ISCTE ⬡ Business School
Instituto Universitário de Lisboa

EFFECT OF MOMENT MARKETING AND BRAND SPONSORSHIP IN BRAND EQUITY AND CUSTOMER ENGAGEMENT

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ABSTRACT

To follow the needs of customer of having the information the faster they can, brands are adopting a new strategy called moment marketing, which is a challenge for customers but, if well performed, can bring several benefits. To develop this strategy, social media are used to produce and share contents.

Related with this moment marketing strategy, there are some events that can triggers the perfect opportunity to engage like football championships that has associated with them sponsorship agreements which helps it to gain visibility.

Focusing on this strategy to interact with customers, the purpose of this study was to investigate if content created in real-time, when influenced by brand sponsorship, have impact in the constructs of brand equity and customer engagement. To study sponsorship agreements, it is important to explore brands that are not sponsors but still perform their marketing activities related with the event – this is called ambush marketing.

The experimental study evaluated a total of 303 respondents and data collection was carried out via online-survey.

The results of the experimental study revealed no significant differences exists between the groups under study in terms of brand awareness, brand image and customer engagement. However, the results related with brand loyalty were different between the two groups in moment marketing condition.

Regarding few existing literature, this research provides new insights on the effects that brand sponsorship in moment marketing has on brand equity and consumer engagement constructs. This study acts as preliminary research in this field and thus has great scientific relevance.

Keywords: brand equity, moment marketing, social media marketing, consumer engagement, brand sponsorship

RESUMO

Devido aos consumidores quererem informação o mais rápido, as marcas têm adotado uma estratégia em *moment marketing* que é um grande desafio para o marketing, mas, quando bem executada, pode representar diversos benefícios. Para isso, as redes sociais são utilizadas para produzir e partilhar conteúdo.

Há eventos que podem ajudar na criação de conteúdo em tempo real para interagir, como por exemplo, os campeonatos de futebol, sendo que estes tipos de eventos geralmente têm acordos que os ajudam a ganhar visibilidade.

O objetivo deste estudo foi então investigar se o conteúdo criado em tempo real, quando influenciado por um acordo de patrocinador oficial, tem impacto na construção de *brand equity* e interação com o consumidor. É preciso também explorar o conceito das marcas que não são patrocinadores oficiais e utilizam o evento nas suas estratégias de marketing – chama-se a isto *ambush marketing*.

A experiência avaliou um total de 303 respondentes e a recolha dos dados foi feita via um questionário online.

Os resultados revelaram que não há diferenças significativas entre os grupos estudados no que toca a *brand awareness, brand image* e interação com o consumidor. Apesar disso, o resultado relacionado com a lealdade da marca revelou diferenças entre os grupos patrocinadores e não patrocinadores em tempo real.

Apesar da pouca literatura, esta pesquisa providencia novos *insights* sobre os efeitos que uma marca patrocinadora pode ter na *brand equity* e na interação com o consumidor. Como tal, este estudo atual como uma pesquisa preliminar neste campo e pode ter grande relevância científica.

Palavras-chave: valor da marca, marketing em tempo real, marketing nas redes sociais, interação do consumidor, marcas patrocinadoras

AKNOWLEDGEMENTS

Working on this study has made me learn about moment marketing, which I think it's a valuable strategy in the future, but also try to understand how a brand sponsor and an ambush brand could take advantage in marketing strategy in certain events that can bring a lot of engagement and ROI.

This study demanded a lot of work and knowledge about two software's that I had to learn how to deal with and organize data set to achieve the results necessary: Qualtrics and SPSS.

Although I would like to express my gratitude to all the people that helped me by answering my surveys, that shared, that asked how I was doing. I want to acknowledge my dissertation supervisor, Prof. Daniela Langaro to accept the challenge and to let me work on the subject I wanted to.

