

Enjoyment As An Emotional Bridge: Linking Hedonic Motivation To The Intention To Share Social Content On Instagram

Kenikmatan Sebagai Jembatan Emosional: Menghubungkan Motivasi Hedonik Dengan Niat Berbagi Konten Sosial Di Instagram

Jappy P. Fanggidae¹, Septia S. Dioh², Liliosa S. Jaiman³

Jurusan Administrasi Bisnis, Politeknik Negeri Kupang^{1,2,3}

jappy.fanggidae@pnk.ac.id^{1*}, septia.dioh@pnk.ac.id², liliosa.jaiman23@gmail.com³

**Corresponding Author*

ABSTRACT

This study investigates how hedonic motivation influences users' intention to share social content on Instagram, focusing on the mediating role of enjoyment of sharing. Grounded in the Uses and Gratifications Theory and Flow Theory, the research proposes that intrinsic enjoyment acts as an emotional mechanism that transforms pleasure-driven motives into prosocial sharing behaviors. Data were collected through an online survey of 162 active Instagram users in Indonesia, aged between 18 and 35 years. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that hedonic motivation significantly enhances enjoyment of sharing and directly increases the intention to share social content. Enjoyment of sharing also exerts a strong positive effect on sharing intention and partially mediates the relationship between hedonic motivation and sharing behavior. These findings suggest that self-oriented enjoyment can foster socially valuable participation, indicating that doing good and feeling good can coexist in digital environments. The study contributes to the growing understanding of emotional pathways in social media engagement and offers practical insights for social marketers to design campaigns that are not only meaningful but also enjoyable to share.

Keywords : *hedonic motivation, enjoyment of sharing, social content, sharing intention, Instagram, PLS-SEM*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana motivasi hedonik memengaruhi niat berbagi konten sosial di Instagram dengan menyoroti peran mediasi kenikmatan berbagi. Berlandaskan Uses and Gratifications Theory dan Flow Theory, penelitian ini mengajukan bahwa kenikmatan intrinsik merupakan mekanisme emosional yang mengubah dorongan kesenangan menjadi perilaku berbagi yang bernilai sosial. Data diperoleh melalui survei daring terhadap 162 pengguna aktif Instagram di Indonesia berusia 18–35 tahun. Analisis data dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) melalui perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa motivasi hedonik berpengaruh signifikan terhadap kenikmatan berbagi dan secara langsung meningkatkan niat berbagi konten sosial. Kenikmatan berbagi juga berpengaruh positif kuat terhadap niat berbagi dan memediasi sebagian hubungan antara motivasi hedonik dan perilaku berbagi. Temuan ini mengindikasikan bahwa kenikmatan pribadi dapat mendorong partisipasi sosial yang bernilai, sehingga “berbuat baik” dan “merasakan kesenangan” dapat berjalan beriringan di lingkungan digital. Penelitian ini memperluas pemahaman tentang jalur emosional dalam keterlibatan media sosial serta memberikan implikasi praktis bagi pemasar sosial untuk merancang kampanye yang bermakna sekaligus menyenangkan untuk dibagikan.

Kata kunci : *motivasi hedonik, kenikmatan berbagi, konten sosial, niat berbagi, Instagram, PLS-SEM*

1. Introduction

In the era of participatory digital culture, social networking platforms such as Instagram, TikTok, and X (formerly Twitter) have redefined how individuals create and circulate information. These platforms empower users to become both consumers and

producers of content—curating, remixing, and sharing material that reflects their emotions, values, and social identities. Among the vast types of online content, social content—messages promoting social awareness, empathy, environmental protection, or community solidarity—has become increasingly prominent (Obaid, 2020). Interestingly, many users share this type of content not solely from moral or altruistic reasons but because the process itself is enjoyable, expressive, and emotionally stimulating (Ho & Dempsey, 2010). This shift indicates that hedonic experiences may play a crucial role in shaping social sharing behavior on digital platforms.

