increased eWOM behavior | Supported |

| | | | | | |
|------------|--|---------|----------|---------------------------------------|-----------|
| H3c | High number of received likes and comments | → Shame | → Regret | → Decreased level of brand evaluation | Supported |
| H3d | Low number of received likes and comments | → Pride | → Regret | → Increased level of brand evaluation | Supported |

Table 40: Summary of the moderation effects

| Hypotheses | Conclusion |
|---|---------------------|
| H5a Grandiose narcissism moderates the relationship between received feedback and eWOM behavior | Supported |
| H6a Vulnerable narcissism moderates the relationship between received feedback and eWOM behavior | Supported |
| H5b Grandiose narcissism moderates the relationship between received feedback and eWOM behavior, through pride | Supported |
| H6b Vulnerable narcissism moderates the relationship between received feedback and eWOM behavior, through shame | Supported |
| H7 Grandiose narcissists are more expected to create eWOM content in response to received positive and negative feedback than vulnerable narcissists | Supported |
| H4 Grandiose narcissism leads directly to eWOM behavior | Supported |
| H8 Close vs. distant ties moderates the relationship between received feedback and eWOM behavior | Partially supported |

4.8. Discussion

This field study replicated the results of study 1 in a natural social media context. It also provided robust and extended knowledge of the impact of received feedback on the outcome variable of brand evaluation. As such, this study provides three key findings. Firstly, self-relevant emotions mediated the impact of received feedback on (1) intentional behavior to share restaurant brand content and (2) perception about restaurant brands. The emotion of pride contributed to an increase in restaurant brands- related eWOM activities and positive evaluation about restaurant brands in response to a high number of received likes and comments on Instagram. These results confirmed what proposed by Ferreira et al. (2021) that when users generate brands contents its able to influence their brand attitude. Our findings also extended results found by (Griskevicius et al., 2010; Yang & Zhang, 2018) about the positive association between pride and brand evaluation. On the other hand, the emotion of shame contributed to a decrease in eWOM behavior and level of brand evaluation about restaurant brands in response to a low number of received likes and comments.

Further, satisfaction played a mediation effect of high number of received likes and comments on increased restaurant brands related eWOM behavior. This mediating relationship extended previous papers of Sannon et al. (2017) that found receiving more intimate comment to associated with higher levels of interaction satisfaction and what observed by Hsieh et al. (2022) that satisfaction feeling has a positive influence on generating eWOM content. However, satisfaction didn't mediate the impact of high number of mikes and comments on level of brand evaluation. This result was surprisingly not significant and didn't agree with what reveled previously (Bahri-Ammari et al., 2016; Lam & Shankar, 2014) about the positive connection between satisfaction and brands. This is probably because of the chosen sector of study. Indeed, individuals' satisfaction about a restaurant

experience that might last for hours, or days could differ from a consumer experience with a product that is owned (luxury good, clothing, accessories, cars...). Therefore, while individuals have felt satisfied, the short experience might not allow them to develop their level of brand evaluation. Future research might consider another sector or brand in order to gain a better understanding of this relationship. Further, pride and regret serially mediated the increased number of likes and comments on boosted eWOM behavior and positive brand evaluation about restaurants. On the contrary, shame and regret successively mediated the decreased number of likes and comments on reduced eWOM behavior and brand evaluation about restaurants.

Secondly, narcissism personality was here again demonstrated as a moderation effect of received feedback on eWOM behavior. Results revealed that in the case of a high number of likes and comments, highly grandiose and vulnerable narcissists were more willing to engage in restaurant brands-related eWOM activities than people who are low in narcissism. In the case of low number of likes and comments, only highly grandiose narcissists were attempted to engage more in restaurant brands-related eWOM activities while vulnerable narcissists were not. Furthermore, when the level of likes and comments was high, grandiose narcissists who are presented by their high self-confidence and openness, had more intentional behavior towards restaurant brands-related eWOM activities than low grandiose narcissists because of prideful emotions. On the contrary, when the level of likes and comments was low, highly vulnerable narcissists who are known for their introverted traits showed less intention to share restaurant brands-related eWOM activities than low vulnerable narcissists.

Thirdly, our study highlighted the moderation effect of comments from strong (vs. weak ties) on the relationship between received feedback and eWOM behavior. Respondents reported lower posting intention when they received negative comments from strong ties more than from weak

ties. However, positive comments coming from strong vs. weak didn't show a significant difference in the posting behavior. This result was against our expectations. It can be explained by several reasons. First, this study was conducted in a natural environment in which we asked respondents about only one specific recent post while other future research could study multiple or serial posts at different time periods (longitudinal study). This help to get a deeper understanding about the tie's strength perception in natural social media context.

Second reason, the segment we targeted is made of Instagram users aged 18 to 34 years old. In other words, two generations are represented: the Z generation and the millennials generation. Academic research showed that the young generation cares highly about overall numbers of responses (Chua & Chang, 2016; Jong & Drummond, 2016). Therefore, future research could focus on the differences between the Z generation and the millennials in the tie's strength perception. This helps to gain a deeper understanding about the importance of quantifiable responses for young generating, and if it matters for them where this feedback come from. Thirdly, even though most studies in the literature support that strong ties are evaluated to provide more emotional support than weak ties (e.g., Carr et al., 2016). However, in reviewing the literature (Wong & Shoham, 2011) found that weak ties provide emotional support as well. This opens an avenue to discover close vs. distant ties in depth in relation to social media, taking in consideration external variables that might have impact on this relationship like age as previously mentioned.

THEORETICAL
CONTRIBUTIONS,
LIMITATIONS, FUTURE
RECOMMENDATIONS,
IMPLICATIONS AND
CONCLUSION

Chapter 5: Theoretical contributions, managerial implications, limitations, and future research directions

5.1. Theoretical contributions

Our thesis provided several theoretical contributions to the literature in the area of digital marketing and online customers' engagement. Firstly, it filled the research gap with the outcome brand and product-related eWOM behavior in relation to received feedback on social media. Although, there are a number of papers about the self-relevant motivations that lead people to engage in product-related eWOM activities. However, there is not enough knowledge in the research of how consumers' product sharing experience could be influenced by the feedback of the virtual communities. A particularly unique contribution of our findings is the strong demonstration of the effects of emotions as mediating variables for the impact of received feedback on eWOM behavior. To our knowledge, our study is the first that examined the role of pride and shame emotions as mediating variables to this relationship. An experimental study of 320 participants on Instagram found that receiving positive feedback led to the emotion of pride. Whereas receiving negative feedback led to the emotion of shame. This outline of results corroborated with was found by (Forest & Wood, 2012; Coulthard & Ogden, 2018) that getting positive feedback predicts higher self-worth, while negative feedback predicts lower self-esteem.

More importantly, results found that individuals under the positive feedback condition, reported an increase in their intention to spread eWOM activities about tourism contents due to the emotion of pride. This result extended prior papers about the significant effect of pride on generating positive eWOM (Liu et al., 2022; Septianto & Chiew, 2018). Also finding revealed that, in a serial order,

pride and regret mediated the positive feedback condition on heightened tourism related eWOM behavior. On the other hand, when individuals received a negative feedback condition, it decreased their tourism-related eWOM contents due to the negative emotion of shame. Additionally, shame and regret successively mediated the negative feedback condition on reduced tourism-related eWOM activities.

Secondly, our research provided an extendable knowledge to the marketing literature about the connection between received feedback and brand evaluation. A previous paper in the academic research (Zhu et al., 2019) showed social interaction as a moderator between self-expression and level of brand perception. Our research added to this by providing a deeper analysis about the mediating effect of emotions in the relationship between the valence of feedback and brand evaluation. A field study of 205 participants investigated this relationship and replicated the results of study 1. This study provided a novel perspective of measuring received feedback on social media. Previous papers studied positive vs. negative feedback by the number of likes (Coulthard & Ogden, 2018). Other studies examined feedback with a perspective showing that the more users receive likes and comments the better they feel and the more often they post (Burrow & Rainone, 2017). We extended these two approaches to investigate if a higher number of combined likes and positive comments the better on emotions and later behavior, and the lower combined likes and positive comments the worse on emotions and later behavior. Based on this quantitative feedback approach, pride played a key mediating role in the effect of receiving a high number of likes and comments on increased restaurant posting behavior as well as a positive perception about restaurant brands content. This result supported and extended the positive association found between pride and brand evaluation (Yang & Zhang, 2018; Griskevicius et al., 2010). We also found that shame mediated the effect of low number of likes and positive comments on decreased posting behavior and positive

perception about restaurant brands. This outcome collaborates with what was discovered by Johnson et al. (2011) that the link between a consumer's past self-relevant brand relationship and anti-brand actions was mediated by the emotion of shame.