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List of abbreviations

AW - Brand Awareness

BM - Brand Meaning/Image

BL - Brand Loyalty

CBBE - Customer-based Brand Equity

CE - Customer Engagement

KW - Kruskal-Wallis

MM - Moment Marketing

PCA - Principal Components Analysis

OBE - Overall Brand Equity

SMM - Social Media Marketing

1. Introduction
1.1. Context and research problem

"Information is moving faster than ever before" (UberVu, 2013) and this means that costumers want information the faster they can and for that they use social media because they want to discuss what's happening now and not later (UberVu, 2013). To that emergency of information and engaging at the perfect time, it's called moment marketing that is all about "delivering the right message at the right audience at the right time" (UberVu, 2013).

Digital marketing and social media helps marketers to reach and create a relationship with customers (Kelly et al., 2010). Nowadays, customers can choose what they want to see, having a skip it attitudes that represents a challenge for marketers as they are getting used to brand experiences online and having the ability to move forward whenever they want (Penke, 2017). For digital marketing to have success, there are steps that need to be followed like attracting customers, engage their interest and participation to maintain them and ensure that they return, by studying their preferences and customizing communication.

The set of perceptions, attitudes, behaviors and knowledges that a consumer have towards the brand resulting from marketing activities it's called customer-based brand equity, that helps to differentiate brands and gain competitive advantage (Christodoulides, Cadogan & Veloutsou, 2015) and we know we have a strong brand equity when costumers recognize the brands and are loyal to them (Keller, 1993).

In terms of moment marketing, there are top events where this strategy can be used and well developed like sport events, among them Euro, World Cup, Oscars, in sum, events that easily have some opportunities to create live-content. In sports events, specifically football it's normal to have sponsors associated not only with the event but also with the teams or individual players.

There are sponsorship brands, that have sponsorship agreements with the event and can be an instrument to differentiate the brands from their competitors (Cornwell et al., 2001). But in big events like World Cup, there are also brands that are not linked to the event itself or the teams and still use that as their marketing strategy where exists a "planned effort by an organization to associate itself indirectly with an event in order to gain recognition and benefits" (Sandler & Shani, 1989) without being an official sponsor– this strategy it's called ambush marketing and can mislead customers to think they are official sponsors. Therefore,

to understand how we can apply a strategy of moment marketing related with sponsorship agreements or ambush to understand how we can marketing and to see if they together can increase customer-based brand equity and incentive customer engagement, we aim to pursue the following research questions:

RQ1: Are the effects of moment marketing on customer-based brand equity influenced by sponsorship agreements?

RQ2: Are the effects of moment marketing on customer engagement influenced by sponsorship agreements?

RQ3: Does the moment marketing post have higher impact on Customer-based brand equity and customer engagement compared to a regular post?

This research questions will be pursued in the context of a top football event, World Cup 2018, because it is an event that trigger engagements and enhance brand equity, especially having the national team of Portugal playing in this championship and having sponsor brands and their competitors communicating about that. National brands were chosen for this study like Sagres, MEO, Sport Zone and their competitors that are Super Bock, Vodafone and Decathlon and all the brands are recognized by Portuguese people having a great amount of likes and interaction in their Facebook brand pages.

2. Literature review

2.1. Social media importance in digital marketing

Digital marketing becomes a reality because traditional media has been evolving over the years. It can be described as the channels that companies adopted to reach the customer, gather their preferences, to facilitate their behaviors, interactions and experiences but also to promote brands, products and services (Lamberton & Stephen, 2016; Yasmin, Tasneem & Fatema, 2015). It is categorized into two activities: "The formation of interaction and transaction between consumers and marketers through the capabilities of interactive media." and "the integration of interactive media into the marketing mix" (Parsens et al., 1998).

