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IUL School of Social Sciences

Department of Social and Organizational Psychology

With or without emoji?
Impact of the use of emojis on online service booking on consumer perception

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Resumo

Com o evoluir da tecnologia, vivemos atualmente um período em que a comunicação é frequentemente mediada por computadores (CMC). Para além de usarmos este modo de comunicação entre amigos e colegas, há cada vez mais serviços e marcas a evoluir para as redes sociais. Por exemplo, existe inclusivamente a possibilidade de marcação de serviços através destes métodos (chat do Facebook). Com estas novas formas de comunicar existiu a necessidade de incluir pistas não verbais que são comuns na comunicação face-a-face (F2F). Assim surgiram os emoticons e os emojis. Realizamos um estudo experimental para investigar como a utilização de emojis pode influenciar a perceção que o consumidor tem da marcação de serviços online (chat do Facebook) e do restaurante. Os participantes ($N = 200$,74% sexo feminino) foram expostos a um cenário fictício que representava uma mensagem negativa ou positiva (i.e., pedido de reserva recusado vs. aceite) e que incluía ou não emoji congruente com essa mensagem. Os resultados indicam que os emojis exercem influência na perceção dos consumidores sobre o serviço e sobre o restaurante, a vários níveis como: na perceção da modernidade, na linguagem utilizada e na hospitalidade. Estas evidências denotam importância para a psicologia do consumidor, porque indicam o quanto os emojis podem influenciar o consumidor a ter perceções diferente sobre os serviços utilizados e as marcas.

Palavras-chave: comunicação mediada por computador, emoji, marcação de serviços, perceção da marca.

Classificação APA:
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Abstract

With the evolution of technology, we are currently experiencing a period in which communication is often mediated by computers (CMC). In addition to using this mode of communication between friends and colleagues, there are many pages and more and more services and brands to evolve into social networks. For example, there is even and the possibility of booking services through these methods (Facebook chat). With these new forms of communication existed, the language also changes. There was thus a need to adapt this new way of communicating the need to include non-verbal cues that are common in face-to-face communication (F2F). This is how emoticons and emoji came about. We carried out an experimental study to investigate how the use of emoji can influence consumers' perception of online services (Facebook chat) and restaurant. Participants (N = 200, 74% female) were exposed to a fictitious scenario that represented a negative or positive message (e.g., reservation request refused vs. accepted) and which included or not emoji was distinct in the presence or absence of emoji and in the valence of the message congruent with this message. The results indicate that the emoji exert influence in the perception of the consumers about the service and the restaurant, at several levels such as: the perception of modernity, the language used and the warmth. These evidences denote importance for the psychology of the consumer, because they indicate how much emoji can influence the consumer to have different perceptions about services used and brands.

Key-words: computer mediated communication, emoji, booking services, brand perception

American Psychological Association (PsycINFO Classification Categories and Codes):
2700 Communication Systems
2750 Mass Media Communications
3900 Consumer Psychology
3920 Consumer Attitudes & Behavior

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Introduction

Computer-Mediated Communication

Communication changes over time in several ways. Particularly, with the development of the internet and other technologies, the use of computer-mediated communication (CMC) has increased (Derks, Fischer, & Bos, 2008; Deyoung & Spence, 2004). The CMC includes various interactives programs to communicate. The e-mail was the first to been used, but nowadays there are many more, including chats, skype, instant message (IM) and social media platforms (Herring, 2003).

Online communication increased with the development of social media sites (e.g., Facebook, Twitter or Instagram) particularly those promoting text-based interactions (Kaye, Malone, & Wall, 2017). The social media platforms are resources through which people share things with the others, who can be friends or just followers (Pittman & Reich, 2016). According to Derks, Fischer and Bos (2008) the use of CMC helps to maintain relationships with friends or partners because of the possibility of being in contact in different times.

Many researchers are interested in examining if this form of communication may replace the communication face to face (F2F). Because people are used to communicate relying on facial expression or voice features (e.g., tone), they may feel more secure using F2F communication instead CMC (Riordan & Kreuz, 2010). Indeed, the F2F communication has an important benefit: nonverbal communication. When we interact in the presence of others, we usually convey more than verbal information, sometimes unintentionally, with our facial expressions, tone of voice or even body posture. This is important to better understand the state or the emotional attitudes of each other (Knapp, Hall, & Horgan, 2013). Importantly, these nonverbal cues are often absents in CMC, so it becomes more difficult to convey emotion in this type of communication (Derks, Bos, & Grumbkow, 2008; Kaye et al., 2017). For instance, Walther and D'Addario (2001) suggest that the absence of nonverbal cues make more difficult to reach the desired outcomes and it is necessary more time and messages to relation growth. Actually, when there are important issues (mainly emotional information) to be shared, people reported preferring to use F2F communication rather than e-mail or IM because of the intimacy and also the nonverbal cues that helped to convey more effectively the message they wanted to transmit (Riordan & Kreuz, 2010).

The nonverbal cues tend to be more credible because they are involuntary and sometimes more believable that verbal communication (Krohn, 2004).This is the main reason why some authors argue that CMC did not (or will not) replace the F2F. Moreover, when

nonverbal cues are absent (e.g., text-based communication), people have the ability to adapt the language to replace them (Walther, Loh, & Granka, 2005).

Different formats of communication can be used according to the specific message that people want to convey. For example, Riordan and Kreuz (2010) have found that when people want to share a positive emotion, they prefer to share using instant message because of the rapidity. In contrast, when the message is negative, e-mail was the first choice, maybe for being more indirect. The choice also depends on the convenience of the message and the accessibility to the channel. Another example regards communication aimed at problem solving. Although individuals usually think that personal contact is necessary, in this case, it has been shown that using the CMC may lead to the same satisfactory outcomes as the F2F contact (Perry & Werner-wilson, 2011). This means that it is possible to transmit emotion through the CMC. Indeed, Luangrath, Peck and Barger (2017) suggest that CMC messages may also convey nonverbal cues such as emotion, traits, or attitudes that are specific to each person. Likewise, Harris and Paradice (2007) shown that the receiver can feel the emotion experienced by the sender of the message (e.g., when the message conveyed good news the receiver felt positive emotion coming from the sender).

Paralinguistic cues are the best technique to transmit emotion in the CMC. The use of such cues is relevant for several contexts, not only to help to disambiguate messages and to understand their context, but also to express support and affection (Rodríguez-hidalgo, Tan, & Verlegh, 2017). There are several types of cues that can be used, and the first to appear and to be observed were the vocal spelling ("gonna" or "y'all"), the manipulation of grammatical markers (like exclamation marks or capital letters) and the lexical surrogates ("hmmm"; "ahh"). These cues are essential to replace the tone of the voice or the gestures present in F2F (Harris & Paradice, 2007). Another possibility, introduced more recently, is using visual cues – namely, emoticons and emojis – which are some similar to the ones present in F2F communication (Walther & D'Addario, 2001).

In this work we aim to examine how the use of CMC and paralinguistic cues (mainly emojis) in reservation services can influence the perception of the consumers about the service used by the brands. Next, we will define each of these visual cues, and review previous research that investigated how their use impacts communication outcomes.

Paralinguistic cues in CMC - emoticons and emojis

Emoticons are pictograms that appeared in the 1990s to bring emotional expression to CMC (for a review, see Rodrigues, Prada, Gaspar, Garrido, & Lopes, 2018). These are the attempt to simulate a facial expression, and for that it is used typographic symbols, like this :(or :). Emoji emerged from emoticons, and they are colorful images, simulating facial expressions or different actions, that have appeared on smartphones, and pretend to represent different types of emotions (Rodrigues et al., 2018). As this phenomenon is quite recent and experimental research is still scarce, we will review both studies with emoticons and emoji. The fact that emoticon pretends to be facial expressions could enable the same effects that the nonverbal cues has on F2F communication (Walther & D'Addario, 2001). Emoticons and emojis can express very diverse contents including feelings and emotions (e.g., happiness or disgust). Notably, the same emoji may also assume different meanings (e.g., ;) can be used in a joke or flirting). Although it is not an agreement on how people interpret the function of emoji, whether they see it as a word or facial expressions (Ferro, 2013; Prada et al., 2018). Some researchers have shown that the use of emojis (mostly smiles), has had a different and strong impact on the receiver in relation to the perception of sender's involvement and also a strong influence on his mood (Ganster, Eimler, & Krämer, 2012). Nowadays, emoji are becoming popular in communication and represent a wide array of contents besides facial expressions, including food (e.g. 🍕), animals (e.g. 🐼) or objects (e.g. ⚽) Emoji may actually replace the word that people want to use (e.g., instead of saying "do you want to eat pizza?" they can include the corresponding emoji). This kind of emojis show that are important to disambiguate a message, like the emojis simulating a face, proves that they may help more to understand a message that additional words. So, even the non-face emojis have an impact on how the message is understood in CMC (Riordan, 2017b, 2017a).