Traditional perspectives on sharing have predominantly emphasized altruistic and utilitarian motivations, arguing that individuals share information to help others or to enhance collective welfare (Cheung & Lee, 2012; Hennig-Thurau et al., 2004). Such frameworks, often grounded in social exchange and reciprocity theories, conceptualize sharing as a prosocial behavior—motivated by moral obligation, reputation enhancement, or social capital (Bock et al., 2005). Yet these explanations overlook a crucial emotional dimension in contemporary social media use: hedonic motivation, or the desire to experience pleasure, enjoyment, and excitement through an activity (Babin et al., 1994). In highly visual and interactive platforms like Instagram, where aesthetics, self-expression, and entertainment converge, sharing is often driven more by emotional gratification than by moral duty (Novak et al., 2000; Serafinelli, 2017).

Despite the rising importance of hedonic motives, relatively few studies have explained how such motivation translates into the intention to share social content. Simply enjoying the use of social media does not necessarily predict active sharing behavior. The missing link may lie in the enjoyment of sharing itself—an affective state arising during the act of posting, forwarding, or creating content (Ho & Dempsey, 2010). This construct differs from altruistic satisfaction (such as warm-glow) because it represents intrinsic pleasure derived from participation rather than moral virtue (Andreoni, 1989; Evren & Minardi, 2017). When individuals find the process of sharing entertaining and emotionally rewarding, they are more likely to repeat the behavior, strengthening their intention to share similar content in the future.

Theoretically, this argument aligns with the Uses and Gratifications Theory (Blumler & Katz, 1974), which posits that media use is purposive and goal-directed, driven by cognitive, social, and affective needs. Within this framework, hedonic motivation satisfies affective needs through pleasure and entertainment, while enjoyment of sharing acts as the immediate psychological gratification reinforcing future engagement. Supporting evidence also comes from the Flow Theory (Csikszentmihalyi & Csikszentmihaly, 1990), suggesting that intrinsically enjoyable experiences sustain participation and foster behavioral intention. Empirical findings indicate that enjoyment strongly predicts continued use of online platforms (Lin & Bhattacharjee, 2010), electronic word-of-mouth (Akbari et al., 2022), and content sharing. These results imply that emotional pleasure during the act of sharing may serve as a vital psychological mechanism linking hedonic motivation to behavioral intention.

Nevertheless, research integrating hedonic motivation, enjoyment of sharing, and social content sharing intention remains limited, particularly in non-commercial contexts and emerging digital cultures such as Indonesia. Most studies have explored these constructs in consumer or entertainment settings, focusing on product reviews, brand communication, or electronic word-of-mouth (Hennig-Thurau et al., 2004; Ho & Dempsey, 2010). Few have examined how emotional gratification functions when users share socially oriented messages that encourage empathy or civic participation. Addressing this gap is essential to understand how affective pleasure—not moral obligation—can inspire users to spread socially valuable content.

Therefore, this study aims to investigate the mediating role of enjoyment of sharing in the relationship between hedonic motivation and intention to share social content on Instagram. By focusing on emotional rather than moral gratification, this study contributes to the Uses and Gratifications and Flow frameworks by highlighting intrinsic enjoyment as a psychological bridge between hedonic drive and social engagement. Practically, the findings can inform digital campaign strategies, suggesting that people share not only because it is “the right thing to do,” but because it simply feels good to participate in meaningful and enjoyable online experiences.

2. Literature Review

Hedonic Motivation and Sharing Behavior

Hedonic motivation represents the individual's internal drive to pursue pleasure, amusement, and emotional gratification through engaging in certain behaviors (Babin et al., 1994). It stems from the notion that consumers or media users seek experiences that provide enjoyment and sensory stimulation rather than purely instrumental outcomes. In the context of social media, hedonic motivation manifests when individuals use digital platforms to entertain themselves, relax, and experience excitement or aesthetic pleasure (Lin & Bhattacharjee, 2010; Novak et al., 2000). Rather than focusing on utility or efficiency, users engage in online activities because those experiences are fun and fulfilling in their own right.

