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Factors Influencing the Transition from Media Consumer to Participant among Subscribers of the Facebook Page of the Shiite Endowment Office of Iraq

ABSTRACT

The present study aims to identify and explain the factors influencing the transition from media consumers to active participants among subscribers of the Facebook page of the Shiite Endowment Office of Iraq. Methodologically, the study employs a qualitative grounded theory approach alongside a descriptive quantitative design. The qualitative population consisted of experts and specialists familiar with media studies and the Facebook page under investigation. Using the snowball sampling method, theoretical saturation was achieved with 18 participants. The quantitative population included all subscribers of the Facebook page of the Shiite Endowment Office of Iraq, totaling 8,000 individuals affiliated with the organization. Based on Morgan's table, a sample size of 351 participants was determined for the quantitative phase. Data collection was conducted in three stages: library research, fieldwork using interviews, and fieldwork using questionnaires. In the qualitative section, the procedures included transcription of discussions (open coding), line-by-line reading of the data, extraction of concepts and key statements, formation of initial categories and classes (axial coding), classification of data, identification of subcategories, and formation of final categories (selective coding) by linking categories to each other. To obtain the necessary data for hypothesis testing, a questionnaire was employed as the primary instrument, and its reliability was assessed using Cronbach's alpha. The analysis of the data revealed several factors influencing the transition from media consumers to media participants, including: intrinsic motivations of participants (interest in religious topics), extrinsic motivations (obtaining social credibility), individual factors, spiritual and ideological motivations, social factors, a sense of belonging to a like-minded community, feelings of identity and community attachment, perceived transparency, neutrality, and relevance of content to user needs, opportunities for two-way interaction and managerial responsiveness, perceived influence and visibility by others, increased internet access, the emergence of social networks and expansion of digital tools, proximity of media to its audience, growth of the audience and the media's target community, expansion and development of media content, facilitation of media use, among others.

Keywords: consumer, media, participant, Facebook subscribers, Shiite Endowment Office of Iraq

Introduction

The rapid expansion of social media platforms has profoundly transformed how consumers interact with information, brands, institutions, and one another. The boundaries between media producers and media consumers have increasingly blurred, giving rise to a participatory culture in which users engage not only as recipients of content but also as active collaborators and contributors. This shift has prompted scholars and practitioners to examine the drivers, mechanisms, and

consequences of consumer participation across digital ecosystems. In contemporary societies, engagement on platforms such as Facebook extends beyond entertainment or communication and increasingly influences political attitudes, brand loyalty, social identity, and behavioral decision-making. The literature consistently emphasizes that digital participation has become a multidimensional construct shaped by psychological, social, technological, and cultural forces [1, 2].

Research in social media behavior indicates that participation is strongly connected to users' motivations, perceived value, and interactive affordances offered by platforms. Early investigations into media consumption highlighted that consumer behavior is not merely a passive act but emerges from strategic decision-making processes driven by personal needs, identity signals, and contextual factors [3, 4]. More recent studies show that participation levels increase when individuals perceive meaningful opportunities for dialogue, co-creation, and influence over content outcomes [5, 6]. Such dynamics have contributed to redefining the relationship between institutions and audiences, particularly in contexts where social networks serve as a primary arena for communication, trust-building, and community formation.

Given this evolution, organizations face growing pressure to understand what drives consumers from being passive followers to active participants. Consumer engagement is now considered a strategic resource that enhances brand equity, increases organizational legitimacy, and strengthens stakeholder relationships. The advent of algorithms, recommendation systems, and multisensory digital environments further accelerates these processes by shaping attention flows and amplifying high-interaction content [7, 8]. Theoretical and empirical work underscores that digital participation is highly contingent on the interplay between platform design, message personalization, emotional appeal, perceived trustworthiness, and the broader digital culture in which users are embedded [9, 10].

Consumer motivations remain a foundational component in explaining participation behavior. Studies have shown that emotional, cognitive, and social factors work in concert to shape individual willingness to co-create content or engage in discussions. For instance, intrinsic motivations such as personal relevance, identity expression, or enjoyment significantly predict voluntary participation across digital platforms [11]. Similarly, extrinsic drivers such as social recognition, credibility gains, or community approval are also powerful contributors to engagement dynamics. These findings align with global literature demonstrating that user-generated content and electronic word-of-mouth are strongly influenced by users' desire to be heard, acknowledged, and connected within their online communities [12, 13].

The increasing sophistication of social media marketing, coupled with the ubiquity of smartphones and high-speed internet, has created an environment where content circulation is faster, more interactive, and more personalized than ever before. Scholars emphasize that the logic of social media consumption has shifted from unidirectional message delivery to a multidirectional communication model characterized by immediacy, reciprocity, and co-presence [14, 15]. Such interactional affordances enhance users' sense of empowerment, enabling them to shape discourse, co-produce meanings, and influence collective sentiments. Research on social media advertising confirms that users' attitudes toward digital communications play a decisive role in determining their engagement level and purchase behaviors, as mediated by their trust in the platform and perceived authenticity of the message [16, 17].

