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# Examining Managerial Factors Influencing the Tendency of Bandar Abbas Citizens to Use Instagram

#### **ABSTRACT**

The present study aims to examine managerial factors influencing the tendency of Bandar Abbas citizens to use Instagram. The research method employed in this study is cross-sectional in terms of temporal dimension; operationally, it is an applied investigation, as the researcher seeks to establish a logical relationship between scholarly work and the target population. Given the nature of the topic, the data collection procedure, and the characteristics of the statistical population, a survey method was utilized. The statistical population of this study consists of the citizens of Bandar Abbas. The sample size includes 384 citizens of Bandar Abbas. To collect data, the study used the Virtual Network Usage Motivation Questionnaire (Gülnar et al., 2010). The data obtained from the questionnaires were analyzed statistically using SPSS software. The findings revealed a significant relationship between the use of the Instagram social network and immersion in virtual space (r = 0.001), between the use of the Instagram social network and the motivation for interaction and communication in virtual space (r = 0.001), between the use of the Instagram social network and self-expression in virtual space (r = 0.001), and between the use of the Instagram social network and entertainment motivation in virtual space (r = 0.001). Based on the results, it can be concluded that individuals' motivation to join Instagram is not unidimensional; rather, it is multidimensional and multifaceted, varying from one person to another and from one culture to another. The results of this study may offer valuable theoretical and practical implications for managers and policymakers in this domain.

Keywords: Instagram, tendency, interaction, entertainment, self-expression, management.

## Introduction

The rapid expansion of social media over the past two decades has reshaped communication patterns, cultural behaviors, and managerial decision-making across societies. As online platforms increasingly mediate interpersonal interactions and community engagement, Instagram has emerged as one of the most influential networks, particularly among younger demographics [1]. With more than one billion active users globally, its interactive design, visual orientation, and algorithmic personalization have made it a core medium for identity presentation, entertainment, information acquisition, and social participation [2]. In the Iranian context, usage statistics show that Instagram remains the most widely used social network due to the filtering of other platforms, which has intensified reliance on its communicative, commercial, and cultural affordances [3]. As usage expands, understanding managerial, psychological, and sociological factors that shape citizens' tendencies toward Instagram is crucial for policymakers, sociologists, and communication managers.

The rise of social media usage can be traced to the broader transformation of the network society described by Castells, who argues that digital information networks have drastically modified the structure of society, culture, and the economy by enabling new forms of participation and identity construction [4]. These transformations have particularly influenced youth populations, whose lifestyles, communication habits, and even psychological experiences are deeply interwoven with online environments [5]. Empirical studies underscore that engagement in social networks stems from several motivational categories such as entertainment, information seeking, communication, self-expression, escapism, and status presentation [6, 7]. These motivations, conceptualized within the Uses and Gratifications Theory, suggest that users strategically select platforms like Instagram to satisfy specific emotional, cognitive, and social needs.

Research indicates that Instagram, as a visually dominant and interaction-driven platform, is uniquely situated to cater to user motivations centered on self-presentation and social connection [8]. Several studies argue that its design features—such as image-based storytelling, instant engagement feedback, and public visibility—encourage users to engage in identity performance, emotional sharing, and community building [9, 10]. In Iran, studies show that youth primarily use Instagram to form social identities, maintain relationships, and follow cultural trends and influencers, indicating its increasing integration into everyday life [11, 12]. At the same time, motivations are not uniform and vary widely depending on cultural background, social status, and personal circumstances [13].

The visual affordances of Instagram create fertile ground for self-expression, emotional display, and storytelling. Young users, in particular, perceive Instagram as a safe space for sharing opinions, aesthetics, and personal narratives [14]. This perception aligns with the notion that virtual social networks offer psychological gratifications that may be unavailable in offline environments [15]. However, psychological research warns that Instagram can also generate negative mental health outcomes such as anxiety, social comparison, and addictive use patterns [15, 16]. These contradictory consequences highlight the need for deeper managerial insight into user motivations, emotional states, and usage behaviors.

In recent years, the issue of Instagram addiction has gained global academic attention. Studies show that compulsive and high-frequency users often report feelings of isolation, low emotional regulation, and dependency on digital validation [16]. Extensive Iranian research confirms similar trends, noting that excessive involvement in Instagram can disrupt academic performance, interpersonal relationships, and real-world activities [17]. Nonetheless, these adverse outcomes coexist with positive experiences such as increased communication, access to cultural content, and emotional support networks [18]. This dual nature of Instagram use underscores the multidimensionality of motivations, which cannot be explained by a single behavioral variable.

