



Examining Factors Influencing Consumers' Participation in Social Media Contests

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ABSTRACT

The study examines factors influencing a consumer's intention to participate in social media contests, such as brand identification, customer experience, social norms, attitude, and perceived behavioral control. An online self-administered survey through social media was conducted, asking those who have participated in social media contests for the last six months. PLS-SEM analysis showed that the intention to participate in online social contests was primarily influenced by consumers' positive experiences, followed by brand identification and attitude. In addition, customer experience also significantly affects consumers' perceived behavioral control. From this study, marketers could gain insights into designing online contests that would generate positive experiences with the contest and the company's products and services.

Keywords: Brand Identification, Customer Engagement, Experience, Social Media Contest, Theory of Planned Behaviour

JEL Classification: M310

1. INTRODUCTION

The rise of social media has invited academics to research what underlies consumer involvement in an online environment, particularly consumer engagement (Brodie et al., 2013; Hollebeek et al., 2014; Mishra, 2019). In relation to brand, consumer engagement refers to consumers' cognitive, emotional, and behavioral activities related to a brand (Hollebeek et al., 2014). Consumer engagement is crucial for a brand since it plays a vital role in viral marketing in that it ensures consumers' motivation to refer and recommend brands to other consumers (Brodie et al., 2013). In a social media setting, examples of recommendations include commenting positively on brands or companies, being involved in co-creation, and sharing experiences (Zheng et al., 2015).

A contest is an approach used to generate consumer engagement through a non-monetary promotion strategy, which can improve

brand equity and brand value (Kalra and Shi, 2010; Reid et al., 2015). Specifically, previous studies have reported that online contests can increase sales, evoke interest, create relationships with potential customers (Hongjun, 2010), induce product innovation or advertising (Massa and Testa, 2017), and elicit ideas from consumers (Lalicic and Dickinger, 2019). Online contests have gained popularity in online businesses to attract customers to participate in brand initiatives (Schulten and Rauch, 2015). However, online contests remain among the least studied non-monetary sales promotion methods in academic research (Yi and Yoo, 2011). Scholars have attempted to explain customer's intention to participate in online contests from different perspectives, such as social identity theory (Dessart and Duclou, 2019; Graham and Wilder, 2020; Matute et al., 2019; Rather et al., 2018; So et al., 2017; Tellis et al., 2019; Yoshida et al., 2018), social exchange theory (Burnham et al., 2020; Foroudi et al., 2020; Kuo and Feng, 2013; Weiger et al., 2017; Zheng et al., 2015), and theory of planned behavior (Beldad and Voutsas, 2018; Huang

and Shiao, 2015; Y. C. Huang et al., 2011; Molinillo et al., 2018; Triantafyllidou and Siomkos, 2018).

This study seeks to find a broader picture of the underlying motives of customers' willingness to participate in online contests on social media by exhibiting a theoretical fit based on a common interactive and social nature. That said, this study endeavors to examine consumers' intention to participate in social media online contests by taking the theory of planned behavior, brand identification, and prior experience into account. Results from this study could be used by marketers to gain insights into designing online contests or sweepstakes that could attract their potential customers to interact with the company's products or services.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Online Customer Engagement

Customer engagement is "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioral activity in direct brand interactions" (Hollebeck, 2011). Customer engagement is crucial for marketers because it can affect both brand reputations (Mishra, 2019) and customer's loyalty to the brand (Rather et al., 2018). In a social media setting, some activities can be endeavored to create customer engagement provided by social media platforms, such as adding friends, subscribing, following people, posting, sharing, retweeting, and giving likes, comments, and tags. Social media marketers have used these activities to portray involvement with social media content through various methods (Jung et al., 2020). Such gradual involvement with brand-related content would eventually turn customers into brand loyalists (Yoshida et al., 2018).