Moreover, consumer engagement in social networks has significant behavioral consequences, including increased loyalty, stronger emotional attachment, and higher probability of taking supportive actions toward brands or institutions [18]. Social media environments enhance these effects by encouraging participatory norms, reducing communication barriers, and offering diverse multimedia tools that allow users to express themselves in varied and creative ways [5]. Research shows that

when users perceive a platform as trustworthy, interactive, and aligned with their values, their engagement deepens, thereby transforming their role from observers to contributors [19]. This transformation is essential for organizations seeking to cultivate meaningful relationships with their audiences and foster community-driven communication ecosystems.

Alongside motivational and attitudinal determinants, demographic, cultural, and contextual factors also shape the probability and intensity of user participation. Evidence from cross-national studies shows that cultural norms concerning communication, public expression, and social influence significantly moderate digital engagement patterns [20]. In addition, digital literacy, technical skills, and familiarity with social networking features are crucial in enabling or constraining participation opportunities [21]. Within emerging economies, where internet penetration and social media adoption have grown rapidly, consumer engagement is increasingly recognized as a mechanism for empowerment, social mobilization, and identity construction [12, 14]. These dynamics are especially relevant for institutional Facebook pages, where legitimacy, transparency, and responsiveness determine audience trust and interactive behavior [6, 11].

With the rise of algorithm-driven content delivery, the visibility and reach of user-generated content have become more dependent on engagement metrics such as shares, likes, and comments. This has created a participatory loop in which user interaction reinforces content relevance, and enhanced visibility provides further motivation for ongoing engagement [22]. Social media influencers and brand advocates now play an increasingly prominent role in shaping perceptions and influencing behavioral intentions, demonstrating the power of peer-to-peer communication in digital settings [13, 22]. Meanwhile, cause-related marketing and emotion-driven content strategies have emerged as effective methods for stimulating user participation and fostering emotional connections between consumers and brands [15, 16].

Institutional users, including governmental and religious organizations, face unique challenges and opportunities when engaging with audiences on platforms such as Facebook. These entities must navigate issues of public trust, cultural sensitivity, and sociopolitical context while delivering content that resonates with diverse audiences. In such settings, user engagement becomes not only a communication objective but also a mechanism for community-building, transparency, and participatory governance [3, 7]. Understanding the factors that encourage followers of institutional pages to transition from passive consumers to active participants can help organizations design more effective communication strategies and foster deeper relational ties with their audiences [9, 10].

Furthermore, research highlights that strategic management of consumer participation requires a nuanced understanding of behavioral triggers, digital affordances, content typology, and platform dynamics [2]. Scholars argue that the integration of emotional, cognitive, and participatory components in content design can significantly increase engagement levels and positively shape user attitudes [5, 8]. Similarly, studies emphasize that users' perception of value, relevance, authenticity, and transparency in digital content is central to their willingness to participate in discussions, share opinions, and contribute to community-based content creation [17, 18].

Given the increasing strategic importance of digital participation for institutions operating within socio-religious contexts, exploring the mechanisms that shape user engagement on Facebook pages is essential. The transition from consumption to participation is multifaceted, influenced by psychosocial motivations, digital literacy, platform features, community identity, and the perceived credibility of the institution managing the page [6, 11]. As scholars continue to highlight, social media engagement is not merely a behavioral outcome but a relational process shaped by interactions, expectations, and reciprocal communication opportunities [5, 19].

Based on the theoretical and empirical gaps identified in the literature and the importance of understanding user engagement within institutional Facebook environments, the aim of this study is to identify and explain the factors influencing the transition of media consumers into active participants on the Facebook page of the Shiite Endowment Office of Iraq.

Methodology

The present research employs a qualitative grounded theory approach alongside a descriptive quantitative method. In the qualitative phase, the study focused on identifying a model regarding the factors influencing the transition from media consumers to participants among subscribers of the Facebook page of the Shiite Endowment Office of Iraq. In this phase, qualitative interviews were conducted with experts and academic specialists who possessed sufficient knowledge in the field of media. The interviews continued until the hidden and diverse dimensions and components of the phenomenon—namely, the identification of factors contributing to the transition of media consumers to participants on the Facebook page of the Shiite Endowment Office of Iraq—were fully uncovered and theoretically saturated. In this phase, a sequential exploratory design was used, which is classified under grounded theory qualitative research methods.