Digital media scholars argue that the experience of "immersion" in virtual environments is one of the dominant forces driving continuous engagement [19, 20]. Immersion refers to users' deep psychological involvement in online activities, which can be triggered by attractive content, emotional resonance, and interactive participation. Instagram's aesthetic nature, continuous content flow, and algorithmic recommendations produce conditions that intensify immersion, making users feel absorbed in the virtual world [21]. Studies show that users who spend prolonged hours on Instagram often experience time distortion, reduced offline engagement, and reinforcement of digital habits [22]. This immersive involvement forms a central managerial concern for understanding long-term behavioral patterns and designing interventions to promote healthy usage.

The entertainment function of social media has long been considered a primary motivator for digital consumption [6]. Instagram's integration of short videos, visually appealing posts, filters, reels, and humorous content aligns precisely with

users' needs for relaxation, emotional distraction, and enjoyment [23]. Media researchers highlight that entertainment-oriented features significantly predict increased platform usage and loyalty [24]. In Iran, research indicates that entertainment is one of the most prevalent drivers of Instagram activity, particularly among urban youth [25]. As individuals seek relief from daily stressors and economic pressures, the platform offers a quick recreational escape, reinforcing habitual use [5].

Along with entertainment, the desire for interaction and communication forms another critical dimension of Instagram engagement. Social networking sites function as digital spaces for maintaining relationships, forming new connections, and participating in collective conversations [26]. Empirical evidence confirms that maintaining social bonds and staying connected are among the strongest predictors of frequent Instagram use [27]. Particularly during crises or social restrictions, Instagram has played a crucial role in uniting communities, facilitating information exchange, and fostering a sense of belonging [28]. For many users in Bandar Abbas and similar urban environments, Instagram serves as a bridge to social interaction beyond physical limitations.

Self-expression represents another pivotal motivator for Instagram adoption. The platform enables users to present curated versions of themselves, display interests, showcase skills, and build personal brands [8]. Studies emphasize that self-expression fosters feelings of autonomy, creativity, and psychological satisfaction [29]. In the Iranian cultural context, where face-to-face self-expression might be constrained by social norms, Instagram becomes an outlet for identity exploration and emotional communication [30]. Among adolescents and young adults, self-expression is linked to both empowerment and vulnerability, as the desire for visibility may reinforce dependency on audience feedback [14].

The managerial dimension of social network usage is also receiving growing scholarly attention. Businesses and public organizations increasingly acknowledge the importance of understanding citizen behavior on digital platforms to tailor communication strategies and public service messaging [31]. Influencer marketing, brand engagement, and customer loyalty are among the topics actively explored in recent managerial research [24, 32]. These studies reveal that Instagram's social architecture encourages interaction between users and institutions, making the platform relevant not only for personal communication but also for managerial practice and policy development.

Moreover, Instagram has become a strategic tool for disseminating information, promoting brands, and shaping public opinion. Scholars emphasize that digital influencers significantly guide consumer choices, cultural trends, and political attitudes [32]. In Iran, where traditional media face regulatory constraints, Instagram functions as an alternative space for news access and public discourse [12]. Yet, concerns about misinformation, cyber risks, and cultural shifts indicate the importance of informed managerial policies that address both opportunities and dangers [17].

Given the diversity of motivations and implications associated with Instagram use, numerous studies propose that social network engagement must be viewed as a multidimensional phenomenon. Factors such as personality traits, cultural norms, socioeconomic status, and digital literacy shape the way individuals interact with technology [11, 33]. Research further highlights that motivations evolve over time, influenced by technological developments, platform features, and broader socio-cultural dynamics [34]. Thus, a comprehensive managerial understanding of Instagram usage requires integrating psychological theories, sociological perspectives, and communication models.

Although extensive international and national research has explored motivations for social network use, studies focusing specifically on Iranian urban populations—especially in southern regions such as Bandar Abbas—remain limited. Geographic,

cultural, and socioeconomic characteristics of this region may generate distinct patterns of digital behavior that differ from those documented in Tehran or northern provinces [30]. Furthermore, existing Iranian studies tend to analyze either risks or benefits, without integrating managerial factors that simultaneously shape usage motivations, behavioral tendencies, and social outcomes. Therefore, a contextual examination of Instagram use among Bandar Abbas citizens can enrich the literature by addressing both academic and managerial gaps.