People like to use this type of communication (CMC), and it is possible to observe this seeing the increase of different platforms, such as social networks (Facebook, Twitter), email and instant messaging (Messenger, WhatsApp--Prada et al., 2018). The importance of emojis can be illustrated as the Oxford dictionary considered an emoji as the most used word in 2015 (Oxford Dictionaries, 2015).

There are a lot of emojis that people can use, but it is important to pay attention to the choice that people make, because depending on the emoji used the perception of the message may have a different meaning (Wang et al., 2014). Indeed, the use of emojis in social media can influence people's perception of who sends the emoji, putting a positive emoji (smile) on

the message can cause an impression on the recipient that the sender is friendlier (Wibowo et al., 2017). The use of emojis was made possible with the evolution of different CMC formats, particularly IM ones. The popularity of IM is associated the rapidity and the synchronicity of the communication. Emojis were developed to further improve the resemblance with F2F and overcome the absence of nonverbal cues emojis (Huang, Yen, & Zhang, 2008). Some studies suggest that emojis can reduce ambiguity in the message, aid to explain emotional concepts, also help make the message more intense and accelerate the communication and as well express feelings (Derks, Bos, et al., 2008; Huang et al., 2008; Kaye et al., 2017; Riordan, 2017b). People find different ways of dealing with difficulties in expressing some feelings and it is a lot because of the use of emojis or emoticons (Derks, Fischer, et al., 2008). The use of emoticons in CMC is compared to the importance of the body and visual language in F2F communication (Skovholt, Grønning, & Kankaanranta, 2014).

As previously stated, emojis are important in reducing the absence of nonverbal cues in CMC, so it is important explore the multiple contexts in which they are used nowadays, not just the fun conversation with friends. For example, CMC is also used by romantic partners and this may contribute increase the satisfaction with the relationship (Luo, 2014). Importantly, the use of emojis in romantic contexts, leads to the perception of the message as more positive, particularly when the subject ambiguous (Rodrigues, Lopes, Prada, Thompson, & Garrido, 2017). The use of CMC is also important in work contexts mainly with the appearance of e-mail. Previous studies found that including emoticons in work-related messages can be also a good way to communicate. For example, Skovholt et al. (2014) showed that when an emoticon is included next to the signature of the email it is interpreted as the facial expression of the sender, and as a positive attitude. It can be used also for showing that the message was a joke, but one of the most important uses is to help maintaining good social relations in the workplace. Regardless of how people want to express themselves, emoji use is common. One of the ways to use it is for sarcasm, when people want to say something that they do not actually think they add an emoticon or emoji to help the receiver understand the real meaning of the sentence (Wolf, 2000).

When it is necessary to soften a message (e.g., order or a correction), the use of emoticons is likely to reduce the feeling of and to be interpreted as a demonstration of cohesion and familiarity (Skovholt et al., 2014). Moreover, emojis also help to soften a negative feedback in CMC (Wang, Zhao, Qiu, & Zhu, 2014). As in the case of F2F, the function of visual cues is not restricted to express emotion, as they can also be used to show

the intention of the sender (Dresner & Herring, 2010). This may happen when its used an emoticon with the opposite meaning of the message, this may help to recognize better the sense and emotion related to the message (Lo, 2008). Furthermore, using emoji has also been considered as a way to display our personality traits or differences (Marengo, Giannotta, & Settanni, 2017). For example, Wall, Kaye and Malone (2016) suggested that the use of a happy face emoji may lead to the perception that the user had socially desirable characteristics , such as openness and agreeableness. However, the authors also reinforced that these personality judgments may depend on context (e.g., the impression of agreeableness due to emoji use may be observed on Facebook, and not generalize to other platforms or contexts). Their use can also help to make the messages more enjoyable, which facilitate communication and aid to increase social relationships (Hsieh & Tseng, 2017).

Indeed, the kind of involvement in information processing is also critical to better understand the influence of emoji. Duan, Xia, and Van Swol (2018) found that when the information is taken in high levels of involvement the emoticons do not seem to be important, but when the scenario it's of low involvement the emoticons bring positivity and promote the acceptance of the advice. It is common that not only the interpretations of the messages have a different impact, but also that the reader's perception of the message or the sender may have a different influence when the emojis are presents (Ganster et al., 2012). However, it is also clear that, as proven in earlier research, emojis do not have the power to modify the verbal valence of the message (Derks, Bos, et al., 2008; Rodrigues et al., 2017; Walther & D'Addario, 2001).

The use of emojis are now popular and used in several contexts, personal and professional life or brand-consumers relationships. How people communicate can influence how people understand the message or perceive the sender of the message. The same may happen when the brands communicate, mainly using emoji, this can influence in the perception of the consumer about the brand and the service. So it is important to explore the different ways that the brand has to communicate with consumers and how it influences them.

Brand communication

Brand communication evolves over the years, and it is important to understand the best way to win and retains costumers. Brands have more and more online presence, some of them have their own creation on the internet, and others need to adapt their own advertising online. Today, internet usage is important for brands and consumers in a variety of contexts, to discover new products, see some reviews, current stock availability and services scheduling. For this, brands have a presence on different platforms online.

With or without emoji?

How brands communicate with consumers is crucial as it influences them in several ways, such as attitudes towards the brand and brand awareness. The brand-consumer interaction is important for consumers to gain confidence in the seller (perceive traits such as integrity and competence) and in the brand to make a buying decision (Lu, Fan, & Zhou, 2016). Trust is fundamental to the brand-client relationship, in which case brands play an important role, social presence and interactivity in online communication can make a difference in consumer confidence and satisfaction (Gefen & Straub, 2004). For instance, controlled forms of communication, such as advertising, informs consumers about the brand or services and are important as they influence customer satisfaction (Grace & O'Cass, 2005). Some authors suggest that the use of different types of communication (informal or formal) depends of the familiarity with the brand. There is an evidence that the use of informal language can increase the brand trust but only if the brand is familiar. In contrast, using informal language reduce the trust in the case of unfamiliar brands (Gretry, Horváth, Belei, & van Riel, 2017).

However, it is also relevant to pay attention to uncontrolled communication, like word-of-mouth (WOM), as it may have influence in the re-use intention of the brand (Grace & O'Cass, 2005). WOM is defined as the different interactions that costumers have between them, verbally or electronically speaking (Libai et al., 2010). The WOM had a special boost because of the rise of the internet, there are several ways to share opinions and information between consumers and this can be a great opportunity for brands to take advantage of this to realize what consumers prefer, and to increase their network (Trusov, Bucklin, & Pauwels, 2009). The use of WOM can be crucial for brand marketing. On the one hand, this type of communication is perceived as having more reliability than traditional marketing, because the latter is done by the brand itself. On the other hand, it can be advantageous for brands because they spend less on advertising and may have a great return on customer gaining (Villanueva, Yoo, & Hanssens, 2008).

Brands need to adapt the communication to consumers online, make it more interpersonal and informal (Gretry et al., 2017). People usually prefer, even in an online context, a more personalized service. For example, Keeling, McGoldrick, and Beatty (2010), showed that individuals prefer shopping online with the help of a guide, like an avatar. Likewise, there are some advantages in brands using social media, as it allows for a more personalized two-way conversation and it makes more clearer some information about costumers and what they prefer in their way of life (Fournier & Avery, 2011). The presence in

social media is also used to give opinions and assessments about services or brands and this influence consumer behavior (Mangold & Faulds, 2009). This is why online communication used by brands tends to be more like F2F communication, and it is common to see nonverbal cues presents, including emoji or emoticons.