With the evolution of the Internet and social media, the reality today is that consumers are constantly online and "spend more than one third of their waking day consuming content on social media" (Lang, 2010; Habibi, Laroche & Richard, 2013)

According to some data on the number of people using social media it points to 2 billion people using Facebook, 1,9 billion in YouTube and 1,3 to 1,5 billion communicates through WhatsApp and Facebook Messenger (Statista, 2017), which means that at least 1/3 of the world is online. They are using more media to stay online and being exposed to 5,000 to 10,000 brand messages daily, and this allows them to have more information and, thus, being more in control of the decision process and harder to engage.

Social media is described 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).

Berthon et. Al (2012) distinguished four types of social media: microblogs, as "social networking services that enable users to send and read very short messages" like Twitter; picture-sharing websites, that "allow users to store and share images" like Instagram; video-sharing websites that "permit users to upload and share videos" like YouTube; and, finally, networks that are known as "services on which users can find and add friends and contacts, send messages to friends and update personal profiles" like the most used platform Facebook.

For Campbell et al. (2011), "it is much more to do with what people are doing with the technology (...) for rather than merely retrieving information, users are now creating and

consuming it, and hence adding value to the websites that permit them to do so" (Paquette, 2013). Mostly, social media is a way for people to stay connected, to share ideas and thoughts and to create content (Scott, 2013).

Consumers can also use these platforms to create identities, to interact with other people, to seek more information and be updated on what's happening worldwide on time. Because of this, marketing needs to be more consumer-oriented.

It is clear that "social media has removed the barricade between brands and consumers, letting them connect directly to one another." (UberVu, 2013) however, this is not always easy to do. "The rapid change in technology and social media, as well as changes in consumer behavior, have led to businesses developing creative ways of capturing consumer's attention and anticipating and responding to consumer's needs in real time" (Kallier, 2017) because "information is moving faster than ever before" (UberVu, 2013) and it's not only one brand having easier access to the consumer, they all have.

Social media has some advantages like providing a "highly efficient communication and distribution channel" (Kaplan & Haenlein, 2010), "influencing customer perceptions and behavior" (Williams & Cothrell, 2000) and gather different people (Hagel & Armstrong, 1997) allowing and deepening consumer's engagement towards the brand as a traditional dialogue one-to-many transforms "into dialogues of many-to-many" (Kotler & Keller, 2012).

Marketers are using social media as a marketing tool, giving birth to the concept of "social media marketing" (SMM), which the main goal is to "communicate with the target audience, create relationships and listen to their needs through specifically created content" (Nufer, 2016; Nufer & Ibele, 2016).

Stelzner (2009) identified some benefits of this tool in a study which indicated that companies using social media "generated more market exposure", "increased customer traffic" and that "resulted in business partnership" and "reduced marketing expenses (Constantinides, 2014)".

Scott (2013) established new rules of marketing for marketers to understand how to thrive in social media which three of them are that "marketing is more than just advertising", "marketing is about delivering content at just the precise moment your audience needs it" and that "marketers must shift their thinking from mainstream marketing to the masses to a strategy of reaching vast numbers of underserved audiences via the Web".

But the rising of social media marketing can bring some challenges for marketers because "brand managers have lost their pivotal role as authors of their brand's stories" and consumers easily share their stories, gaining an important voice online (Gensler, Volckner, Liu-Thompkins & Wiertz, 2013; Tafesse &Wien, 2017).

Marketers are aware that they can use social media "to find and connect with their customers and fans" (Berthon et al., 2012) using brand pages to that effect as an interactive platform which will allow them to build a community around the brand, and to increase brand awareness and brand liking (Ashley & Tuten, 2015).

Muniz and O'Guinn (2001) defined brand community as a "specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand" which facilitates information sharing, deepens the culture of the brand and influences brand loyalty (Von Hippel, 2005; Habibi, Laroche & Richard, 2013). However, for McAlexander et al. (2002), the most important thing shared in a brand community is the "creation and negotiation of meaning" as creating and sharing content is vital for social media (Kaplan & Haenlein, 2010; Habibi, Laroche & Richard, 2013).