Considering these theoretical, cultural, and managerial dimensions, the present research seeks to integrate existing knowledge from global and Iranian scholarship to explore why citizens in Bandar Abbas gravitate toward Instagram, how their motivations are structured, and what managerial implications such behaviors hold for communication strategies, policymaking, and social planning.

The aim of this study is to investigate the managerial factors influencing the tendency of Bandar Abbas citizens to use Instagram.

## Methodology

The research method used in this study is cross-sectional in terms of temporal dimension; operationally, it is an applied investigation, as the researcher seeks to establish a logical relationship between scholarly work and the target population. Given the nature of the research topic, the data collection approach, and the characteristics of the statistical population, the survey method was employed. The statistical population of this study consists of the citizens of Bandar Abbas. The total statistical population was 526,649 citizens of Bandar Abbas, from which, using Cochran's formula and stratified random sampling, a sample of 384 individuals was selected. For data collection, the questionnaire developed by Gülnar et al. (2010), consisting of 33 items, was used. Participants responded to the items using a five-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree." This questionnaire comprises seven subscales: the "Self-Disclosure" subscale includes items 1 to 8; the "Immersion" subscale includes items 9 to 15; the "Passing Time" subscale includes items 16 to 20; the "Information Seeking" subscale includes items 21 to 25; the "Individual Status" subscale includes items 26 to 28; the "Relationship Maintenance" subscale includes items 29 to 31; and the "Entertainment" subscale includes items 32 and 33. The data obtained from the questionnaires were analyzed statistically using SPSS version 19. Since the variables in this study were measured on interval and ratio scales, Pearson's correlation test—a parametric test—was used to examine the relationships among variables. This correlation coefficient is parametric and is appropriate for normally distributed data or for large sample sizes.

To ensure content validity, the initial version of the questionnaire was reviewed by experts and specialists in the fields of media and research, as well as by professional analysts. They were asked to comment on the clarity of item wording, the consistency of items with response options, the structure and content of the questionnaire, the alignment of items with research objectives, the sufficiency of items, and the need to add or remove items. After incorporating the experts' feedback and following the recommendation of the supervisor, the questionnaire was revised and finalized, then distributed among the sample. In addition, the final questionnaire was administered to 30 individuals from the quantitative sample to assess internal reliability. Cronbach's alpha was calculated as 0.91. Moreover, for the various subscales, Cronbach's alpha coefficients were as follows: "Self-Disclosure" = 0.92, "Immersion" = 0.90, "Relationship Maintenance" = 0.88, and "Entertainment" = 0.90.

## **Findings and Results**

The sample consisted of 384 participants. The minimum and maximum ages were 18 and 64 years, respectively, with a mean age of 36.34 years and a standard deviation of 9.294. In terms of gender, 53.4% (205 individuals) were men, and 46.6% (179 individuals) were women. Regarding marital status, 34.6% (133 individuals) were single, and 65.4% (251 individuals) were married. Furthermore, 22.1% (85 individuals) had an education level below a bachelor's degree, 37.2% (143 individuals) held a bachelor's degree, and 40.6% (156 individuals) had education above a bachelor's degree. Additionally, 82.8% (318 individuals) were employed, 6.3% (24 individuals) were university students, 0.5% (2 individuals) were school students, 0.5% (2 individuals) were military conscripts, 5.5% (21 individuals) were homemakers, and 4.4% (17 individuals) were unemployed. Regarding how respondents became familiar with Instagram, 36.7% indicated "friends," 15.4% "family," 4.2% "colleagues," 40.1% "self-initiated," and 3.6% "other methods." Table 1 presents the frequency distribution for familiarity sources.

**Table 1**Frequency Distribution of Respondents by Source of Familiarity

| Familiarity Source | Frequency | Percentage |  |
|--------------------|-----------|------------|--|
| Friends            | 141       | 36.7%      |  |
| Family             | 59        | 15.4%      |  |
| Colleagues         | 16        | 4.2%       |  |
| Myself             | 154       | 40.1%      |  |
| Others             | 14        | 3.6%       |  |
| Total              | 384       | 100%       |  |

Regarding duration of Instagram membership, 5.2% had been members for less than six months, 1.3% for six months to one year, 6% for one to two years, 14.6% for two to three years, and 72.9% for more than three years. Table 2 shows the distribution.