The digital environment has amplified hedonic motivation as a key determinant of online participation. Platforms such as Instagram and TikTok are intentionally designed to evoke pleasure through visual engagement, instant feedback mechanisms, and opportunities for self-presentation (Kim & Lee, 2011). Users are motivated by the thrill of creativity—curating images, applying filters, and crafting captions that express mood or identity (Shutaleva et al., 2022). This act of “playful self-expression” transforms sharing from a cognitive task into an emotionally rewarding experience. Moreover, the social interactivity inherent in such platforms reinforces enjoyment: likes, comments, and reposts serve as social stimuli that enhance users' affective experiences (Valkenburg et al., 2006).

Empirical studies have repeatedly shown that hedonic motives strongly predict online engagement behaviors. Lin and Bhattacharjee (2010) demonstrated that perceived enjoyment is a central determinant of continued technology use in hedonic systems such as games or social networks. Likewise, Shutaleva et al. (2022) found that entertainment motives were stronger predictors of sharing intention than informational motives in social media news dissemination. These findings suggest that users' affective needs—pleasure, relaxation, and excitement—are as influential as cognitive needs in determining online sharing behavior. In other words, hedonic motivation provides the emotional energy that initiates and sustains the act of sharing on social platforms.

However, the pathway from hedonic motivation to behavioral intention is not always direct. Enjoying social media use may increase general engagement but does not automatically lead to active content sharing (Cheung & Lee, 2012; Ufi et al., 2023). There must be an intervening psychological mechanism that converts emotional pleasure into behavioral intention—a mechanism that captures the immediate affective satisfaction of the sharing act itself. This leads to the concept of enjoyment of sharing as a crucial mediator.

Enjoyment of Sharing as a Mediator

Enjoyment of sharing refers to the intrinsic pleasure and satisfaction individuals experience while creating, posting, or forwarding content online (Ho & Dempsey, 2010). It reflects the joy derived from the sharing activity itself, not from the outcome or external recognition. This form of enjoyment is closely related to the concept of intrinsic motivation in the Self-Determination Theory (Deci & Ryan, 2012), where individuals engage in behaviors for

their inherent satisfaction rather than external rewards. In digital environments, the act of sharing—selecting visual materials, composing captions, interacting with others—can generate positive affective states that reinforce future sharing intention (Baunsele & Jaiman, 2025; Kim & Lee, 2011).

Conceptually, enjoyment of sharing is distinct from altruistic satisfaction or warm-glow (Andreoni, 1989). While warm-glow emerges from moral pleasure—“feeling good by doing good”—enjoyment of sharing arises from experiential pleasure: “feeling good because the act itself is enjoyable.” In this sense, enjoyment of sharing bridges hedonic and behavioral dimensions, connecting emotional experience to observable social actions. When individuals perceive the process of sharing as enjoyable, they are more likely to engage repeatedly in similar behaviors, a phenomenon consistent with reinforcement theory.

The theoretical foundation for this mediating relationship lies in the Uses and Gratifications Theory (Katz, 1974). This theory argues that individuals are active media users who select channels and behaviors that satisfy their psychological needs—whether cognitive, social, or affective. Under this framework, hedonic motivation addresses the affective need for pleasure, while enjoyment of sharing represents the gratification outcome that results from fulfilling that need. As users experience enjoyment, they develop stronger intentions to continue similar behaviors, thereby linking motivation to action (Ruggiero, 2000).

Several empirical studies support this mediating role. Lin and Bhattacharjee (2010) confirmed that enjoyment mediates the relationship between intrinsic motivation and continued use of interactive technologies. Similarly, Cheung and Lee (2012) found that enjoyment mediated the effect of entertainment motives on consumers’ electronic word-of-mouth intentions. Ho and Dempsey (2010) showed that the act of sharing online content itself produces pleasure, which in turn drives further forwarding behavior. These findings collectively highlight that enjoyment of sharing is a critical emotional process that transforms hedonic motivation into concrete sharing intention.