With the change in how people communicate, it is important to check if and how brands are using these cues to communicate with their customers. Several brands have used emojis as a marketing strategy to attract the attention of consumers. To illustrate: Macdonald's frequently use emojis in social media to make stories with their products, Burger King also used emojis to promote a new product, Foot Locker launched an application in which the most popular shoes that they sell were emojis (Emogi Research team, 2015). On Domino's twitter, the consumer may even order a pizza simply by posting the correspondent emoji on Twitter. Emoji have also been used in political campaigns. For example, customized emoji were developed for Hilary Clinton's presidential campaign, in for people support the campaign on social media (Wade, 2017).

The fact that consumers are becoming more impatient makes it important to quickly identify brand issues. It is essential to use an effective method to interact quickly with customers, helping them increase their satisfaction (Buhalis & Law, 2008). For brands, it is important to maintain a close relationship with customers and potential customers because this can be a good way to improve the business. However, it is also a goal for customers and prospective customers to have a connection between them to better understand what they intend on the brand (Ertugan, 2017). Mauri and Minazzi (2013) propose that it is probably better to interact with consumers on Facebook or other social media to get acquainted and customers feel more served. Indeed, using Facebook to communicate or advertise has a positive impact on the relationship between the brand and the costumer, is effective in selling new products and helps to create a good connection between the seller and the customers (Ertugan, 2017). Researchers found that such interaction in social media helps costumers requests and conversation with the brand become more dynamic and personalized and costumers often receive a quick response, that helps them feel more satisfied (Buhalis & Law, 2008). Using these platforms may be fundamental in making the relationship with consumers more efficient and improving the business in terms of cost and competitive advantage (Ye, Law, Gu, & Chen, 2011).

The power of social media is important not only to brands but also to consumers, because they are able to create a brand, generating several contents like videos or reviews of another brand, these assessments had more views and were more popular than the content created by brand itself (Lim, Chung, & Weaver, 2012). It is a way to replace the traditional media because it is easier to access and cheaper (Fournier & Avery, 2011). For brand growth it is increasingly important to make a good relationship with costumers and invest more each day in it (Dev, Buschman, & Bowen, 2010). It is essential the existence of social presence in online shopping, so it can be crucial and effective for brands to use the combination of new technologies (applications or social media) and social applications (chats, Lu et al., 2016). There are a few techniques that can enhance brand-consumer connection such as: listening to what consumers think about the brand or suggestions that may be important, facilitating conversations and more importantly making the consumer feel like being part of your content with a two-way conversation (Hipperson, 2010). To increase the trust between customer and brand it is crucial that the brand shows that it cares about the customer and helps them, this strengthens the relationship and makes the customers more loyal (Anderson & Srinivasan, 2003). So the professionals associated with brands now pay special attention to the relationship and the communication they develop with costumers along this path (Gretry et al., 2017). It is increasingly common that brands (even those already successful) make efforts to maintain a close relationship with costumers. Moreover, it is important use positive attitude strategies towards online brand communication and to reach more people (Schivinski & Dabrowski, 2014).

It is possible to observe the different ways in which brands communicate today, highlighting the use of internet and social media to advertise or bring costumers closer. However, it is also relevant to understand how the use of emojis in brand communication can influence consumer perception about the service or brand image.

Perceptions about brand communication

Brand communication has changed throughout the year and the use of social media plays an important role in these. Thus, emojis are being increasingly used by brands in their social media, to communicate with costumers or to do marketing. The objective is to try to understand if the use of these cues can influence the perception of how costumers see the brand and the service.

With or without emoji?

As mentioned earlier, the use of WOM as a marketing strategy has grown and the type of language used to communicate with costumers has changed. Hence, it is important to understand how customers perceive these approaches and handle with them. There are two types of WOM, the traditional one that is more restricted and personal (e.g., a restaurant recommendation by a friend), and the online WOM (E-WOM) that happen with the help of internet and gets more people, sometimes strangers and that can become viral globally (Ladhari & Michaud, 2015). E-WOM is shared across multiple channels such as instant messages, chat rooms, and discussion forums or on the brand website. The reviews made by costumers can be positive (e.g., to recommend a service or product to others) or negative (e.g., to inform to other customers that they had a bad experience with the brand or service, (Mauri & Minazzi, 2013).

Online reviews are increasingly important in consumer expectations and reservations, particularly for younger people (Buhalis & Law, 2008). In many business areas, such as hospitality, the professionals recognize the influence of social media on customer behavior and reservations (Anderson, 2012). For example, as argued by Mauri and Minazzi (2013), people often book hotels online and, to do so, they usually read reviews and sometimes even talk about the hotel with previous costumers. If they chose to inquiry the hotel directly, the response may be perceived as less informative and credible because it is a commercial communication. Reading the opinions of other costumers make it easier for readers to imagine the place or product and make the process of choice more enjoyable (Gretzel & Yoo, 2008). The use of websites with consumers' ratings and reviews (e.g., Tripadvisor, Zomato) is becoming more and more important these days, as it is one of the factors that have a great impact on the consumers decision to choose a brand (Anderson, 2012). Reviews have shown to have a great impact on sales (Ye et al., 2011) and are particularly useful for new consumer as they often decide whether or not to use the brand or service based on this information (Mauri & Minazzi, 2013). Marketing managers in a variety of areas, such as restaurants or hotels directors, should be more concerned about the growth of online WOM, because it has a wide reach among consumer and for its own online positioning, which can prevent the frustrations of consumers (Ladhari & Michaud, 2015; Wang, Cunningham, & Eastin, 2015). Indeed, some travel studies confirm that consumers pay more attention to customer reviews than brand advertising, customers often follow other opinions regularly, so it is important that brands make a connection with who write these reviews (Gretzel & Yoo, 2008).

With or without emoji?

The importance of the online reviews is undeniable and therefore it is important to pay attention to the way consumers wrote them and whether the brand responds or not. Consumers opinions can have a positive, negative or neutral valence which may prompt different feelings in the readers (Manganari & Dimara, 2017). For example, Wang, Cunningham and Eastin (2015) found that positive reviews may be more influential than negative ones, the fact that positive evaluations of service or products benefits are more often cited help readers remember more clearly the reviews. The language used in the reviews is also a characteristic way for consumers to express their opinion in social media and these comments influence the intention of their "Facebook friends" to book a hotel (Ladhari & Michaud, 2015). Thus, language may be essential to make the review note, but not just words, the use of cues, like emojis, can make the review more popular and become more influential (Manganari & Dimara, 2017). Using emoji is a form of social expression, and it is becoming natural for some brands to use these tips to entice customers to a platform and humanize them and make them more fun (Stark & Crawford, 2015). Using such cues can be important because most people tend to remember reviews that contain personal feelings and perceptions about the product or service, compared to evaluations that do not (Wang et al., 2015). Manganari and Dimara (2017) showed that the impact of emojis may differ depending on the valence of the review (e.g., including an emoji on a negative review decreased the intention of choosing such a hotel and reinforce the negativity of critic). Also, using emojis can be important for sales strategies or even to make consumers feel good about the brand or the service (Luangrath et al., 2017).

With the development of online booking it is important that the brands pay a special attention to the service provided. Increasing customer satisfaction with online reservation service can lead to increase customer loyalty, and if the experience with it is positive costumers can influence their friends or even the community to use the service and the brand (Mouakket & Al-hawari, 2012). In addition, online reservation has had some advantages referred to by clients, such as flexibility and speed, yet it is fundamental that the brands offer a valuable and satisfactory service that makes customers feel fun to use the service (Mouakket & Al-hawari, 2012).

Written reviews by consumers influence readers in several contexts, may be essential for product choice, follow or unfollow the brand in social media or even to meet new brands (Gretzel & Yoo, 2008; Mauri & Minazzi, 2013). However, our concern is about how brand communication can directly affect consumers, especially the use of emojis, since in reviews

they have the power to increase popularity (Manganari & Dimara, 2017). However, there are no researches that show the influence of brands using emojis consumer perception about the service.

Aims and hypothesis

The evolution of technology brings new forms of communication. Social media currently plays an important role in the communication between the brand and the consumer, by providing new channels that are easy, interactive and inexpensive. For example, people may book services through those platforms, in custom applications or even in IM platforms such as Facebook messenger. These channels provide an opportunity for brands/services to adapt the way they communicate to their consumers. Investigating the features of the language used is very important as it can modulate consumer's perceptions of the brand or service. In the current work, we are particularly interested in examining if including emojis in different types of messages (i.e., negative and positive response to a reservation request in a restaurant) influences how the consumers perceive the brand and their expectations about the service, as well as how they evaluate the booking experience.