Furthermore, consistently with results of study 1, pride and regret serially mediated the increased number of likes and comments on higher eWOM and positive evaluation about restaurants brands contents. On the contrary, shame and regret successively mediated the decreased number of likes and comments on reduced eWOM and positive evaluation about restaurant brands. Moreover, our study tested another additional mediating variable which is satisfaction. This variable demonstrated a mediating effect of receiving a high number of likes and comments on restaurant brands related eWOM behavior but not on restaurant brands evaluation.

The provided first and second theoretical contributions shed the light on the key role of supportive vs. non supportive feedback in relation to marketing shared content and brand perception. We can understand that customers are eager to maximize their received number of likes and comments on Instagram. Nowadays likes and comments are a KPI of social media interaction that helps users to gain higher recognition and enhance their self-image. Gaining supportive feedback means spreading more products and brand experience-related contents. In this way, brands and products-related posts are going viral and reaching an exponential number of potential customers at no cost. However, users getting negative feedback or not as much support as they want, means reducing the posting behavior of brands and products-related and therefore less brand exposure, recognition, promotion and ultimately sales.

In addition to that, results reflected the main contribution of self-relevant emotions in affecting brand perception in response to positive vs. negative feedback. Social networking sites are a fertile ground for users to express themselves through the brands that represent them. Consumers prefer

brands that display their self-identity. They tend to share online the brands that express their unique self-image and personal lifestyle. This fact can explain the association we found between feedback and level of brand evaluation. When customers receive supportive feedback with a high number of likes and comments to their brand posts, it reflects a positive evaluation about their own taste and enhances their self-image. This enhanced self-view leads to an improved brand perception. On the other hand, when customers receive criticism or not enough appreciation as a low number of likes to their brand posts, it negatively affects their self-image. Especially that according to the social comparison theory, individuals' opinions are affected by their peers, friends or communities (Gibbons & Buunk, 1999; Tajfel et al., 1979). As a consequence, the negative self-image has an impact on their view about brands.

Thirdly, a main contribution of our study is to what extent narcissism personality could strengthen the relationship between the valence of feedback and the subsequent eWOM behavior. We tested the moderating effect of two types of narcissism personality which are grandiose and vulnerable narcissism. Both types of grandiose and vulnerable narcissists are self-centered and arrogant. They have a continuous need for support and admiration (Pincus & Roche, 2011). However, vulnerable narcissists are introverted and have low self-esteem (Hendin & Cheek, 1997; Miller et al., 2011). Whereas grandiose people are extroverted and have high self-esteem. These major differences led us to test separately the two types of personality. The findings of study 1 and study 2 were consistent. In the case of receiving positive feedback, individuals in higher levels of grandiose and vulnerable narcissism, reported higher intention to share marketing contents than non-narcissists. In other words, narcissism strengthened the impact of receiving positive feedback on sharing tourism places and restaurants brands related contents. Gaining support from Instagram followers showed a crucial motivational role for narcissists to express and promote themselves. The high need of narcissists for social support and their high desire for self-promotion shows that social

media is a great place for them to share their experiences about their favorite brands and products. These findings align with other studies identifying a relationship between grandiose narcissism and certain SNS behaviors such as posting eWOM content (Luarn et al. 2015; Tang et al., 2010).

In the case of receiving negative feedback, vulnerable narcissists were more impacted than grandiose narcissists. In both studies, results showed that highly vulnerable narcissists indicated a lower level of engagement in eWOM activities than non-narcissists. Regarding grandiose narcissists, the results of study 1 showed no difference in eWOM activities between highly grandiose and non-grandiose narcissists in response to negative feedback. In study 2, highly grandiose narcissists expressed a higher level of engagement in eWOM behavior activities than non-grandiose narcissists. These outcomes can be explained by the attributes that has been identified in the literature about grandiose narcissists that in threat situations they show an addictive behavior to keep their exaggerated self-view (Morf & Rhodewalt, 2001; Vazire & Funder, 2006).

Further, we analyzed the moderating variable of narcissism personality in relation to the mediators' variables of emotions. We found that the higher users are in grandiose narcissism, the more they are keen to spread tourism places and restaurants brands-related activities because of pride emotion. Grandiose narcissists are associated with being highly self-confident. Getting appreciation from others increased their pride about themselves, which translated into actions about brands. We also found that the higher users are in vulnerable narcissism, the less they are willing to engage in tourism places and restaurants brands eWOM activities because of shame emotion. Vulnerable narcissists are described by their low self-esteem and are associated with anxiety and defensiveness (Miller et al., 2018). They are highly sensitive to criticism which explains why they experienced the emotion of shame.

Lastly, our research elucidated the moderation effect of ties strength on the relationship between received feedback and eWOM behavior. Number of academic papers observed that the feedback that comes from strong ties is more supportive than the one that comes from weak ties (Hayes et al., 2018; Burke & Kraut, 2016; Kramer et al., 2014). Building on this, our goal was to test to what extent the feedback that users receive from close (vs. distant ties) could strengthen their subsequent marketing posting behavior. We provided evidence that ties strength played a moderation effect between the valence of feedback and level of posting behavior. Study 1 demonstrated that in the condition of receiving positive feedback, users reported higher intention to share tourism related eWOM contents when the feedback came from close followers than from distant followers. On the contrary, in the condition of receiving negative feedback, users reported lower tourism related eWOM contents when the feedback came from close followers more than from distant followers. Study 2 showed that users had lower intention to share restaurant brands contents when negative comments came from close ties (vs. weak ties). This result replicated what was found in study 1. However, users didn't show higher intention to share brand restaurants contents when positive comments come from close ties (vs. weak ties).

5.2. Limitations of the research

Our research has some limitations that should be noted. Firstly, in our field study, we asked participants to mention the number of likes and comments they received to their posts, in which we relied on their transparency and accuracy in the numbers they stated. In future studies, we could ask respondents for permission to have direct access to their posts to gather data so that we ensure we minimize measurement bias (Podsakoff et al., 2003).

Another limitation is related to our field study. We tested the data based on only one post that was recently shared by participants on their page. In the future, we could conduct a longitudinal study in which we observe the posting behavior and emotions over a long period of time through serial posts. Also, we could conduct a longitudinal study for one post and see how ephemeral emotions shape brand evaluation over the long run.

Moreover, our study focused exclusively on likes and comments as forms of feedback. However, the variety of other forms of feedback on social media platforms could also be tested, such as (resharing the posts, emojis, tags, etc...). Furthermore, we applied our two studies on the Instagram platform. There is no doubt that Instagram is a self-centered platform where people usually highly share about themselves, their lifestyle. Therefore, it makes sense to use it as our study is based on self-centered emotion. However, testing the relationship in other platforms like Facebook or TikTok could offer further validation of these results and could also reveal potential differences in observers' responses.

Additionally, our research was limited to the tourism sector. Tourism posts are among the most shared contents by Instagram users. However, testing other sectors like fashion, cars, technology could provide a greater understanding of our model from different marketing angles. Finally, the data was collected in the USA, and we know the American culture for being individualistic. It would be interesting to apply this model to collectivist cultures like China or Russia. Not only that, but it would be also interesting to do comparisons between these different countries and cultures, with a larger sample and a variety of age segments.

5.3. Future recommendations

Our research has several opportunities that can be extended in several ways. Firstly, since we found that the valence of feedback was a significant predictor of intentional eWOM behavior and brand evaluation, it would be interesting to provide deeper insights about this theoretical gap by analyzing the actual behavior. In other words, future studies could examine the role played by feedback in relation to actual brand-consumers interactions on social media. Next, our model focused on the positive type of word of mouth that is shared by users on their social media pages. Negative word of mouth is another type of feedback that has been widely studied in the literature (Arora et al., 2021; Zinko, 2021; Alcocer et al., 2017). It's defined in the marketing research as a key influencer on social media consumer behavior (Chiosa & Anastasiei, 2017) and it spreads faster than positive word of mouth (Dash & Havaladar, 2009). Thus, future studies could explore how the valence of feedback could influence the negative eWOM behavior.