A contest is a form of non-monetary sales promotion method used to increase sales by attracting customers without decreasing the value of the product (Montaner et al., 2011). As compared to monetary sales promotion, which discounts the price of the product, non-monetary sales promotion has favorable effects on brand attitudes, brand quality, and brand image in the long run (Yi and Yoo, 2011). The motives for using contests are not only to increase sales, but also to acquire new customers (Schulden and Rauch, 2015), highlight products and services offered, increase traffic, and improve engagement and brand image (Laporte and Laurent, 2015). Moreover, Schulden and Rauch (2015) reported that online contests could attract potential customers more efficiently through interactive and personalized elements when offering them an opportunity to win a prize. Given the nature of attracting the target audience in lower-cost settings, online contests often become a strategy for brands to increase their engagement in social media (Jung et al., 2020).

Consumer participation in online activities can be influenced by economic incentives or interactions (Hennig-Thurau et al., 2004). A social media contest is a real-life example of a reward offering in exchange for online participation. By providing tangible rewards, such as vouchers, products, or points,

companies can generate customer participation in an online contest (Weiger et al., 2017).

Social exchange theory has been used in several studies examining online customer engagement, such as in the crowdsourcing contest (Faullant et al., 2017; Wang et al., 2020), online co-creation behavior (Frasquet-Deltoro et al., 2019), and repeated engagement behavior in the online retail industry (Foroudi et al., 2020). In the context of online media, the concept of social exchange has also been studied, such as customer feedback sharing (Burnham et al., 2020), microblogging, and brand community participation (Kuo and Feng, 2013; Zhang et al., 2017).

2.2. Brand Identification

Social identity theory posits that a person can have several personalities that can be connected to a group (Solomon, 2020). In a marketing context, the relationship between a consumer's personality and brand or community might be crucial that the consumer associates it as "we" instead of "me," even in a superficial or almost meaningless form of personality (Carlson et al., 2009). The relationship a consumer has with the brand cannot be separated from the brand's effort in identifying its image or persona (i.e., brand identification) to the targeted customers (Kuenzel and Halliday, 2010). Perceptions and attitudes can attract consumers to interact with the brand due to information provided by the brand through promotions and marketing processes. Therefore, ensuring brand identification with the right associations in consumers' minds specific to class, benefits, and needs is crucial in building a good brand resonance (Keller, 2013). Hence, consumer-brand identification is seen as a factor influencing consumer engagement (Rather et al., 2018).

Scholars have also examined the relationship between brand identification and consumer engagement (Dessart et al., 2015; Rather et al., 2018). For example, Bagozzi and Dholakia (2006) argues that when a consumer thinks that the brand's image matches her/him, the level of her/his participation will increase, which will lead to an increase in her/his involvement in the brand community (Bagozzi and Dholakia, 2006). Thus, a positive brand identification with a high level of mental engagement will improve consumers' attitude toward participation in social media contests. Therefore, the authors propose:

H1: Brand identification has a positive relationship with attitude toward social media contest participation.

Furthermore, consumers are more motivated to actively participate in online activities when they have stronger identification with people who share the same goals and objectives (Dessart et al., 2015). Consumers will have a more robust identification with a brand when the brand contains attributes that define them (Matute et al., 2019). Consumers engaging in brand-related activities send a signal that they have identified themselves online (Bernritter et al., 2017), and high brand identification will result in high involvement in brand-related activities (Graham and Wilder, 2020). In other words, active online participation is contributed by high brand identification (Molinillo et al., 2018). Also, by engaging with fellow brand users and participating in brand-related activities, one

can increase self-esteem and also act to portray themselves online (Yoshida et al., 2018). Therefore, the authors propose:

H2: Brand identification has a positive influence on the intention to participate in social media contest.

2.3. Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a theory that underlies one's intention to act based on three aspects: attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). Previous studies (Beldad and Voutsas, 2018; Huang and Shiau, 2015; Huang et al., 2011) have used the theory of planned behavior to examine consumer behavior in the online context.