The literature shows that emoji helps to disambiguate the message and to make it more intense (Derks, Fischer, et al., 2008; Huang et al., 2008; Kaye et al., 2017; Riordan, 2017b). It is also possible to prove that the use of emoji in messages makes the content more positive even when there is an unhappy emoji (Rodrigues et al., 2017; Walther & D'Addario, 2001). Today brands use social media to communicate with costumers (Mangold & Faulds, 2009) and the use of social media to make reservation has increased, and the reviews on services or the brand as well. These reviews had a major impact on future consumers perceptions (Mauri & Minazzi, 2013). Nowadays it is fundamental the type of communication that brands use in social media with costumers, it is important to be more interpersonal, to show more proximity (Gretry et al., 2017).

We created a fictional scenario about a restaurant reservation experience that could be successful or not (i.e., positive vs. negative reply by the restaurant) and include or not an emoji. We expect both factors (message valence and emoji presence) to influence participants' overall perception of the restaurant. Specifically, we expect to observe:

H1: A main effect of emoji presence, such that participants exposed to messages that included an emoji will perceive the restaurant as warmer, expect it to be more modern and

evaluate the language used by the restaurant as more informal and fun, compared to those exposed to message without emoji.

   H2: A main effect of message valence, such that participants exposed to a positive message will perceive the restaurant as more competent and will increase the likelihood of reusing the Facebook messenger to make a reservation, compared to the condition to those exposed to the valence of the message negative.

Chapter I - Method

Participants and Design

The sample was composed by 200 individuals (74% women, M_{Age} = 25.76 years, SD = 6.92; age range: 18-58 years), of Portuguese nationality or that resided in Portugal for at least a 5-year period. Participants were students (51%) or workers (40%) with mostly graduated (degree, master's degree and PhD) (76,5%).

Regarding the use of emojis, participants reported that they frequently use instant messaging platforms (M = 6.09, SD = 1.65), as well as using emojis in their conversations (M = 6.02, SD = 1.45). In contrast, participants reported that they rarely use instant messages for online booking service (M = 2.64, SD = 1.93) (t test agains scale midpoint – 4, all $ps < .001$). Some questions were asked about the use of emojis in written communications and by brands, as written communications participants tend to find useful (M = 5.44, SD = 1.42), interesting (M = 5.42, SD = 1.41), fun (M = 5.88, SD = 1.33), easy (M = 6.12, SD = 1.29), informal (M = 2.29, SD = 1.45), good (M = 5.48, SD = 1.42) and appropriate (M = 5.07, SD = 1.29). In relation to the usage of emoji in brand communication, the participants considered appropriate the use of emojis in advertising posts in the social media (M = 5.39, SD = 1.41), in response to consumer comments (M = 4.52, SD = 1.81), as well as in communication of new products (M = 4.72, SD = 1.70). However, participants reported the use of emojis in response to booking service requests (M = 3.87, SD = 1.75) and in defective product recall notifications (M = 2.82, SD = 1.77) as not adequate.

Participants were randomly distributed by the four conditions defined by the following between-subjects design: 2 (Valence: positive vs. negative) X 2 (Emoji: absent vs. present).

Materials

The scenarios were designed to mimic a Facebook chat (Messenger, see Figure 1). The text was similar depending on the valence and the emoji was always congruent with the valence of the message. The logo for the fictitious restaurant (Restaurante nº20) was created on a website (www.canva.com).

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Figure 1 Experimental conditions according to valence of the message and emoji presence.

Instruments

      Communication between consumer and brand. In order to examine how participants perceived the written communication issued by the brand (Restaurant nº20), we asked participants to respond to three semantic scales (1 = *Formal* to 7 = *Informal*; 1 = *Boring* to 7 = *Funny*; 1 = *Inappropriate* to 7 = *Appropriate*).

      Brand perception: Competence and Warmth. To assess the impression formed about the restaurant , we asked participants to think about their overall opinion of the restaurant by responding to two items related to competence (1 = *Not Competent* to 7 = *Very*

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Competent; 1 = *Not Efficient* to 7 = *Efficient*) and two related to warmth (1 = *Not attentive* to 7 = *Attentive*; 1 = *Not helpful* to 7 = *Helpful*--Bolton & Mattila, 2015).

Intention to make a new reservation. To understand participants' intention to make future reservations at the restaurant, we asked them to indicate their willingness in making a reservation using the same method as described in the scenario (i.e., Facebook chat) or using a different method (i.e., telephone) using 7-point rating scales (1 = *Not Probable* to 7 = *Probable*).

Expectation about the modernity of the restaurant. To evaluate participants' expectations about the restaurant, we asked them to indicate how formal they expected the restaurant environment to be (1 = *Formal* to 7 = *Informal*), the age of regular customers (1 = *Older* to 7 = *Younger*) and the age of the restaurant staff (1 = *Older* to 7 = *Youngers*). Moreover, we also asked participants to indicate their expectations about the type of cuisine (1 = *Traditional* to 7 = *Modern*) and average meal price l (1 = *Non-expensive* to 7 = *Expensive*).

Procedure

Data were collected between March 7th and 11th of 2018. The survey was developed at Qualtrics, in Portuguese (see Appendix A), and the hyperlink was distributed in social media and discussion forums. When participants clicked on the hyperlink, general instructions informed about the purpose of the study and its expected duration. It was also explained that all the data collected would be treated anonymously and that participants could abandon the study at any point by closing the browser, without their responses being considered for analysis,. After agreeing to participate in the study, they were asked to response some sociodemographic questions (e.g., sex; age; education and occupation).

Then we asked to participants to imagine that they wanted to make an online reservation for a restaurant (Restaurante nº20), using the Facebook chat. They were told that we would present the messages exchanged regarding such reservation. Importantly, it was explained that the blue balloon was the costumer interacting with the restaurant that responded in a grey balloon. This scenario mimics Facebook messenger. Participants were also told to pay attention to the messages in order to answer the following questions. Next, one of the four scenarios (i.e., image representing the complete interaction between costumer and restaurant) was presented (random selection). Specifically, in all experimental conditions (see Figure 1), the blue balloon showed a message from costumers attempting to make a

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reservation for the restaurant online (i.e., "Good afternoon, I would like to make a reservation". For half the participants, the answer (grey balloons) consisted on a confirmation of the reservation request (positive valence), with and without emoji "we already checked and we have availability (☺)"and the other half consisted of a negative response to the reservation request (negative valence), with and without emoji "We already checked and we do not have availability (☹)".

Subsequently, participants were asked to respond to a set of questions related to the scenario. First, they were asked to rate the communication between consumer and brand (three items). After that, we make some questions about brand perception: Competence and warmth (four items). Next, we asked about the intention to make a new reservation (two items) and the last questions about the scenarios, were about expectation about the modernity of the restaurant based on the conversation they had read (five items).

Next, we included manipulation checks. Regarding the message valence manipulation, we asked participants to indicate whether the client got the reservation (1 = *Certainly not* to 7 = *Certainly yes*). To check the emoji manipulation, we asked participants to remember how certain they were about the costumer or the restaurant included emoji in any of the messages (1 = *Certainly not* to 7 = *Certainly yes*), and to identify which one "(1 = *used a happy emoji*, 2 = *used a sad emoji*, 3 = *did not use any emoji*). In the end, the last block of question was to verify if participants use this type of channel to communicate, "How often you use instant messaging platforms" (1 = *Rarely* to 7 = *Frequently*), and to check "how much you used instant messaging to schedule services?" (1 = *Rarely* to 7 = *Frequently*), we also wanted to verify the use of emojis "In daily conversations do you use emojis?" (1 = *Rarely* to 7 = *Frequently*). We also assessed participants general attitude toward the use of emoji in a set of six bipolar items (1 = *Useless* to 7 = *Useful* ; 1 = *Uninteresting* to 7 = *Interesting*; 1 = *Boring* to 7 = *Fun*; 1 = *Hard* to 7 = *Easy*; 1 = *Informal* to 7 = *Formal*; 1 = *Bad* to 7 = *Good* , 1 = *Inappropriate* to 7 = *Appropriate*) (Rodrigues et al., 2018).