Moreover, since we interestingly found that valence of feedback has impacted both brand-related eWOM behavior and the level of brand evaluation, it would be valuable to go further and explore feedback in relation to consumer buying behavior. In addition to that, our model focused on self-centered emotions as mediating variables for the valence of feedback on eWOM behavior and brand perception. Perhaps, there may exist other mediating factors that affect this relationship. Future research should focus on examining other potential mediators as the congruency between self-image and brand image.

Lastly, we found narcissism personality and ties strength as moderating variables of received feedback and word of mouth behavior. Therefore, we can expect that this relationship could be affected by other moderators as well. Future studies could consider two other moderating effects such as cultural differences or product type. For instance, luxury products might have a higher

influence than regular products because luxury brands and products are related to prestige and the self-image.

5.4. Managerial importance

One of the main contributions of our thesis was that positive comments and number of likes enhanced positive feelings and sharing eWOM content about touristic places and restaurants brands. Accordingly, marketers should build strategies to encourage customers to increase their tourism places and restaurant brand posting behavior. Marketing strategies should be based on presenting these places and restaurant brands in a glamorous way to appeal to customers and to make them proud to share their personal experiences. For instance, marketers could use a food porn strategy. The more attractive these brands are presented; the more customers will receive likes and comments when they share about it on social media. In return, when customers receive a high number of likes and positive comments, they would be more satisfied and prouder, resulting in a higher brand sharing behavior.

Moreover, we highlighted the impact of having likes and comments on an increased level of positive brand evaluation. Restaurant brand marketers should pay high attention to the posts generated by their customers on social media. They could follow several strategies to interact with customer's posts, for instance they could re-share these posts on the restaurant official page, or they can tag their customers, so it appears on the restaurant page. Further, digital marketers could interact with customers and engage them by leaving supportive emojis, likes or comments. Not only that, but also social media strategists should follow back their fans and encourage them by inviting them to special events, so they feel as premium customers and by sharing new additions to their menu. They should track customers who highly engage with them on social media and offer them special discounts and offer them free appetizers or desserts. These strategies will make them feel special

and reinforce the customers' recognition and self-worth feeling. This will be a key strategy to motivate customers to increase their brand appreciation and engagement.

Further, the results explained that negative feedback led to negative emotions of shame and regret and decreased brands posting behavior. This negative feedback would negatively affect brands from reaching a higher audience because customers would be less motivated to share about their experiences. Marketers should follow techniques that replace the negative emotions that users experience by positive emotions. They should comment on the user's post. First, marketers should thank the customer who wrote the original positive post about the brand. They could invite them to come back so they feel welcome. Secondly, the social media managers should address the negative comment. They could say that they are sorry to see that this person did not have an experience matching their quality standards and that they would be happy to see them again by inviting them and engaging them to try for example a new dish or dessert.

Next, regarding narcissism personality, social media is considered the perfect playground for narcissists. By re-engineering their social feedback loop towards the superficiality, they want, likes and shares feed their inflated sense of self-importance and reward their manipulative tendencies. The belief that the "me culture" of social media is destroying society has been the subject of much discussion. However, narcissism can also present itself in a positive way; it is considered to be an asset rather than a conflict with its users. On social media sites, narcissism can be put forward because self-centered people are seen as creative and interesting. With this, marketers must take a more positive side about narcissism on social media for better opportunities. Narcissists are highly active users on social media. They highly crave to promote themselves and attract the attention of others by posting their attractive photos, as well as they usually have a high number of friends and followers.

To effectively reach this kind of audience, there are different strategies that marketers could use to help businesses boost their sales and online presence: First, playing into their vanity: narcissists are naturally vain. Marketers could include a marketing promotion that requires a photo of their experience. Let's say "Get a 10% discount on your next booking when you share a photo of your experience on social media" or it could also be a free drink or dessert. To be able to track it, marketers can include a hashtag that they can use when posting. Second, Narcissists could be the business ambassadors. Narcissists are often focused on self-expression and showcasing their unique identity, so marketers can provide opportunities for narcissists to express themselves and share their experiences. This could include creating hashtags, contests, or other campaigns that allow narcissists to share their thoughts, feelings, or experiences with others. For instance, prior to releasing new products/services and marketing initiatives, marketers can involve them by soliciting their opinions online. Brand advocates have a sense of ownership and desire to see their ideas succeed. Give a token of appreciation for their participation that they can share in their social media accounts. It will be appealing for narcissists to be invited to share their knowledge on the online brand platform so they may gain greater influence. This will satisfy their sense of superiority. As well as its possible to include a promotion in exchange of their feedback that they can share on their social media accounts. This can also create referrals for the business.

Third strategy is to provide special treatment that feeds their ego. Narcissists like exclusivity. They can be promoted with exclusive membership, because not just anyone receives "these" offers and creates "rare" limited edition models that are only offered for a brief period of time. Fourth, to leverage the desire for recognition and attention. Narcissists are often motivated by a desire for recognition and attention, so marketers can create content that is designed to be shareable and elicit likes, comments, and other forms of supportive feedback. This could include using attractive visuals, engaging headlines that are self-oriented, and other tactics to grab attention and encourage

sharing. Fifth, it's always about them: The 'You' recognition. It is no longer about making brands look special in the world; it is about making customers feel special in the world. Targeting this audience requires the inclusion of the word "you" in marketing campaigns. For example: "You impress. Like the new product/service". Sixth, to highlight the social aspect of the product or service. Narcissists are often highly social and value their connections with others, so marketers can emphasize the social aspect of their product or service. For example, they could highlight the ways in which the product or service can help narcissists connect with others, build their social circle, or enhance their social status. Seventh, offer rewards and recognition. Narcissists are often motivated by rewards and recognition, so marketers can create programs or campaigns that offer rewards and recognition for engaging with the brand. This could include offering prizes, discounts, or other incentives for sharing content, leaving comments, or participating in other forms of engagement.

Overall, the key to engaging with narcissists on social media is to create content and campaigns that are tailored to their unique motivations and needs. By understanding their desire for recognition, social connections, self-expression, and rewards, marketers can create effective strategies for increasing engagement and driving results. To some extent, it can be claimed that the increasing importance of social media in our lives is contributing to a rise in narcissism in humans. As numerous social media technologies actively support narcissism, marketers should start embracing the "it is not about the brand, it is about the consumers" tactic and gain more focus on target markets with narcissistic behavior.

5.5. Conclusion

This research offered valuable insights for both practitioners and marketers in the area of social interactions on Instagram, marketing-related posting behavior and level of brand evaluation. Based on the self-affirmation and self-congruence theories, we provided evidence that receiving supportive feedback in the forms of likes and comments directly affected the emotions of pride and satisfaction. These findings reinforced tourism and restaurant brands posting behavior and increased positive perception about restaurants' brands. We also demonstrated an impact of the non-supportive feedback on negative emotions of shame and regret. Negative emotions reduced the enthusiasm to post tourism and brand restaurants related contents. These facts provided the fundamental conclusion that social interaction is a vital influencer on online marketing engagement behavior and brand evaluation. Besides that, Instagram is a fertile communication platform to build solid relationships between customers and brands. Individuals can express their ideal or real self through posting about their favorite brands. In this way, they represent brands and can reach an infinite number of potential customers at no cost for the companies.

Moreover, our research helped to identify the key moderating effect of narcissism personality. We demonstrated the active role of both grandiose and vulnerable narcissists on social media. Highly grandiose narcissists were more eager to post about their tourism trips and restaurant brands than non-narcissists because of the feeling of pride. Vulnerable narcissists were less motivated to share tourism trips and restaurant brands posts because of shame. Lastly, the moderating effect of close (vs. weak ties) helped to confirm that users are more sensitive about the feedback that came from their close followers than from their distant followers. They showed higher tourism and restaurant brands activities when they received compliments from close vs. distant followers. As well as they

reported lower tourism and brands activities of restaurants when they received criticism from close (vs. distant followers).

Some previous academic research discussed the influence of social interactions in relation to feelings and general posting behavior. However, the influence of social interactions on marketing generated content and brand implications (e.g., brand perception, brand loyalty, brand love) didn't receive much attention and interest. More research should be conducted to understand these relations in depth from different angles about tourism and restaurant businesses or related to other industries. We hope that our study will bring new insights to researchers with a strong interest in understanding customer information sharing behavior in social media.

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APPENDICES

Appendices of the first experimental study:

- **Appendix A: the questionnaire of the experimental study**

Thank you for taking part in this survey!