 Table 2

 Frequency Distribution of Respondents by Duration of Instagram Membership

| Duration of Membership | Frequency | Percentage |
|------------------------|-----------|------------|
| Less than 6 months     | 20        | 5.2%       |
| 6 months to 1 year     | 5         | 1.3%       |
| 1 to 2 years           | 23        | 6%         |
| 2 to 3 years           | 56        | 14.6%      |
| More than 3 years      | 280       | 72.9%      |
| Total                  | 384       | 100%       |

Furthermore, 66.4% of respondents used Instagram between one and five hours per day, 26.6% between six and ten hours, and 7% between eleven and fifteen hours daily. Table 3 provides the details.

**Table 3**Frequency Distribution of Respondents by Daily Instagram Usage Duration

| Daily Usage Duration | Frequency | Percentage |  |
|----------------------|-----------|------------|--|
| One to 5 hours       | 255       | 66.4%      |  |
| 6 to 10 hours        | 102       | 26.6%      |  |
| 11 to 15 hours       | 27        | 7%         |  |
| Total                | 384       | 100%       |  |

"The first question of this study examines whether there is a significant relationship between the use of the Instagram virtual social network and immersion in virtual space."

Given that both variables in this question (use of the Instagram virtual social network and immersion in virtual space) were measured on an interval scale, Pearson's correlation coefficient was used to test this hypothesis. The results are presented in Table 4.

 Table 4

 Pearson Correlation Output for Testing the Relationship Between Immersion and Instagram Use

| Variable  | Variable                 | Pearson's r | Significance Level |
|-----------|--------------------------|-------------|--------------------|
| Immersion | Instagram Social Network | 0.788       | 0.001              |

As shown, Pearson's correlation coefficient equals 0.788, and the significance level is 0.001, indicating a significant relationship. Therefore, the first research question—asserting that there is a significant relationship between the use of the Instagram virtual social network and immersion in virtual space—is confirmed. In addition, among the examined items, the most reported reason for using Instagram was "obtaining information about specific individuals" (M = 3.61). Moreover, users stated that if the photo/video albums on Instagram are updated, they constantly check them (M = 3.54).

"There is a relationship between the use of the Instagram virtual social network and entertainment motivation in virtual space."

Since both variables (Instagram social network use and entertainment) were measured on an interval scale, Pearson's correlation coefficient was used to test this hypothesis. The results are shown in Table 5.

 Table 5

 Pearson Correlation Output for Testing the Relationship Between Entertainment and Instagram Use

| Variable      | Variable                 | Pearson's r | Significance Level |  |
|---------------|--------------------------|-------------|--------------------|--|
| Entertainment | Instagram Social Network | 0.608       | 0.001              |  |

As shown, Pearson's correlation coefficient is 0.608 with a significance level of 0.001, indicating a significant relationship. Therefore, the third hypothesis—that there is a significant relationship between the use of the Instagram virtual social network and entertainment motivation in virtual space—is confirmed. Additionally, among the listed items, users identified entertainment as their primary reason for using Instagram (M = 4.03). Users also believed that Instagram creates enjoyable moments for them (M = 3.97).

"There is a relationship between the use of the Instagram virtual social network and motivation for interaction and communication in virtual space."

Since both variables (Instagram social network use and interaction) were measured on an interval scale, Pearson's correlation coefficient was used to test this question. The results are provided in Table 6.

 Table 6

 Pearson Correlation Output for Testing the Relationship Between Interaction/Communication and Instagram Use

| Variable                      | Variable                 | Pearson's r | Significance Level |  |
|-------------------------------|--------------------------|-------------|--------------------|--|
| Interaction and Communication | Instagram Social Network | 0.730       | 0.001              |  |

According to the table, Pearson's correlation coefficient is 0.730, and the significance level is 0.001, indicating a significant relationship. Therefore, the fourth hypothesis—stating that there is a significant relationship between the use of the

Instagram virtual social network and motivation for interaction and communication in virtual space—is confirmed. Among the examined items, users most frequently cited "communication with familiar individuals" as their reason for using Instagram (M = 3.96). Users also believed that Instagram enables them "to gather with family members and friends" (M = 3.38).

"There is a relationship between the use of the Instagram virtual social network and self-expression in virtual space."

Since both variables (Instagram social network use and self-expression) were measured on an interval scale, Pearson's correlation coefficient was used for testing this question. The results are displayed in Table 7.

