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Consumer Engagement with Football brands on Facebook.

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by

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Abstract

The growth of social media has forced brands to adapt the scope of their activities in terms of brand management, consumer engagement and customer communications.

Football brands have recently started to understand the relevance of social media as a tool for exploiting the enormous potential they possess, much due to their well established brand awareness, brand identity and, most of all, the passion they more easily trigger in fans.

The goal of this research is to determine the most influential motivations that trigger consumers to engage with a football brand on Facebook. Furthermore, we want to understand if between brand love, brand image and consumer engagement influence brand loyalty towards football brands.

To do so, we have collected data from 214 respondents that were questioned about this subject, after which we performed correlation analysis in order to test these relations.

Our findings point out that entertainment, personal identity and social influence are the most influential types of motivations to engage with a football brand on Facebook. Trust in the brand, despite not showing the same relevance, also came out as a significant variable.

Other results indicate that there is a positive relation between brand love, brand image, consumer engagement and, lastly, brand loyalty.

Our findings and the respective managerial implications they might present are discussed, also providing indications and suggestions regarding future researches concerning this subject.

Keywords: Consumer Engagement, Brand Love, Brand Image, Brand Loyalty, Facebook, Social Media.

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1. Introduction

The rise of social media is, perhaps, one of the most influential contributions the Internet has provided the World with.

Social media have opened the doors to a new reality and have driven us to take an evolutionary social and technological step, changing the paradigm of how we communicate, the ways we do it and, ultimately, how we position ourselves in society (Kaplan & Haenlein, 2010). Nowadays, we are in a continuous state of interconnection, with a permanent and dynamic stream of information being continuously displayed to us, whether it regards our personal acquaintances, our professional life, our interests and hobbies or simply news and updates of the most significant events worldwide. It is no exaggeration to state that social media have almost become a way of life for many, and companies have, gradually, taken notice of this fact.

The undeniable increase of popularity of social networking sites such as Facebook have forced companies and brand managers to, more and more, include social media related activities as one of their main priorities, given the potential it presents (Sashi, 2012).

Indeed, based on consumer analysis and segmentation, many attitudes may be adopted by companies, informing consumers about their products, promotions or services, while interacting with them and offering valuable and interesting contents. Social media can become a fundamental customer service channel, a marketing tool and, when properly planned and executed, an excellent way for brands to achieve differentiation (Mangold & Faulds, 2009).

Despite there were some initial mistakes and misconceptions companies had regarding social media, with poor customer interaction and using them in the same way they would use a standard website, companies are showing that they

can now grasp the complexity that involves their desirable social media presence and, by doing so, boosting the potential of their brands in creating important associations in consumers which can lead to brand awareness, brand recognition, brand loyalty and, ultimately, to brand equity (Aaker, 2010).

In the football industry the process was no different. For a long time, football brands have ignored social media and they only started developing their social media presence, when club brand managers started to understand the economic potential of expanding their brands globally.

Football brands have a very important advantage that brands outside the sports industry work very hard to get: passionate and committed fans that would never change their football club affiliation for another competitor.

Having this in consideration, and giving continuation to previous researches about consumer engagement with brands on social media, we have established as the main goal of this dissertation to understand consumer engagement with football brands on social media. To do so, we have taken into account possible motivations that trigger consumers to engage with football brands on social media. Moreover, we want to understand the relations between brand love and brand image and consumer engagement. Additionally, we want to analyze if these two variables influence brand loyalty and, ultimately, to understand the impact that consumer engagement on Facebook might have on brand loyalty towards football brands.

The literature review shall provide the adequate framework for our research model and for the development of the hypotheses.

2. Literature Review

2.1. Football Brands

The image of a brand is closely related to the attributes consumers think about when confronted with it (Rein, Kotler & Ryan, 2006). Keller (1999) states how strong brand elements are identifiable, enduring, and meaningful to consumers but, most importantly, how these features provide it a unique competitive advantage.

For professional sport clubs, leagues and associations, there was an understanding of the ever-growing importance of brand management, as more and more researchers and marketers pointed out that a strong brand could prevent or minimize negative effects resulting from poor sports performances (Rifkin, 1999; Bauer, Stokburguer-Sauer & Exler, 2008). The reasoning behind this argument is based on the value gained through the differentiation of sports from other recreational activities and also how brand management can help a club to be perceived more positively, in comparison with other similar sports clubs (Mullin, Hardy, & Sutton, 2007).

Furthermore, the expansion of football's popularity and the increase of investment and business opportunities coming from new and prosperous markets like Asia, has pushed this tendency, as we see clubs exploring the creation of brand extensions and developing marketing campaigns whose targets are in markets abroad (Stokburguer-Sauer & Exler, 2008).

Despite empirical evidences regarding this subjects are not yet vast, Gladden & Funk (2001) and Robinson & Miller (2003), have already unveiled some strong positive hints, namely, regarding the influence of brand image in fans' loyalty and in respect to the relationship between brand strength and its relation with positive economic outcomes.

Looking in deeper detail to the example of football brands in particular and the most common identifiable features of these brands (i.e., logo, phrases, colors, and names) we can start to explore the uniqueness associated to experiences offered by sports teams such as fan identification, events, social rewards, among many others, entering the emotional area that truly links the brand with fans (Fink, Parker, Brett, & Higgins, 2009; Parent & Seguin, 2008).

Brands work as emotional clusters providing its stakeholders unique values and experiences (Chernatony et al., 2003). In certain cases the brand's values are common to the ones of its own consumers (Brassington & Pettitt, 2004). Football brands are a good example of this phenomenon as many football fans tend to choose their club according to its roots, values and origins (Abosag, Roper & Hind, 2012). Often a fan's choice of club is a value, almost a heritage, passed down generation after generation within its family. Understandably, when this occurs, the fans hold the value of the football club brand they support in very high regard and will show much higher brand loyalty than they normally would in comparison with other brands (Abosag et al., 2012). This idea of a fan group identity was explored by Foster & Hyatt (2008) and it can be held as a rather unique feature of the sports industry. In simple terms, it refers to a group of people collectively linked to a sport entity through their participation and consumption (Fink et al., 2009). This favourable set up allows the increase of brand awareness and to strengthen brand associations through repeated and enjoyable experiences (Kim & Ross, 2006). Altogether it represents a competitive advantage that is harder to duplicate and unique to the given brand, thus very valuable (Miloch, 2010). Social media, when included as an essential part of the marketing mix, can play a key role capitalizing on that advantage, providing an effective communication tool to build relationships with sports consumers (Williams & Chinn, 2010), as we will observe ahead in greater depth.

2.2. Social Media and Sports Brands

Several definitions have been developed for the concept but, in general, social media can be defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). They set up a virtual platform in which communication amongst users is facilitated (Mangold & Faulds, 2009; Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013).

Furthermore, social networking sites are applications that instigate users to connect through the creation of personal information profiles, whether those are personal or business pages, invite people to have access to profiles, being that friends, colleagues or strangers and sending e-mails and instant messages between each other (Kaplan & Haenlein, 2010; Trusov, Bucklin, & Pauwels, 2009). These profiles or pages can include any type of information, including photos, videos, audio files and blogs (Kaplan & Haenlein, 2010; Trusov et al. 2009). Therefore, social networking sites (SNS) offer people new ways to grow their social networks, by building and maintaining social interaction, creating relationships, sharing information, generating and editing content and participating in social movements through the Internet (Hajli, 2014; Kirtiş & Karahan, 2011; Lorenzo Romero et al., 2011; Mangold & Faulds, 2009).

SNS allow the convergence of people with the same interests based on similar characteristics published on their profiles (Lorenzo-Romero et al., 2011). They allow one individual to communicate effortlessly with hundreds or thousands of other consumers in a swift manner (Mangold & Faulds, 2009), and on the other hand they give brands the opportunity to share and exchange information with their consumers (Sashi, 2012). Social media represent an unfiltered direct communication link connecting consumers to brands through online identification and interaction with desired fans (Pegoraro, 2010;

Santomier, 2008). Several other factors may lead a company or brand to have a page on a SNS such as their fast growth and popularity, their viral nature or the competitors' presence on SNS (Tsimonis & Dimitriadis, 2014). SNS have also cost advantages to companies (Tsimonis & Dimitriadis, 2014) because there is no need for promotion in the mass media and they allow interaction with consumers through channels which are free of charge (Kirtiř & Karahan, 2011). Firms can accomplish many actions through SNS such as: create prize competitions, announce new products/services, interact with fans, provide advice and useful information and handle customer service issues (Tsimonis & Dimitriadis, 2014). Based on consumer analysis and segmentation, many attitudes may be adopted by companies, such as selectively informing customers (something that can even be made on an individual basis), about their products, promotions or services, offering them valuable and interesting news or using the SNS as a customer service channel (Gironda & Korgaonkar, 2014; Lorenzo-Romero et al., 2011; Vinerean et al., 2013).

Social media have grown in importance, influencing consumer behaviour, more specifically their awareness, their search for information, attitudes, purchase behaviour and post-purchase evaluation (Mangold & Faulds, 2009). Social media favours relationship and community building, also promoting active engagement (Hutter et al., 2013), which has stimulated brands to use them as an effective way to interact with consumers.

This social media growth can explain, without much surprise, why they are ranked as one of the most frequently used media services and marketing tools by major professional leagues (Ioakimidis, 2010). This interaction represents the interactive communication of social media and the potential loyalty-building dynamics of this tool. Sport brands may use this tool to produce and deliver information in an instantaneous manner without third-party interference (Pegoraro, 2010).

As the popularity of social media increases, sports teams must develop specific strategies to use them to enhance fan loyalty and build brand equity (Aaker, 2010; Ioakimidis, 2010). Seo and Green (2008) demonstrate that fan engagement and expression using interactive media are a valuable component of online sport communication. Content evaluation provides a competitive advantage to adapt content and further manage communication in these formats. The use of communication technologies has changed the way fans access information about sports teams and athletes (Ioakimidis, 2007; Sanderson, 2009).

In fact, major SNS (i.e., Facebook and Twitter) are commonly used by athletes, teams, fans, and other prominent organizations (Durrett, 2009) as they provide not only an outlet for interpersonal interaction but also a media platform to favourably promote and manage self-image through these interactions (Mehdizadeh, 2010). Sport organizations, teams, and athletes have used social-media platforms to establish relationships with their respective audiences (Blaszka et al., 2012). The influence of online media's sports consumption seems to be a more powerful moderator of fan identification and self-concept than other traditional-media outlets (Phua, 2010).

The breakdown of traditional communication channels (i.e., TV, radio, newspapers) provides the increasing need to manage and monitor public perceptions via online media (Ioakimidis, 2007; Rappaport, 2010).

Sports organizations and sporting-event organizers need to identify the needs and motivations of sports consumers, use this information to shape their marketing communication online (Filo & Funk, 2005), and develop relationships with supporters (Beech, Chadwick, & Tapp, 2000). Sport entities are ideally positioned to use social media, given existing fan bases and the ability to facilitate consumer interactions with sport products and with team members (Pedersen, 2012). Williams and Chinn (2010) proposed a model for

sports marketers that highlighted the importance of potential relationship marketing goals through social media. Therefore, social media can provide opportunities for organizations to interact directly with the public (Saffer, Sommerfeldt, & Taylor, 2013; Waters, Burnett, Lamm, & Lucas, 2009). Organizations can use social media to promote dialogues and two-way conversations with the public (Mersham, Theunissen, & Peart, 2009). Organizations can use social media to involve their stakeholders and build a community under their mission and values (Lo & Waters, 2012), being Facebook one of the most popular and widespread SNS used to serve those purposes.

2.3. Facebook

Facebook is one of the many social-media outlets enabling consumers to interact with brands as an extension of face-to-face interaction through an online media network (Kujath, 2011). The network content is specific to the user-generated content uploaded and shared daily on this platform (Schultz & Sheffer, 2010).