In the quantitative phase, measurement instruments were designed based on the conceptual model derived from the identified indicators and components influencing the transition of media consumers to participants of the Facebook page of the Shiite Endowment Office of Iraq. These tools were then administered extensively among the selected sample in order to propose an appropriate model for converting media consumers into media participants of this Facebook page. The statistical population in the qualitative phase consisted of experts familiar with media studies and the Facebook page under investigation. Given that these individuals possessed research knowledge regarding strategies for transitioning media consumers into participants of the Facebook page of the Shiite Endowment Office of Iraq, they were selected through convenience sampling and interviewed. A total of 18 experts participated in the interviews. The qualitative sampling method was purposeful, and participants were selected based on relevant criteria.

Data were collected in three stages: library studies, field studies using interviews, and field studies using questionnaires. In the library study stage, information was gathered through books, journals, internet sources, and information databases, and after selecting the relevant sources, the required texts were compiled and translated. In the field study stage using interviews, data were collected from experts and research participants. In the third stage, following theoretical saturation in the literature and background review and the identification of key factors, a questionnaire was designed for field application. The questionnaire items were rated using a 5-point Likert scale: 5 (very high), 4 (high), 3 (moderate), 2 (low), and 1 (very low).

In the qualitative section, interviews served as the data collection tool. Through examining expert opinions and interview content, the study used qualitative content analysis to identify the factors influencing the transition of media consumers to participants of the Facebook page of the Shiite Endowment Office of Iraq. Based on the research objective—identifying and presenting the influential factors in this transition—the initial step involved extracting components through literature review. Subsequently, in the field phase and through semi-structured interviews, the dimensions and primary components were developed.

Findings and Results

In open coding, the foundation of theory construction consists of concepts. With the beginning of data collection (review of research literature), the coding process also began. Open coding is the process of breaking down data into discrete, meaningful units. This process begins with the identification of concepts and ultimately leads to the discovery of categories. From the initial concepts, preliminary categories related to the phenomenon under investigation were extracted through questioning the data, comparing cases, events, and different states of the phenomenon to identify similarities and differences.

In theoretical coding, two analytical tendencies exist. Some researchers conduct detailed, line-by-line, word-by-word analysis of texts and data. Others, due to time constraints, code only the essential points and key themes. In axial coding, based on the role of the derived concepts in explaining the dimensions of the model, all extracted categories from the raw data were organized into dimensions, components, and indicators, and were theoretically linked to one another using a paradigmatic model. In selective coding, categories are integrated to form a theory or model, such that the research results manifest as a coherent theory or model. In other words, selective coding is the process of integrating and refining categories to construct the final model.

- **Core Phenomenon Categories:** The core category represents a conceptual depiction of the fundamental phenomenon that forms the basis of the research process.
- **Strategy and Action Categories:** These categories reflect specific actions or interactions derived from the core phenomenon; they include plans and actions that contribute to model development.
- **Intervening Condition Categories:** Intervening conditions consist of broad contextual factors—such as media, environment, and similar elements—that act as facilitators or constraints. These conditions may either accelerate the execution of strategies or create delays.
- **Outcome Categories:** Outcomes include tangible and intangible effects resulting from strategies aimed at enhancing the transition from media consumers to participants on the Facebook page of the Shiite Endowment Office of Iraq. They represent the outputs derived from the identified strategies.

The coding processes—open, axial, and selective—each yield specific results. Open coding produces concepts, while selective coding results in the formation of theory. The findings obtained from the conducted analyses regarding the factors influencing the transition from media consumers to participants among subscribers of the Facebook page of the Shiite Endowment Office of Iraq are presented in Table (1).

Table 1

Final Model of Factors Influencing the Transition of Media Consumers to Media Participants

Dimension	Component	Influential Factors
Causal Factors	Participant motivations	Intrinsic motivations (interest in religious topics); extrinsic motivations (obtaining social credibility)
	Factors influencing active participation	Individual factors; spiritual and ideological motivations; social factors; sense of belonging to a like-minded community; technological factors; demographic factors such as gender, age, education, etc.
	Transforming passive consumers into active participants	Sense of identity and community belonging; perception that the content is transparent, neutral, and aligned with user needs; opportunities for two-way interaction and managerial responsiveness; sense of influence and being seen by others; trust in page administrators; content appropriate to user needs
	Increasing media interaction	Sense of influence and having a voice; content attractiveness and relevance; active interaction between page management and users; continuous presence and responsive administration; engaging campaigns; polls, contests, challenges; user interaction increasing loyalty, reach, and message effectiveness; user participation increasing media dynamism, sense of belonging, and content quality
	Change in consumer attitudes	Influence of social media content co-created with users; effective communication through two-way interaction; media as a tool for engagement and co-creation; technological progress and expansion of social networks; rise in digital literacy and content production skills; algorithms prioritizing user interactions; increased internet access; expansion of digital tools; closer proximity of media to audiences; enlarged target community; expansion of media content; ease of media use; shaping public opinion and strengthening collective identity; increased media dynamism