2.2. Social media marketing as a content creation strategy

Social media helped to redefine consumers role. They are in control and perceived as active contributors in marketing and co-creators of brand meaning and experiences (Muntinga, Moorman & Smit, 2011, Tafesse & Wien, 2017). For marketers nowadays, the job and the challenge are even more to aggregate customers by creating a retail environment appealing for them and giving compelling content, interact and participate with the public (Weber, 2009), thus "to harness the amazing power of viral" (Scott, 2013).

Nevertheless, there are some differences when we talk about content creation: we have the consumer creating content independently of company's control – called "user-generated content" - and the firms creating content to them – called "firm generated content" – which is under control of a brand manager of the company (Bruhn, Schoenmueller & Schaefer, 2012).

As said before, brands are on command, so they need to be online these days, to have social interactions with their customers. To the messages posted by the firms on social media platforms as a "multifaceted construct", considering the "message sentiment, customers' response to the message, and customers' innate disposition" (Kumar et. al, 2016, Frimpong &

McLean, 2018) it's called firm generated content. Gensler et al. (2013) restated that social media provides a platform for direct firm-consumer interactions and the changes in consumer brand engagement practices.

It means that "marketers should and will become aggregators of customer communities" by participating and organizing, as said before. They need to talk with customers instead of talking to them. (Weber, 2009).

Kumar et al. (2016) pointed out three reasons for firm generated content has a positive effect on customer behavior. The first is that "FGC can help firms tell customers about their current product offerings, prices and promotions; secondly "interactions with and virtual presence of fans can help in reinforcing favourable brand attitudes"; and finally, "when firms post content in social media, customers can respond by 'liking' or commenting on the content, which can generate more positive brand evaluations".

The concept of user-generated content (UGC) goes beyond consumers of content because they not only create, share and consume contents but they are also continually searching for information that will influence their purchase decision or even their equity towards the brand. So, UGC is defined as "any material created and uploaded to the Internet by non-media professionals" (Christodoulides, Jevons & Bonhomme, 2012). It may "produced, modified, shared and consumed" and seen as "the sum of all ways in which people make use of social media, usually applied to describe the various form of media content that are publicly available and created by end users" (Paquette, 2013; Kaplan & Haenlein, 2010; Smith, Fischer & Yongjian, 2012)

However, when given the tools to consumers to participate in the value-creation process, by creating user generated content, it may further the perception of the concept co-creation (Muniz & Schau, 2007, Christodoulides, Jevons & Bonhomme, 2012). It means that consumers are part of the value-creation system and they are no longer satisfied with experiences created by brands but instead, they want to "shape experiences themselves through co-created content such as UGC" (Prahalad & Ramaswamy, 2000). Consumers create user-generated content because it helps them to understand the environment with a sense of intrinsic wisdom, self-esteem and belonging by becoming members of an online community with principles (Daugherty, Eastin & Bright, 2013). The drivers of content creation were

suggested to be a desire to collaborate, to disseminate information, to interact and to be creative (Burmann & Arnhold, 2008; Christodoulides, Jevons & Bonhomme, 2012). Knowledge sharing, advocacy, social connections, and self-expression were shown to be psychological motivators of UGC engagement (Krishnamurthy & Dou, 2008; Christodoulides, Jevons & Bonhomme, 2012).

When we talk about real-time content creation, there's a factor that needs to be considered which is the fact if the content expresses something relevant or if it creates a sentiment in the consumer. The probabilities of grabbing attention and interaction are higher among the fact that brands are more easily recognized if they have the component of storytelling because that means that brands are creating their own identity to engage consumers (Kotler & Keller, 2006). "The story should also have a message that is strategically important to the brand, its vision, the customer relationship, the organization, and/or the business strategy" (Aaker & Aaker, 2016).