We would like to have your opinion on some online experience on social media as part of an academic research project. Specifically, we will show you a short scenario about a post on Instagram. We ask you to carefully read this scenario because each of the questions that will come next will refer to that particular scenario.

The questionnaire will take only 5 minutes of your precious time. Any information that you give is anonymous. There is no right or wrong answer; please just fill the survey according to your true thoughts and feelings.

Again, thank you.

First part:

- **Positive feedback**

“Imagine you are finally traveling to the destination you always dreamt about. It is special to you, since you always wanted to go there. You are now on a road trip. On the right side, you see a breathtaking landscape. You stop by to enjoy each minute of it and to have a drink while looking at this stunning view. This moment is timeless. You take a picture to remember it.”

“Now imagine that you posted a photo on your Instagram with location hashtags describing that very special moment and recommending your followers to visit this place.”

Condition 1: You are checking your post and you keep getting notifications. You received a high number of likes from you closest people (your close family, childhood friends, close neighbors).

On the top of that, you see the following comments coming from them:

- **Oh wow, this place looks gorgeous.**
- **Amazing place, love it.**

Condition 2: You are checking your post and you keep getting notifications. You received a high number of likes from your distant network (followers that you rarely or never see in face to face such as classmates from primary and high school, colleagues, people you have met only once in a party). On the top of that, you see the following comments coming from them:

- **Oh wow, this place looks gorgeous.**
- **Amazing place, love it.**

- **Negative feedback**

“Imagine you are finally traveling to the destination you always dreamt about. It is special to you since you always wanted to go there. You are now on a road trip. On the right side, you see a breathtaking landscape. You stop by to enjoy each minute of it and to have a drink while looking at this stunning view. This moment is timeless. You take a picture to remember it.”

“Now imagine that you posted a photo on your Instagram with location hashtags describing that very special moment and recommending your followers to visit this place.”

Condition 3: You keep checking your post all day long. No one reacted to your post. At the end of the day, you checked again and all that you received is a very low number of likes from your closest people (your close family, childhood friends, close neighbors, close colleagues). On top of the that you see the following comments coming from them:

- **It doesn't look like that, I hate filters.**
- **So superficial.**

Condition 4: You keep checking your post all day long. No one reacted to your post. At the end of the day, you checked again and all that you received is a very low number of likes from your distant network (followers that you rarely or never see in face to face such as classmates from primary and high school, colleagues who you occasionally interact with, people you have met only once in a party). On top of the that you see the following comments coming from them

- **It doesn't look like that, I hate filters.**
- **So superficial.**

Imagine you are in the scenario described above, please for each the following statements tick the answer that fits best with the action you would take.

| | Strongly disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Strongly agree |
|---|-------------------|-------------------|----------------------------|----------------|----------------|
| I would say positive things about this place to others on Instagram | | | | | |
| I would share a similar post again about this place and recommend this place to others on Instagram | | | | | |
| I would encourage others to check out the place I have been to | | | | | |

How much did you regret your decision to post?

Not regret at all **Regret very much**

If you could do it over, would you change your mind to post?

Definitely would not change. **Definitely would change**

How much happier would you have been if you had made another decision?

Not much happier **Much happier**

After you posted your photo or story: to what extent did you feel:

| | Strongly disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Strongly agree |
|------------------------|--------------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|
| Accomplished | | | | | |
| like I am achieving | | | | | |
| Confident | | | | | |
| Fulfilled | | | | | |
| Productive | | | | | |
| like I have self-worth | | | | | |
| Ashamed | | | | | |
| Humiliated | | | | | |
| Embarrassed | | | | | |

Second part:

Now let's talk about yourself. To what extent do you agree with the following statements:

| | Strongly disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Strongly agree |
|---|--------------------------|--------------------------|----------------------------------|-----------------------|-----------------------|
| I know that I am good because everybody keeps telling me so | | | | | |
| I like to be the center of attention | | | | | |
| I think I am a special person | | | | | |
| I like having authority over people | | | | | |
| I find it easy to manipulate people | | | | | |
| I insist upon getting the respect that is due me | | | | | |
| I always know what I am doing | | | | | |
| Please answer "strongly disagree" to this item | | | | | |
| Everybody likes to hear my stories | | | | | |
| I expect a great deal from other people | | | | | |
| I really like to be the center of attention | | | | | |
| People always seem to recognize my authority | | | | | |
| I am going to be a great person | | | | | |
| I can make anybody believe anything I want them to | | | | | |
| I am more capable than other people | | | | | |
| I am an extraordinary person | | | | | |

To what extent do you agree with the following statements:

| | Strongly disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Strongly agree |
|--|--------------------------|--------------------------|----------------------------------|-----------------------|-----------------------|
| I can become entirely absorbed in thinking about my personal affairs, my health, my cares or my relations to others. | | | | | |
| My feelings are easily hurt by ridicule or the slighting remarks of others. | | | | | |
| When I enter a room, I often become self-conscious and feel that the eyes of others are upon me. | | | | | |
| I dislike sharing the credit of an achievement with others. | | | | | |
| I feel that I have enough on my hands without worrying about other people's troubles. | | | | | |
| I feel that I am temperamentally different from most people. | | | | | |
| I often interpret the remarks of others in a personal way. | | | | | |
| I easily become wrapped up in my own interests and forget the existence of others. | | | | | |
| I dislike being with a group unless I know that I am appreciated by at least one of those present. | | | | | |
| I am secretly "put out" or annoyed when other people come to me with their troubles, asking me for my time and sympathy. | | | | | |

Third part:

How many kids does your best friend have?

.....

How many followers do you have on Instagram?

On average, how much time do you spend on Instagram per day?

- Less than 30 minutes.
- Between 30 minutes and 1 hour.
- Between 1 and 3 hours.
- More than 3 hours.

How often do you post on Instagram?

- A couple times per month.
- Once/ Twice per week.
- Once a day.
- More than once a day.

For a typical post, how many likes do you usually receive?

For a typical post, how many comments do you usually receive?

Have you ever posted a photo of a place that you travelled to on Instagram?

- Yes
- No

What is your gender

- Male.
- Female.
- Prefer not to say.

What is your exact age?

.....

What is your occupation?

- Employed
- Self-employed
- Student
- Retired
- Unemployed
- Other

Please enter your Prolific id here?

.....

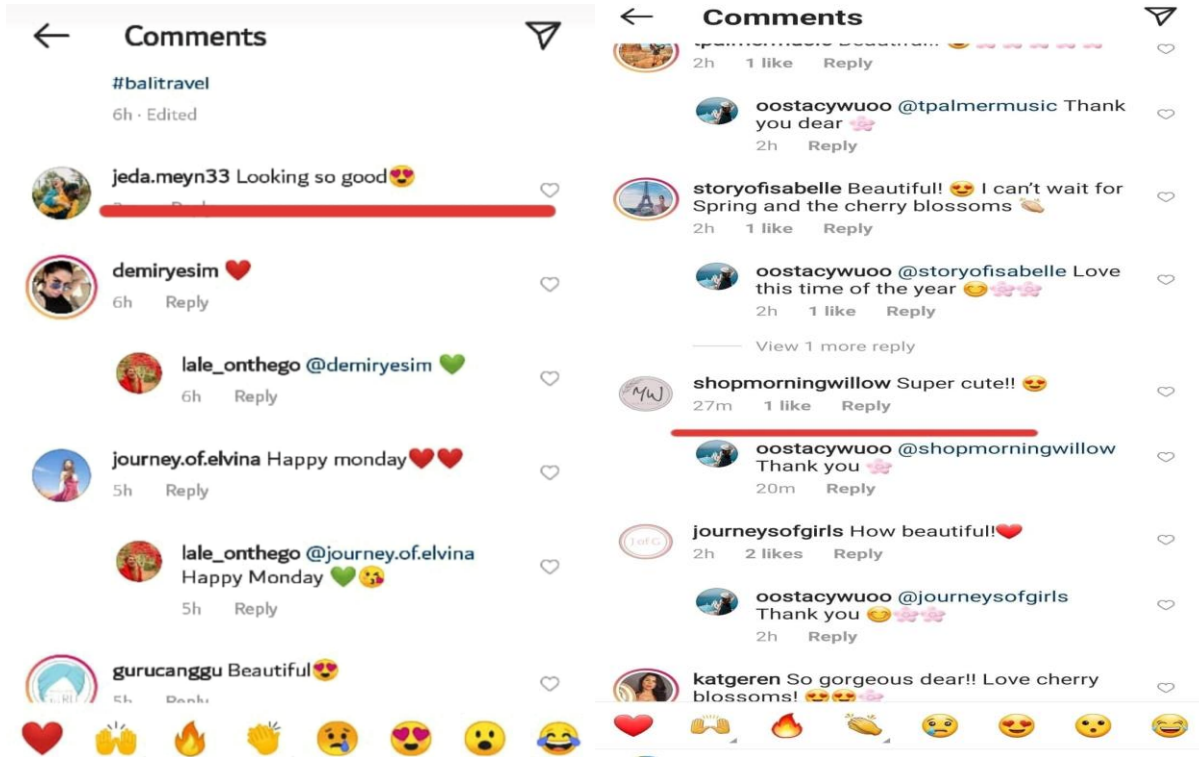
Thank you for your time and your participation.