The last question required participants to indicate to what extent they perceived the use of emojis in different contexts of brand communication as adequate, namely "Advertising on social media (Facebook, Instagram)", "In a direct response to a comment in social media", "in direct response to a service appointment request", "in promoting new products" and "In releasing of damaged products", using a 7 point scale (1 = *Inappropriate* to 7 = *Appropriate*).

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At the end, participants were thanked and debriefed. A contact of the research team was also provided.

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Chapter II - Results

The statistics analyses were performed using SPSS, version 23.0. Only complete questionnaires were retained for analysis. Therefore, there are no missing cases.

First, we present results regarding the manipulation checks of both factors (i.e., valence of the message and presence of emoji). Second, we conducted a 2(valence of the message) x 2(emoji) univariate ANOVA for each dependent variable (language used, brand perception: competence and warmth, the perception of the modernity of the restaurant and the impact of the response in reservations).

Manipulation checks

Valence of the message. In order to verify the manipulation of valence of the message, we compared responses regarding how successful the reservation request was. As expected, participants in the positive condition reported that they were more certain that the reservation was successful ($M = 6.43$, $SD = 1.07$) than those in the negative valence condition ($M = 1.70$, $SD = 1.31$), $t(198) = -28.05$, $p < .001$. These results demonstrate that the valence manipulation was successful.

Presence of emoji. As predicted, participants in the emoji condition reported that they were more certain that the message included an emoji ($M = 5.25$, $SD = 2.48$) than those in the condition that did not include emoji ($M = 1.26$, $SD = 0.75$), $t(198) = -15.77$, $p < .001$. Moreover, we analyzed if participants were accurate in identifying the specific emoji presented. In the positive message with emoji condition, 71.11% of the participants accurately reported that they saw a happy emoji. No one incorrectly reported seeing an unhappy emoji, whereas 28.89% reported that no emoji was included. In the negative message with emoji condition, 71.43% of the participants reported that they saw an unhappy emoji. Only 6.12% incorrectly reported seeing a happy emoji, whereas 22.45% reported that no emoji was included. Overall, these results suggest that the emoji manipulation was also successful.

Impact of the presence of emoji and the valence of the message on the perception of language used

The three questions used to assess the perception of language used were analyzed individually. Regarding the first item (i.e., how informal was the language used by the brand), results showed, as expected, that participants exposed to messages that included emoji perceived the language used by the restaurant as more informal ($M = 4.36$, $SD = 1.66$) than those in the no emoji conditions ($M = 3.65$, $SD = 1.68$), $F(1,196) = 8.88$, $p = 0.03$, $\eta_p^2 = .04$.

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We did not observe a main effect of the valence of the message, nor a significant interaction between the factors, both $F < 1$.

As expected, in the condition with emoji, participants perceived that the language used was more fun ($M = 4.09$, $SD = 1.26$) than those in the no emoji condition ($M = 3.25$, $SD = 1.29$), $F(1,196) = 21.75$, $p < 0.01$, $\eta_p^2 = .10$. Moreover, participants in the positive condition also reported also the language used was more fun ($M = 3.86$, $SD = 1.33$) than those in the negative valence condition ($M = 3.49$, $SD = 1.34$), $F(1,196) = 4.28$, $p = .04$, $\eta_p^2 = .02$. We did not observe a significant interaction between the factors, $F < 1$.

In the last question of this block it was possible to verify that in the condition with a positive valence, the participants perceived that the language used as more adequate ($M = 5.22$, $SD = 1.76$) than those in the condition with negative valence ($M = 4.49$, $SD = 1.85$), $F(1,196) = 8.16$, $p = .005$, $\eta_p^2 = .04$. We did not observe a main effect of the presence of emoji, nor a significant interaction between the factors, both $F < 1$.

Impact of the presence of emoji and the valence of the message on the perception of the brand

Competence. The two items assessing perception of the restaurant were aggregated ($r = .85$). As expected, participants in the positive valence condition perceived the restaurant as more competent ($M = 5.34$, $SD = 1.54$) than those in the negative valence condition ($M = 4.29$, $SD = 1.52$), $F(1,196) = 23.99$, $p < .001$, $\eta_p^2 = .11$. No other significant effects were found, $F < 1$ (Figure 2).
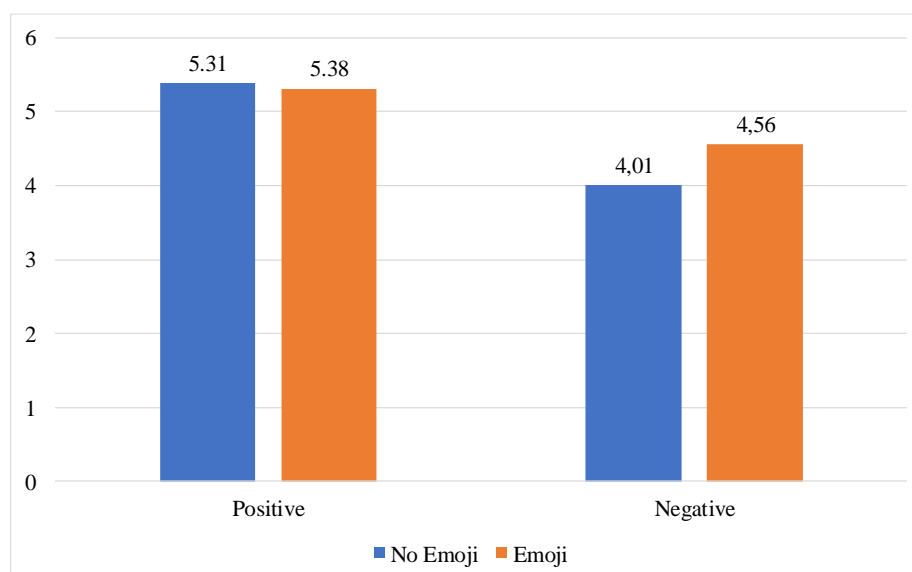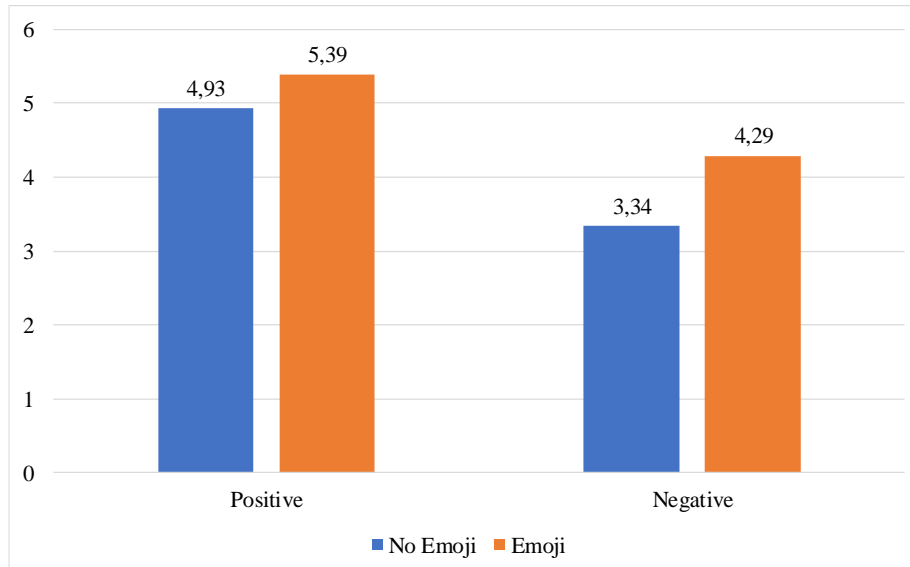

Figure 2. Interaction effect of the valence of the message and emoji presence in perceived competence

Warmth. The two items assessing perceptions of the restaurant were aggregated ($r =$ .79), As expected, in the condition with emoji, the participants reported the restaurant as more warmth ($M = 4.84$, $SD = 1.62$) than those in no emoji condition ($M = 4.14$, $SD = 1.62$), $F(1,196) = 11.41$, $p = .001$, $\eta_p^2 = .06$. Likewise, participants in the positive condition perceived the restaurant as more warmth ($M = 5.16$, $SD = 1.52$) than those in the negative valence condition ($M = 3.81$, $SD = 1.50$), $F(1,196) = 41.58$, $p < .001$, $\eta_p^2 = .18$. No other significant effects were found, $F<1$ (Figure 3)

Figure 3. Interaction effect of the valence of the message and emoji presence in perceived warmth

The impact of the presence of emojis and the valence of the message on the perception of the modernity of the restaurant and average meal cost.