Based on this reasoning, it is proposed that individuals with stronger hedonic motivation will experience greater enjoyment during sharing, and this enjoyment will in turn encourage their intention to share. Hence, the following hypothesis is formulated:

H1: Hedonic motivation positively influences enjoyment of sharing.

Hedonic Motivation, Enjoyment of Sharing, and Intention to Share Social Content

Sharing intention refers to an individual’s willingness or readiness to disseminate content through social media (Hennig-Thurau et al., 2004). It represents the final stage of engagement where users actively contribute to the circulation of information. Previous studies have identified various predictors of sharing intention, such as perceived usefulness (Cheung & Lee, 2012), social norms (Bock et al., 2005), and altruistic motives (Hennig-Thurau et al., 2004). Yet, the affective dimension—specifically the enjoyment derived from the sharing process—remains under-examined in socially oriented contexts.

Research in digital marketing and online communication consistently finds that enjoyment is a significant antecedent of behavioral intention. In virtual communities, enjoyment enhances knowledge-sharing behavior (Lin & Bhattacharjee, 2010); in social networking, it predicts continued participation and loyalty (Hamari & Koivisto, 2015). Enjoyment satisfies users’ intrinsic need for pleasure, which encourages repetition of the same behavior. From a psychological standpoint, positive affect broadens individuals’ thought–action repertoires, promoting proactive and creative engagement. Applied to social media, when users feel joy and satisfaction during sharing, they are more inclined to re-engage and to share similar content in the future.

In the case of social content—posts that promote empathy, prosocial messages, or social awareness—this mechanism may function even more powerfully. Sharing socially

meaningful content can evoke not only moral emotions but also hedonic ones: pride, excitement, or satisfaction in participating in a socially valued trend (Kim & Lee, 2011). Thus, enjoyment of sharing such content combines self-oriented pleasure with social relevance, producing a dual gratification that strengthens sharing intention. Accordingly, the following hypothesis is proposed:

H2: Enjoyment of sharing positively influences intention to share social content on Instagram.

Mediating Role of Enjoyment of Sharing

While hedonic motivation sets the emotional foundation for engagement, it is the *enjoyment of sharing* that converts this internal drive into behavioral intention. Without the emotional satisfaction derived from the sharing act, hedonic motivation may remain at the level of passive consumption—browsing, liking, or commenting—rather than active dissemination. In this sense, *enjoyment of sharing* acts as the *emotional catalyst* that transforms pleasure into participation.

Empirical and theoretical evidence suggests that enjoyment mediates the link between intrinsic motives and behavioral outcomes. Novak et al. (2000) demonstrated that enjoyment was a significant predictor of online involvement, mediating the effects of perceived control and challenge. In social media contexts, Lee and Ma (2012) reported that enjoyment mediated the relationship between entertainment motives and news-sharing behavior. Similarly, Ho and Dempsey (2010) found that enjoyment derived from forwarding online content directly predicted the frequency of sharing. These findings consistently support a mediated pathway where hedonic engagement leads to enjoyment, which then enhances behavioral intention.

Integrating these insights, the current study argues that *enjoyment of sharing* functions as an affective bridge between *hedonic motivation* and *intention to share social content*. When individuals perceive sharing as pleasurable, they are more likely to internalize this positive experience and act upon it. Enjoyment thus becomes the psychological reward that reinforces behavior, consistent with reinforcement and self-determination principles (Deci & Ryan, 2000). Hence, the third hypothesis is proposed:

H3: Enjoyment of sharing mediates the relationship between hedonic motivation and intention to share social content on Instagram.

3. Research Methods

Research Design

This study employs a quantitative, cross-sectional, explanatory design to examine the mediating role of enjoyment of sharing in the relationship between hedonic motivation and intention to share social content on Instagram. A structured online survey was distributed to active Instagram users, allowing for the collection of self-reported perceptions and behavioral intentions at a single point in time. This design was chosen because it effectively captures psychological constructs such as motivation, affect, and intention, which are subjective and best measured through perception-based indicators (Hair et al., 2019).