 Table 7

 Pearson Correlation Output for Testing the Relationship Between Self-Expression and Instagram Use

| Variable        | Variable                 | Pearson's r | Significance Level |
|-----------------|--------------------------|-------------|--------------------|
| Self-Expression | Instagram Social Network | 0.776       | 0.001              |

According to the table, Pearson's correlation coefficient equals 0.776, with a significance level of 0.001, indicating a significant relationship. Therefore, the sixth hypothesis—that there is a relationship between the use of the Instagram virtual social network and self-expression in virtual space—is confirmed. Among the reviewed items, users most frequently identified "expressing my own characteristics and interests" as their reason for using Instagram (M = 3.49). Users also believed that Instagram provides them with an opportunity for self-expression (M = 3.33).

#### **Discussion and Conclusion**

The findings of this study revealed that the tendency of Bandar Abbas citizens to use Instagram is significantly associated with four major motivational dimensions: immersion, entertainment, interaction and communication, and self-expression. The statistically significant correlations obtained for all four hypotheses indicate that Instagram usage is shaped by complex psychological and social drivers rather than single-factor explanations. These findings align with the broader theoretical understanding of social media engagement, which posits that digital platforms are designed to activate multiple gratifications simultaneously [6]. In this respect, Instagram appears to function as an integrated social environment that fulfills cognitive, emotional, and interpersonal needs that traditional offline settings may not adequately satisfy [35].

The strong association between Instagram use and immersion aligns with prior scholarly observations that virtual environments generate deeply absorbing experiences through interactive, visual, and algorithmic mechanisms [21]. In the present study, participants reported frequent checking of updated video and photo content—an outcome consistent with research demonstrating that real-time visual content triggers habitual and immersive consumption patterns [8]. This connection also mirrors findings from Iranian and international studies, which argue that the visual architecture of Instagram supports addictive tendencies by providing immediate emotional and cognitive rewards [15, 16]. Earlier cultural studies have likewise emphasized that immersion often leads individuals to neglect offline responsibilities, resulting in deeper integration within the virtual world [19]. The present study's confirmation of a strong correlation supports the conclusion that immersion remains a central driver of Instagram usage among urban Iranian populations.

The second major finding, the significant relationship between Instagram use and entertainment motivation, is consistent with previous scholarship on social media gratifications. Entertainment has been recognized as one of the earliest and strongest motivations for the adoption of digital platforms [6, 7]. In the current study, entertainment obtained the highest

mean rating among user motivations, reflecting Instagram's comparative advantage in offering humorous videos, engaging reels, short-form content, and enjoyable visual experiences. These results align with findings from research on Iranian youth, which show that entertainment is a key predictor of prolonged engagement on Instagram due to the platform's ability to provide short-term relief from stress and social pressures [25]. Global studies likewise show that young adults increasingly view Instagram as a source of recreation and emotional regulation, using it to escape daily routines and enhance their moods [23]. This convergence of local and international findings strengthens the interpretation that entertainment represents a universal and enduring motivational domain in Instagram use.

The third finding, the significant correlation between Instagram use and interaction/communication motivations, supports the argument that social networks have become central tools for maintaining interpersonal relationships. The present study identified communication with familiar individuals as one of the dominant reasons for Instagram activity, consistent with existing literature that highlights social connectivity as a fundamental affordance of digital platforms [9]. The ability to exchange messages, view others' visual narratives, and engage in communal interactions allows users to preserve a sense of belonging and relational intimacy [27]. This supports studies that emphasize the role of social media in shaping collective identities within Iranian society and enhancing interaction among dispersed individuals [12]. International findings also affirm that Instagram facilitates relational maintenance and peer bonding through its comment systems, stories, and direct messaging features [29]. The present results therefore reinforce the conclusion that Instagram is widely perceived not merely as an entertainment space, but as a crucial communicative infrastructure for everyday social life.

The fourth finding—the significant relationship between Instagram use and self-expression—reflects one of the most widely theorized motivations in contemporary digital culture. The results showed that many citizens use Instagram to express their personal traits, preferences, and aesthetic identities. This aligns directly with studies arguing that Instagram's visual format supports identity exploration, impression management, and personal branding [8]. Previous Iranian research identifies self-expression as a major psychological driver among adolescents and young adults, who often lack other platforms for expressing emotion or individuality [14]. The current results also support broader sociological viewpoints which posit that virtual networks allow individuals to transcend traditional cultural boundaries and experiment with new forms of identity presentation [13]. Furthermore, global findings consistently highlight self-presentation as one of the central mechanisms linking Instagram to narcissistic tendencies, aesthetic curation habits, and online validation behaviors [2]. The present study thereby contributes additional empirical support to the substantial body of research documenting self-expression as a core motivational force in Instagram engagement.