However, this, like any other strategy, needs to be evaluated by the quality of the story and its message, for example, if it is intriguing, authentic and involving. Formulating compelling content can be difficult, but this is going to create brand equity because consumers interpret stories and like to be involved in them.

2.3. Moment marketing as an opportunity to marketers

Within the content creation and the firm generated content, moment marketing could be one of the strategies used to engage consumers instead of regular content posts. Moment marketing is defined as "the practice of creating content inspired by a current topic, trend or event" (Kerns, 2014). But there are two main things that brands need to consider when deciding if moment marketing is the right for them, which is time and money. Based on this, two types of real-time content are explored. UberVu (2013) refers to the first as "content based real-time marketing" and involves creating content about something that happens now, but that will create reactions and a conversation around it. A good example of this is the case of Special K (Kellogg's) in the 2013 Academy Awards that tweeted an image after the theme song from Jaws was played to cut off a long acceptance speech (*See Figure 1*). But this type of moment marketing has some challenges because it is required that the brand marketing

team is on top of the event and this involves money, attention and a massive commitment from them.

The second one is "conversation-based real-time marketing" that, in the opposite of the first one, doesn't involve content but requires participation and engagement. There are good examples of brands that adopt this type of moment marketing like when a brand responds to the needs of their consumers by literally commenting in their posts or tweets. This requires time to be online and effort to search for that opportunity to engage with the consumer, especially during some events, and this can represent good revenue for the brand if successful, like increasing their sales or brand awareness. Verizon did it during 2014 Super Bowl when they partnered with the Empire State Building to interact with fans through the hashtag #WhosGonnaWin on Twitter (*See Figure 2*).

In this work, is going to be used the term "moment marketing" which "is the ability to shape your online advertising activity based on any relevant moment from the offline world in real-time" (TVTY, 2016). When marketers are planning the so-called moment marketing, there are two main factors that they need to perceive the events, dividing them into macro moments and micro moments (TVTY, 2016). Macro moments "are the key events which spark interest", and they can be major events like championships, festivals, fashion weeks, etc., but they are "publicly known and can be planned for". Micro moments "are the moments which do not stand out and which are less obvious" (TVTY, 2016). and are essential to how consumers are going to acknowledge the brand, like making something with a special day and joking with that.

One example of macro-moment is what brand Oreo did it when they tweeted "You can still dunk in the dark" after the lights went out at the 2013 Super Bowl (*See Figure 3*). That is why moment marketing is considered "the strategy and practice of responding with immediacy to external events and triggers" (Lieb, Groopman & Charlene, 2013) and it is starting to be included in marketing campaigns planning. In a documentary about project #Live created by Twitter, Bonin Bough (VP, Global Media & Consumer Engagement) of Mondelez explained that Oreo took four minutes reacting to the power out in Super Bowl but that only was possible because in the 100 days before they were building a "muscle memory" – pieces of content culturally relevant every day – that allowed to know how to operate faced with that unexpected event.

Altimeter (2013) identified six use cases of real-time marketing, divided into four quadrants relatable with the definition of the concept: Planned, unplanned, proactive and reactive.
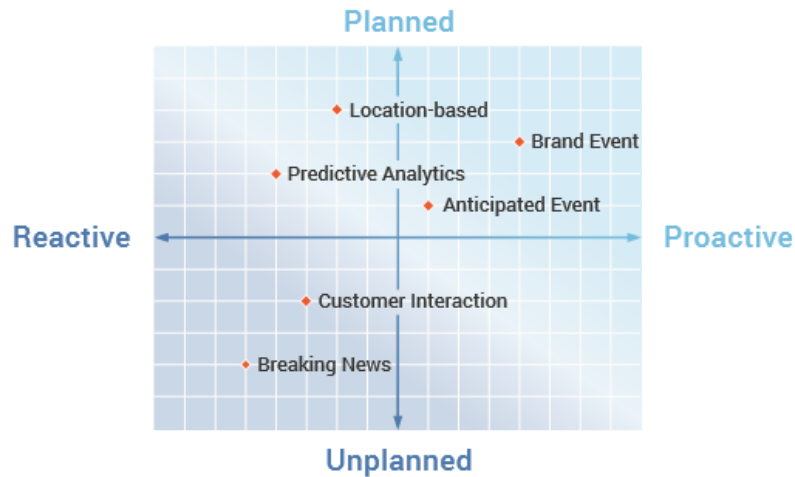
Fig. 4. The Six Use Cases of Real-time Marketing. Source: Altimeter (2013)