Intervening Factors	Digital space usage and digital culture	Content recommendation algorithms; security settings and live-interaction features; influence of modern media; digital culture; user access to internet and digital devices; habits of online discussion and freedom of expression; public trust in media and page credibility; dissemination of accurate information; transparency; user familiarity with online debates
	Development of participant interaction	Creating content aligned with user needs; expanding technical features for interaction; use of live video tools and interactive functions; strong technical infrastructure; building user trust and reassurance; sense of safety and user value; media literacy training; increased user awareness; digital technologies enabling communication; policies that enhance user participation; improving digital literacy through educational programs; supportive policies such as rewards or credibility incentives
	Barriers to participation growth	Fear of negative feedback and judgment; platform limitations (content removal, restrictions); lack of knowledge or interest; poor digital skills; government and regulatory policies; legal restrictions; economic conditions and high internet costs; low media literacy and lack of awareness about digital rights and responsibilities
Strategies	Barriers to content sharing	Tense or unproductive discussion environment; diversity of content and communication styles; lack of trust in data security; fear of misuse of personal information; concerns about unreliable content produced by some users; negative media climate; economic limitations such as internet costs and digital access
	Ways to reduce non-participation	Creating a friendly and secure environment; enabling healthy and open discussion; using video content, infographics, and live discussions; transparent participation policies; clear rules for comment management; enhancing media literacy; easy access to digital technologies and high-speed internet; supportive laws for freedom of expression and open user interaction
	Increasing participation functions	Creating safe, uncensored spaces for user expression; incentives such as special privileges for active users; providing media literacy training; designing interactive and motivational campaigns
Outcomes	Developing media participation strategies	Asking open-ended questions; direct interaction with users; fast responses; attractive polls and challenges; active engagement with users' comments; continuous media literacy education
	Creating interactive content	Educational and awareness-raising content in short video or summarized formats; interactive and challenge-based content; opportunities for direct user contribution such as polls and live Q&A; encouraging participation through challenging questions and engaging content; designing interaction-driven campaigns
	Expansion of participation dimensions	Strengthening the digital religious community; increased influence of religious discourse; enhanced sense of belonging and solidified religious identity; increased spiritual understanding; shift from passive consumption to active discussion; increased social awareness; strengthened sense of belonging to a media-based community
	Participation without management	Potential emergence of unproductive discussions and misinformation; algorithms amplifying interactive content whether beneficial or harmful
	Supporting participant interaction	Increased user trust in media; strengthened two-way communication; transformation of media space from passive to interactive through active discussions

Table 1 presents the final model of factors influencing the transition of media consumers into active media participants on the Facebook page of the Shiite Endowment Office of Iraq, organized into causal conditions, contextual variables, intervening factors, strategic actions, and resulting outcomes. Causal factors include intrinsic and extrinsic motivations, individual and social characteristics, spiritual and ideological drives, technological and demographic variables, as well as factors that transform passive consumers into active participants through senses of identity, transparency, relevance, influence, and trust, alongside mechanisms that enhance media interaction such as attractive content, active managerial engagement, continuous presence, and interactive campaigns. Consumer attitude change is shaped by co-created content, effective two-way communication, technological advancements, rising digital literacy, increased access to digital tools, algorithmic prioritization of engagement, and the growing proximity of media to its target audience. Contextual conditions encompass the broader digital environment, including content-recommendation algorithms, security and interaction features, digital culture, user access to technology, and norms of online discourse, as well as the development of participant interaction through targeted content creation, technical infrastructure, trust-building, media-literacy education, and supportive participation policies. Intervening factors include barriers such as fear of judgment, platform restrictions, digital skill limitations, regulatory constraints, economic challenges, cultural media-literacy gaps, data-security concerns, and unproductive discussion climates, balanced by mechanisms that reduce non-participation through safe and open environments, varied content formats, transparent engagement policies, clear interaction guidelines, enhanced access to digital tools, and freedom-supportive regulations. Strategic actions identified in the model focus on increasing participatory functions via safe expression spaces, user incentives, media-literacy training, interactive campaigns, open-ended questioning, direct engagement, rapid responsiveness, continuous digital education, and the creation of interactive, educational, challenge-based content. As outcomes, the model highlights strengthened digital religious community identity, increased diffusion of religious discourse, higher spiritual awareness, a shift toward active discussion, enhanced social awareness, and greater user trust and reciprocal communication, while also acknowledging risks of unmanaged participation, such as misinformation and unproductive debates amplified by platform algorithms.