Attitude is a long-term general assessment of people (including self), issues, objects, behavior, or advertisements (Solomon, 2020). In TPB, attitude towards the behavior refers to one's favorable or unfavorable inclination towards the behavior of interest (Ajzen, 1991). In the online context, attitudes toward online activities have a positive relationship with behavior intention (Huang and Shiau, 2015; Huang et al., 2011).

A subjective norm is an estimation of the social impact and pressure caused by a decision to perform a behavior (Ajzen, 1991). A person can intend to participate or make a purchase because of perceptions of others' opinions around him/her. Participation in online activities was found to be positively affected by the essential people around them (Huang and Shiau, 2015). Subjective norms might be influenced by the intensity of the norm and the motivation to comply with the norm (Latimer and Martin Ginis, 2005). For example, in an online contest, if the norm of participating in the contest is considered a bad activity, the intensity of the norm is high, and the motivation to comply with this norm is also high, then it is likely that consumers will not participate in that contest. On the contrary, if the norm intensity is high, but the motivation of the consumer to comply with this norm is low, there is a possibility that the consumer will participate in that contest. However, a study by Huang (2011) found that in online auctions, the subjective norm has no positive effect on the intention to make a purchase (Huang et al., 2011).

Perceived behavioral control refers to a perception regarding how difficult or easy a task can be done (Ajzen, 1991). The more resources a person has and the fewer obstacles he/she has to face, the greater the control of that person's intention to behave. In the context of online contests, perceived behavioral control is the consumer's perception of how complicated the contest mechanism is for that consumer, which can affect his/her intention to respond to the contest. Thus, perceived behavioral control can help to understand whether consumers are devoted to online brand activities (Huang and Shiau, 2015). Therefore:

- H3: Attitudes towards social media contests have a positive influence on the intention to participate in social media contests
- H4: Subjective norms have a positive influence on the intention of participating in social media contests
- H5: Perceived behavioral control has a positive influence on the intention to participate in social media contests.

2.4. Experience

Experience plays a vital role in building consumer engagement in an online context (Triantafillidou and Siomkos, 2018). When it is done right, consumer participation in an online game environment can lead to long-term loyalty and relationship development with the brand, company, or community (Harwood and Garry, 2015). Consumers' social needs of interactions can be fulfilled through games that facilitate a touch of human contact online (Zhang et al., 2017). The more experience a consumer has in participating in online activities, the more skill she/he can judge and perceive the difficulty of such activities (Huang et al., 2011).

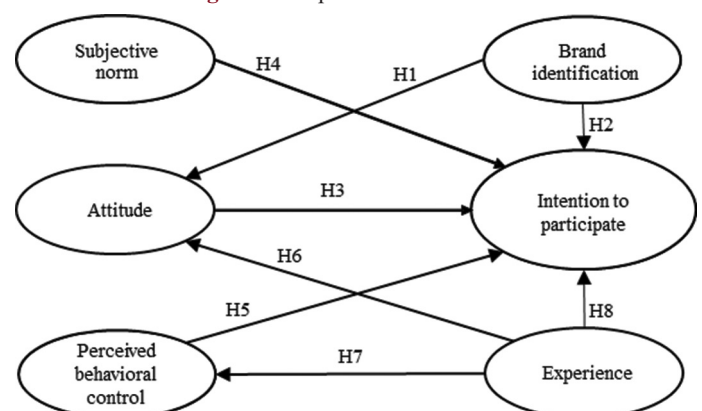
Further, the knowledge of the contest mechanism is also a factor that allows consumers to evaluate whether a contest is worth trying to determine the likelihood of consumers' participation in a contest (Laporte and Laurent, 2015). For example, in an online auction setting, Huang et al. (2011) found that an auction buyer's higher experience was associated with a higher ability to make a purchase. Both online contests and online auctions have similarities in that participants must follow the same mechanism with some uncertainty in making profits (Huang et al., 2011).