- **Appendix B: Rotated component matrix for grandiose and vulnerable narcissism**

| | Rotated Component Matrix | | | | |
|---|--------------------------|-------|-------|-------|-------|
| | Component | | | | |
| | 1 | 2 | 3 | 4 | 5 |
| I am an extraordinary person | 0.863 | | | | |
| I am going to be a great person | 0.861 | | | | |
| I think I am a special person | 0.760 | | | | |
| I am more capable than other people | 0.585 | | | | |
| I like to be the center of attention | | 0.907 | | | |
| I really like to be the center of attention | | 0.905 | | | |
| I am apt to show off if I get the chance | | 0.696 | | | |
| I find it easy to manipulate people | | | 0.797 | | |
| I can make anybody believe anything I want them to | | | 0.716 | | |
| People always seem to recognize my authority | | | 0.618 | | |
| I like having authority over people | | | 0.577 | | |
| My feelings are easily hurt by ridicule or the slighting remarks of others. | | | | 0.829 | |
| When I enter a room, I often become self-conscious and feel that the eyes of others are upon me | | | | 0.803 | |
| I often interpret the remarks of others in a personal way. | | | | 0.750 | |
| I easily become wrapped up in my own interests and forget the existence of others. | | | | | 0.733 |
| I feel that I have enough on my hands without worrying about other people's troubles. | | | | | 0.719 |
| I feel that I am temperamentally | | | | | 0.625 |

different from most
people.

- Appendix C: Screenshots of typical positive and negative comments retrieved from tourism Instagram pages



Comments

andiefromtheblog The best vibes 😊
2d 1 like Reply

thewonderingdreamer Sooo cute !! Perfectly french scene ❤️
2d 1 like Reply

travelwithitalia Love this one and the music is perfect
2d 1 like Reply

florina_toma Miss Paris a lot
2d 1 like Reply

designedtotravel.ro You cannot get more Parisian than this 😊
2d 1 like Reply

Comments

janinasell So pretty 😊 I miss it
2d Reply

















travelwithcg I hope to explore here with you someday!!
2d Reply

pinklemontribe You're making me miss Paris sooo much!!
2d Reply

blondebeachvibes Omg obsessed with this 😊😊😊
2d Reply

zenayayoga This is so beautiful I miss Paris 😊
2d Reply

mariakhanzuberi Love ❤️❤️❤️

Comments

tifany_pbn J'aime beaucoup 🇫🇷🇫🇷
5w 1 like Reply

saezmargot Merciiii bcp 😊
5w 1 like Reply

eva_cw J'adore cette chemise 🙌
1d 1 like Reply

saezmargot @eva_cw Merciiii bcp 😊
1d 1 like Reply

caro_t_line Trop beau 😊 je t'ai envoyé un message privé j'aime beaucoup ton compte
4d 1 like Reply

saezmargot @caro_t_line Merci beaucoup c'est super gentil 😊
4d 1 like Reply

daraventures Margot this view is incredible 😊
2w 1 like Reply

alice_mgnr Superbe cette photo 😊
2w Reply

ichsebti Canonn
4w Reply

Comments

ontheroadagaintravels Love this 😊 you look so happy and beautiful 🙌
2d 1 like Reply

















laurinetiphanie Le meilleur des spots ❤️
2d 1 like Reply


lemonytravels Great shot 🙌🙌🙌
2d 1 like Reply

davranbek9077 🙌🙌🙌🙌
2d 1 like Reply


handfullofwishes Stunning ❤️
2d 1 like Reply


msmyrasimmons So pretty 😊 Love this so much!
2d 1 like Reply


← **Comments** 


#TAIIZU2U #europe_vacations
20w






 **kookylovestotravel** Paris a magical place ❤️
20w 2 likes Reply


 **kattislundin** I miss your capital! ❤️
20w 2 likes Reply


 **travelwithitalia** Those vibes are amazing
20w 2 likes Reply


 **kelseyjomcintosh** So dang gorgeous 😍😍
20w 2 likes Reply


❤️ 🙌 🔥 🍷 😭 😍 😏 😂

20:00   


← **Comments** 


 **dreaming.mommy** Love this ❤️❤️❤️
4d Reply


 **whereswesam** 😊
4d Reply


 **arqpatrimonial** Amazing place, love it ❤️
3d Reply


 **worldtravellerjosh** Wow such a great view!
3d Reply


 **sevillacoll** ❤️❤️
3d Reply

 **lesleywolman** Great shot 😊😊
3d Reply


 **miles.to.get** Wonderful 😊
2d Reply


 **experiencedubrovnik** 😊😊😊😊
2d Reply


 **whosthatjocika** Divno 😊
2d Reply


 **indraandtravel** Wow this view is absolutely stunning 😊
23h Reply


❤️ 🙌 🔥 🍷 😭 😍 😏 😂


 Add a comment... Post


← **Comments** 


 **part_time_passport** This is so pretty my mom...
185w 1 like Reply
View 1 reply

 **briannadawes_** beautiful shot
185w 1 like Reply
View 1 reply


 **lea.elsewhere** I know so good what you mean! I love it to wander around in spanish villages. It's always a great experience.
185w 1 like Reply
View 1 reply


 **part_time_passport** What a charming village!!! 😊 love your outfit!
185w 1 like Reply
View 1 reply


 **travelshegoes** It looks really cute! Love this outfit too!
185w 1 like Reply
View 1 reply


 **the.globetrotter.life** I've been in south Spain at the beginning of my round the world trip and I really really really loved it! Spanish people are veeey friendly too.. Food is great.. Weather was excellent.. Basically it was like being in heaven!! 😊
185w 1 like Reply


❤️ 🙌 🔥 🍷 😭 😍 😏 😂


← **Comments** 


 **glossyglobetrotter** Stunning location 😊😊
26w Reply


 **flavienspade** Wow the view 😊
25w Reply


 **big_jo_big_world** @s.a.m.a.y.a32
25w Reply


 **caleepranger_desertprodesign** Gorgeous 💖
25w Reply


 **liveafullerlife** 😊 what a vibe. I must go there!
25w Reply

 **lyfshort** 🙌🙌🙌
25w Reply

 **travelerintulum** ❤️❤️
25w Reply

 **elenagrobber** Oh wow, this place looks gorgeous! 🇩🇪🇩🇪
25w Reply

 **dylan.chamarac_** Name hôtel?
25w Reply

 **life_iz_golden** Which hotel was this?
25w Reply

❤️ 🙌 🔥 🍷 😭 😍 😏 😂

Commentaires

greta_luiza55 You really liked it? I bumped into so many tourists..so annoying
11h Répondre