Based in California, the company employs over 12.000 professionals working in 14 different office locations in the United States, and 35 more worldwide.

Facebook is one of the most popular social-networking platforms, and as a social-media tool it can be used to enhance brand and image communication. In December 2015, Facebook registered an average of 1.04 billion daily active users worldwide, with approximately 83.6% of them being from outside the United States and Canada. For the same time period, Facebook counted with 934 million mobile daily active users, on average (Facebook.com, 2015). In 2008, Facebook released the Page feature for organizations, groups, and businesses to communicate with users. This feature allows organizations and businesses to

customize their Facebook presence and to interact with users on the Internet (Facebook Pages Product Guide, 2009).

2.4. Consumer Engagement on Social Media

Customer engagement is one of the most important benefits that social media and, in particular, SNS can have for companies (Tsimonis & Dimitriadis, 2014). It has gained relevance in marketing literature with a great deal of attention given to its behavioural features. MSI (2010) identifies consumer engagement as highly important describing it as “customers’ behavioural manifestation toward a brand or firm beyond purchase, which results from motivational drivers including: word-of-mouth activity, recommendations, customer-to-customer interactions, blogging, writing reviews, and other similar activities” (p. 4).

Various authors have attempted to develop a definition for customer engagement and, whilst there is a lack of definitive consensus on the matter, there are slight variances on the terms used (Brodie, Hollebeek, Juric, & Ilic, 2011; Heinonen, 2011; Hollebeek, 2011; Sashi, 2012; van Doorn et al., 2010; Verhoef, Reinartz, & Krafft, 2010). Some scholars such as Patterson, Yu and de Ruyter (2006) as well as Hollebeek (2011) or Vivek (2009), argue that in order to achieve a wider a more complete conceptualization of customer engagement, there is the need to go beyond focusing solely on the action demonstration, and instead try to reach a much wider and richer understanding of the whole traits that influence it, allowing the incorporation of both behavioural and psychological dimensions.

Hollebeek (2011, p.790) came up with the term “customer brand engagement” and defined it as “the level of an individual customer’s motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in direct

brand interactions". On the other hand, Sashi (2012, p.267), considers customer engagement focuses on "customers and their needs (...), aims to provide superior value relative to competitors by generating, disseminating, and responding to intelligence regarding customer needs and seeks to build trust and commitment in relationships with customers". Consumer engagement is a broader concept than customer engagement. To Parent, Plangger, & Bal (2011), consumer engagement is considered a dynamic involvement of a consumer with a brand, product, service, or company which is expressed, for example, by the creation of content on social media (Parent et al., 2011).

Wallace, Buil, & Chernatony (2014) insert the social media dimension in this phenomenon considering even the simplest of gestures, like writing a comment or putting a "like" on a SNS page as forms of engagement. Engagement is particularly relevant in SNS communication. Since SNSs are centred on relationships and intrinsically on sharing between users, the use of SNS pages – including those of a brand – will ultimately lead to the building of significant relationships (Tsai & Men, 2013). For instance, brands using SNS to communicate with consumers are allowing them to engage with the brand by reading and commenting brand posts, expressing their feelings of pleasure or repent, likes and dislikes, while at the same time being able to share that content within their social group (Tsai & Men, 2013).

Objectively, support for broadening the conceptual domain of customer engagement is grounded in the thinking that pure behavioural participation in customer engagement activities does not necessarily mean true consumer engagement with a brand.

Levels of Consumer Engagement

Based on the types of consumers' online brand-related activities (COBRA) identified by (Muntinga, Moorman, & Smit (2011), consumer engagement with brand SNS pages can be examined using three continuous degrees that correspond to a gradual involvement with a brand on social media, namely consuming, contributing and creating (Heinonen, 2011; Muntinga et al., 2011; Shao, 2009). The first level corresponds to consuming activities (Muntinga et al., 2011). It refers to users who only watch, read, or view content but never participate or create content (Muntinga et al., 2011; Shao, 2009). Most consumers are only consuming content, while only a few are contributors and creators of content (Heinonen, 2011). The contributing type is the middle level of online brand-related activity (Muntinga et al., 2011). It includes both user-to-content and user-to-user interactions about brands (Muntinga et al., 2011; Shao, 2009). Contributors of content enjoy writing on brand forums, on brand's fan pages on SNS and are always eager to comment on pictures, videos and other brand-related content, being permanently interested in discussing content that others have created (Muntinga et al., 2011). The creators are the most active of the three levels of COBRA (Muntinga et al., 2011). Creating implies being a frequent producer and publisher of brand related content that other users will probably consume and will be able to discuss and contribute to (Muntinga et al., 2011; Shao, 2009). Producing is mainly an attitude in which people aim to construct their personal identity by self-expression and self-actualization (Shao, 2009).

To provide content that engages consumers online, marketers must understand consumers' motivations for interacting with brands on SNSs (Tsai & Men, 2013).

2.5. Motivations to Engage with Brands

The factors that motivate consumers to interact with brands have always been under the scope of marketers' main concerns. The rise of social media has changed the paradox of this interaction, adding platforms in which consumers could express their relationships with brands in whole different manners. In this context, numerous authors have observed and studied consumers' social media behaviour in order to identify the key types of motivations that could trigger brand interaction. The resulting literature generally recognizes six main motivations: social influence, search for information, entertainment, trust, reward and personal identity.

Social Influence

The phenomenon of social influence is based on approving or disapproving attitudes of others towards the usage and adoption of services or products, by a consumer (Curran and Lennon, 2011). Social influence flows through one's aptitude of sharing knowledge and personal opinions and, by doing so, providing other consumers with useful and potentially helpful insights and information (Heinonen, 2011; Muntinga et al., 2011).

As we have previously seen, social media provides platforms that facilitate the exchange of information amongst users (Mangold & Faulds, 2009; Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013), enabling the creation of communities of consumers around brands and dynamically allowing them to easily communicate with each other and with the brand itself. (Gironda & Korgaonkar, 2014; Heinonen, 2011; Whiting & Williams, 2013). Consumers can share experiences and information with each other and have a say in debates regarding the brand (Heinonen, 2011). These factors have opened the door to a world in which social influence can hypothetically be felt on a global scale.

Coulter & Roggeveen (2012) have highlighted how it can be considered relevant the option social media gives to a consumer to check which and how many of their acquaintances and friends are linked to a certain product/brand page prior to deciding on joining it. These authors logically add that consumers will tend to be more curious and receptive in approving and joining a certain product/brand page if they verify their friends are already connected to it.

As consumers have a tendency to develop their self-identity on social media linking themselves to brands, for example, through Facebook “likes”, this gives them the power to create an impression on others by doing so. (Schau & Gilly 2003; Hollenbeck & Kaikati 2012). Consequently, a consumer’s decision to “like” and interact with a brand page can be often motivated by the social pressure rooted in the urge of complying with what other people do in this context, particularly friends and family (Gironda & Korgaonkar, 2014; Martins & Patrício, 2013; Muntinga et al., 2011).

This kind of social signals or statements are, not rarely, further reinforced by the need of integration that drives consumers to share and create brand-related contents on social media platforms (Muntinga, Moorman & Smit, 2011).

Search for information

Various literary sources point out the use of social media as a tool for information searching as an important motivation for consumers to interact with a brand page.

This information can serve different purposes for the consumer, whether it is hedonic or functional, nevertheless Jahn & Kunz (2012) have revealed the importance of this motivation in triggering consumer attraction and interaction towards brand pages. In fact, more and more often consumers rely on social media to access informative contents in order to gain deeper understanding and knowledge about products, prior a purchasing decision (Gironda &

Korgaonkar, 2014; Mangold & Faulds, 2009; Martins & Patrício, 2013; Rohm et al., 2013). Collecting product information in a pre-purchase phase, such as looking up product reviews in order to make a well informed buying decision, accessing experiences and knowledge of other consumers online (Whiting & Williams, 2013), using know-how and information from user-generated media for practical purposes (Heinonen, 2011) and to get inspiration with innovative ideas (Muntinga et al., 2011), are usually the core priorities for any customer, when in the process of information search.

Ultimately, social media becomes a valuable asset through which potential buyers can establish comparisons between information given by brands and the feedback that is given by others regarding the same product or service. Especially when these opinions come from friends or family, as the customer tends to consider them far more reliable, dependable and trustworthy, the influence it will, this factor becomes of even greater importance (Chu & Kim, 2011; Coulter & Roggeveen, 2012; Harris & Dennis, 2011; Heinonen, 2011).

Entertainment

Entertainment might be one of the most easily identified motivations for users to engage with social media. Several authors point out how valuable it is for a brand page to contain contents and information that stands out, that appeals to people's interests and is able to stimulate or even fascinate them. Brand pages that are able to include this kind of features in their online social media activities are more likely to attract more consumers and lead them to like the page (Coulter & Roggeveen, 2012; de Vries, Gensler, & Leeflang, 2012; Jahn & Kunz, 2012; Rohm et al., 2013).

Entertainment, as an engagement motivator, fulfils a wide range of users' psychological and mental needs, offering different types of gratifications. Literature shows us that the most common entertainment related social media

activities are linked with the need for inspiration or emotional refreshment, with the need for relaxation or sense of escape from daily struggles and to find enjoyment and satisfaction while helping to pass the time Muntinga, Moorman & Smit 2011; Curran & Lennon, 2011; Heinonen, 2011).

Besides usual social media activities that users reveal to enjoy and are keen on engaging, like participating in brand discussions, uploading brand related contents or sharing experiences (Muntinga et al., 2011), studies have shown that playing games, listening to music and viewing videos are also on the top preferences of social media users (Martins & Patrício, 2013; Whiting & Williams, 2013), thus it is reasonable to assume that brands should invest and develop this kind of contents in order to increase the potential of their social media presence and their engagement with consumers.

Trust

When we include trust as a motivation to engage with brands on Facebook, we need to bear in mind that it represents a different aspect in terms of consumer engagement, in comparison with the others. Objectively, unlike the other five motivations, trust works more as a validation factor, as a kind of requirement that enables the interaction to occur. Whilst other motivations present aspects that play direct appeals and possess characteristics that might trigger attraction and engagement with social media brands, trust is the factor that bonds together this engagement, as consumers reveal the need to feel safe and see their privacy respected in regard of their social media activities (Moorman, Deshpande & Zaltman 1993; Ridings, Gefen & Arinze 2002).

We can identify two main dimensions associated with trust, it terms of social media engagement and activity.

Firstly, we can look at it as the condition that offers consumers the feeling of safety and privacy and that makes them feel at ease with developing their

activities in social media and engage with brands without feeling worried in any way. In fact, studies have shown that consumers tend to trust more social media sites and communities rather than other virtual platforms such as websites (Shu & Chuang, 2011).

On the other hand, we have previously seen how social media became a key source of information for consumers as they find information in these platforms much more reliable. And this is where we can find the second dimension associated with trust, as it plays a role in consumers' pre-purchasing decision process (Mangold & Faulds, 2009). The key aspect here is the fact that consumers are connected to their friends and acquaintances in social media platforms, being able to see the brands they follow, the comments and "likes" they make, and to directly get in contact with them. This kind of information, when regarding brands, products or services is considered much more valuable and attainable for consumers in comparison with brands' websites or other marketing generated contents (Mangold & Faulds, 2009; Shu & Chuang, 2011). The trust users put in social media sites, not only motivates them to more willingly share information but also provides them with information that they find much more useful, as it comes from trustworthy sources, namely, their acquaintances or people that share similar traits. In fact, consumers are much more prone to engage and purchase products from a certain brand when encouraged and advised about it by their social media contacts (Mangold & Faulds, 2009; Hajli, 2014).