Previous studies have also found a direct influence of customer experience on attitudes, for example, in the context of luxury goods (Jhamb et al., 2020) and in online piracy issues (Koay et al., 2022), depicting strong interrelationships between customers' attitudes, behavioral intentions, and positive experiences. Therefore:

- H6: Positive experience has a positive influence on the attitude toward social media contests.
- H7: Positive experience has a positive influence on perceived behavioral control.
- H8: Positive experience has a positive influence on the intention to participate in social media contests.

Figure 1 illustrates the proposed research model addressing the research questions and research objectives. Subjective norms, attitudes toward online contest participation, and perceived behavioral control serve as predecessors to the intention to participate in the online contest according to the theory of planned behavior (Ajzen, 1991). However, TPB does not necessarily accommodate the role of a brand as a factor to influence engagement. Therefore, brand identification and past

Figure 1: Proposed research model



experience are included as predictors of attitude toward online contest participation (Rather et al., 2018). Past experience is also used as a predictor of intention to participate in an online contest (Triantafyllidou and Siomkos, 2018).

3. METHODOLOGY

3.1. Sample and Data Collection

An online self-administered survey through social media was employed to obtain the data. A hyperlink to the web-based survey was sent to prospective respondents. In the context of location, this study was conducted in Indonesia, one of the world's largest internet markets, with more than 170 million users, and it is predicted that social media users will reach 221 million in 2025 (DataReportal, 2021).

The population targeted in this research was Indonesians. To ensure the experience, only those who have participated in social media contests in the last six months were eligible to enter the survey. Social media includes Facebook, Instagram, Twitter, and YouTube, which are the most popular social media platforms in Indonesia (DataReportal, 2021). There are no restrictions on participants' age, ethnicity, or gender to obtain a more diverse population. The survey took place from May to June 2020 and obtained 322 respondents. However, after screening the responses, only 309 valid responses can proceed into the analysis.

3.2. Measurement

This research employs six variables: Brand identification, subjective norms, attitude toward social media contest participation, perceived behavioral control, past experience, and intention to participate in social media contests. The operationalization of these variables was adopted from previous studies (Table 1). The questionnaire was translated into Indonesian language to match the context and respondents' understandings. The items were measured using a six-point Likert scale, ranging from 1 (strongly disagree) to 6 (strongly agree).

4. RESULTS

This study employed variance-based structural equation modelling (SEM) to analyze the data. SEM is a procedure to estimate a sequence of relationships in a concept or construct represented by variables in an integrated model (Malhotra, 2020). This study adopted the partial least squares (PLS) method since it can estimate the model parameters by maximizing the variance

Table 1: Measure of constructs

Construct	# of item	Source
Brand identification	4 items	Rather (2018)
Subjective norm	3 items	Huang et al. (2011)
Attitude toward online contest	4 items	Huang et al. (2011)
Perceived behavioral control	3 items	Huang et al. (2011)
Intention to participate	3 items	Huang et al. (2011); Yang et al. (2017)
Past experience	3 items	Huang et al. (2011); Triantafyllidou and Siomkos (2018)

explained, which is preferred for research aimed at prediction or theory development (Sarstedt et al., 2022). Since this study's objective is to examine factors that comprise customer intention to participate in an online contest by employing several variables in one model—PLS—is the appropriate approach.

The demographic profile of respondents is shown in Table 2. A total of 309 respondents was obtained, comprising females (84.8%) and the relatively young: 26-30 years old (47.2%) and 17-25 years old (46.6%). In terms of occupation, the respondents were students (39.5%) and private-sector workers (24.9%). In terms of educational qualifications, most respondents have a bachelor's degree (49.8%) and completed high school (33%). In terms of frequency of participating in the contest for the last 6 months period, most respondents had participated in the contest only 1-3 times (51.5%), followed by 4-10 times (28.2%), and more than 10 times (20.4%). The respondents' socioeconomic class was around the middle (28.8%) to the lower class (28.2%).