emptystreetsofsterdam 🙌🏻😍
16h 1 J'aime Répondre

adrielled.marques 😞😞😞😞😞
14h 1 J'aime Répondre

viatravelers 😞
13h 1 J'aime Répondre

lalinka3 🧡❤️
11h 1 J'aime Répondre

vy_y_elay 😞
16h 1 J'aime Répondre

manzeilldesign This place is so nice
10h 1 J'aime Répondre

📍 1 J'aime Répondre

❤️ 🙌🏻 🔥 🙌🏻 🥲 😍 😞 😞 😞

Commentaires

tomcochrane This is beautiful!
15h 1 J'aime Répondre

winge.fi Amazingly beautiful shot! 😍😍
15h 1 J'aime Répondre

bretblakely Absolutely breathtaking!
14h 1 J'aime Répondre

mb.fello This very beautiful
14h 1 J'aime Répondre

lujain_tls It is completely overrated
8h Répondre

stefanie.seifert11 😞😞
8h Répondre

andrea.jermann 🧡🧡🧡
8h Répondre

❤️ 🙌🏻 🔥 🙌🏻 🥲 😍 😞 😞 😞

Commentaires

tomcochrane This is beautiful!
15h 1 J'aime Répondre

winge.fi Amazingly beautiful shot! 😍😍
15h 1 J'aime Répondre

bretblakely Absolutely breathtaking!
14h 1 J'aime Répondre

mb.fello This very beautiful
14h 1 J'aime Répondre

lujain_tls It is completely overrated
8h Répondre

stefanie.seifert11 😞😞
8h Répondre

andrea.jermann 🧡🧡🧡
8h Répondre

❤️ 🙌🏻 🔥 🙌🏻 🥲 😍 😞 😞 😞

Commentaires

#bestdestinations #destination #borabora #maldives #tahiti #seychelles
3h

photos.aurelia Yes 😍
2h Répondre

concretenfells Lovely shot 😍
1h Répondre

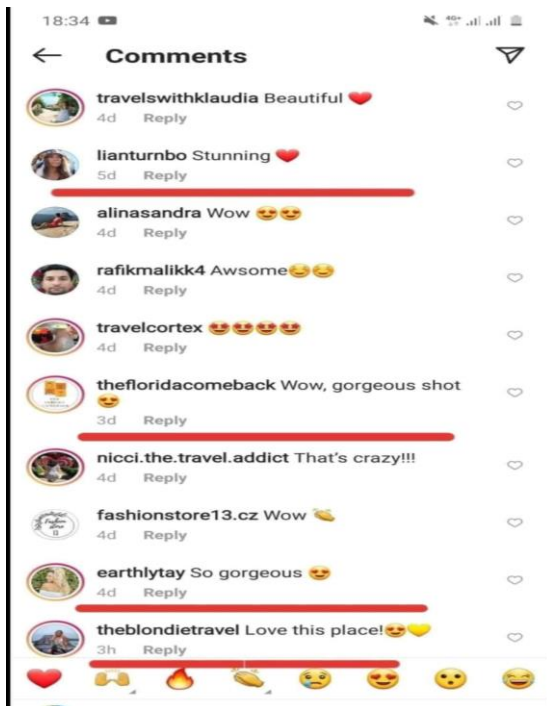
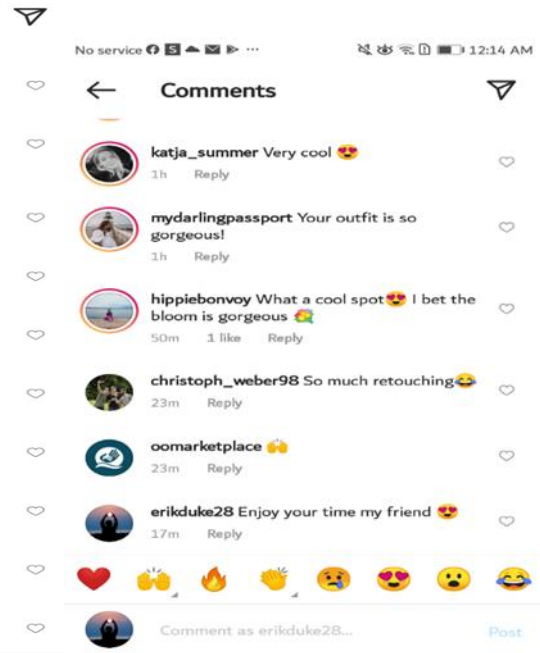
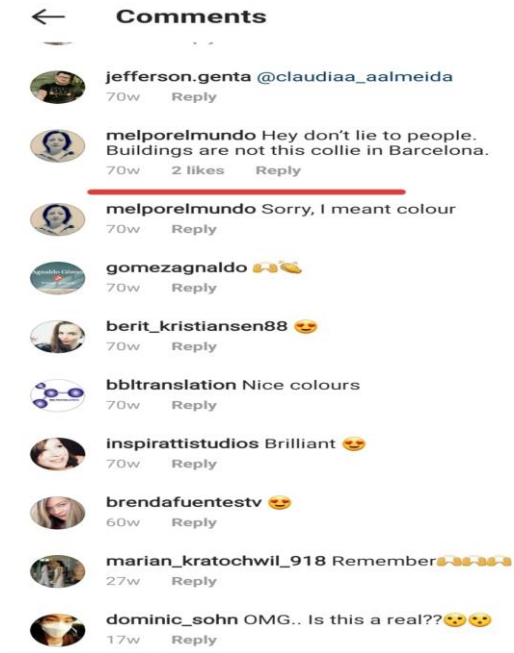
jaelue50 Really Fantastic picture 🙌🏻
1h Répondre

angel_asailor It doesn't look like that 😞 I hate filters
24min Répondre

adonaibilger Beautiful place ❤️
13min Répondre

alinemariaa33 Fake 😞😞
5min Répondre

❤️ 🙌🏻 🔥 🙌🏻 🥲 😍 😞 😞 😞



Commentaires

13h 1 J'aime Répondre

dancreaser @missdavies83 I want to go here 😊

12h 1 J'aime Répondre

— Voir 1 réponse

carlosple8 Bad memory for me someone stole my handbag 😞😞

12h Répondre

marooshe.a.m.8 So beautiful 😊

12h Répondre

natty.collings ❤️

11h Répondre

arq.sg 🙌🙌

4h Répondre

iudikis I was there ❤️

59min Répondre

❤️ 🙌🙌 🔥 🙌🙌 😞 😍 😞 😂

Comments

molly_kinss Rain rain go away, come back another day... 🌧️

2h

anikasophia12 Your style is outdated 😞

2m Répondre

rhiannasimkins So beautiful 😍

1h 1 like Répondre

molly_kinss @rhiannasimkins Says you ❤️

1h 1 like Répondre

veronique_est_chic 🔥

29m 1 like Répondre

paulina_chmielecka Lovely ❤️❤️❤️

47m 1 like Répondre

❤️ 🙌🙌 🔥 🙌🙌 😞 😍 😞 😂

SFR 16:59

Commentaires

luxryvillas @gemma.yoga_ 🙌🙌🙌🙌

7h 1 J'aime Répondre

valenciano.mary 😍❤️🙌🙌🙌

12h Répondre

luxryvillas @valenciano.mary 🙌🙌

7h Répondre

stellamarispalmieri Amazing !!

1j Répondre

luxryvillas @stellamarispalmieri 🙌🙌🙌🙌

1j Répondre

marittaute ❤️🙌🙌

2h Répondre

isabellehaider It is so superficial and way too expensive 😞

21h Répondre

Commentaires

#mytinyatlas #theglobewanderer #stayandwander #travelinspiration

3j

lenajosefineb Aw thanks 😊

3j Épinglé 2 J'aime Répondre

travelinginyourlove @lenajosefineb it's a pleasure! Beautiful picture 💕💕

3j 1 J'aime Répondre

larissawintgen I went there with my boy friend last year...we felt it is sooooo overrated

5h Répondre

mindfultravelgirl Love Spain 🙌🙌❤️

3j 1 J'aime Répondre

travelinginyourlove @mindfultravelgirl absolutely amazing place 😍🙌🙌

3j 1 J'aime Répondre

❤️ 🙌🙌 🔥 🙌🙌 😞 😍 😞 😂

Comments

piaula2001 Horrible
16h Reply

devausuzanne Belle fille adorables ❤️❤️❤️
7m Reply

julie_hdts Tellement superficielle
13m Reply

alayailmas Magnifique comme dabe 🔥❤️
1h Reply

bellarosacqua 😊😊😊 Magnifique jess 😊😊😊
2h Reply

jessi_cathivenin2021 Trop belle la photo de toi @jessicathivenin je t'adore et tu est super et tu est une super maman et tu est la meilleure et tellement que je t'adore j'ai fais un compte fans sur toi
2d 4 likes Reply

davi.na367 Trop belle la photo de toi @jessicathivenin comme dabitude et tu est super et tu est une super maman et je t'adore
2d 2 likes Reply

leila_hajji35 Moche
2d 1 like Reply

levanna_levanna ❤️❤️
2d 1 like Reply

bint.ou97 😊😊😊
2d 1 like Reply

rheaamerhej ❤️❤️❤️
2d 1 like Reply

kel.nhv 😊😊
2d 2 likes Reply

eleonore_lelo_off ❤️❤️❤️🔥
2d 1 like Reply

<
Commentaires
▽

bybashair Beautiful 😍😍👏👏
3h Répondre

lindsayy_lovie Woww 😍
7h Répondre

mydreambrunch Perfect!
7h Répondre

ananyork Happy Friday 🍷
6h Répondre

alexdoman2021 So superficial 😏
2h Répondre

coffeismymust I'm dreaminnn 😍😍
7h Répondre

annalenadu @sbnbrr fernweh 😍😍
9h Répondre

<
Commentaires
▽

destination__paris I miss this view! 😍
2h Répondre

jeannesomewhere Trop belle ❤️
1h Répondre

lynn_kannika I love your smile 😍
1h Répondre

sandramont74 I don't like Paris 😏
6min Répondre

weloveourlife Can't wait to visit Paris again 😍
5min Répondre

passportcris Loving the sunrise in the background 😍 so beautiful!
3min Répondre

14:42

Comments

50w Reply

soniarojas965 Belle photo!