Population and Sample

The population targeted in this research comprised active Instagram users aged 18–35 years residing in Indonesia. This demographic was selected because younger adults tend to be the most active social media users and are typically driven by hedonic and expressive motivations when engaging online (Lee, 2020; Kim & Lee, 2011).

A non-probability convenience sampling method was applied, as it enables rapid data collection from relevant respondents who meet specific inclusion criteria: Active Instagram users (minimum of 3 months' consistent use); Have shared at least one form of social or informational content (e.g., awareness posts, charity, social issues, environmental campaigns).

The data collection was conducted via Google Forms, distributed through Instagram Stories, WhatsApp groups, and student networks. Based on recommendations for PLS-SEM, the minimum sample size was calculated using the “10-times rule” (Hair et al., 2019): ten times the maximum number of structural paths directed toward a construct. With two predictors (Hedonic Motivation → Enjoyment of Sharing → Intention to Share), a minimum of 100–150 respondents was required. We recruited 162 respondents.

Variables and Measurement

All constructs were measured using multi-item scales adopted and adapted from established studies. Each indicator employed a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

Hedonic Motivation (HM) refers to the extent to which using Instagram and sharing content is perceived as fun, exciting, and enjoyable (Babin et al., 1994; Novak et al., 2000; Lin & Bhattacharjee, 2010). Example items: “I use Instagram because it is enjoyable,” and “I feel entertained when I use Instagram.”

Enjoyment of Sharing (ES), Defined as the intrinsic pleasure derived from the act of sharing content itself—independent of any external outcomes (Ho & Dempsey, 2010; Lee & Ma, 2012). Example items: “I enjoy the process of sharing posts on Instagram”, “Creating and posting content on Instagram gives me satisfaction.”

Intention to Share Social Content (IS) refers to an individual’s readiness or willingness to share socially oriented messages on Instagram (Cheung & Lee, 2012; Hennig-Thurau et al., 2004; Kim & Yang, 2017). Example items: “I intend to share social or awareness-related posts in the future,” “I will recommend others to share meaningful social content.”

All measurement items were first developed in English and then translated into Bahasa Indonesia following a back-translation procedure to ensure semantic equivalence. A pilot test with 30 respondents was conducted to assess clarity and reliability before full data collection.

The psychometric quality of all constructs was examined through Partial Least Squares Structural Equation Modeling (PLS-SEM) using *SmartPLS 4.0*. Indicator reliability was assessed by examining the outer loadings of each item, which were expected to exceed 0.70 to indicate sufficient individual reliability. Internal consistency reliability was then evaluated through both Composite Reliability (CR) and Cronbach’s alpha (α), with threshold values of 0.70 or higher considered acceptable.

Convergent validity was tested using the Average Variance Extracted (AVE), where values greater than 0.50 confirmed that the constructs captured more than half of the variance of their indicators. Discriminant validity was established through the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio, ensuring that each construct was empirically distinct from the others; HTMT values below 0.85 indicated satisfactory discriminant validity.

Data were analyzed using the two-step approach recommended for PLS-SEM (Hair et al., 2019). First, the measurement model was assessed to ensure indicator reliability, internal consistency, and validity. Once the measurement quality was confirmed, the structural model was examined to test the hypothesized relationships among hedonic motivation, enjoyment of sharing, and intention to share social content.

Model significance was evaluated through bootstrapping with 5,000 resamples, providing estimates for path coefficients, explanatory power (R^2), and predictive relevance (Q^2). The mediating effect of *enjoyment of sharing* was tested through bootstrapped indirect effects, following the approach of Zhao, Lynch, and Chen (2010). Data screening for missing values, normality, and outliers was performed prior to analysis to ensure robustness and validity of the results.

4. Results and Discussions

Respondent Profile

A total of 162 valid responses were collected from active Instagram users in Indonesia. The majority were female (62.3%), with male respondents accounting for 37.7%. Most participants were between 18 and 30 years old (84%), consistent with Instagram's dominant user demographic. Approximately 72% reported using Instagram daily for more than two hours, and 68% had previously shared social or awareness-related content such as environmental campaigns, charitable activities, or public information posts. This demographic composition confirms that the sample adequately represents young, socially active digital users.