4.1. Measurement Model

The measurement model was conducted to test the validity and reliability of the constructs' measures. Table 3 illustrates that the convergent validity was met as the factor loadings were above 0.5 (Sarstedt et al., 2022). Since the survey was done through a self-administered approach, the total variance explained for one common factor must be <50% to indicate no common method variance issue. Harman's single-factor analysis using SPSS result was 41.8%, demonstrating that the model study does not yield a problematic issue.

Table 2: Respondent demographic profile (n=309)

Profile	Frequency	Percentage
Gender		
Female	260	85
Age		
17–25 years old	144	46.6
26–35 years old	146	47.2
36–45 years old	15	4.9
46–55 years old	1	0.3
>55 years old	1	0.3
Occupation		
Student	120	39.5
Private sector worker	77	24.9
Stay at home	46	14.9
Freelancer or entrepreneur	37	12.0
Government sector worker	22	7.1
Job seeker	5	1.6
Education		
Bachelor's degree	154	49.8
High school	100	33.0
Master's degree	40	12.9
Diploma	9	2.9
Junior high school	2	0.6
Doctoral degree	2	0.6
Ever win the contest in the last 6 months		
Yes	130	42.34
No	177	57.64
Participation frequency in the last 6 months		
1–3 times	159	51.5
4–10 times	86	28.2
More than 10 times	62	20.4

Table 3: Factor loading, mean, and standard deviation

Code	Item	Factor loadings	Mean	S. Dev
Brand identification (BI) – Source: Rather (2018)				
BI1	I identify myself with this brand (who holds the social media contest)	0.656	5.09	1.03
BI2	When I talk about the brand who hold the social media contest, I usually say “we” rather than “they”	0.702	4.25	1.28
BI3	I feel that my personality and the personality of this brand are very similar	0.863	4.34	1.19
BI4	I have a lot in common with other people using this brand	0.756	4.36	1.13
Subjective norm (SN) – Source: Huang (2011)				
SN1	My family and friends influence me to participate in social media contest	0.818	3.33	1.70
SN2	I trust social media contest because my family and friends participate in social media contest	0.903	3.45	1.49
SN3	My family and friends often participated in social media contest	0.834	3.57	1.56
Attitude towards social media contest - Source: Huang (2011)				
AT1	My decision to participate in social media contest is a good idea	0.921	4.65	1.12
AT2	My decision to participate in social media contest is a wise idea	0.906	4.42	1.19
AT3	I like the idea of participating in social media contest	0.890	4.61	1.19
AT4	I prefer online contest than offline contest	0.734	4.72	1.27
Perceived behavioral control - Source: Huang (2011)				
PBC1	I have the knowledge to participate in social media contest	0.874	4.53	1.12
PBC2	I have the time to participate in social media contest	0.872	4.54	1.15
PBC3	I am able to participate in social media contest	0.904	4.83	0.99
Intention to participate – Source: Huang (2011), Yang (2017)				
INT1	I expect to participate in social media contest in the future	0.948	4.85	1.09
INT2	It is likely that I will participate in social media contest in the near future	0.952	4.67	1.16
INT3	I will participate in social media contest because it is fun	0.940	4.65	1.17
Past experience – Source: Huang (2011), Triantafyllidou (2018)				
EX1	Participating in social media contest is a fun experience for me	0.929	4.74	1.14
EX2	I enjoy participating in social media contest	0.941	4.78	1.12
EX3	I have good experience in participating in social media contest	0.827	4.91	1.06

Table 4 shows the reliability and validity assessments of the constructs. The Cronbach's alphas ranged between 0.742 and 0.942, higher than the 0.6 thresholds (Malhotra, 2020), indicating that all variables yielded high internal consistency. The Composite Reliability (CR) scores were above 0.6, and the average variance extracted (AVE) scores were above 0.5, showing that the variables achieved an acceptable level of reliability (Fornell and Larcker, 1981). Thus, all the variables used in the model achieved convergent validity.