Taken together, all four dimensions clarify that Instagram usage among Bandar Abbas citizens is strongly multidimensional, confirming theoretical expectations presented in Uses and Gratifications Theory and subsequent digital behavior models. Rather than demonstrating a singular motivation, user tendencies reflect an integrated combination of emotional needs, social pressures, recreational pursuits, and personal identity exploration—a phenomenon widely documented across global and Iranian contexts [11, 17]. The platform's ability to simultaneously satisfy entertainment, communication, and self-expression contributes to its persistent popularity, especially in environments where alternative platforms are filtered or less culturally relevant [3]. These findings also echo Castells' framework, which emphasizes that networked societies rely on digitally mediated communication, leading individuals to increasingly organize their personal and social lives around online structures [4]. Moreover, the findings connect meaningfully with current managerial perspectives in social media research. Brands, institutions, and communication managers increasingly rely on understanding user motivations to optimize content strategies, engagement patterns, and digital outreach [31]. The importance of influencer marketing documented in recent international studies also intersects with motivational trends observed in this research: users who seek entertainment, self-expression, and immersion tend to follow influencers whose content reinforces these gratifications [24, 32]. This suggests that Instagram is not merely a personal communication tool but also a managerial platform shaped by commercial, cultural, and technological forces. By identifying the motives that drive user engagement in Bandar Abbas, the present findings offer actionable insights for organizations seeking to strengthen communication strategies, public awareness campaigns, and consumer interactions within southern Iran.

Another important connection emerges with research on risks and negative consequences of social media usage. Studies show that overreliance on Instagram may lead to addiction, social comparison, reduced real-world engagement, and psychological distress [16, 36]. While the present study did not focus on pathological outcomes, the high correlation between immersion and Instagram usage indicates that similar risks may be observed in Bandar Abbas. This finding parallels Iranian research documenting harms associated with compulsive Instagram use [17] and earlier cultural analyses predicting a shift toward virtual norms at the expense of real-world relationships [33]. Future managerial strategies, therefore, must consider both the motivational benefits and potential harms associated with persistent engagement.

Finally, the findings resonate with national identity and cultural studies in Iran. Research has shown that social media use can influence cultural narratives, norms, and collective identity [27]. The high interaction and self-expression scores observed in this study support the idea that Instagram has become a space for negotiating cultural values, expressing social identities, and participating in symbolic interactions that shape public meaning. These insights enhance the academic understanding of how social networks intersect with culture, communication, and social cohesion in regional contexts such as Bandar Abbas.

This study, despite its contributions, has several limitations. First, the data were collected using self-report questionnaires, which may be influenced by social desirability bias or inaccurate recall. Second, the sample was limited to citizens of Bandar Abbas, and thus the findings may not be generalizable to other regions of Iran with different cultural, economic, or technological environments. Third, the cross-sectional design restricts the ability to draw causal conclusions about the relationships between motivations and Instagram use. Finally, the study focused on specific motivational dimensions, and thus other potential factors such as personality traits, digital literacy, and socioeconomic conditions were not examined.

Future studies should employ longitudinal designs to track changes in Instagram motivations and behaviors over time. Qualitative methods such as interviews or focus groups could be used to explore deeper psychological and cultural meanings behind Instagram use. Future research may also compare different Iranian cities or regions to identify geographic or cultural variations. Additionally, examining personality traits, mental health variables, or socioeconomic influences could provide a more comprehensive understanding of user behavior. Experimental designs may help clarify the causal impact of specific Instagram features on user motivations and immersion patterns.

Practitioners can apply the results of this study by designing content that aligns with user motivations for entertainment, communication, immersion, and self-expression. Public organizations and communication managers in Bandar Abbas should adapt their digital strategies to these motivational factors to increase engagement and message effectiveness. Educational institutions can use insights from this study to promote healthier digital habits and teach media literacy. Businesses and

influencers may also tailor their Instagram content to reflect the cultural preferences and behavioral tendencies identified among local citizens.

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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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