Table 2*Descriptive Statistics for All Research Variables*

Variable Group	Variables Included	N	Mean	Median	Mode	SD	Variance	Skewness	Kurtosis	Min	Max
Causal Conditions	Participant Motivations; Factors Affecting Active Participation; Passive-to-Active Transition; Change in Consumer Attitude; Overall Causal Condition	352	7.00–122.00	8.00–127.00	8.00–132.00	1.00–24.00	3.00–596.05	0.00 to –1.00	1.00 to –1.00	2.00–33.00	10.00–162.00
Contextual Conditions	Digital Space Use & Digital Culture; Development of User Interaction; Overall Contextual Condition	352	30.00–66.00	31.00–66.00	32.00–66.00	6.00–14.00	42.00–202.00	0.00	0.00	8.00–18.00	40.00–90.00
Intervening Conditions	Barriers to Participation Growth; Barriers to Content Contribution; Ways to Reduce Non-Participation; Overall Intervening Condition	352–353	19.00–74.00	21.00–76.00	21.00–77.00	5.00–13.00	26.00–180.00	0.00	0.00	6.00–24.00	30.00–102.00
Strategies	Increasing Participation Function; Developing Participation Strategy; Creating Interactive Content; Overall Strategies	352	12.00–50.00	13.00–52.00	12.00–55.00	3.00–9.00	11.00–92.00	–0.08–0.066	0.00	4.00–22.00	19.00–75.00
Outcomes	Strengthening Participation Dimensions; Unmanaged Participation; Supporting Participant Interaction; Overall Outcomes	352–353	6.00–39.00	7.00–40.00	6.00–45.00	1.00–9.00	3.00–90.00	0.00	0.00	2.00–10.00	10.00–57.00

The combined descriptive statistics (Table 2) for all variables—including causal, contextual, intervening, strategic, and outcome conditions—indicate substantial variability and differentiation across the constructs assessed in the study. Within the causal conditions, mean values ranged widely from 7.00 to 122.00, with medians from 8.00 to 127.00 and modes up to 132.00, reflecting the broad distribution of respondent perspectives regarding motivations, active participation factors, and shifts in consumer attitudes, supported by standard deviations between 1.00 and 24.00 and variances reaching 596.05, demonstrating considerable dispersion. Contextual variables related to digital usage and interaction development displayed moderate means between 30.00 and 66.00, low skewness and kurtosis, and variances up to 202.00, indicating relatively stable but diverse perceptions of digital culture and interaction-enabling conditions. Intervening conditions, including barriers and facilitative mechanisms, showed means from 19.00 to 74.00, medians up to 76.00, and modes up to 77.00, with standard deviations up to 13.00 and variances reaching 180.00, suggesting meaningful spread in respondent experiences with structural and behavioral constraints. Strategic variables exhibited means ranging from 12.00 to 50.00 and medians up to 52.00, alongside variances up to 92.00 and minimal skewness, indicating consistent yet moderately variable assessments of strategies such as participation enhancement, media engagement planning, and interactive content creation. Finally, outcome variables demonstrated means from 6.00 to 39.00, medians from 7.00 to 40.00, and modes up to 45.00, with standard deviations up to 9.00, reflecting noticeable differences in perceived effects of participation, such as strengthened community identity, increased engagement, and improved interactive communication within the media environment.

Table 3*Kolmogorov–Smirnov Test Results for Assessing Normality of Variables*

Variable	Sample Size (N)	Test Statistic	Significance Value (p-value)
Causal Conditions	352	0.000	0.000
Contextual Conditions	352	0.077	0.000
Intervening Conditions	352	0.051	0.000
Strategies	352	0.074	0.000
Outcomes	352	0.083	0.000

The results of the Kolmogorov–Smirnov test (Table 3) indicate that all five main research variables—including causal conditions, contextual conditions, intervening conditions, strategies, and outcomes—exhibited significance values of $p = 0.000$, which are below the threshold of 0.05.