To measure the discriminant validity, the correlation coefficients between the two variables should be less than the individual Cronbach's alpha reliability coefficient (Huang et al., 2013). Table 5 shows the discriminant validity of the constructs by comparing the square root of AVE with correlations between variables. This study uses PLS correlation coefficient matrix analysis to measure the discriminant validity. The table indicates that all correlations between variables are smaller than the square root of AVE, meaning that all variables achieved discriminant validity (Fornell and Larcker, 1981).

4.2. Structural Model

Smart PLS 3.0 software using the bootstrapping method was employed to examine the hypotheses. First, a significant positive relationship between brand identification and attitude toward social media contest participation was indicated ($\beta = 0.152$, $t = 3.900$, $P < 0.001$), thus supporting H1. The effect of brand identification on the intention to participate in social media contests showed an insignificant result; thus, it rejects H2. Further, the attitude has a significant positive relationship with the intention to participate ($\beta = 0.381$, $t = 6.460$, $P < 0.001$), thus supporting H3.

Table 4: Reliability and validity of constructs

Construct	Cronbach's Alpha	CR	AVE
AT	0.887	0.923	0.75
INT	0.942	0.963	0.896
BI	0.742	0.834	0.56
EX	0.882	0.928	0.811
PBC	0.860	0.914	0.780
SN	0.817	0.889	0.728

AT: Attitude towards social media contest, BI: Brand identification, EX: Experience, INT: Intention to participate, PBC: Perceived behavioral control, SN: Subjective norm, CR: Composite reliability), AVE: Average variance extracted

Table 5: Discriminant validity of constructs

Construct	AT	INT	BI	EX	PBC	SN
AT	0.866					
INT	0.806	0.947				
BI	0.444	0.377	0.748			
EX	0.785	0.831	0.402	0.901		
PBC	0.664	0.662	0.359	0.688	0.883	
SN	0.262	0.169	0.200	0.145	0.133	0.853

AT: Attitude towards social media contest, BI: Brand identification, EX: Experience, INT: Intention to participate, PBC: Perceived behavioral control, SN: Subjective norm

The test saw that the impact of subjective norms on the intention to participate in social media contests was insignificant; thus, H4 is not supported. The H5 showed a significant relationship between perceived behavioral control and intention to participate in social media ($\beta = 0.084$, $t = 1.967$, $P < 0.05$), hence H5 is supported. The experience has had a positive effect on attitude towards contest participation ($\beta = 0.724$, $t = 20.571$, $P < 0.05$); thus, it supports H6. The H7 showed a significant and strong effect of experience on perceived behavioral control, thus supporting hypothesis 7 ($\beta = 0.688$, $t = 17.597$, $P < 0.001$). Lastly, the effect of

experience on behavioral intention showed a significant positive relationship ($\beta = 0.481, t = 7.736, P < 0.001$), thus supporting H8. Table 6 shows a summary of hypothesized relationships between constructs.

The proposed model has an r-square value of 75.6% in intention to participate in social media contests; thus, it can be described as substantial. In addition, 63.5% of the variance in attitude towards behavioral construct can be explained by the model, so it can be deemed moderate, and 47.3% of the variance in the perceived behavioral control construct can be explained by the model; hence, it is deemed as moderate (Hair et al., 2018). The

Table 6: Results of hypotheses testing

Hypotheses	path coef.	t-value	Decision
H1: Brand Id --> attitude	0.152	3.900***	Supported
H2: Brand Id --> intention	-0.013	0.390	Not supported
H3: Attitude --> intention	0.381	6.460***	Supported
H4: Subj. norm --> intention	-0.009	0.320	Not supported
H5: PBC --> intention	0.084	1.967**	Supported
H6: Experience --> attitude	0.724	20.571***	Supported
H7: Experience --> PBC	0.688	17.957***	Supported
H8: Experience --> intention	0.481	7.736***	Supported