50w Reply

perspolis_editt @mohamadsadeghi_official

50w Reply

paladinodebeuz 🍌🍌🍌🍌🍌🍌🍌🍌🍌🍌🍌🍌

50w Reply

emilianowak.magnifica 👍👍

50w Reply

aniss.shi Ça vous fait bizarre de voir qu'il n'y a aucun visiteur ?

50w Reply

amayaki_xaruki beautiful but the Hermitage is more impressive

50w Reply

_red6time #محمد_صادقِي @mohamadsadeghi_official

50w Reply

_red6time #محمد_صادقِي @mohamadsadeghi_official

50w Reply

Add a comment...

Post

Commentaires

1j 4 J'aime Répondre

dadansama Quand l'operatin de chirurgie esthétique finit par un fail:

1j 4 J'aime Répondre

tigretoday @jessicathivenin POURQUOI TU TRAINES AVEC CES LOUSEs HYPCRITE QUI PEUT A TOUT MOMENT DE PLANTER UN COUTEAU DANS LE DOS TU ES LA REINE DES MARSEILLAISE RESTE AVEC STEPHANIE TU SERAS TRANQUILLE

1j 3 J'aime Répondre

Voir 1 réponse

ludmila_sklernarikova 🍌

1j 3 J'aime Répondre

bint.ou97 🍌🍌🍌

1j 1 J'aime Répondre

levanna_levanna ❤️❤️

1j 1 J'aime Répondre

Commentaires

2h 1 J'aime Répondre

rachellaurenreeves Lovely ❤️❤️

2h 1 J'aime Répondre

en_tourist Beautiful 🍌

1h 1 J'aime Répondre

aimeespiros Aww ❤️❤️ beautiful 🍌🍌 never knew 🍌🍌 you look gorgeous 🍌🍌

1h Répondre

anikarehder98 Hello have you heard about covid 19? Put a mask on

49min Répondre

marichankobe J'adore 🍌 paris commence à me manquer 🍌🍌

39min Répondre

anna_eberlexx I don't like your outfit 🍌

31min Répondre

Comments

bernardotravel 🍌🍌🍌

1d Reply

castrowall_ 🍌🍌🍌

1d Reply

ronaldo.retrof Top

1d Reply

felipesantri_ Que linda 🍌🍌🍌

2d Reply

megh1o Amazing place 🍌🍌

2d Reply

tikkiunique Cutie

8h Reply

jerradhaider Rome was my last trip before the pandemic...I didn't like it, too crowded for me!

2h Reply

letgomes_ Arrasou 🍌

2d Reply

letgomes_ Ameiiii

2d Reply

letgomes_ 🍌🍌🍌

• **Appendix D: Construct measurements**

Construct measurement

| Construct items | Items | Factor loads | Cronbach alpha | Ave | Composite reliability |
|------------------------------------|--|---------------------|-----------------------|------------|------------------------------|
| Ewom | I would say positive things about this restaurant to others on Instagram. | 0,663 | | | |
| | I would recommend this restaurant to others on Instagram. | 0,672 | | | |
| | I would encourage others to check out the official page of this restaurant on Instagram. | 0,844 | 0.751 | 0.534 | 0.772 |
| Pride | Accomplished | 0,837 | | | |
| | Like I am achieving | 0,846 | | | |
| | Confident like I have self-worth | 0,759 | 0.934 | 0.676 | 0.926 |
| | Successful | 0,812 | | | |
| | Productive | 0,827 | | | |
| Shame | Ashamed | 0,836 | | | |
| | Humiliated | 0,816 | 0.937 | 0.662 | 0.854 |
| | Embarrassed | 0,789 | | | |
| Regret | How much would you regret your decision to post? | 0,803 | | | |
| | If you could do it over, would you change your decision to post? | 0,786 | 0.903 | 0.620 | 0.830 |
| | How much happier would you have been if you had made a different decision? | 0,774 | | | |
| Grandiose narcissism | I know that I am good because everybody keeps telling me so | 0,904 | | | |
| | I like to be the center of attention | 0,755 | | | |
| | I think I am a special person | 0,590 | | | |
| | I like having authority over people | 0,782 | | | |
| | I find it easy to manipulate people | 0,692 | 0.860 | 0.584 | 0.938 |
| | I insist upon getting the respect that is due me | 0,903 | | | |
| | I always know what I am doing | 0,628 | | | |
| Everybody likes to hear my stories | 0,854 | | | | |

| | | | | | |
|------------------------------|--|-------|-------|-------|-------|
| | I really like to be the center of attention | 0,703 | | | |
| | I am going to be a great person | 0,605 | | | |
| | I am an extraordinary person | 0,856 | | | |
| Vulnerable narcissism | My feelings are easily hurt by ridicule or the slighting remarks of others. | 0,815 | | | |
| | When I enter a room, I often become self-conscious and feel that the eyes of others are upon me. | 0,812 | | | |
| | I feel that I have enough on my hands without worrying about other people's troubles. | 0,710 | | | |
| | I often interpret the remarks of others in a personal way. | 0,623 | 0.650 | 0.622 | 0.945 |
| | I easily become wrapped up in my own interests and forget the existence of others. | 0,739 | | | |
| | I am secretly "put out" or annoyed when other people come to me with their troubles, asking me for my time and sympathy. | 0,740 | | | |

Appendices of the field study

Appendix E: the questionnaire of the field study

Thank you for taking part of our questionnaire.

we would like to ask you few questions about your online experience on social media as part of an academic research project. Specifically, we will ask you about the very last photo or story that you posted about a restaurant you visited on your Instagram page.

Our questionnaire will take only 5 minutes of your precious time. Any information that you give is anonymous. There is no right or wrong answer; please just fill the survey according to your true thoughts and feelings.

Again, thank you.

Do you agree to participate in the first and second part of our questionnaire?

Yes

No

First part

Please open your Instagram personal page and describe the content of your last post or story about the restaurant you visited in few words.

Please answer the following questions about the restaurant you visited:

| | Strongly disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Strongly agree |
|---|--------------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|
| I would say positive things about this restaurant on Instagram. | | | | | |
| I would recommend this restaurant to others on Instagram | | | | | |
| I would encourage others to check out this restaurant page on Instagram | | | | | |
| My evaluation of this restaurant is very favorable. | | | | | |
| My evaluation of this restaurant is very good. | | | | | |
| My evaluation of this restaurant is very positive. | | | | | |

How much did you regret your decision to post?

Not regret at all **Regret very much**

If you could do it over, would you change your mind to post?

Definitely would not change. **Definitely would change**

How much happier would you have been if you had made another decision?

Not much happier **Much happier**

After you posted your photo or story: to what extent did you feel:

| | Strongly disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Strongly agree |
|------------------------|--------------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|
| Accomplished | | | | | |
| like I am achieving | | | | | |
| Confident | | | | | |
| Fulfilled | | | | | |
| Productive | | | | | |
| like I have self-worth | | | | | |
| Ashamed | | | | | |
| Humiliated | | | | | |
| Embarrassed | | | | | |

After you posted your photo or story: to what extent did you feel:

| | | | | | | |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|
| Very dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very satisfied |
| Very displeased | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very pleased |
| Very frustrated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very contented |
| Absolutely terrible | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Absolutely delighted |

Please answer the following questions about your last food & beverage related post or story on your Instagram page:

Social media users could receive likes, as well as positive and negative comments in reaction to their posts. This could come from their close and/or distant followers.