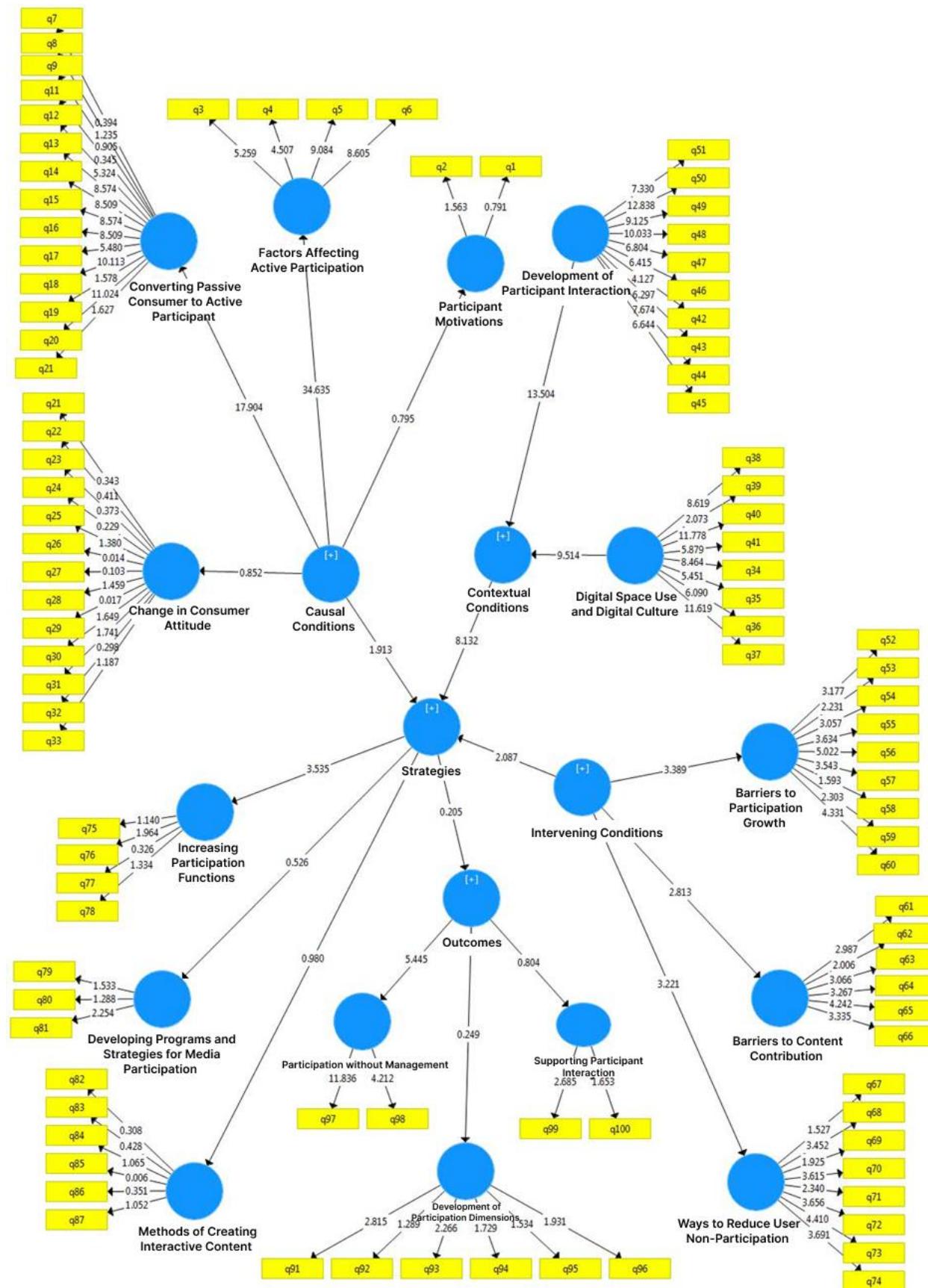
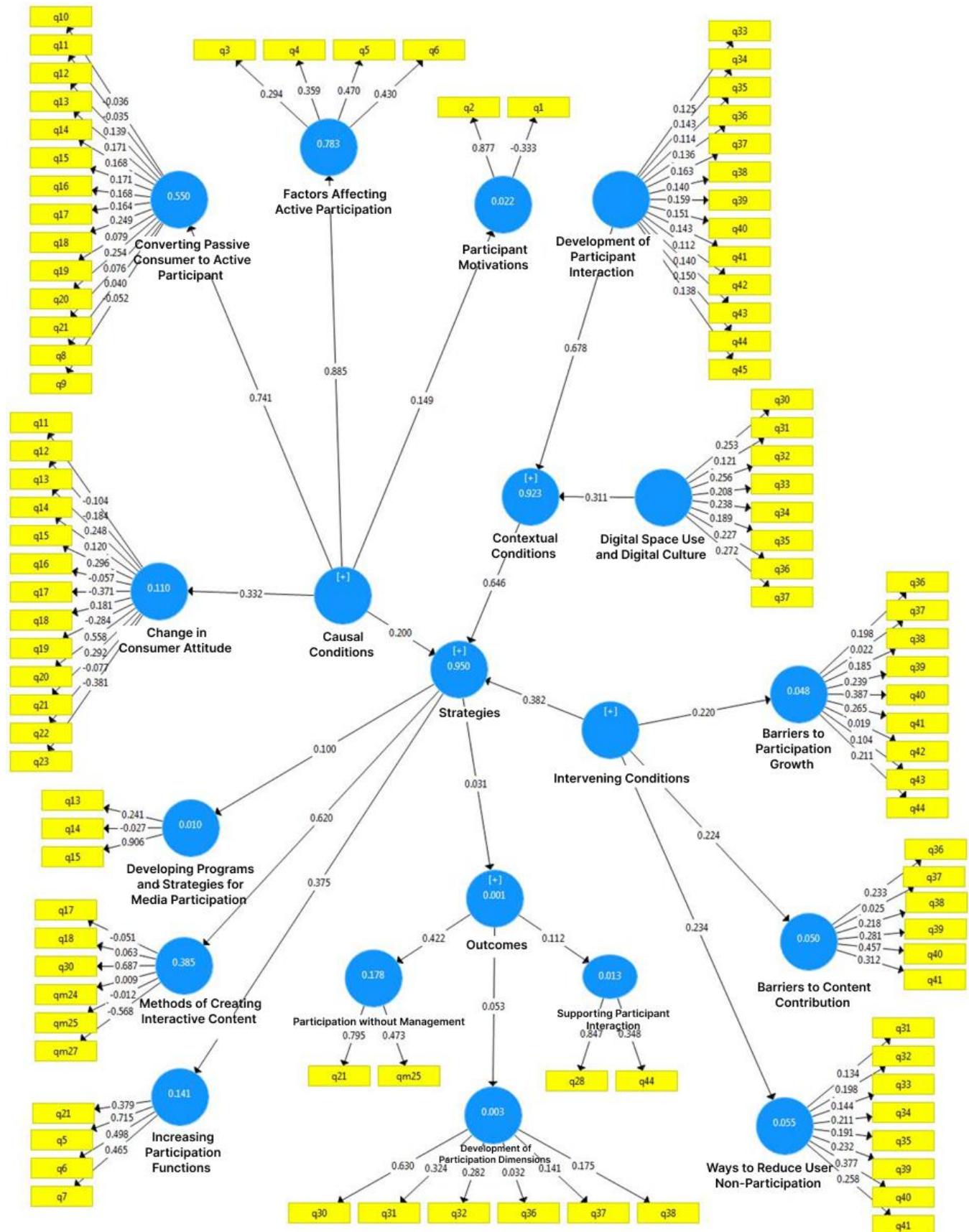
Figure 1*Model with T-Values*