In conclusion, trust is a key component in any consumer-brand relationship, embodying the expectations consumers have regarding a brand that have to do mainly with honesty, transparency, reliability and altruism (Hess, 1995; Garbarino and Johnson, 1999). To establish any kind of relationship consumers need to perceive that a brand will meet expectations and respect its obligations (Chaudhuri and Holbrook, 2001).

Reward

This is, perhaps, the most straight-forward motivation in terms of understanding its role as a driver for consumer engagement on social media.

Various studies have shown how potential reward leads consumers to interact with online pages. Social media allows consumers to easily gain access to brand related campaigns, events or special offers (Mutinga, Moorman & Smit 2011; Girona & Korgaonkar, 2014; Rohm et al., 2013).

Consumers tend to be very open to the prospect of collecting benefits and brands can use this to entice them to engage and consume contents in their social media pages. The rewards, whether they are monetary, directed to satisfy personal desires, job-related or in the form of a product or a particular prize, are generally welcomed by social media users. When done right, a contest or campaign promoted by a brand on social media can truly have positive returns in terms of consumer engagement, social media activities (in particular if it involves sharing brand related contents) and, ultimately, in creating social media buzz and increasing word-of-mouth around the brand (Muntinga et al., 2011; Wang & Fesenmaier 2003; Hars & Ou, 2001; Hennig-Thurau et al., 2004).

Personal Identity

The factors that constitute the personal identity of a person can vary greatly and have very complex origins, depending on each person's background, life experiences and personality (Kaynak, Salman & Tatoglu, 2008).

Personal identity is a relevant motivation for consumer engagement, because people deeply rely on their social identity to form their self-image (Tajfel et al., 1982). In other words, associations with different social groups give strength to a person's sense of identity (Kelman et al., 1961). This can easily be observed when people describe who they are. Generally, the answer will involve influences from people's family, career related aspects, special interests (like

music, movies or gastronomy) and leisure activities and sports interests, which particularly matters for the context of this study, as a football fan might often refer the club he or she supports (Fisher & Wakefield, 1998).

As we mentioned in regard of other motivations, also in this case, social media have brought new means of expression for individuals, also when considering their demonstrations of personal identity. In these virtual platforms, consumers will tend to seek identification points and connections with brands (Rohm et al., 2013).

Furthermore, social media allow users to have an active participation in online communities and public pages, in which occurs the exchange of points of view reflecting users' personalities and also allowing the possibility of support and recognition from other users, which can give an enormous boost on a person's confidence and self-assurance (Heinonen, 2011; Muntinga et al., 2011).

The sum of these interactions help consumers to better define the image they have of themselves and the position they occupy in social groups, working as a motivation to interact with brands on social media (Fisher & Wakefield, 1998; Chu & Kim, 2011).

Besides these six motivations, our analysis of the literature has led us to include two other factors that might influence consumer engagement with brands on social media, namely, brand image and brand love.

2.6. Brand Love

Brand love is a relatively recent point of interest in the marketing world, for brand managers in particular. It appeared as an adaptation to the business world of the interpersonal love theory advanced by Sternberg (1986) and the self-inclusion love theory proposed by Aron & Aron (1986) that pointed out, in brief terms, that people tend to have the necessity of feeling part of one another in order to feel loved and also be able to develop feelings of love. Shimp & Madden (1988) and Ahuvia et al. (1993) can be considered, in some sort, the pioneers in adapting the mentioned love theories to marketing.

Shimp & Madden (1988) have established three brand love dimensions: passion, intimacy and commitment. Later on, Ahuvia (1993) added the need of integration with the brand. More exactly, Ahuvia (1993) proposes that consumers can feel love for a certain brand when it reaches high levels of integration with the very own perceptions consumers have of themselves. In other words, they feel they are part of the brand and that the brand, in a certain specific way, is part of who they are.

Carroll and Ahuvia (2006) further develop the conceptualization of brand love assembling a group of characteristics that may relate to it namely, brand attachment, passion, favourable views of the brand, reacting positively to the brand and statements of love regarding it. In football, for instance, fans can feel such an intense feeling of love for their club that, not rarely, they tattoo their bodies with the club's logo as a love demonstration and personal commitment to it.

Consumers might feel a very profound and lasting feeling of love, in a way that for them a certain brand can be absolutely unique and simply irreplaceable. This level of brand love will logically turn consumers' views to biased ones with a very strong tendency of developing positive perceptions about the brand and even make them ignore or excuse brand's mistakes or failures. This set of

mind is then likely to be reflected in consumers' actions and choices, as they will be much more predisposed to pick the brand they feel love for over other competitors' brands and, in a repeated way, which basically translates into a fortified level of customer retention (Loureiro et al., 2012; Albert & Merunka, 2013).

Carrol & Ahuvia (2006) were able to identify a couple of brand's features that may be favourable to the development of brand love, pointing out that brands connected with hedonic products and that are self-expressive tend to establish the premises for consumer-brand bond creation that may lead to brand love in a much easier a natural manner. Which, in a certain way, helps to explain the football fans' example given above, as football club brands possess both characteristics.

In our understanding, brand love fits perfectly the framework of this study as literature shows us that normal consequences of brand love are related to brand engagement and brand loyalty, perhaps the two most preponderant elements in our model.

Supported by the findings mentioned above, related to the consumers' need to declare their love for a brand and how it then translates into the incorporation of the brand in the consumers' self, the literature recognizes brand loyalty as a valid outcome of brand love (Carrol & Ahuvia, 2006; Bergkvist & Bech-Larsen, 2010; Loureiro et al., 2012; Batra et al., 2012; Albert & Merunka, 2013).

In what regards the connections to consumer engagement, Bergkvist & Bech-Larsen (2010), Carrol & Ahuvia (2006) and Batra et al. (2012) conclude that active engagement and positive word-of-mouth are outcomes of brand love. Active engagement, as a whole, includes word-of-mouth, along with acquiring a brand's products, showing interest in brand related contents and visiting the brand's website and social pages (Bergkvist & Bech-Larsen, 2010).

These findings gave us support to establish the relations between brand love, consumer engagement and brand loyalty, which will be represented accordingly in our model (See chapter 3).

2.7. Brand Image

Brand image is the cumulative product of brand associations in consumer's mind. Brand image is widely accepted as one of the components of brand equity, with the other being brand awareness, as proposed by Keller (1993). The concept of brand equity has been highlighted more and more as it became a standard measure to analyze the process of brands' value creation. Aaker (1991) and Keller (1993) have established a solid framework regarding this matter, defining and exemplifying brand equity as the effects and results achieved by marketing endeavours around a given products, in comparison with the effects and results achieved by the same product in an unbranded condition.

Aaker (1991) approached the subject of brand equity as a balance or, in other words, a sum of advantages and disadvantages that a consumer mentally associates to a brand and the way it will positively or negatively affect the valuation made by the consumer regarding a given product or service.

On the other hand, Keller (1993) follows Aaker's theoretical structure adding more relevance to the role played by customer knowledge as the central trigger of a customer-based brand equity model. Going back to the two main brand equity components presented in this model, brand image and brand awareness, both rely heavily on brand associations. As for brand awareness, it evaluates a consumer's ability of recognizing or remembering a brand. It can be seen as a starting point for brand associations to take place, as a consumer simply cannot form any kind of association if brand awareness does not exist and there is no kind of recall or recognition of the brand in consumer's memory.

For the purpose of this study we have decided to centre our attentions much more on brand image, since we will be researching football brands and, in this context, it is easily observable that the levels of brand awareness are usually very high given the popularity of football clubs and of the sport itself. Also, this study will focus on the Portuguese League clubs and the respondents will be Portuguese football fans and, independently of their commitment levels, is it quite reasonable to establish the assumption that brand recognition is already high as they will have, at least, some interest in football and also due to the fact that football is, by far, the most popular sport in Portugal and clubs are often mentioned in all types of media.

Consequently, when assessing priorities in the management of a professional football team's brand, the focus should be centred on creating positive differentiation, highlighting distinct brand values and maintaining a clear, favourable and positive presence in fans' minds (Keller, 1993). As we are building this subject around an end-product, the football match itself and team results/performances, that are ultimately unpredictable and volatile, brand image can be the one factor that football brand marketers can count on as one of the few constant elements in fans' perceptions (Bauer, Stokburguer-Sauer & Exler, 2008).

Within brand image, and regarding brand associations, Keller (1993) identifies three different types: attributes (product-related and non-product related), benefits (functional, experiential and symbolic) and attitudes.

Attributes: Product-Related and Non-Product-Related

On general terms, attributes are normally described as evocative characteristics of a given brand, as if symbolizing what is obtained by a consumer as he or she acquires and/or consumes the product or service (Kaynak, Salman & Tatoglu, 2008). Despite different approaches and

observations were made by different scholars regarding attributes, the most commonly used is the distinction Keller (1993) has made, and which is based on how directly attributes are related to the product's performance. By establishing this criteria, Keller (1993) was able to categorize two clear and distinctive groups of attributes: product-related and non-product related.

Product-Related Attributes

Product-related attributes, are those which refer intrinsically to a product's performance or characteristics, normally concerning its physical composition or, in the case of a service, the fundamental requirements to be developed (Bauer, Stokburguer-Sauer & Exler, 2008). In other words, they are the group of attributes that will be fundamental in the process of satisfying the consumer's need (O'Cass & Grace, 2002). In the case of football, or team sports in general, Gladden & Funk (2001) put them as the sum of factors that affect and directly influence the team's performance, namely: success factors, star players, the head coach and management.

Non-Product-Related Attributes

Naturally, non-product-related attributes can be defined as all the external factors that, despite relating to the product purchase or consumption, do not have any kind of influence whatsoever in product general performance. These attributes can vary greatly in their nature, but Keller (1993) has established four main types: price, brand personality, type of consumer and usage imagery. Keller (1993) also assumes that consumers' feelings and experiences might play a role in this process. Of course we need to make slight adaptations when it comes to service brands, as the core product has no physical characteristics, and instead the organizational culture and employees' representation of the brand

play a much bigger role in influencing consumers perceptions regarding the brand (De Chernatony & Segal-Horn, 2001)

For football brands, non-product-related attributes focus on the perceptions around a club's brand, since they will not affect in any way the team's performance in the game. They can range from the club's logo, stadium and colours, to the club's tradition, the team's style of play, the club's culture and values, or even the city or region where it is based at (Gladden & Funk, 2001). The football world is generally a good example for non-product-related attributes as there are numerous examples of clubs that clearly state and represent their distinctive values, their culture, their origins and the kind of fans they tend to attract. In Portugal, for instance, FC Porto is a club that embodies a regional, almost provincial, pride, based on its foundation, on the fight against the country's centralism and on their supporters' determination, that is normally associated with people from the north of Portugal and, in this particular case, from the city of Porto, curiously known as "Cidade Invicta" – The undefeated city. It is a club associated with a strong personality, hard-working attitude and always "hungry" for success, something that has been achieved most significantly during the past 30 years, with several Portuguese and European titles. On the other hand, FC Porto's main rival, Benfica, a club from the capital, Lisbon, is the club of the people. It is the Portuguese club with the highest number of fans and it is really a club for the masses, with a sense of greatness that deeply relies on the glory achieved in the past, in which it has achieved a spell of dominance in Portuguese football and also winning European titles (FCPorto.pt; SLBenfica.pt).