*Sig. at 0.10, **Sig. at 0.05, ***Sig. at 0.01

Table 7: Mean differences based on winning experience

Construct	Ever win in the last 6 months	Mean	t-value	Sig. (2-tailed)
Brand Id.	Yes	4.625	1.945	0.053
	No	4.429		
Subj. Norms	Yes	3.433	-0.202	0.840
	No	3.465		
Attitude	Yes	5.038	6.793	0.000
	No	4.285		
PBC	Yes	4.895	4.116	0.000
	No	4.446		
Intention	Yes	5.197	6.997	0.000
	No	4.379		
Experience	Yes	5.318	8.433	0.000
	No	4.439		

Table 8: Mean differences based on frequency of entering the contests

Construct	Frequency of contest	Mean	Std. Deviation	F-value	Sig (2-tailed)
Brand Id.	1-3x	4.596	0.807	1.522	0.220
	4-10x	4.416	0.990		
	>10x	4.431	0.864		
S. Norms	1-3x	3.407	1.333	.232	0.793
	4-10x	3.531	1.433		
	>10x	3.457	1.354		
Attitude	1-3x	4.360	1.016	10.568	0.000
	4-10x	4.785	1.025		
	>10x	4.980	0.908		
PBC	1-3x	4.488	0.922	3.936	0.021
	4-10x	4.783	1.017		
	>10x	4.812	0.969		
Intention	1-3x	4.503	1.051	8.472	0.000
	4-10x	4.845	1.145		
	>10x	5.129	0.976		
Experience	1-3x	4.577	0.974	12.422	0.000
	4-10x	4.907	0.988		
	>10x	5.280	0.908		

main focus of this research is to find the antecedents of intention to participate in social media contests; thus, by looking at the r-square, it can be concluded that the variable is well explained by the antecedents.

Further analysis also revealed that significant statistical differences were found in the intention to participate across the frequency of participation and winning experience in the online contest. It was found using an independent t-test approach that the means of intention to participate, attitude towards social media contests, perceived behavioral control, and past experience were statistically different between those who have won online contests and those who had never won in the last 6 months (Table 7). Thus, it can be concluded that the winning experience affects the participants' evaluation of the behavior.

Furthermore, the authors examined respondents' responses based on participation frequency in the last 6 months period in three groups: 1-3 times, 4-10 times, and more than 10 times. An Analysis of Variance test was used to examine if there were differences between these groups of participants. The results showed that attitudes towards social media contest participation, perceived behavioral control, intention to participate, and past experience are statistically different across groups (Table 8). Further *post hoc* tests with Tukey's HSD analysis revealed that levels of attitude, intention to participate, and experience were statistically different between respondents who participated 1-3 times and respondents who participated more than 10 times. However, those who participated 4-10 times did not statistically differ from the other groups for each variable.

Thus, it can be inferred that respondents who participate more frequently tend to have a more positive attitude toward social media contests and higher perceptions of the ability to control the contest. It can also be inferred that those who have higher scores in experience participating in the contest had a higher tendency to participate in the future. Therefore, it is imperative for marketers to design a contest that can create a good experience with the participants and track them to evaluate the program.

5. IMPLICATIONS

An important contribution made by this study is the finding that the intention to participate in social media contests is primarily influenced by prior experience, attitude towards the contest, and perceived behavioral control (Huang and Shiau, 2015; Huang et al., 2011; Triantafillidou and Siomkos, 2018). Therefore, taking the managerial action necessary to ensure a positive customer experience in the first place is crucial to warrant the customer's intention to participate. A positive experience in a social media contest means that the experience felt by customers is not only based on the evaluation of joining a contest, but it also blends with customers' interactions with social media overall. Usually, customers open social media platforms not intentionally to join a contest but for other purposes, such as posting feeds, giving comments or replies, and checking updates from friends. In this case, contest providers must first create a positive engagement with the customers, not only specific to the contest but also in overall experience when the customers interact with the platform. To achieve a positive and fun experience, contest providers should design a contest that offers a higher chance to win and attractive rewards.