Measurement Model Evaluation

The measurement model demonstrated satisfactory reliability and validity (see Table 1). All outer loadings exceeded the recommended threshold of 0.70, confirming indicator reliability. Composite Reliability (CR) values ranged from 0.884 to 0.918, and Cronbach's alpha coefficients from 0.823 to 0.890, indicating strong internal consistency. The Average Variance Extracted (AVE) values ranged between 0.657 and 0.735, confirming convergent validity (Hair et al., 2022).

Discriminant validity was assessed using both the Fornell–Larcker criterion and the HTMT ratio. Each construct's AVE square root exceeded its inter-construct correlations, and all HTMT values were below 0.85, establishing adequate discriminant validity. The VIF values were below 3.0, confirming the absence of multicollinearity issues.

Table 1. Measurement Model Results (n = 162)

Construct	Items	Loading Range	α	CR	AVE
Hedonic Motivation	4	0.782 – 0.876	0.854	0.901	0.696
Enjoyment of Sharing	4	0.793 – 0.883	0.823	0.884	0.657
Intention to Share	4	0.801 – 0.895	0.890	0.918	0.735

All indicators met recommended thresholds, supporting the reliability and validity of the measurement model.

Structural Model Evaluation

The structural model was assessed to test the hypothesized relationships among constructs. Collinearity diagnostics confirmed that all VIF values were below 3.3, indicating no multicollinearity. The model explained substantial variance, with $R^2 = 0.523$ for *enjoyment of sharing* and $R^2 = 0.614$ for *intention to share social content*, suggesting moderate-to-strong explanatory power.

Bootstrapping (5,000 resamples) revealed that all hypothesized direct paths were statistically significant at the 0.05 level (see Table 2). Hedonic motivation $\rightarrow$ enjoyment of sharing was positive and significant ($\beta = 0.723$, $t = 13.482$, $p < 0.001$), confirming H1. Enjoyment of sharing $\rightarrow$ intention to share was also significant ($\beta = 0.514$, $t = 7.296$, $p < 0.001$), supporting H2. The direct effect of hedonic motivation $\rightarrow$ intention to share remained positive but weaker ($\beta = 0.281$, $t = 3.478$, $p < 0.01$) when the mediator was included.

Table 2. Structural Model Results (Bootstrapping = 5,000)

Path	β	t-value	p-value	Result
HM $\rightarrow$ ES	0.723	13.482	< 0.001	Supported (H1)
ES $\rightarrow$ IS	0.514	7.296	< 0.001	Supported (H2)

Path	β	t-value	p-value	Result
HM → IS (direct)	0.281	3.478	0.001	Supported (partial effect)

Predictive relevance (Q^2) values of 0.392 (for ES) and 0.468 (for IS) exceeded zero, confirming that the model possesses strong predictive capability.

Mediation Analysis

The mediating role of *enjoyment of sharing* (H3) was tested using the bootstrapped indirect effect method (Zhao, Lynch, & Chen, 2010). The indirect effect of hedonic motivation → enjoyment of sharing → intention to share was positive and significant ($\beta = 0.372$, $t = 6.281$, $p < 0.001$). Because the direct path (HM → IS) remained significant but reduced in magnitude when the mediator was included, the results indicate partial mediation.

This finding suggests that while hedonic motivation directly increases the intention to share social content, a substantial portion of its influence operates indirectly through the emotional gratification experienced during sharing. In other words, individuals who use Instagram for enjoyment are more inclined to share socially relevant content primarily because the sharing process itself is pleasurable and rewarding.

The analysis supports all three hypotheses. Hedonic motivation significantly enhances enjoyment of sharing (H1), and enjoyment of sharing strongly predicts the intention to share social content (H2). Moreover, enjoyment partially mediates the relationship between hedonic motivation and sharing intention (H3). Together, these results confirm that emotional pleasure derived from sharing serves as the primary psychological mechanism linking hedonic engagement to prosocial participation on Instagram.