Benefits

Regarding benefits, Keller (1993) defines them as the value and meaning consumers will generally associate with the attributes of a brand and, by doing so, satisfying their own personal needs and motivations. Consumers do not have in mind so much the product's attributes and characteristics at the time of purchase, but the satisfaction and benefits it will provide them (Bauer, Stokburguer-Sauer & Exler, 2008). Therefore, brands' benefits will always be extremely diverse as their products' attributes will always be perceived in many different ways accordingly to each consumer's wants, morals and personal points of view (Keller, 1993). Consequently, in order to develop a kind of benefit segmentation, three different benefits types were suggested: functional, experiential and symbolic (Park, Jaworski, & MacInnis 1986). These authors have described functional benefits as the ones that relate to the physical and utilitarian solutions a product offers, given a consumption-related issue. In alternative, experiential benefits relate much more to the sensory, emotional and cognitive stimulation offered by the use of a product, whilst symbolic benefits are tightly connected to a consumer's self-esteem, social perception and, in sum, to products that respond to needs that grow depending on the consumer's views of him- or herself and its social sensitivity.

Strong correlations between benefits and team sports were also identified by the literature. For example, football spectators meet their symbolic and experiential needs by attending a match, inserting themselves in a social group (symbolic benefit – feeling of belonging to the group of people that support a certain club) and enjoying the whole match experience (experiential benefit – emotions felt during the game, chants, stadium atmosphere, among others) (Bauer, Stokburguer-Sauer & Exler, 2008). This kind of benefits do not strictly depend on the experience of attending a match, as Wann (1995) exemplifies, a consumer that acquires a club product with its distinctive colours or logo, is

meeting his or her symbolic needs of belonging, reinforcement of self-esteem and group affiliation, since wearing that product will display that person's personal identification with the club.

Attitudes

Attitudes towards and around the brand are the ultimate kind of brand association. Fishbein & Ajzen (1975) define them as a set of consistent responses, whether favourable or unfavourable, that consumers tend to make in regard of a given brand. In other words, we classify as brand attitudes an aggregation of appraisals and judgements consumers make about a certain brand, in the basis of their own set of views and beliefs regarding the benefits and attributes of it (Bauer, Stokburguer-Sauer & Exler, 2008).

Brand image is a rather complex construct and literature shows us that scholars have taken different approaches on it. In the context of this study, we feel it represents a crucial element of our model as it allows us to include specific football-related features that were already tested with success by scholars such as Gladden & Funk (2001), whom have shown positive correlations between brand image and brand loyalty, which is precisely the outcome of our model.

2.8. Connecting Brand Associations and Brand Loyalty

As we have seen, Keller's (1993) work establishes a very direct and strong influence between the mental associations consumers generate around a brand and the added value attributed to that given brand as a result of that association process, normally referred to as brand equity. This fact, as we will be able to approach with further details later on, can make us infer that there is, in fact, a link between brand associations and brand loyalty, as the latter is one of the benefits of brand equity (Keller, 1993). An example of such can be found in FC Porto's organized supporters as they call themselves the "Super Dragões", Super Dragons in English, which is a clear association and a sign of identification with the team and a direct reference to the dragon that stands out on the top of the FC Porto logo. The dragon is so symbolic for the club that even its stadium was named "Estádio do Dragão" – Stadium of the Dragon. This kind of identification can be an instigator for the generation of a very strong and loyal following of the brand (Milne & Cimperman, 1997).

In the same way, the star player effect, suggested by Gladden & Funk (2001) as a possible dimension of brand associations, can be easily observed in the context of professional football. If a random person, with a minimum knowledge of the sport, were to be questioned about a top-of-mind association regarding FC Barcelona, most likely the name of Lionel Messi would be the most frequent answer. Messi has developed such a strong image and association with FC Barcelona, firstly for displaying unique football skills and abilities that make people regard him as one of the best players in the history of the sports, and then for being the club he has always played for, that it is reasonable to assume that he is a contributing factor in the creation of brand loyalty for FC Barcelona in the World.

These examples help us to support the potential influence that brand associations can have in the creation of brand loyalty, which is a fundamental assumption of this study and one of the basis of our model.

2.9. Brand Loyalty

Brand loyalty can be defined as a state of attachment developed in the consumer's inner self in relation to a brand and, when properly nurtured and explored, can really become a fundamental tool in building up brand equity (Aaker, 1991). Being a brand dimension significantly related to brand-consumer ties and general user experience, brand loyalty is commonly associated with social connections, personal strength and superior products (Aaker, 1991; Oliver, 1997). Besides brands, there is a wide range of objects towards which consumers might show evidences of loyalty such as services, activities, product segments and stores (Uncles, Dowling & Hammond, 2003).

Several scholars have adapted this conceptualization to the professional team sports context. Fan loyalty, as Bauer, Stokburguer-Sauer & Exler (2008) name it, is based on the brand's ability to attract and retain fans (Kaynak, Salman & Tatoglu, 2008). In other words, and from a fan stand point, it relates to the manner in which a fan's perception of self is strongly linked and attached to a certain sports team (DietzUhlen, Harrick, End, & Jaquemotte, 2000). Wakefield & Sloan (1995) view "team loyalty" as a continuous and lasting bond with a particular sports team which is mainly expressed by the willingness to attend the team's matches. James, Kolbe & Trail (2002) add that the concept of fan loyalty can be applied when consumers display the desire of supporting and following a sports team over a long time period. A fan that demonstrates favourable attitudes, regular and resistant to change behaviour in regard of a sports team can be considered to be loyal to it (Funk & James, 2001).

There are two key dimensions on which scholars generally agree as being part brand loyalty: behavioural loyalty and attitudinal loyalty (Day, 1969; Jacoby & Chestnut, 1978; Kraus et al., 1995; Funk and Pastore, 2000; Mahony, Madrigal and Howard, 2000; Gladden & Funk, 2001).

The combination of both dimensions in measuring brand loyalty provides greater completion to the analysis and research has shown that they are complementary (Kraus et al., 1995; Gladden & Funk, 2001). The use of only one of them for measuring brand loyalty would not include all the traces displayed by consumers and, therefore, would not allow to adequately assess it (Jacoby & Chestnut, 1978; Gladden & Funk, 2001).

In the context of this study, we shall take a look at them analysing how behavioural and attitudinal loyalty represent fan loyalty towards football brands.

Behavioural Loyalty

Jacoby & Chestnut (1978) present behavioural loyalty as a consumer's display of repeated preference of the same brand in its purchasing decisions over an extended period of time. Making the analogy of this behaviour with a sports fan, it represents a person's tendency to purchase match tickets to watch a match of the team he or she supports, the willingness to follow the games played by the team in television, to consume club-related contents in other types of media and information channels, to share positive word-of-mouth regarding the club, the propensity to buy and wear club-related merchandise and also the period of time in which the consumer perceives him-herself as a fan of that team (Baade and Tiehan, 1990; Wann & Branscombe, 1993; Shank & Beasley, 1998; Mahony, Madrigal & Howard, 2000; Gladden & Funk, 2001).

The sum of these evidences of behavioural loyalty will, together with the ones related with attitudinal loyalty, represent the elements we can use to measure brand loyalty as a whole (Kraus et al., 1995).

Attitudinal Loyalty

What attitudinal loyalty will add to the equation, in simple terms, is the inclusion of long-term commitments consumers can establish with a brand, displaying a regular and consistent positive attitude towards it (Baldinger and Rubinson, 1996). Commitment can be interpreted as an expressive psychological bond a consumer creates with a given brand (Beatty & Kahle, 1988) or, in this case, with a professional Football team. The most common and evident outcome when attitudinal loyalty towards a brand is verified is an increased amount of brand product purchases and also a bigger tendency to do it frequently (Mahony, Madrigal and Howard, 2000; Gladden & Funk, 2001). In what concerns attitudinal fan loyalty, it occurs when fans feel a deep inner attachment regarding their favourite team over an extensive time period which also makes them extremely defensive of it, especially when faced with critics and unappreciative statements, as they feel the team as a part of themselves (Meyer & Allen, 1984; Bauer, Stokburguer-Sauer & Exler, 2008). In fact, inner attachment, persistence and resistance were the three elements that stood out in previous fan loyalty and commitment related studies (Gladden & Funk, 2001; Mahony, Madrigal, & Howard, 2000). In our point of view, and as other studies have shown, the most value asset attitudinal loyalty brings to our research, is the possibility to distinguish football fans that display circumstantial signs of team loyalty and the ones that show genuine and ever present loyalty (Bauer, Stokburguer-Sauer & Exler, 2008). What is meant with this argument is that an individual can exhibit usual signs of behavioural loyalty towards a Football team, like attending a game live at the stadium, but truthfully not possess an

ongoing favourable attitude in what regards the team. Circumstances, like having a season ticket offered to him/her or attending the game just to accompany another person or due to that person's influence, can play a bigger influence in these loyalty types of behaviours rather than genuine preoccupation and attachment to the team (Mahony, Madrigal, & Howard, 2000; Gladden & Funk, 2001; Bauer, Stokburguer-Sauer & Exler, 2008).

As a result, both attitudinal and behavioural loyalty features are included in our research framework to accurately measure the outcome of our model, brand loyalty.

3. Research Model and Hypothesis

Based on the constructs we have identified on the literature review, we propose the following research framework.

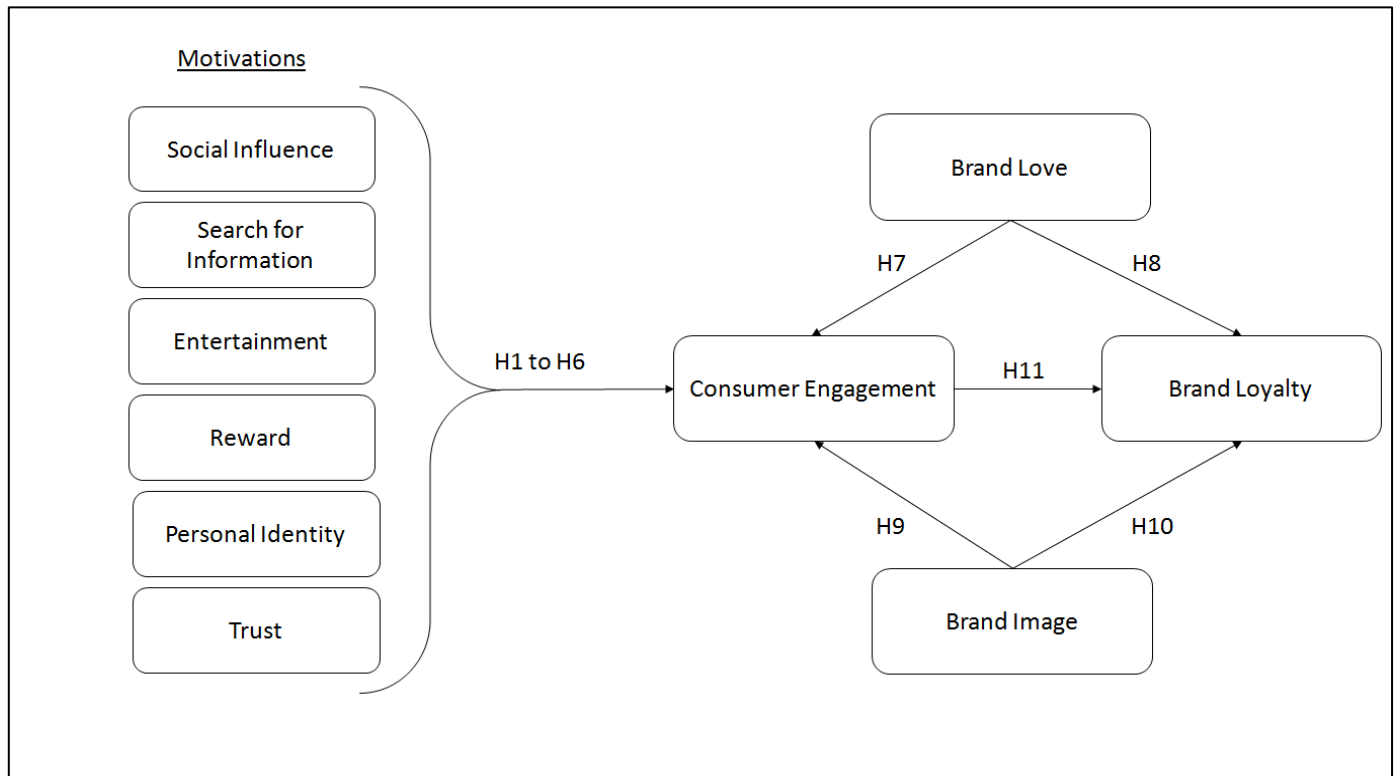


Figure 1 - Research model representing the relation between the motivations to engage with a brand and consumer-brand engagement on Facebook. Additionally, this figure shows the relations between consumer-brand engagement and brand love, brand image and brand loyalty. Source: authors.