Secondly, this study found that a positive experience with the contest affects perceived behavioral control. Therefore, the contest creators need to motivate customers by providing them with the ability to make a choice in such a way that the customers may perceive that their chances of winning the contest are a result of their skills or knowledge, not simply luck, which is beyond their control. To make the contest more compelling, contest providers might further accommodate the contest with a multi-phase level, for example, by giving points or badges to make them come again to expect bigger rewards. This would enhance the intention to come again to participate in the contest. Therefore, it is suggested that the contest should not be too difficult to enter, and the rewards should be quite attractive to the customers. Our findings on consumers' past experience in social media contests are aligned with Huang et al. (2011). Unlike other traditional online communication channels, social media has a unique interaction experience (Triantafillidou and Siomkos, 2018). When people have experience of doing something, they tend to have a better acceptance of the activity (Huang et al., 2011).

Furthermore, this study showed a strong relationship between experience and attitude towards social media contests, consistent with Jhamb et al. (2020). Such a finding indicates that prior positive experiences held by a customer would further increase his/her attitude towards the contest, which, in turn, leads to a higher intention to participate in the contest. In other words, positive experience might serve as a positive loop determinant in the relationships between intention and attitude.

This study also showed that the intention to participate in social media contests is influenced positively by customer's attitudes towards participation and perceived behavioral control. Thus, attitude has a crucial role in influencing consumer behavioral intention in social media contest participation, consistent with previous studies (Beldad and Voutsas, 2018; Huang et al., 2013; Huang et al., 2011; Molinillo et al., 2018). Interaction, collaboration,

and social presence are dimensions that affect customer satisfaction when participating in online brand activities (Foroudi et al., 2020). When assessing a contest, customer participation should be mutual; in other words, the cost and sacrifice must be less or at least equal to the associated benefit to ensure customer participation (Frasquet-Deltoro et al., 2019). The results also revealed that perceived behavioral control affects the intention to participate, which is supports Huang et al. (Huang et al., 2011) in the context of online auction participation and Huang and Shiau (2015) in the context of microblog usage (Huang and Shiau, 2015).

However, subjective norms did not significantly influence the intention to participate in social media contests, yet it is consistent with Huang and Shiau (2015). However, this finding contradicts Beldad and Voutsas (2018) in the context of writing online reviews, who found a significant relationship between subjective and behavioral intention (Beldad and Voutsas, 2018). Such differences may occur in different contexts based on different motives. The motive of consumers participating in social media contests is primarily to win rewards from the contest, not to conform to societal norms, as in the context of writing online reviews. Mimicking what others do online might have different effects on different customers in terms of how they want to be perceived online.

6. CONCLUSION, LIMITATIONS, AND FUTURE RESEARCH DIRECTIONS

6.1. Conclusion

This study examines the antecedents of intention to participate in social media contests by incorporating TPB, brand identification, and experience variables. The most evident findings revealed that the intention to participate in online contests is primarily affected by customer's positive previous experience with the contest. It was also revealed that past experience strongly affects customers' attitudes and perceived behavioral control toward participating in social media contests. Thus, it is especially important for contest creators to warrant a positive experience for participants when designing the contest.

6.2. Limitations and Directions for Future Research

This study acknowledges some limitations that need to be addressed in future research. Firstly, this study did not specify the type of contest in terms of difficulty level, magnitude, type of rewards, and winning probability, which potentially affects the likelihood of intention to participate in a contest. Secondly, this study conducted a survey that did not consider the form of the experience: positive vs negative. Future studies may endeavor to conduct experimental research by examining customer's behavior when they have a positive or negative experience, such as winning or losing a contest. Thirdly, future studies may examine the impact of social media contest participation on actual customer behavior and brand loyalty.

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