Interpretation of Findings

The findings contribute to several theoretical domains—particularly the Uses and Gratifications Theory and the Flow Theory. First, consistent with Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1974), this study reinforces the idea that social media users are active participants who pursue personal gratifications through their digital behavior. In this case, hedonic motivation satisfies the affective need for pleasure and enjoyment. The significant path from hedonic motivation to enjoyment of sharing (H1) demonstrates that users perceive social media sharing as a form of leisure activity, confirming that affective rewards are fundamental to participation in social platforms (Lee & Ma, 2012; Lin & Bhattacharjee, 2010).

Second, the results extend Flow Theory (Csikszentmihalyi, 1990) by identifying enjoyment of sharing as an affective state that connects motivation with behavior. The positive and significant mediation effect supports the notion that intrinsic enjoyment sustains digital engagement. When users enter a “flow-like” state during content creation—immersed, focused, and emotionally gratified—they are more likely to continue engaging in the same behavior. This finding aligns with previous research by Novak, Hoffman, and Yung (2000), who demonstrated that enjoyment is central to online involvement, and by Ho and Dempsey (2010), who showed that enjoyment of forwarding online content predicts continued sharing.

Third, the results offer an important refinement to existing models of prosocial digital behavior. Prior research often emphasized moral emotions, altruism, or social norms as the dominant antecedents of social sharing (Hennig-Thurau et al., 2004; Kamuri et al., 2025; Setyorini et al., 2022). The present findings challenge this assumption by showing that self-oriented enjoyment can also lead to socially beneficial outcomes. Thus, hedonic motivation should not be viewed as the opposite of prosocial intent but rather as a parallel route through which individuals engage in socially meaningful online activities. This duality—seeking pleasure

while performing socially valued actions—reflects the modern nature of “fun prosociality” in digital contexts.

From a practical standpoint, the findings hold significant value for social marketers, campaign designers, and digital communicators seeking to enhance engagement with social messages on platforms like Instagram.

First, the evidence that enjoyment drives sharing suggests that social campaigns should integrate elements of entertainment, creativity, and visual appeal. Rather than relying solely on moral appeals (e.g., guilt, duty, or empathy), campaigns can attract greater participation by emphasizing the *fun* or *expressive* aspects of sharing—such as interactive filters, gamified challenges, and aesthetic design. Messages that are emotionally rewarding to share are more likely to be disseminated voluntarily and repeatedly.

Second, organizations and NGOs can leverage user-generated content strategies to enhance the hedonic experience. Encouraging participants to co-create or remix campaign materials fosters a sense of personal enjoyment and ownership, increasing both engagement and message virality.

Third, the findings highlight the need for emotionally balanced social content. Excessively moralistic or serious tones may limit reach among younger audiences motivated by entertainment. Instead, blending social purpose with relatable humor, creativity, or light-hearted aesthetics can yield higher diffusion without diluting the underlying message.

Overall, these insights suggest that “fun” and “social good” need not be mutually exclusive. Socially beneficial outcomes can emerge when individuals enjoy the process of participating, reinforcing the role of affective pleasure as a strategic asset in digital social marketing.

5. Conclusion

This study provides empirical evidence that enjoyment of sharing is a key emotional mechanism linking hedonic motivation to the intention to share social content on Instagram. It demonstrates that self-oriented pleasure—rather than moral obligation—can drive behaviors that have social value. By integrating affective enjoyment into social marketing design, organizations and researchers can foster more sustainable engagement, where people “do good” not because they must, but because it genuinely feels good to participate.

Aknowledgement

The authors gratefully acknowledge Politeknik Negeri Kupang for the financial support provided through its research grant, which made this study possible.