The four items assessing participants' expectations regarding the modernity of the restaurant were included in a single index ($\alpha = .72$). As expected, participants exposed to messages that included an emoji, perceived the restaurant as more modern ($M = 4.87$, $SD = 1.08$) than those in the conditions without emoji ($M = 4.16$, $SD = 1.07$), $F(1,196) = 22.16$, $p < .001$, $\eta_p^2 = .10$. Participants in the positive conditions tended to rate the restaurant as more modern ($M = 4.39$, $SD = 0.94$) than those in the negative condition ($M = 3.92$, $SD = 1.17$) but the effect was only marginal $F(1,196) = 3.67$, $p = .057$, $\eta_p^2 = .02$

Finally, the item assessing expectations regarding the average price of the meal was analyzed individually. In the condition with negative valence, the participants reported that the average price of the meal as more expensive ($M = 3.79$, $SD = 1.28$), than those in the

condition with a positive valence ($M = 3.43$, $SD = 1.17$), F (1,196) = 4.33, $p = .039$, $\eta_p^2 = .02$. No other effects were found, $F<1$.

The impact of the presence of emojis and the valence of the message on the intention to make a new reservation

The two-question related with the intentions to make new reservations, were analyzed individually by performing a univariate ANOVA. Participants in the positive condition reported higher intentions to use the Facebook chat to make a new reservation ($M = 5.42$, $SD = 1.77$) than those in the condition with a negative valence ($M = 3.29$, $SD = 2.00$), F (1,196) = 64.62, $p <.001$, $\eta_p^2 = .25$. Moreover, participants in the presence of emoji also tended to be more likely to use again Facebook chat to make a reservation ($M = 4.58$, $SD = 2.13$) than those in the condition without emoji ($M = 4.13$, $SD = 2.18$), though it was not significate, F (1,196) = 3.68, $p = .057$, $\eta_p^2 = .02$.In order to understand if participants would use another form of reservation, we also observed that participants in the positive condition reported higher intention to use an alternative method (telephone) to make the reservation ($M = 5.07$, $SD = 1.80$), than those in the negative valence condition ($M = 4.51$, $SD = 1.86$), $F(1,196) = 4.40$, $p = .037$, $\eta_p^2 = .02$. No other effects were found, $F<1$.

Chapter III - Discussion

Studies about emojis have been explored in diverse contexts, in love relationships, in the professional context, in social relationships, even in brands marketing. However, researches on the influence of emojis on the reservation of services and customers' perception is scarce.

This study aims to understand how the characteristics of CMC used between consumers and brands, namely the use of paralinguistic cues (e.g.,emojis) can influence the perception (image created by costumers about the brand) of costumers, when they are using the Facebook messenger to book a service. So, this study is experimental and innovative and intends to focus more on the manipulation of emoji than on the valence of message

Social media now plays an important role in brand marketing strategies, is also used as a new form of communication and, consequently, closeness to current or future clients (Buhalis & Law, 2008). With this growth, new ways to buy or book services online arise. The use of social media platforms such as Facebook is currently perceived as essential for costumers and brands, because it keeps them closer. So it allow that the relationship brand-costumer to stay more informal (Ertugan, 2017). Thus, the features of the language used by the brand in the CMC contexts can now have a great importance in the perception of the clients, since they can help to create a relation of proximity and familiarity. For example, Luangrath et al.(2017) have found that brands are now using textual paralanguage, such as nonverbal elements, to facilitate connection with clients. Even in reviews that talk about brands or services, it is important to note that when it contain cues, such as emojis, it becomes more influential and popular (Manganari & Dimara, 2017). Our study seeks to understand how communication and the language used by the brand can change the perception of costumers. We asked participants to imagine a situation where they would book a restaurant using the Facebook messenger.

The growth of CMC and communication platforms is becoming important because they help maintain relationships at different times and places (Derks, Fischer, et al., 2008). Consequently, the use of emojis in communication has had a strong impact on the involvement of the recipient and may have the power to influence their disposition (Ganster et al., 2012). Based on this, we expected that the use of emojis and the valence of the response would influence participants' perceptions about the restaurant. As expected, the participants in the emoji condition consider the language more informal than those in the non-emoji

condition. These findings converge with the literature that seems to consider the use of emoji associated with jokes (Dresner & Herring, 2010). In addition, Skovholt et al.(2014) also suggested that the use of emojis is associated with closeness and familiarity, so it is normal for language to appear more informal. Indeed, this may be positive because, as Gretry et al.(2017) noticed, it is important that brands make their communication more informal and personal to better connect with the costumers. The expectation we had about language seems more fun, it is confirmed. A finding consistent with previous research, that using emojis make the messages more enjoyable and positive even when the message is negative (Hsieh & Tseng, 2017; Rodrigues et al., 2017). Another thing we found is that when the message has a positive valence, the participant also reports the language as more fun, this may be because they feel positive attitudes coming from the brand and feel attended (Schivinski & Dabrowski, 2014). The type of language used, it is possible to perceive that, as we expected, participants report that language is more appropriate in the positive valence condition. This may happen because, when costumers get their requests more satisfied, the language used may be considered more appropriated than when the request is not met.

The type of language used is not the only thing we want to analyzed, we want to understand if the exchange of messages can create a perception about the brand or service and if it varies depending on the use of emojis. So, based on this, we expect that the use of emoji may indicated that the restaurant may be more warmth. This prediction has been confirmed. Participants tend to understand that using emojis in a message may imply that the restaurant is warmer. In previous studies, this was also analyzed, and emojis create the perception that the writer is more involved in the relationship and this can increase the sense of reception (Ganster et al., 2012). Wibowo et al. (2017), found that in social media, when someone put an emoji (mostly positive), the receiver realize that the writer is friendlier compared to senders who did not use emoji. Also, Wall et al. (2016) has discovered that emojis can create a sense of agreeableness, so the fact that the restaurant uses emojis to respond can generate a perception of "friendship" among costumers. As expected, the valence of the response influences the notion of competence. Buhalis and Law (2008) argue that using the internet can increase satisfaction that consequently may influence opinion on brand competence. Social media communication can help customers make a buying decision, so it is important for them to realize that the seller/brand has features like competence, which helps gain trust in service (Lu et al., 2016). It is a concern that brands need to build a good relationship with clients, and Facebook helps to increase that relationship and get the request answered quickly (Dev et al.,

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2010; Ertugan, 2017). Inevitably, this can increase customer satisfaction that may have perceived a sense of competence because they (restaurant) cared for.

Online communication has a huge impact today, this evolution accelerates with the emergence of social media (Kaye et al., 2017).Indeed, CMC use is becoming universal, even people over 50s, are becoming more active (Buhalis & Law, 2008). However, men and woman 'around the 20s and 30s are the most frequent user of internet (Alshenqeeti, 2016). We intended to examine if the use of emojis can cause a different perception about the modernity of the restaurant just by seeing the language used. Our hypothesis was that participants in the emoji condition, perceived the restaurant as more modern (environment, costumers, staff and food), than those in condition without emoji and this has been confirmed. The new generation of millennials (born in the 21st century) are the most frequent users of emojis, and language may be associated with that youth (Alshenqeeti, 2016). In fact, participants may have a perception of modernity because, as Alshenqeeti (2016) refers to, the use of emojis brings to the message innovation and creativity, and this can be considered an evolution of the older language, just as its users seem to be younger. Also, in what valence regards, although not significant, the participant in positive valence tends to have a perception of modernity in comparison with those in negative valence condition. This can be because costumers have felt cared for and may have the perception that the brand knows best to use this method of booking online.