Figure 2

Model with Beta Values



Discussion and Conclusion

The results of this study provide a comprehensive understanding of the factors influencing the transition of media consumers to active participants on the Facebook page of the Shiite Endowment Office of Iraq. The findings revealed that intrinsic motivations such as interest in religious content, extrinsic motivations such as seeking social credibility, technological accessibility, interpersonal interaction mechanisms, and the perceived transparency and relevance of content are among the strongest antecedents of participatory behavior. These results align with the theoretical foundations of consumer engagement presented in earlier scholarship, which emphasizes that participation in digital environments is driven by cognitive, emotional, and relational motivations that together shape behavioral outcomes [1, 2]. Consistent with this conceptualization, the empirical analysis showed that when users perceive meaningful opportunities for dialogue and contribution, the probability that they will move from passive consumption to active engagement substantially increases.

One of the central findings of the study is the critical role of perceived value—particularly value derived from identity reinforcement, community belonging, and spiritual or ideological alignment—in motivating active participation. This is strongly supported by previous work demonstrating that social identity and community-oriented motivations significantly predict user engagement in virtual environments [3, 4]. Users who saw themselves reflected in the community values of the Shiite Endowment Office page were more likely to participate, comment, share content, or initiate discussions. This phenomenon is consistent with studies indicating that identity-based motivations strengthen users' sense of affiliation and increase their desire to contribute [8]. Furthermore, the findings show that content perceived as transparent, trustworthy, and aligned with users' informational needs promotes active engagement. This corroborates research demonstrating that trust, perceived authenticity, and transparency are major drivers of digital participation in institutional settings [9, 18].

The results also revealed that technological factors—including increased internet access, social media usability, and the availability of interactive features—play a significant role in enabling participation. This observation aligns with global studies showing that technological affordances shape engagement levels by lowering participation barriers and expanding opportunities for expression [14, 17]. The increased presence of digital tools that facilitate content creation, live interaction, and multimedia exchange further supports consumer readiness to participate. Scholars have argued that such technological conditions contribute to the democratization of communication, creating a participatory media environment in which users feel empowered to voice opinions and co-create content [5, 19]. The empirical findings of this study reinforce this, showing a clear link between platform affordances and engagement behaviors.

Another important element highlighted in the findings is the responsiveness of page administrators and the presence of two-way communication channels. This dynamic significantly increased user willingness to engage. This aligns with previous research showing that timely interaction, personalized responses, and managerial presence strengthen digital relationships and foster user trust [6, 11]. Within institutional Facebook environments, responsiveness serves as a cue of credibility and relational commitment, assuring users that their participation is valued. The findings are further supported by evidence that perceived reciprocity in communication improves user satisfaction and increases both the frequency and quality of engagement [12, 15]. The integration of interactive strategies, such as live sessions, polls, and discussion-based campaigns, reinforces this effect by elevating users' sense of voice and influence.