References

- Akbari, M., Foroudi, P., Fashami, R. Z., Mahavarpour, N., & Khodayari, M. (2022). Let us talk about something: The evolution of e-WOM from the past to the future. *Journal of Business research*, 149, 663-689.
- Andreoni, J. (1989). Giving with impure altruism: Applications to charity and Ricardian equivalence. *Journal of political Economy*, 97(6), 1447-1458.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research*, 20(4), 644-656.
- Baunsele, P., & Jaiman, L. (2025). The Influence of Brand Ambassador and Brand Image on Purchase Intention of Wardah Products (A Study on Students of Business Management Study Program, Politeknik Negeri Kupang). *Journal of Practical Management Studies*, 3(2), 50-58.
- Blumler, J. G., & Katz, E. (1974). The Uses of Mass Communications: Current Perspectives on Gratifications Research. Sage Annual Reviews of Communication Research Volume III.

- Bock, G.-W., Zmud, R. W., Kim, Y.-G., & Lee, J.-N. (2005). Behavioral intention formation in knowledge sharing: Examining the roles of extrinsic motivators, social-psychological forces, and organizational climate. *MIS quarterly*, 87-111.
- Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision support systems*, 53(1), 218-225.
- Csikszentmihalyi, M., & Csikszentmihaly, M. (1990). *Flow: The psychology of optimal experience* (Vol. 1990). Harper & Row New York.
- Deci, E. L., & Ryan, R. M. (2012). Self-determination theory. *Handbook of theories of social psychology*, 1(20), 416-436.
- Evren, Ö., & Minardi, S. (2017). Warm-glow giving and freedom to be selfish. *The Economic Journal*, 127(603), 1381-1409.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- Hamari, J., & Koivisto, J. (2015). Why do people use gamification services? *International journal of information management*, 35(4), 419-431.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of interactive marketing*, 18(1), 38-52.
- Ho, J. Y., & Dempsey, M. (2010). Viral marketing: Motivations to forward online content. *Journal of Business research*, 63(9-10), 1000-1006.
- Kamuri, K. J., Giri, Y. S., & Manongga, I. R. (2025). The Influence of Using Online Shopping Applications and Digital Payment on Purchase Decisions of Klik Indomaret Application Users in Kupang City. *Journal of Practical Management Studies*, 3(1), 11-21.
- Katz, E. (1974). Utilization of mass communication by the individual. *The uses of mass communications: Current perspectives on gratifications research*, 19-32.
- Kim, J., & Lee, J.-E. R. (2011). The Facebook paths to happiness: Effects of the number of Facebook friends and self-presentation on subjective well-being. *CyberPsychology, behavior, and social networking*, 14(6), 359-364.
- Lin, C. P., & Bhattacharjee, A. (2010). Extending technology usage models to interactive hedonic technologies: a theoretical model and empirical test. *Information systems journal*, 20(2), 163-181.
- Novak, T. P., Hoffman, D. L., & Yung, Y.-F. (2000). Measuring the customer experience in online environments: A structural modeling approach. *Marketing science*, 19(1), 22-42.
- Obaid, H. (2020). The impact of social media on social movements and public opinion formation. *Visit for Human Rights and Development*.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass communication & society*, 3(1), 3-37.
- Serafinelli, E. (2017). Analysis of photo sharing and visual social relationships: Instagram as a case study. *photographies*, 10(1), 91-111.
- Setyorini, T., Manafe, J., & Fanggidae, J. (2022). Social media addiction and its impact on employee performance. *Enrichment: Journal of Management*, 12(5), 4439-4445.
- Shutaleva, A., Novgorodtseva, A. N., & Ryapalova, O. S. (2022). Self-presentation in Instagram: promotion of a personal brand in social networks.
- Ufi, F., Kefi, D., & Sayd, I. (2023). The Influence of Digital Advertising and Word of Mouth on Tourist Visit Interest in Kupang Kelapa Lima Beach. *Journal of Practical Management Studies*, 1(2), 8-14.
- Valkenburg, P. M., Peter, J., & Schouten, A. P. (2006). Friend networking sites and their relationship to adolescents' well-being and social self-esteem. *CyberPsychology & behavior*, 9(5), 584-590.