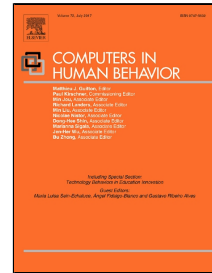


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Explaining Consumer Brand-Related Activities on Social Media: An Investigation of the Different Roles of Self-Expression and Socializing Motivations

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Highlights

- An overarching framework explains which motivations affect brand-related activities.
- The framework is tested by a survey and an experimental study.
- Specific motivations drive activities that entail different levels of engagement.
- Expressing oneself motivates people to generate online content.
- Socializing with others motivates people to contribute content.

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