This model (Figure 1) demonstrates all the relations we will look into. We will try to understand the influence of the main motivations that lead consumers to interact with brands on Facebook, namely, social influence, search for information, entertainment, trust, reward and personal identity (independent variables). Furthermore, we have included the concepts of brand love and brand image, also independent variables, as we expect these concepts to influence consumer-brand engagement. We propose that the outcome (dependent variables) will be brand loyalty. Brand loyalty will result from

consumer-brand engagement, but it will also be influenced by brand image and brand love.

The relations that can be observed in this research framework are the basis for the hypothesis that we have formulated for our study.

Relationship between consumers' motivations and consumer engagement

H1: Perceived social influence is positively related with consumer engagement with football brand through Facebook.

H2: Search for information is positively related with consumer engagement with a football brand through Facebook.

H3: Entertainment is positively related with consumer engagement with a football brand through Facebook.

H4: Potential rewards are positively related with consumer engagement with a football brand through Facebook.

H5: Personal identity is positively related with consumer engagement with a football brand through Facebook.

H6: Trust is positively related with consumer engagement with a football brand through Facebook.

Relationship between brand love and brand loyalty and consumer engagement

H7: There is a positive relation between brand love and consumer engagement with a football brand through Facebook.

H8: There is a positive relation between brand love and brand loyalty.

Relationship between brand image and brand loyalty and consumer engagement

H9: There is a positive relation between the brand image of a football club and consumer engagement with that football brand on Facebook.

H10: There is a positive relation between the brand image of a football club and brand loyalty.

Relationship between consumer engagement and brand loyalty

H11: There is a positive relation between consumer engagement with a football brand through Facebook and brand loyalty.

4. Methods

4.1. Independent and Dependent Variables

The research model we have developed has a total of eight independent constructs and two dependent variables – consumer engagement and brand loyalty.

Regarding the motivational constructs (search for information, social influence, entertainment, trust, reward and personal identity), brand image and brand love, we used multiple item scales adapted from the literature, using a seven-point Likert structure to measure them, with the end points being “strongly disagree” and “strongly agree”. To measure brand loyalty we also used a seven-point Likert scale adapted from the literature.

As for consumer-brand engagement on Facebook, a multiple item scale, also measured on a seven-point Likert structure, was employed using “never” and “very frequently” as endpoints.

All the scales used were adapted from the literature to fit in the best possible way the purpose of this research and help us to answer the research questions.

Scales – Survey development and questions formulation

In the following tables we present the items used to measure each of the constructs studied in this research, also providing the reference for each item used.

On general terms, several scales were chosen based on previous studies on consumer engagement with brands on Facebook, thus these were already tested. However, since this study specifically studies consumer engagement with football brands on Facebook, we felt the need to include items that would consider the particularities of the relationship consumers have with football brands. Indeed, consumers’ engagement with football brands carries many particular aspects, not only in respect to the motivations to actually engage with these brands, but especially regarding the brand loyalty that is developed between consumers/fans and football brands. In this study, and as it can be observed in the research model, we will analyse the motivations that influence consumer engagement with football brands on Facebook and study the role that consumer engagement then plays as an intermediary factor leading to brand loyalty. Next, we present the items used to measure each construct analysed in this study as well as the references.

Search for Information

My interaction with the brand on Facebook allows me to better understand the brand.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

I like to interact with the brand on Facebook because it allows me to find out the opinions of other consumers about the brand.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

My interaction with the brand on Facebook gives me convenient access to information about the brand, as the brand's posts appear directly on my news feed.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

Trust

I believe it is safe to interact with the brand on Facebook.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

I believe that the brand respect my privacy when I interact with it on Facebook.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

I believe that the brand will not provide the information that they have obtained about me, through Facebook, to other people or entities.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

I trust the information published by other consumers on Facebook on the brand page.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

Reward

I interact with the brand on Facebook in order to access discounts and promotions.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

I like to interact with the brand on Facebook as it offers contests and games from which I can access free products or other special offers.

Azar, Machado, Vacas de Carvalho & Mendes
(2016)

Entertainment

The content of the brand Facebook page is fun.	Jahn & Kunz (2012)
The content of the brand Facebook page is exciting.	Jahn & Kunz (2012)
The content of the brand Facebook page is pleasant.	Jahn & Kunz (2012)
The content of the brand Facebook page is entertaining.	Jahn & Kunz (2012)
Watching, reading and talking about my favourite team provides a temporary escape from life's problems.	Gladden & Funk (2001)

Personal Identity

By interacting with the brand on Facebook I can make a good impression on others.	Jahn & Kunz (2012)
By interacting with the brand on Facebook I can improve the way I am perceived.	Jahn & Kunz (2012)
By interacting with the brand on Facebook I can present others who I am.	Jahn & Kunz (2012)
By interacting with the brand on Facebook I can present others who I want to be.	Jahn & Kunz (2012)
My friends and family recognize me as a fan of my favourite team.	Gladden & Funk (2001)
When someone praises my favourite team, it feels like a compliment.	Gladden & Funk (2001)
When I talk about the team, I usually say "We" rather than "They".	Gladden & Funk (2001)
One thing I'd tell others about myself is that I am a fan of the team.	Fisher & Wakefield (2008)

Social Influence

By interacting with the brand on Facebook, I feel I am part of a community.	Azar et al. (2016)
I interact with the brand on Facebook to state my interests and preferences to my friends.	Azar et al. (2016)
My interaction with the brand on Facebook allows me to increase my social involvement.	Azar et al. (2016)
I participate in the brand page on Facebook because someone I know wants me to.	Curran & Lennon (2011)
I joined the brand page on Facebook to fit in with a group of people.	Curran & Lennon (2011)
I am part of the brand page on Facebook because friends would think less of me if I was not.	Curran & Lennon (2011)

Brand Love

This is a wonderful brand.	Loureiro et al. (2012)
This brand makes me feel good.	Loureiro et al. (2012)
This brand makes me feel happy.	Loureiro et al. (2012)
This brand is a delight.	Loureiro et al. (2012)
I am passionate about this brand.	Loureiro et al. (2012)

Brand Image

Players on the team are liked by others.	Fisher & Wakefield (2008)
Players on the team have characteristics that others admire.	Fisher & Wakefield (2008)
Players on the team have a high status.	Fisher & Wakefield (2008)
My favourite team has star players that I like to watch.	Gladden & Funk (2001)
Thinking of my favourite team brings back good memories.	Gladden & Funk (2001)
I have fond memories of following my favourite team.	Gladden & Funk (2001)
My favourite team helps its citizens be proud of where they live.	Gladden & Funk (2001)
My favourite team helps elevate the image of its community.	Gladden & Funk (2001)
I do not care whether my favourite team wins or loses.	Gladden & Funk (2001)
It is important that my favourite team competes for league championships.	Gladden & Funk (2001)

Consumer Engagement

Viewing pictures on the brand's Facebook page.	Tsai & Men (2013)
Reading brand's posts, user comments, or product reviews.	Tsai & Men (2013)
Watching videos on the brand's Facebook page.	Tsai & Men (2013)
Engaging in conversations on the brand's Facebook page (e.g., commenting, asking, and answering questions).	Tsai & Men (2013)
Sharing the brand's Facebook posts on my own Facebook page (e.g., videos, audios, pictures, texts).	Tsai & Men (2013)
Recommending the brand's Facebook page to my Facebook contacts.	Tsai & Men (2013)
Uploading product-related videos, audios, pictures, or images.	Tsai & Men (2013)

Brand Loyalty

I would be willing to defend my favourite team publicly, even if it caused controversy.	Gladden & Funk (2001)
I could never change my affiliation from my favourite team to another professional team.	Gladden & Funk (2001)
I consider myself a committed fan of my favourite team.	Gladden & Funk (2001)
I would watch my favourite team regardless of which team they were playing against at the time.	Gladden & Funk (2001)
I have often attended games of my favourite team live in the stadium.	Bauer, Stokburguer-Sauer & Exler (2008)
I often wore the colours and/or the logo of my favourite team.	Bauer, Stokburguer-Sauer & Exler (2008)
I have often watched games of my favourite team on TV.	Bauer, Stokburguer-Sauer & Exler (2008)
I have often followed reports about my favourite team's players, coaches, managers, etc. in the media.	Bauer, Stokburguer-Sauer & Exler (2008)
I have often participated in discussions about my favourite team.	Bauer, Stokburguer-Sauer & Exler (2008)
I have purchased a lot of club-related merchandise.	Bauer, Stokburguer-Sauer & Exler (2008)

An extensive analysis of the literature was done to define the most appropriate scales to measure each one of the constructs considered in this study. The scales should be suitable to the context of this study, hence we needed to do adaptations in some of the scales used. These adaptations included slight changes in the items used to measure some of the constructs, the inclusion of additional items from the literature on consumer behaviour towards football brands, or the exclusion of items from the literature on consumer-brand engagement on SNS which were not appropriate to measure engagement with football brands.

Regarding “consumer engagement”, we have excluded the item “Liking/Joining the brand’s page on Facebook”, because, in our research, this item is included in the introductory part of our questionnaire, and therefore we felt it would not provide a relevant contribution to the study.

In regard to “personal identity”, we have chosen to combine constructs from three different papers. Firstly, we have used the four items used by Jahn & Kunz (2012) to measure self-concept value. Then, in order to add items related with consumers’ behaviour with football brands, we have considered items from scales used in two relevant studies, by Gladden & Funk (2001) and Fisher & Wakefield (2008), that explore the subjects of brand loyalty in professional sports and group identification with sports teams, respectively. From Gladden & Funk (2001) we have considered two items that approach the feeling of belonging from a fan towards its team and also one item that concerns fan recognition from others. We have decided to exclude one item from Gladden & Funk (2001) regarding fan recognition as we felt that the item we chose already fulfilled our study objectives in this matter. In respect to Wakefield & Fisher (2008), we have dropped four items from the fan identification scale as these items would overlap with the ones we have considered from the fan recognition scale adopted by Gladden & Funk (2001). We concluded that only one of the items used in the fan identification scale would add value to our study as it measures how a fan perceives its attachment to a team as something worthy of highlighting when speaking about himself/herself.

Regarding “brand image”, several adaptations had to be made in order to measure this construct in such a way that would fit the purposes of this research and the complexity inherent to a football club brand image. Two items were deleted from Gladden & Funk (2001) brand image scale which concerned the “star player” dimension, as the ones used by Fisher and Wakefield (2008) were more complete and diverse. One item was deleted from Gladden & Funk

(2001) concerning the “nostalgia” dimension as it would be very similar to the items used to measure the motivation “social influence”. Moreover, another item was deleted from the “success” dimension used by Gladden & Funk (2001) as it did not match the competition structures that guide the Portuguese football league, therefore, not being applicable.

As for “entertainment”, we have included the four items used by Jahn & Kunz (2012) to measure the hedonic value social media users give to their interaction with a brand Facebook page. Furthermore, we have decided to add one item used by Gladden & Funk (2001) to measure the benefit the sense of escape brings to a fan while following news or debating subjects related to its favourite football club. The value we see in this item is related with the escape from life’s problems as a motivation to engage with a brand on Facebook, and we believe this is a relevant dimension of the entertainment motivation. Two of the items used by Gladden & Funk (2001) were not considered as we felt they would overlap with the items adopted from the scale by Jahn & Kunz (2012).