The results regarding motivational drivers also align with contemporary research highlighting the role of emotional engagement in participatory behavior. The present study found that spiritual and emotional motivations were strong

predictors of participation. This corresponds with findings suggesting that emotional resonance—whether derived from cause-related marketing, spiritual content, or value-driven messaging—significantly enhances users' intention to participate, comment, or advocate [16, 21]. Emotionally meaningful content deepens engagement, particularly in socio-religious contexts where identity and belief systems are closely intertwined with communication practices. As suggested by previous studies, when content triggers emotional connection, users become more involved in co-creation processes and more willing to amplify content through sharing behaviors [13, 22].

Furthermore, the findings also confirm previous scholarship showing that social media participation is heavily influenced by perceived social norms, community expectations, and the broader digital culture in which users are embedded. The role of digital culture and familiarity with online conversational norms was clearly visible in the contextual factors identified in this research. These results correspond with studies indicating that users who are accustomed to online discussions and who perceive social media as a legitimate communication forum are more likely to engage actively [7, 10]. Similarly, research has shown that in societies where digital communication has become culturally ingrained, individuals demonstrate higher levels of readiness for interaction and co-creation [20]. The present study reinforces this understanding by demonstrating the direct relationship between digital cultural familiarity and participation intensity.

The study also identified several barriers that mitigate participation, such as fear of negative judgment, lack of digital skills, mistrust toward data security, and concerns regarding platform limitations. These findings are consistent with previous literature showing that perceived risk, privacy concerns, and digital insecurity reduce user intention to participate in online communities [9, 11]. Moreover, participants expressed concerns about misinformation and unproductive discussions, which reflects broader scholarly discussions about the challenges of digital environments, including content overload and the diffusion of inaccurate information [5]. Such barriers underscore the need for effective moderation practices, transparent content guidelines, and robust communication ethics within institutional media infrastructures.

Additionally, the results confirmed the importance of strategic actions in enhancing participation. The effectiveness of interactive content, participatory campaigns, open-ended questions, and targeted communication strategies aligns with a large body of research emphasizing the role of strategic planning in digital engagement. Prior studies show that structured strategies—such as personalized messaging, content segmentation, and engagement-focused design—substantially increase participation rates [12, 19]. The findings also align with evidence that co-creation opportunities, such as polls or live question sessions, enhance user empowerment and foster deeper emotional investment [5, 6]. This indicates that participatory strategies are not merely facilitative but essential to establishing sustained user engagement.

Finally, the study revealed several significant outcomes associated with increased participation, including strengthened community identity, increased social awareness, deeper spiritual understanding, and enhanced user trust in the institution. These outcomes correspond with previous research showing that digital participation fosters social cohesion, reinforces group identity, and enhances relational bonds within online communities [3, 18]. Moreover, engagement is known to increase users' emotional attachment to institutional pages and promote positive perceptions of institutional credibility [12, 14]. The transformational effect of participation—from passive consumption to active involvement—thus reflects broader international findings that interactive communication strengthens public trust and facilitates community building [15, 17].

Overall, the results of the present study are highly consistent with the existing literature and reinforce the conceptual understanding of consumer engagement as a multidimensional process shaped by motivation, technology, communication

practices, and cultural context. The study contributes to the field by providing an integrated model that captures the interplay among these factors within a socio-religious institutional context, thereby extending prior research that primarily examined commercial or entertainment-oriented digital environments [8, 19].

The study has several limitations. First, the reliance on self-reported data introduces potential biases related to memory, social desirability, and subjective interpretation. Second, the sample was drawn exclusively from followers of one institutional Facebook page, which may limit generalizability to broader populations or different cultural contexts. Third, the cross-sectional nature of the data does not allow causal inferences regarding the directionality of relationships among variables.

Future research should examine longitudinal patterns of engagement to determine how user participation evolves over time and how platform changes influence behavior. Researchers may also compare engagement models across different institutional types, such as educational, governmental, or non-profit organizations, to assess variations in motivational and contextual drivers. Additionally, future studies could integrate qualitative digital ethnography to capture the nuances of online interaction dynamics.

For practice, organizations seeking to enhance participation should invest in responsive communication strategies, personalized content, and interactive tools that encourage user co-creation. Administrators should cultivate an environment of transparency, trust, and inclusivity while addressing user concerns related to privacy and digital security. Strengthening digital literacy initiatives and providing opportunities for community dialogue can further support meaningful engagement and sustained participation.

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Authors' Contributions

All authors equally contributed to this study.

Declaration of Interest

The authors of this article declared no conflict of interest.

Ethical Considerations

The study protocol adhered to the principles outlined in the Helsinki Declaration, which provides guidelines for ethical research involving human participants. Written consent was obtained from all participants in the study.

Transparency of Data

In accordance with the principles of transparency and open research, we declare that all data and materials used in this study are available upon request.

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