The use of Facebook messenger to communicate is common among friends or colleagues, but is not explored how the use of this can change the costumer's perception about the brand. Our study is about social media, so we want to understand if the use of emojis can make costumers reuse this platform to book a restaurant. So, based on this, we expect that participants in emoji condition may wish to reuse the Facebook messenger to schedule a service compared to participants in the condition without emoji. The result is not significant, but participants in the emoji condition tend to say they will reuse more this kind of services than those in non-emoji condition. This suggest that, the use of textual paralanguage (such as emojis), may have a strong bearing on the connection online between costumers and brands, and may be a good strategy for brands marketing (Luangrath et al., 2017). The importance of two way conversation is undeniable, which make clients feel part of the brand (Hipperson, 2010). Participants in the positive valence condition, refer that they will reuse this method in comparison to those in negative valence condition. This result is as we expected, when costumers get the booking confirmation they most likely want to schedule again by the

method used. Previous researches has found, that if costumers feel helped and served this can increase brand trust and make the costumer more loyal (Anderson & Srinivasan, 2003). Facebook is becoming a good way to interact because of the proximity to customers and the fast service (Mauri & Minazzi, 2013).The use of more personalized services like guides or chats with a social presence associated with new technologies may be essential to increase satisfaction with the service (Keeling et al., 2010; Lu et al., 2016). Indeed, we expect participants in the negative valence condition will want to use another method to schedule in contrast with those in positive valence, because they feel less satisfied. However, is not as expected. Participants in the positive valence affirmed that they will use another process (such as telephone) in comparison to those in negative valence condition. Ertugan (2017) suggest that using social media can be a good way to complement traditional media, what may happen is that costumers in positive valence get more satisfied and consequently feel a confidence in the brand that makes them more loyal (Mouakket & Al-hawari, 2012). It is important that brands give consumers the chance to choose a method that responds quickly and easily and makes them more satisfied (Buhalis & Law, 2008). This can make costumers feel confident in scheduling that brand by several methods.

Previous research has suggested that the use of emojis makes the messages more positive, but they do not have the power to change the valence of the message (Derks, Fischer, et al., 2008). However, the literature show some evidence that, in a negative message, the presence of emojis can make it more positive and in a positive messages, the use of emojis makes it even more positive (Rodrigues et al., 2017; Walther & D'Addario, 2001). In the current study no valence-emoji interactions were observed. This may be because, as Gretry et al.(2017) have found, interpersonal and informal language is becoming more and more fundamental for brands to communicate with online customers, and the use of emojis can be essential in helping brands to communicate informally (Wade, 2017). The scenario used in this research is more informal, participants may consider that emojis brings positivity to the message regardless of valence. Emojis brings more fun to communication and make the message seems more "human" (Stark & Crawford, 2015). Thus, there may be interaction (emoji and valence) if the scenario is more important and formal for costumers.

There are some issues that we tested in this study, but there are some limitations in this that is important to acknowledge. The use of Facebook messenger for booking services, is a recent channel, there are not many people who usually use this, so it may be difficult to imagine such a situation. Hence, in future studies it may be important to do a study only with

people who use this platform for reservation services. Another thing that can be improve is the heterogeneity of the sample regarding participants 'age. Because our sample is quite young, it would be interesting to examine if our findings generalize to older people. Another limitation is that this scenario is fictitious, so the participants have to imagine that they are customers which may have raised doubts, such as their role in the conversation, imagining the use of a language that cannot be used by them usually. In the same perspective, participants answered a questionnaire on the internet and the environment was not controlled. It may be important to use another method and control the environment used. For example, a laboratory, where all participants are in the same environment.

Although this is an innovative study, the issue may be explored further in future studies. It may be interesting to analyze the effect of using other emoji in brand-consumer communication and also try to understand whether the participant would respond to the brand with an emoji or not. We also suggest that it be good research to examine if the use of emojis can cause a different perception of the status of restaurants, for example, if the use of emoji by the brand makes the customers feel that the restaurant is more prestigious or more common. There is much to discover about this subject in the future.

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Conclusion

In conclusion, this study contributes to the literature by showing the importance that CMC and the use of emojis may have in costumer's perception about the online booking services. The fact that this can influence costumers' perception can be a great breakthrough for consumer psychology, to discover what they feel about this change and prefer, and for brand marketing, because it might be good to understand the best way to communicate online and gain more customers. Indeed, there is some evidence that emojis may be essential for online communication and it is indispensable to continue studying this, to make further improvements in the impact of these cues on language and consumers perceptions.

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With or without emoji?

Appendix A- Study Survey

Muito obrigado desde já pela sua colaboração.

Este estudo está a ser conduzido por uma equipa de investigadores do ISCTE-IUL. Estamos interessados na comunicação escrita entre consumidores e marcas. Pedimos-lhe que leia uma troca de mensagens e que responda a um conjunto de questões acerca da ideia com que ficou dessa interação. A sua participação é muito importante porque vai permitir que os investigadores compreendam melhor as características da comunicação em formato escrito.

A sua participação é voluntária e as suas respostas serão anónimas. Caso decida terminar a sua participação antes de concluir o questionário, basta fechar a janela do seu browser e as suas respostas não serão gravadas. Este questionário destina-se a cidadãos de nacionalidade portuguesa ou que residam em Portugal há, pelo menos, 5 anos. De acordo com as normas da Comissão de Protecção de Dados, os dados recolhidos são anónimos e a sua eventual publicação só poderá ter lugar em revistas da especialidade. Pedimos-lhe que responda a este questionário de uma só vez, sem interrupções. O tempo estimado para completar esta tarefa é de cerca de 5 minutos.

Antes de iniciar, por favor confirme a seguinte informação:

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1. Estou consciente de que a minha participação é voluntária e posso interromper em qualquer momento, simplesmente fechando a página;

2. As minhas respostas serão anónimas e ninguém poderá aceder à minha identidade;

3. As minhas respostas serão utilizadas exclusivamente para investigação e acedidos apenas pelos investigadores envolvidos no projeto;

4. Sou maior de idade.

Tendo tomado conhecimento sobre a informação disponível acerca do estudo, declaro que:

○ Concordo participar

○ Não concordo participar

Antes de começar, por favor responda a algumas questões sócio-demográficas

Sexo

○ Homem

○ Mulher

○ Outro

Idade

_____

With or without emoji?