From the literature review we have learnt that brand loyalty can be divided in two specific types: attitudinal loyalty and behavioural loyalty. To measure brand loyalty in our study we have used four items from Gladden & Funk (2001) regarding attitudinal loyalty, whilst for behavioural loyalty we have chosen items from the scales of Bauer, Stokburguer-Sauer & Exler (2008), a study that relates brand image with brand loyalty in professional team sports. The six items chosen from this study focus on the regularity the respondent displays behaviours that reflect brand loyalty.

Nevertheless, the complete and exact scales used by the authors mentioned above can be consulted in the Appendix.

4.2. Statistic procedures

Having assembled the required data for our research, we have performed some tests in order to assure that our scales were reliable and, therefore, useful to fit the hypothesis tests that we wanted to perform.

To do so, we have employed a reliability analysis using the Cronbach's α test. In this evaluation, we consider that the highest the Cronbach's α value is, the highest will be the reliability of the tested scales. The scales that register a score above 0.70 are considered acceptable (Field, 2009). According to Hill & Hill (2012), if the Cronbach's α is lower than 0.6 it is considered unacceptable, between 0.6 and 0.7 it is considered weak, between 0.7 and 0.8 it can be viewed as reasonable, between 0.8 and 0.9 it is considered good and any α value above 0.9 excellent.

The results we have obtained regarding this assessment were positive and confirmed the reliability of our constructs. We wanted to be sure of the internal consistency of each scale so we performed the reliability test for each one of them, in which Cronbach's α values ranged between 0.776 and 0.940, confirming that our scales were reliable and allowing us to proceed to the relationship analysis between variables.

(All the Cronbach's α can be found in the Appendix)

5. Results

5.1. Sample

A convenience sample of 214 valid questionnaires was collected. The study's population was composed of Portuguese Facebook users. Furthermore, in the interest of this study, we have only considered as valid, respondents that stated they had put a "Like" on at least one Portuguese football club's official Facebook page.

Out of the 214 respondents, 84 were female (39.3%) and 130 were male (60.7%). As for the respondents' age, it ranged between 17 and 53 years old with average being of 24.97. In terms of the respondents' education, the vast majority had a university degree (46.3%) or a postgraduate or master degree (36.4%). The complete social demographic characteristics can be observed on Figure 2.

		%
Gender	Female	39.3
	Male	60.7
Age	15 - 24	50.4
	25 - 34	44.9
	35 - 44	1.9
	45 - 54	2.8
Education	Elementary School	0.9
	Secondary School	15.9
	University Degree	46.3
	Postgraduate/Masters	36.4
	PhD	0.5

Figure 2 - demographics of the sample. Source: Output from SPSS

In what regards respondents' occupation, we have categorized in segments the collected answers, given that it was an open ended question. A vast majority of the respondents are students (45.3%), followed by Analyst, Consultant, Accountant, Auditor (15%) and Economics and Business Management related professions (11.2%).

(Figure 3)

Profession	%
Administrative Worker	1,9
Analyst, Consultant, Accountant, Auditor	15,0
Designer	1,4
Did not answer	0,9
Economics/Business Management Related	11,2
Education Professional/Researcher	2,8
Engineers	1,4
Entrepreneur/Businessman	3,7
Healthcare Professional	1,4
Marketing, Communications & Sales	5,1
Others	7,9
Student	45,3
Unemployed	1,9

Figure 3 - Occupations of the respondents. Source: Output from SPSS

As for the district in which respondents are residing at, this sample has individuals that predominantly live in the district of Porto (84.1%). Curiously, the third highest percentage is of people currently have their residence outside of Portugal and are living abroad (3.3%). (Figure 4)

Residence	%
Abroad	3,3
Aveiro	1,9
Braga	5,6
Coimbra	0,9
Lisbon	2,8
Porto	84,1
Vila Real	0,5
Viseu	0,9

Figure 4 - District of residence. Source: Output from SPSS

Observing the time spent on the Internet and on Facebook, in a day, we can see that the values are more equally distributed on what concerns Facebook.

Whilst respondents have majorly responded they spend over 2 hours, per day, on the Internet (69.6%) and 25.2% answering they spend between 1 and 2 hours, regarding Facebook the values vary between less than 30 minutes/day (16.4%) and between 30 minutes and 1 hour (35%) (Figure 5).

	Time spent on Internet (%)	Time spent on Facebook (%)
Less than 30 min	1	16,4
Between 30 min and 1 hour	4,2	35
Between 1 hour and 2 hours	25,2	30,8
More than 2 hours	69,6	17,8

Figure 5 – Time spent on the Internet and on Facebook per day. Source: Output from SPSS

In the data we have obtained regarding club affiliation, FC Porto is the club supported by most of the respondents (69.6%), which is an outcome we expected having in consideration that, as we have seen, the vast majority of respondents currently reside in the district of Porto. 18.2% of respondents have pointed out Benfica as their favourite club. Again, it is reasonable to assume that the districts in which most of respondents reside (mostly northern districts) have an influence in these results as we can see that apart from Sporting and Benfica, along with FC Porto considered the three biggest clubs in Portugal, the other three mentioned clubs are from the North of Portugal (Figure 6). Out of the 214 respondents, only 69 (32%) have stated to have an official membership with their favourite football club.

Football Club	%
Benfica	18,2
Boavista FC	0,9
FC Porto	69,6
SC Braga	0,9
Sporting	8,9
Vitória SC	1,4

Figure 6 - Favourite football club in Portugal. Source: Output from SPSS

5.2. Hypothesis testing

Relationship between the motivations and consumer engagement

To test the hypothesized relationships of our study we have calculated the Pearson's correlation coefficient and the Spearman's rho.

As shown in the methodology, our research model includes six motivations that we have identified in the literature review and that shall influence consumer engagement: social influence, search for information, entertainment, trust, reward and personal identity.

In Table 1 the calculated coefficients can be observed.

			Social Influenc e	Sear ch for Info.	Entert ainment	Tr ust	Rew ard	P. Identit y
Consumer Engagement	Pearson Correlation	Cor rel. Coeff.	,583	,540	,665	,46 0	,174	,664
		Sig.	,000	,000	,000	,00 0	,011	,000
	Spearma n's rho	Cor rel. Coeff.	,559	,510	,638	,43 4	,201	,631
		Sig.	,000	,000	,000	,00 0	,003	,000

Table 1 - Correlation between motivations and consumer engagement; Source: Output from SPSS

All the motivations have shown a positive and moderate relation with consumer engagement. The motivations “personal identity” and “entertainment” are the ones with the strongest relations, which is in line with the characteristics of football brands. In effect, football can be considered a source of entertainment and football clubs, as literature has shown, foster the growth of personal attachments and football fans might strongly relate the club they support with their own identity. The weak relation shown with “reward” can be an indicator that these kind of promotional activities are not very appealing for football fans.

We can conclude that these evidences validate H1, H2, H3, H4, H5 and H6.

In order to identify the motivations which are truly important in triggering consumer engagement with football brands on Facebook, we have performed a multiple linear regression using the stepwise method. Despite we have proved that the data supports our hypothesis, there might be correlations between the independent variables (motivations) that can impact the coefficient weights with consumer engagement and highlight the motivations that are less significant (Table 2 and Table 3).

Variable	Beta	t	Sig.	R ²
Entertainm ent	,273	3,887	,000	0,567
P. Identity	,315	4,815	,000	
Social Inf.	,208	3,562	,000	
Trust	,119	2,174	,031	

Table 2 - multiple linear regression using the stepwise method between motivations and consumer engagement. Source: Output from SPSS

The regression includes in the final model “entertainment”, “personal identity”, “social influence” and “trust” showing us these are the most significant variables in the relation with consumer engagement. Once again, “entertainment” and “personal identity” are the motivations with the highest signs of correlation with consumer engagement. The model also indicates that these four variables explain 56.7% of consumer engagement. Two out of the six original motivations were removed from the model.

Variable	Beta In	t	Sig.
Information	,020 ^e	,293	,770
Reward	-,009 ^e	-,192	,848

Table 3 - Excluded variables in the relational model between motivations and consumer engagement. Source: Output from SPSS.

The removal of “information” and “reward” from the model indicates these variables’ correlations with the others make them weaker and not significant in the relation between motivations and consumer engagement.

Relationship between brand love and consumer engagement and brand loyalty

To verify H7 and H8 we have calculated the Pearson’s correlation coefficient and the Spearman’s rho. These hypotheses regard, respectively, the relation between brand love and consumer engagement and between brand love and brand loyalty. The results can be observed in Table 4.

			Consumer Engagement	Brand Loyalty
Brand Love	Pearson Correlation	Correl. Coeff.	,509	,664
		Sig.	,000	,000
	Spearman's rho	Correl. Coeff.	,504	,555
		Sig.	,000	,000

Table 4 - Correlation between brand love and consumer engagement and brand loyalty. Source: Output from SPSS

The tests show a positive and moderate correlation between brand love and consumer engagement. The same is verified regarding brand loyalty. The literature states that brand loyalty is connected to brand love, being often considered a consequence of it (Carrol & Ahuvia, 2006). The correlation values in both tests show us that this connection is present in our sample. As for consumer engagement, the positive correlations confirm our expectations that the, often found, presence of brand love in football fans will incentive them to engage with football brands on Facebook.

With this being said H7 and H8 are supported by our results and verified in our sample.

Relationship between brand image and consumer engagement and brand loyalty

To verify H9 and H10 we have calculated the Pearson's correlation coefficient and the Spearman's rho. These hypotheses regard, respectively, the relation between brand image and consumer engagement and between brand image and brand loyalty. The results can be observed in Table 5.

			Consumer Engagement	Brand Loyalty
Brand Image	Pearson Correlation	Cor rel. Coeff.	,478	,614
		Sig.	,000	,000
	Spearman's rho	Cor rel. Coeff.	,441	,548
		Sig.	,000	,000

Table 5 - Correlation between brand image and consumer engagement and brand loyalty. Source: Output from SPSS

The expectations we had when we decided to include brand image in the research model were matched by the positive correlation coefficients. Despite the correlation can be considered moderate, we can observe the positive influence brand image has on consumer engagement and, especially, in brand loyalty.

Therefore, both H9 and H10 are supported.

Brand image, especially when applied to sports brands, is of a complex nature. In the construction process of this variable we have used previously developed scales from Gladden & Funk (2001) and Fisher & Wakefield (2008), from which we chose items that can be aggregated in four different dimensions of brand image: “star player”, “nostalgia”, “pride in place” and “success”.

In order to identify the dimensions of brand image that play a bigger role in the relation with consumer engagement and brand loyalty we have performed a multiple linear regression using the stepwise method. Despite the Cronbach’s α of brand image indicates its’ reliability, it is important to understand what supports it and also if any of the dimensions will be less significant in what concerns these relations (Table 6, Table 7, Table 8 and Table 9). Table 6 shows the results we have obtained regarding consumer engagement:

Variable	Beta	t	Sig.	R ²
Nostalgia	,384	5,002	,000	0,279
Pride in Place	,190	2,480	,014	

Table 6 - Stepwise method between brand image dimensions and consumer engagement. Source: Output from SPSS

The test shows the weight “nostalgia” has in triggering consumer engagement. Having dropped two other variables, “pride in place” is considered significant in the relation with consumer engagement. Altogether, the model is relatively weak as it explains only 27.9% of consumer engagement.

The variables “star player” and “success” were identified as not relevant for the model and, thus, excluded.

Variable	Beta In	t	Sig.
Star Player	,112	1,681	,094
Success	,016	,260	,795

Table 7 - excluded variables in the relational model between brand image dimensions and consumer engagement. Source: Output from SPSS.