To properly respond to the following questions, please check you Instagram page now and answer the following questions about the specific number of likes and comments you received to your restaurant post:

How many likes did you receive to your post? *

How many comments that you consider positive did you receive from your close followers (your close family, childhood friends, close neighbors, close colleagues)? *

How many comments that you consider positive did you receive from your distant followers (that you rarely or never see face to face such as classmates from primary and high school, colleagues, people you have met only once in a party)? *

How many comments that you consider negative did you receive from your close followers (your close family, childhood friends, close neighbors, close colleagues)? *

How many comments that you consider negative did you receive from your distant followers (that you rarely or never see face to face such as classmates from primary and high school, colleagues, people you have met only once in a party)?

Second part:

Now let's talk about yourself. To what extent do you agree with the following statements:

| | Strongly disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Strongly agree |
|---|--------------------------|--------------------------|----------------------------------|-----------------------|-----------------------|
| I know that I am good because everybody keeps telling me so | | | | | |
| I like to be the center of attention | | | | | |
| I think I am a special person | | | | | |
| I like having authority over people | | | | | |
| I find it easy to manipulate people | | | | | |
| I insist upon getting the respect that is due me | | | | | |
| I always know what I am doing | | | | | |
| Please answer "strongly disagree" to this item | | | | | |
| Everybody likes to hear my stories | | | | | |
| I expect a great deal from other people | | | | | |
| I really like to be the center of attention | | | | | |
| People always seem to recognize my authority | | | | | |
| I am going to be a great person | | | | | |
| I can make anybody believe anything I want them to | | | | | |
| I am more capable than other people | | | | | |
| I am an extraordinary person | | | | | |

To what extent do you agree with the following statements:

| | Strongly disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Strongly agree |
|--|--------------------------|--------------------------|----------------------------------|-----------------------|-----------------------|
| I can become entirely absorbed in thinking about my personal affairs, my health, my cares or my relations to others. | | | | | |
| My feelings are easily hurt by ridicule or the slighting remarks of others. | | | | | |
| When I enter a room, I often become self-conscious and feel that the eyes of others are upon me. | | | | | |
| I dislike sharing the credit of an achievement with others. | | | | | |
| I feel that I have enough on my hands without worrying about other people's troubles. | | | | | |
| I feel that I am temperamentally different from most people. | | | | | |
| I often interpret the remarks of others in a personal way. | | | | | |
| I easily become wrapped up in my own interests and forget the existence of others. | | | | | |
| I dislike being with a group unless I know that I am appreciated by at least one of those present. | | | | | |
| I am secretly "put out" or annoyed when other people come to me with their troubles, asking me for my time and sympathy. | | | | | |

Third part:

How many kids does your best friend have?

How many followers do you have on Instagram?.....

On average, how much time do you spend on Instagram per day?

- Less than 30 minutes.
- Between 30 minutes and 1 hour.
- Between 1 and 3 hours.
- More than 3 hours.

How often do you post on Instagram?

- A couple times per month.
- Once/ Twice per week.
- Once a day.
- More than once a day.

What is your gender

- Male.
- Female.
- Prefer not to say.

What is your exact age?

What is your occupation?

- Employed
- Self-employed
- Student
- Retired
- Unemployed
- Other

Please enter your Prolific id here:

Thank you for your time and your participation.

Appendix F: Rotated component matrix of grandiose and vulnerable narcissism

| | Rotated Component Matrix ^a | | | | |
|---|---------------------------------------|-------|-------|-------|---|
| | Component | | | | |
| | 1 | 2 | 3 | 4 | 5 |
| Q.2. I like to be the center of attention | 0.858 | | | | |
| Q.12. I really like to be the center of attention | 0.840 | | | | |
| Q.4. I like having authority over people | 0.619 | | | | |
| Q.5. I find it easy to manipulate people | 0.589 | | | | |
| Q.15. I can make anybody believe anything I want them to | 0.542 | | | | |
| Q.6. I insist upon getting the respect that is due me | 0.538 | | | | |
| Q.14. I am going to be a great person | | 0.793 | | | |
| Q.17. I am an extraordinary person | | 0.761 | | | |
| Q.3. I think I am a special person | | 0.726 | | | |
| Q.2. My feelings are easily hurt by ridicule or the slighting remarks of others. | | | 0.860 | | |
| Q.3. When I enter a room, I often become self-conscious and feel that the eyes of others are upon me. | | | 0.787 | | |
| Q.7. I often interpret the remarks of others in a personal way. | | | 0.678 | | |
| Q.8. I easily become wrapped up in my own interests and forget the existence of others. | | | | 0.815 | |
| Q.5. I feel that I have enough on my hands without worrying about other people's troubles. | | | | 0.759 | |
| Q.9. I dislike being with a group unless I know that I am | | | | 0.591 | |

appreciated by at least
one of those present.

| | |
|---------------------------------------|-------|
| Q.8. I always know what I am doing | 0.791 |
|---------------------------------------|-------|

| | |
|---|-------|
| Q.10. Everybody likes to hear my stories | 0.708 |
|---|-------|

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Appendix G: Construct measurements of the field study

Construct measurement

| Construct items | Items | Factor loads | Cronbach alpha | Ave | Composite reliability |
|-------------------------|--|---------------------|-----------------------|------------|------------------------------|
| Word of mouth | I would say positive things about this restaurant to others on Instagram. | 0,913 | | | |
| | I would recommend this restaurant to others on Instagram. | 0,892 | | | |
| | I would encourage others to check out the official page of this restaurant on Instagram. | 0,855 | 0.926 | 0.676 | 0.899 |
| | I would post another photo or story about this restaurant on my Instagram. | 0,741 | | | |
| Brand evaluation | My evaluation of this restaurant is very favorable. | 0,872 | | | |
| | My evaluation of this restaurant is very good | 0,789 | 0.885 | 0.668 | 0.857 |
| | My evaluation of this restaurant is very positive. | 0,789 | | | |
| Pride | Accomplished | 0,742 | | | |
| | Like I am achieving | 0,729 | | | |
| | Confident | 0,669 | 0.888 | 0.563 | 0.885 |
| | like I have self-worth | 0,784 | | | |
| | Successful | 0,789 | | | |
| | Productive | 0,783 | | | |
| Shame | Ashamed | 0,794 | | | |
| | Humiliated | 0,797 | 0.912 | 0.648 | 0.847 |
| | Embarrassed | 0,825 | | | |
| Regret | How much would you regret your decision to post? | 0,786 | | | |
| | If you could do it over, would you change your decision to post? | 0,784 | 0.791 | 0.587 | 0.810 |
| | How much happier would you have been if you had made a different decision? | 0,729 | | | |
| Satisfaction | Very dissatisfied/satisfied | 0,827 | | | |
| | Very displeased/very displeased | 0,794 | 0.894 | 0.642 | 0.877 |
| | Very frustrated/very contented | 0,793 | | | |
| | Absolutely terrible/Absolutely delighted | 0,792 | | | |

| | | | | | |
|------------------------------|--|-------|-------|-------|-------|
| Grandiose narcissism | I know that I am good because everybody keeps telling me so | 0,822 | | | |
| | I like to be the center of attention | 0,643 | | | |
| | I think I am a special person | 0,608 | | | |
| | I like having authority over people | 0,681 | | | |
| | I find it easy to manipulate people | 0,485 | 0.832 | 0.481 | 0.930 |
| | I insist upon getting the respect that is due me | 0,703 | | | |
| | I always know what I am doing | 0,603 | | | |
| | Everybody likes to hear my stories | 0,850 | | | |
| | I really like to be the center of attention | 0,722 | | | |
| | I am going to be a great person | 0,633 | | | |
| I am an extraordinary person | 0,801 | | | | |
| Vulnerable narcissism | My feelings are easily hurt by ridicule or the slighting remarks of others. | 0,692 | | | |
| | When I enter a room, I often become self-conscious and feel that the eyes of others are upon me. | 0,773 | | | |
| | I feel that I have enough on my hands without worrying about other people's troubles. | 0,495 | | | |
| | I often interpret the remarks of others in a personal way. | 0,739 | 0.722 | 0.405 | 0.798 |
| | I easily become wrapped up in my own interests and forget the existence of others. | 0,516 | | | |
| | I am secretly "put out" or annoyed when other people come to me with their troubles, asking me for my time and sympathy. | 0,549 | | | |