Habilitações escolares

◯ Ensino primário/primeiro ciclo

◯ Ensino preparatório/ segundo ciclo

◯ Ensino unificado/ terceiro ciclo

◯ Ensino secundário

◯ Bacharelato/licenciatura

◯ Mestrado

◯ Doutoramento

Ocupação atual

◯ Estudante

◯ Trabalhador por conta própria

◯ Trabalhador por conta de outrem

◯ Reformado

◯ Desempregado

◯ Outro _____

Imagine que pretendia reservar uma mesa num restaurante e que para tal iria utilizar o chat do Facebook. De seguida, iremos mostrar-lhe a troca de mensagens relativa a essa reserva. Deverá assumir que é o **cliente** (mensagens nos balões a azul) que está a interagir com o **Restaurante Nº20** (mensagens nos balões a cinzento). Por favor, leia com atenção estas mensagens para posteriormente responder às questões que lhe iremos colocar.
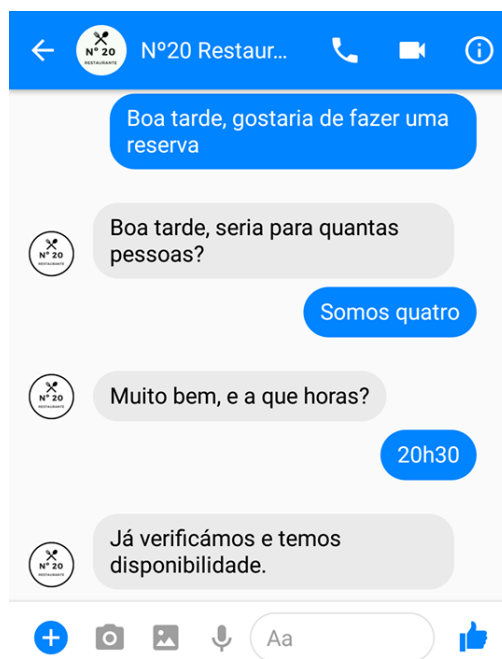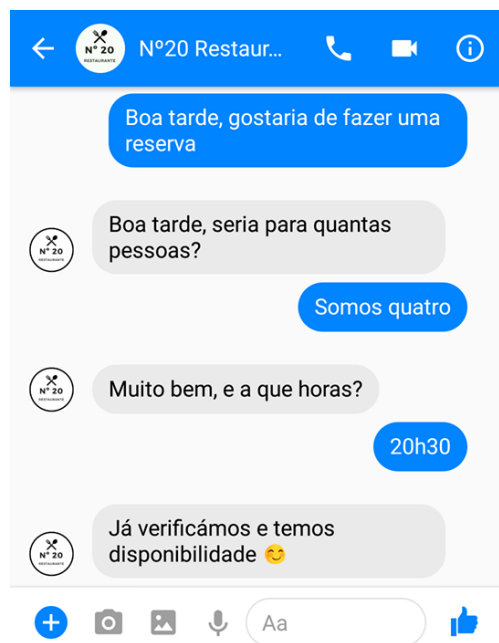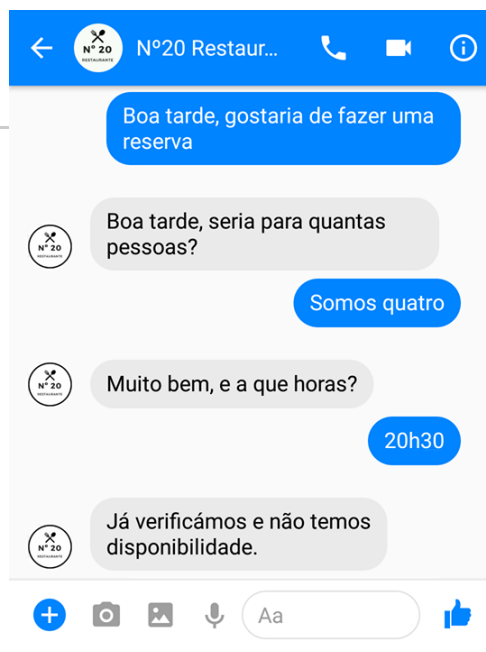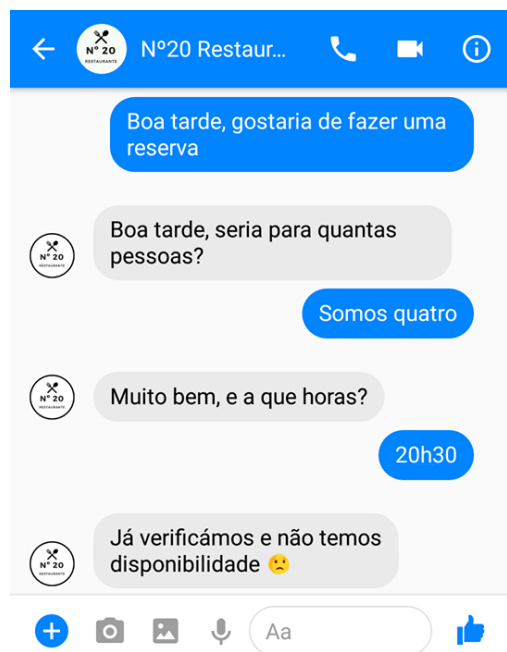
Por favor, indique a sua opinião face à forma como o **Restaurante Nº 20** interagiu com o cliente. Especificamente, em que medida considera que a **linguagem** utilizada pelo

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With or without emoji?

restaurante foi...

	1	2	3	4	5	6	7	
Formal	○	○	○	○	○	○	○	Informal
Aborrecida	○	○	○	○	○	○	○	Divertida
Desadequada	○	○	○	○	○	○	○	Adequada

Indique agora a sua **opinião geral** sobre o **Restaurante Nº20**:

	1	2	3	4	5	6	7	
Nada competente	○	○	○	○	○	○	○	Muito competente
Nada eficaz	○	○	○	○	○	○	○	Muito eficaz
Nada atencioso	○	○	○	○	○	○	○	Muito atencioso
Nada prestável (	○	○	○	○	○	○	○	Muito prestável

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With or without emoji?

Por favor, indique agora qual a probabilidade de fazer nova reserva no **Restaurante Nº20** utilizando...

	Nada Provável	(2)	(3)	(4)	(5)	(6)	Muito Provável
... este método (chat do Facebook)?	○	○	○	○	○	○	○
... outro método (telefone) ?	○	○	○	○	○	○	○

Com base na troca de mensagens que visualizou, indique as suas expectativas acerca do **Restaurante Nº20**. Especificamente, em que medida espera que:

O ambiente do restaurante seja

	1	2	3	4	5	6	7	
Formal	○	○	○	○	○	○	○	Informal

Os clientes habituais sejam

	1	2	3	4	5	6	7	
Menos jovens	○	○	○	○	○	○	○	Mais jovens

With or without emoji?

A equipa do restaurante seja constituída por pessoas

	1	2	3	4	5	6	7	
Menos jovens	○	○	○	○	○	○	○	Mais jovens

- -

A comida seja

	1	2	3	4	5	6	7	
Tradicional	○	○	○	○	○	○	○	Moderna

- -

O preço médio da refeição seja

	1	2	3	4	5	6	7	
Pouco dispendioso	○	○	○	○	○	○	○	Muito dispendioso

Recorde agora a troca de mensagens para responder às questões seguintes.

- -

With or without emoji?

O cliente conseguiu reservar mesa no **Restaurante Nº20**?

	1	2	3	4	5	6	7	
De certeza que não	○	○	○	○	○	○	○	De certeza que sim

A resposta do **Restaurante nº20** incluía algum emoji?

	1	2	3	4	5	6	7	
De certeza que não	○	○	○	○	○	○	○	De certeza que sim

O **Restaurante Nº20**...

○ Utilizou um emoji feliz

○ Utilizou um emoji triste

○ Não utilizou emoji

O **cliente** utilizou algum emoji nas suas mensagens?

	1	2	3	4	5	6	7	
De certeza que não	○	○	○	○	○	○	○	De certeza que sim

With or without emoji?

O **cliente** ...

○ Utilizou um emoji feliz

○ Utilizou um emoji triste

○ Não utilizou emoji

Por fim, pedimos que responda a algumas questões acerca das plataformas de comunicação escrita que utiliza no seu quotidiano.

Com que frequência utiliza plataformas de mensagens instantâneas?

	1	2	3	4	5	6	7	
Raramente	○	○	○	○	○	○	○	Frequentemente

Com que frequência utiliza plataformas de mensagens instantâneas para marcar serviços online?

	1	2	3	4	5	6	7	
Raramente	○	○	○	○	○	○	○	Frequentemente

Nas suas conversações diárias costuma usar emojis?

	1	2	3	4	5	6	7	
Raramente	○	○	○	○	○	○	○	Frequentemente

With or without emoji?

Considera que a utilização de emoji nas comunicações escritas (e.g., computador, telemóvel, tablet ou outros dispositivos) é:

	1	2	3	4	5	6	7	
Inútil	○	○	○	○	○	○	○	Útil
Desinteressante	○	○	○	○	○	○	○	Interessante
Aborrecida)	○	○	○	○	○	○	○	Divertida
Difícil	○	○	○	○	○	○	○	Fácil
Informal	○	○	○	○	○	○	○	Formal
Má	○	○	○	○	○	○	○	Boa
Desadequada	○	○	○	○	○	○	○	Adequada

Page Break

With or without emoji?

Atualmente, são muitas as marcas que recorrem a Emojis na comunicação com os consumidores. Em que medida considera adequada essa utilização deste emoji nos seguintes cenários:

	Nada Adequada (1)	(2)	(3)	(4)	(5)	(6)	Muito Adequada (7)
...em posts publicitários nas redes sociais (e.g., Facebook, Instagram, etc.)	○	○	○	○	○	○	○
... em resposta direta ao comentário de um consumidor nas redes sociais	○	○	○	○	○	○	○
... em resposta direta a um pedido de marcação de serviços	○	○	○	○	○	○	○
... em comunicados de divulgação de novos produtos	○	○	○	○	○	○	○
... em comunicados de recolha de produtos defeituosos	○	○	○	○	○	○	○

Muito obrigado pela sua participação

Neste estudo estamos interessados em compreender de que modo as novas tecnologias

With or without emoji?

podem influenciar a comunicação em formato de mensagens escritas, especificamente ao nível da comunicação entre marcas/serviços e consumidores.

Caso tenha interesse em contactar a equipa de investigação, por favor envie um mail para **scdcx@iscte-iul.pt**.