We have observed in Table 5, after performing the Pearson coefficient correlation and the Spearman’s rho test, that the relation between brand image and brand loyalty was stronger when compared with its relation with consumer engagement, therefore, we expect different results when testing brand image dimensions with brand loyalty (Table 8).

Variable	Beta	t	Sig.	R ²
Nostalgia	,613	10,865	,000	0,608
Pride in Place	,242	4,202	,000	

Table 8 - Stepwise method between brand image dimensions and brand loyalty. Source: Output from SPSS

Despite the results show us that “nostalgia” and “pride in place” are still the variables considered relevant in the relation with brand loyalty, we can observe some differences. Firstly, the fact that these variables explain 60.8% of brand loyalty is a factor we ought to highlight. The “nostalgia” dimension contributes immensely to this value, with a positive and moderately strong correlation. In the literature we have seen that brand loyalty relies on a deep state of attachment that resists over time and tends to grow into a lasting bond with the brand (Aaker, 1991; Wakefield & Sloan, 1995), thus, it is reasonable to assume

that “nostalgia” fits in that category and the coefficient value it presents confirms it.

Variable	Beta ln	t	Sig.
Star Player	,037	0,744	,457
Success	-,087	-1,975	,050

Table 9 - Excluded variables in the relational model between brand image dimensions and brand loyalty. Source: Output from SPSS

As for the excluded variables (Table 9), we can observe that “success” is closer to the borderline of being considered significant despite its contribution to the correlation is almost zero. The “star player” dimension is the one that our sample did not support as significant in what regards brand loyalty, neither consumer engagement. There are many reasons that can justify this result. Apart from the characteristics of the sample that may influence responses, it is reasonable to consider that the Portuguese football league is not amongst the richest and, generally, Portuguese clubs are not able to attract what are considered to be “star players”. Respondents’ perception on this subject might have led to the lack of significance of this dimension in respect to consumer engagement and brand loyalty.

Relationship between consumer engagement and brand loyalty

To test hypothesis H11 we have calculated the Pearson’s correlation coefficient and the Spearman’s rho. This hypothesis regards the relation between consumer engagement and brand loyalty. The results can be observed in Table 10.

			Brand Loyalty
Consumer Engagement	Pearson	Correl.	,629
	Correlation	Coeff.	
		Sig.	,000
	Spearman's rho	Correl.	,601
		Coeff.	
		Sig.	,000

Table 10 - Correlation between consumer engagement and brand loyalty. Source: Output from SPSS

A positive and moderately strong correlation exists between consumer engagement and brand loyalty. As Wakefield and Sloan (1995) pointed out, the development of brand loyalty is tied to the consumer-brand experience and an accumulation of experiences and points of touch between both in a continuous way. Accordingly, it is reasonable to assume that, for our respondents, Facebook is a channel through which they find ways to engage with their favourite football brand, constantly gaining knowledge about it, reinforcing their identity and getting some sort of entertainment by interacting with it on Facebook.

In conclusion, hypothesis H11 was supported and, with that, all the proposed hypotheses in our research model are verified in our sample and supported by the results we have arrived to.

6. Discussion

The development of the Internet and the subsequent growth of social media have evolved to a state in which both are an active part of people's daily routines. People find in them a way to express themselves, to communicate with others and to establish a dynamic and constantly interconnected presence in the online world.

Social media have become almost a way of living, their ease-of-use and constant updates allied with the chance of interacting and even following brands, have made them become a primary source of information, entertainment and of social integration.

Despite our sample presents a relatively young age roughly averaging 25 years old, which might influence the results in terms of their technology adopting easiness, we have found out that 69.6% spend more than 2 hours a day on the Internet. Despite the values regarding time spent on Facebook per day are lower, still, the two segments with highest percentages are the ones that correspond to the top half of our scale: more than 2 hours with 17.8% and between 1 hour and 2 hours with 30.8%.

These values support our assumption that consumer-brand engagement on Facebook is critical. In continuation, we will discuss our main findings in respect to the motivations to engage with football brands through Facebook.

The results obtained have validated our hypotheses regarding the motivations found in the literature, and support the positive relations between "entertainment", "search for information", "personal identity", "reward", "social influence", "trust" and consumer-brand engagement on Facebook. In order to understand with further depth the relations between these motivations and consumer engagement we have performed a test in which the correlations

between the six motivations were taken into account. This has allowed us to understand that “entertainment”, “personal identity”, “social influence” and “trust” are the most relevant motivations in triggering consumer engagement with football brands, and that “reward” and “search for information” are not so relevant in this context. We should highlight that our results are in accordance with the type of benefits in football brands offer to consumers or fans, in the sense that these brands provide various ways of entertainment and give opportunities for individuals to reinforce their identities, embracing the football brand as a part of them. On the other hand, we can suppose that fans’ attachment to the football brand of their preference makes them perceive potential physical rewards as less important, since they might already feel quite rewarded by the engagement with the brand.

Furthermore, we have confirmed the presence of brand love towards football brands and that it plays a relevant role in fostering consumer engagement with the brand and the feelings of loyalty towards it. Football and sports in general, present a context in which consumers might find unique and very special ways of attachment, feeling true love for the brand, committing to it and displaying traces of loyalty that are rarely found in other industries. Thus, this result supported our expectations that there is a positive and significant relation between brand love and brand loyalty, and also between brand love and consumer engagement.

We have also analyzed how brand loyalty and consumer engagement would be related with brand image. Brand image is frequently associated with sports brands in marketing literature, and that might happen because of the specific nature of the brand image of this type of brands. The image of a sports brand can include from the brand’s culture and values to the players the team has. It can include both long term aspects and short term aspects, such as hiring or firing a new manager. Team sports are an appropriate representation of this

complexity, and after having identified the most relevant dimensions of football “brand image” we felt it would be worthy to include it in our model. Unfortunately, some dimensions have failed our expectations, especially the “star player”. We had observed several cases in which the acquisition of players of high status was very important for football brands, with quite direct effects on the growth of their Facebook pages’ followers. We expected that this would be one of the most relevant dimensions of brand image and that it would significantly influence response towards football brands. Though, perhaps due to the characteristics of our sample, we could not confirm these relations.

Finally, we have also tried to understand if consumer engagement had a positive impact on brand loyalty, the final outcome of our research model. This hypothesis was confirmed. According to our results, the highest the engagement a fan has with a football brand, the highest will be his or her brand loyalty towards it. Hence, if a fan enjoys engaging with its favourite football brand on Facebook, he or she become more attached to it and develop further and deeper personal commitments towards it.

6.1. Managerial implications

Football brands should take advantage of the enormous potential social media offers them. Indeed, social media gives them a much easier way to attract consumers and to develop brand loyalty and brand love.

In order to accomplish these purposes, football brands have to understand the best way to induce fans to engage with the brand, and therefore it is critical to understand the motivations that trigger consumer engagement.

Our study suggests that football brands should invest in contents with value, especially contents that can reinforce an individual’s identity as a fan of the club

or that provide fans with entertainment. In fact, some football brands have already understood this, as we can observe from the increasing display of entertaining and involving contents on football brands' pages.

In addition, our results underline one of the social media core premises, that they are two-way communication platforms and that brands should prioritize interaction rather than one-way communication. According to our results suggests fans do not seek social media official club pages to access information about them. This kind of informative content should be placed in other more appropriate communication channels, for example, in the football club's official website.

6.2. Limitations and future research

Despite we consider that this study presents interesting perspectives and potential positive implications, we are aware of its limitations.

Firstly, the data collection process did not allow us to have a sample that is representative of the Portuguese population, as we collected data through a non-probabilistic snowball sampling technique. Also, we could only collect a relatively small sample, largely due to the time constraints. Moreover, the sample collected includes many people residing in the district of Porto, and thus there is a disproportional number of individuals that pointed out FC Porto as their favourite football brand. Hence, our sample does not provide an accurate representation of the population as it is widely accepted that Benfica is the Portuguese football club with the highest number of fans. Additionally, the composition of our sample might have influenced results obtained. Since FC Porto's football team is having a bad season this year, and FC Porto fans

represent 69.6% of the sample, we can assume will tend to respond more negatively to certain items related with the club.

Finally, the fact that we had to work with a reduced sample has not allowed us to achieve conclusive results regarding the differences between fans that have an official membership with their favourite football brand and the ones who do not. We had planned to investigate if the membership would influence consumer engagement or brand loyalty, but we could not reach valuable conclusion.

In order to take this study further and arrive to more accurate and conclusive results, we suggest that a more numerous and more representative sample of the population should be collected. In addition, researchers should analyze the perspective of people that are responsible for marketing-related activities in football brands, as their input would certainly bring relevant insights into the relations consumers have with football brands on social media.

7. Conclusion

The foundations of this dissertation were based on the factors that lead to consumer engagement with football brands on Facebook.

To understand the engagement process in this context, and with the support of previous studies, we have identified six core motivations.

Furthermore, we have concluded it was reasonable to include two other independent variables as we our study suggests that these might influence consumer engagement with football brands as well, namely, brand image and brand love.

Brand loyalty as the final outcome of it, since the literature has shown that brand loyalty is a key component of brand equity and it is a critical respond any manager aims to achieve.

Since brand love and brand image have a wide reach, we have also looked into their direct relations with brand loyalty.

The core conclusions that we can draw from our study, are that football brands should invest in understanding their fans' interaction with the brand on Facebook. The results we have reached have shown the importance of investing in social media contents that provide Facebook followers with entertainment and personal identity. This type of contents shall produce positive effects and enhance consumer engagement with the brand on Facebook. In addition, football brands should take in account their brand image, what they stand for, and stimulate brand love. If these factors are managed adequately and exploited in the proper way, football brands will increase the likelihood of generating brand loyalty through consumer engagement on Facebook.

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9. Appendix

Cronbach's α coefficient correlation for each variable:

1. Search for Information

Reliability Statistics

Cronbach's Alpha	N of Items
,696	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	4,5374	2,559	,540	.
Information	3,6936	1,900	,540	.

2. Reward

Reliability Statistics

Cronbach's Alpha	N of Items
,696	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	4,5374	2,559	,540	.
Reward	3,6936	1,900	,540	.

3. Trust

Reliability Statistics

Cronbach's Alpha	N of Items
,630	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	4,9007	1,804	,460	.
Trust	3,6936	1,900	,460	.

4. Entertainment

Reliability Statistics

Cronbach's Alpha	N of Items
,799	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	4,7290	2,046	,665	.
Entertainment	3,6936	1,900	,665	.

5. Personal Identity

Reliability Statistics

Cronbach's Alpha	N of Items
,790	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	3,7926	1,317	,664	.
Identity	3,6936	1,900	,664	.

6. Social Influence

Reliability Statistics

Cronbach's Alpha	N of Items
,719	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	2,6604	1,083	,583	.
social	3,6936	1,900	,583	.

7. Brand Love

Reliability Statistics

Cronbach's Alpha	N of Items
,674	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	5,6869	1,754	,509	.
BLove	3,6936	1,900	,509	.

8. Brand Image

Reliability Statistics

Cronbach's Alpha	N of Items
,612	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	5,1084	,842	,478	.
Image	3,6936	1,900	,478	.

9. Brand loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
,772	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement	5,3196	1,873	,629	.
BLoyalty	3,6936	1,900	,629	.

Survey

O Consumidor e a sua interação com Marcas de Futebol no Facebook

Gostaríamos de contar com a sua contribuição através do preenchimento do seguinte questionário. Este, integra a dissertação de Mestrado de Marketing de um aluno da Católica Porto Business School. O estudo que estamos a desenvolver procura aumentar a compreensão sobre a interação dos consumidores com as marcas de Futebol, no Facebook.

Não existem respostas certas ou erradas, a sua opinião honesta é o que mais valor aportará ao nosso estudo. O questionário terá a duração aproximada de 10 minutos. A sua contribuição é essencial para a realização deste trabalho pelo que, desde já, deixamos os nossos mais sinceros agradecimentos pelo seu tempo e disponibilidade. Todas as respostas e dados facultados são confidenciais e anónimos.

Nuno Castro Almeida - nunocalmeida10@gmail.com

*Obrigatório

1. Em média, quanto tempo passa por dia na Internet? *

Marcar apenas uma oval.

- Menos de 30 minutos
 Entre 30 minutos e 1 hora
 Entre 1 e 2 horas
 Mais de 2 horas

2. Em média, quanto tempo passa por dia no Facebook? *

Marcar apenas uma oval.

- Menos de 30 minutos
 Entre 30 minutos e 1 hora
 Entre 1 e 2 horas
 Mais de 2 horas

3. Em Portugal, qual é o seu clube de Futebol favorito? *

4. Presentemente, é sócio(a) do seu clube de Futebol favorito? *

Marcar apenas uma oval.

- Sim
 Não

5. No Facebook, colocou "gosto" na página oficial do seu clube de Futebol favorito? *

Marcar apenas uma oval.

- Sim
 Não

Indique qual o seu grau de concordância com as seguintes afirmações, no que diz respeito ao seu clube de Futebol favorito.

Deste ponto em diante, pedimos que tenha em consideração a marca do seu clube de Futebol favorito nas suas respostas às questões.

6. Esta marca é maravilhosa. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

7. Esta marca faz-me sentir bem. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

8. Esta marca faz-me sentir feliz. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

9. Esta marca é um deleite. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

10. Sinto paixão por esta marca. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Indique qual o seu grau de concordância com as seguintes afirmações, no que diz respeito à sua interação com a sua marca de Futebol favorita.

Tenha sempre em consideração a marca do seu clube de Futebol favorito nas suas respostas às questões.

11. Ao interagir com esta marca no Facebook sinto-me parte de uma comunidade. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

12. Interaço com esta marca no Facebook para demonstrar os meus interesses e preferências aos meus amigos. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

13. Interagir com esta marca no Facebook permite-me aumentar o meu envolvimento social. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

U Consumidor e a sua interação com marcas de Futebol no Facebook

15. Eu juntei-me à página desta marca no Facebook de forma a enquadrar-me num grupo de pessoas. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

16. Eu juntei-me à página desta marca no Facebook para que os meus amigos não pensem menos de mim. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

17. Interagir com esta marca no Facebook permite-me compreender melhor a marca. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

18. Gosto de interagir com esta marca no Facebook pois permite-me conhecer a opinião de outras pessoas sobre a marca. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

19. Interagir com esta marca no Facebook permite-me um acesso cómodo a informação sobre a mesma, uma vez que as publicações da sua página aparecem directamente no meu feed de notícias. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

20. O conteúdo da página desta marca no Facebook é divertido. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

21. O conteúdo da página desta marca no Facebook é entusiasmante. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

22. O conteúdo da página desta marca no Facebook é agradável. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

23. O conteúdo da página desta marca no Facebook proporciona-me entretenimento. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

24. Ver, ler e falar sobre o meu clube favorito proporciona-me uma escapatória temporária aos problemas da minha vida. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

31. Ao interagir com esta marca no Facebook consigo causar uma boa impressão nos outros. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

32. Ao interagir com esta marca no Facebook posso melhorar a forma como os outros me vêem. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

33. Ao interagir com esta marca no Facebook posso mostrar aos outros como sou. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

34. Ao interagir com esta marca no Facebook posso mostrar aos outros quem eu quero ser. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

35. A minha família e os meus amigos reconhecem-me como um(a) adepto(a) desta marca. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

36. Quando alguém elogia o meu clube eu sinto como se fosse um elogio a mim. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

37. Quando eu falo do meu clube, normalmente digo "nós" ao invés de "eles". *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

38. Uma das coisas que eu diria aos outros sobre mim é que sou adepto(a) do meu clube. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

39. As outras pessoas gostam dos jogadores do meu clube. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

40. Os jogadores do meu clube possuem características que as outras pessoas admiram. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

26. Acredito que quando interajo com a página do meu clube no Facebook, a marca respeita a minha privacidade. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

27. Acredito que esta marca não disponibiliza a informação que obtém a meu respeito, por via do Facebook, a outras pessoas ou entidades. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

28. Confio na informação publicada por outras pessoas na página desta marca no Facebook. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

29. Interajo com esta marca no Facebook para ter acesso a descontos ou promoções. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

30. Gosto de interagir com esta marca no Facebook porque realiza concursos e passatempos onde posso ganhar produtos ou ofertas especiais. *

Utilize uma escala de 1 a 7, sendo 1 "discordo totalmente" e 7 "concordo totalmente".
Marcar apenas uma oval.

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

57. Eu nunca conseguiria passar a apoiar outro clube de futebol, em detrimento do meu clube favorito.*

Utilize uma escala de 1 a 7, sendo 1 "Discordo Totalmente" e 7 "Concordo Totalmente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

58. Eu considero-me um(a) adepto(a) comprometido(a) com o meu clube favorito.*

Utilize uma escala de 1 a 7, sendo 1 "Discordo Totalmente" e 7 "Concordo Totalmente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

59. Eu assistiria a um jogo do meu clube favorito independentemente da equipa adversária que defronte.*

Utilize uma escala de 1 a 7, sendo 1 "Discordo Totalmente" e 7 "Concordo Totalmente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

60. Frequentemente fui ao estádio assistir a jogos do meu clube favorito.*

Utilize uma escala de 1 a 7, sendo 1 "Discordo Totalmente" e 7 "Concordo Totalmente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

61. Frequentemente assisti a jogos do meu clube favorito na televisão.*

Utilize uma escala de 1 a 7, sendo 1 "Discordo Totalmente" e 7 "Concordo Totalmente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

52. Participar em conversas na página da marca no Facebook. (comentar, perguntar e/ou responder a questões).*

Utilize uma escala de 1 a 7, sendo 1 "Nunca" e 7 "Muito Frequentemente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Nunca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito Frequentemente

53. Partilhar na sua página pessoal do Facebook publicações da marca. (como vídeos, músicas, imagens, ...).*

Utilize uma escala de 1 a 7, sendo 1 "Nunca" e 7 "Muito Frequentemente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Nunca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito Frequentemente

54. Recomendar a página da marca no Facebook a outros amigos.*

Utilize uma escala de 1 a 7, sendo 1 "Nunca" e 7 "Muito Frequentemente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Nunca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito Frequentemente

55. Publicar vídeos, imagens ou fotografias sobre a marca.*

Utilize uma escala de 1 a 7, sendo 1 "Nunca" e 7 "Muito Frequentemente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Nunca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito Frequentemente

Indique qual o seu grau de concordância com as seguintes afirmações, no que diz respeito ao seu clube de Futebol favorito.

56. Estaria disposto(a) a defender o meu clube publicamente, mesmo que isso causasse controvérsia.*

Utilize uma escala de 1 a 7, sendo 1 "Discordo Totalmente" e 7 "Concordo Totalmente".
 Marcar apenas uma oval.

1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Scales

Constructs	Measure type	Authors
Attributes		
Product-related attributes		
Success	Winning and competing Likert-type multi-item scale (eg I do not care whether the team wins or loses)	Branvold et al., ⁷² Gladden and Milne, ²⁷ Porter and Scully, ⁷³ Schofield, ⁷⁴ Gladden and Funk ¹
Star player	Outstanding, likeable and admirable player's presence Likert-type multi-item scale (eg I like to watch the star player)	Fisher and Wakefield, ⁷⁶ Gotthelf, ⁸⁹ King, ⁹⁰ Gladden and Funk ¹
Head coach	Successful and/or charismatic head coach's presence Likert-type multi-item scale (eg I like the head coach)	Gladden and Milne, ²⁷ Gladden and Funk ¹
Management	Trust in management that makes the right decisions and satisfaction that the management drives from consumers Likert-type multi-item scale (eg Management does a good job of running the team)	Fournier, ⁹¹ Garbarino and Johnson, ⁹² Gladden and Funk ¹
Non-product-related attributes		
Logo	Logo, colours and uniforms to convey and strengthen image Likert-type multi-item scale (eg I like the colors)	Biehal and Sheinin, ⁹³ Gladden and Milne, ²⁷ Gladden and Funk ¹
Stadium	Place, where consumers experience the consumption, to intensify consumption experience Likert-type multi-item scale (eg architecture of the team's stadium is attractive)	Trujillo and Krizek, ⁸⁵ Wakefield and Sloan, ⁴¹ Gladden and Milne, ²⁷ Gladden and Funk ¹
Product delivery	Team's capability to satisfy a consumer's need for entertainment Likert-type multi-item scale (eg Games are exciting)	Marcum and Greenstein, ⁹⁴ Wann, ⁷⁸ Gladden and Funk ¹
Tradition	Team possession of a history of winning or certain behaviour manner Likert-type multi-item scale (eg The team has a rich history)	Kolbe and James, ⁹⁵ Putler and Wolf, ⁹⁶ Gladden and Funk ¹
Attitudes		
Importance	A person's perception of the psychological significance and value attached to a team Likert-type multi-item scale (eg I consider team to be important)	Krosnick, ⁹⁷ Gladden and Funk ⁷
Knowledge	The amount of attitude-relevant knowledge that accompanied an individual's attitude related to a team. Likert-type multi-item scale (eg I possess a great deal of knowledge about the team)	Kallgren and Wood, ⁹⁸ Gladden and Funk ⁷
Affective reactions	Reflection of a person's feelings about a team Semantic differential scale (eg smart to stupid)	Crites et al., ⁹⁹ Bassili, ¹⁰⁰ Gladden and Funk ⁷
Benefits		
Functional benefits	Team's capability to provide an escape	Wann, ⁷⁸ Gladden and Funk ¹
Escape	Likert-type multi-item scale (eg watching, reading and talking about the team provides temporary escape from problems)	
Symbolic benefits		
Fan identification	Team's capability to provide a vehicle (often representing success) with which consumers can affiliate Likert-type multi-item scale (eg It is important that friends see one as team's fan)	Cialdini et al., ¹⁰¹ Mael and Ashforth, ⁸⁴ Sutton et al., ¹⁰² Gladden and Funk ¹
Peer group acceptance	Team's ability to provide a vehicle to spawn a broad social approval when followed Likert-type multi-item scale (eg I began following team because of friends)	Wakefield and Sloan ¹⁰³
Experiential benefits		
Nostalgia	Team's capability to summon feelings from the past and fond memories Likert-type multi-item scale (eg Thinking about the team brings back good memories)	Holbrook ⁸⁰

Constructs	Measure type	Authors
Pride	Team's capability to provide a uniting point for town pride Likert-type multi-item scale (eg The team helps citizens be proud of where they live)	Trujillo and Krizek, ⁸⁵ Zang <i>et al.</i> , ¹⁰⁴ Gladden and Funk ¹
Behavioural loyalty		
Attendance	How many matches are attended in a season Open-ended question	Gladden and Funk ¹
Involvement with the team	How often the team is followed from various media and how often team items are purchased or used. Likert-type multi-item scale (eg I watch matches from television)	Gladden and Funk, ¹ Milne and McDonald ¹⁰⁵
Involvement with the club	Activities done in line with club's offerings Likert-type multi-item scale (eg I watch other sports' matches of the club)	Generated by the authors
Attitudinal loyalty		
Attitudinal	Likert-type multi-item scale (eg I would not change affiliation from favorite team to another team)	Gladden and Funk ¹
Intentional	Likert-type multi-item scale plan to exhort friends and family to watch matches of the team)	Generated by the authors