From this graphic, the quadrant that is relevant in this study is "Planned/Proactive" which englobes "brand event" and "anticipated event". A brand event is when all creative elements and content strategy are planned, and during events, the team needs to be prepared in advanced to "push out announcements and react to anticipated posts in social media" (Lieb, Groopman & Charlene, 2013). Anticipated events are the ones that englobe fully preparation for real-time events that can be predicted in advance by having business goals, strategies, teams and approvals, like the War Room staffed in Super Bowl to do Oreo famous tweet, or when a brand like HBO prepares content for Emmy winners even though they don't know who's going to win at the time (Altimeter, 2013).

Kerns (2014) broke down moment marketing into two types of creative which are "known topics" that means that moment marketing content is posted in real-time while a large event is taking place and can be planned considering the predictability of the event, and "unknown topics" which is when RTM "can't be created and therefore must be created in a reactive manner after a topic has become a trend", like the Super Bowl 2013 blackout.

When combining the "topic predictability and event type", a matrix of four quadrants is created, composed by "planned", "watchlist", "opportunistic" and "every-day" RTM. (Kerns, 2014). "Planned RTM" is the quadrant that is more related with this study that happens when

we cross a known topic and a known event, like Oscars where brands can plan content before the event and "Watchlist RTM" is applicable to events that happen around a known topic that we don't know which are the details or when it will happen. "Opportunistic RTM" refers to trends "that people are talking about as they are all discussing the same tent pole event"; and "every-day RTM" is when trends occur but no one could have predicted (Kerns, 2014).
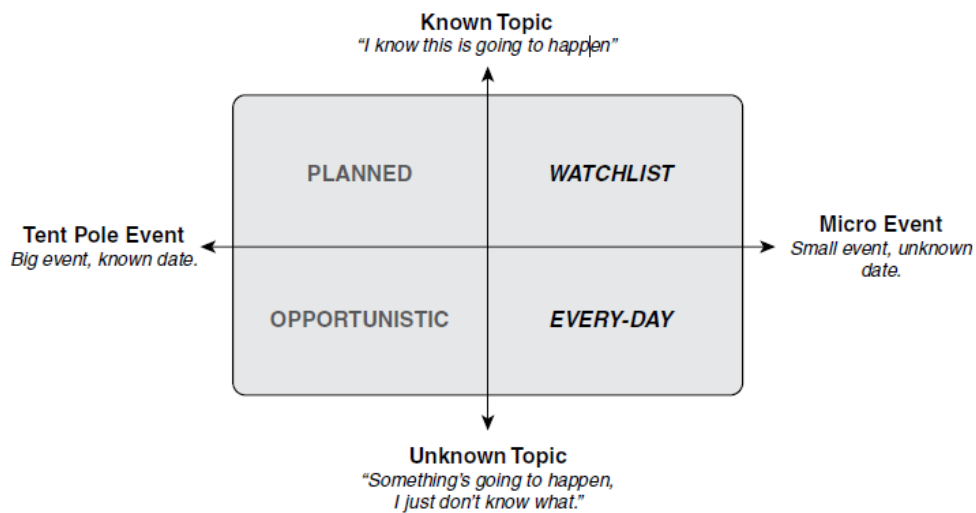
Figure 5. The Real-Time Matrix. Source: Kerns (2014)

So, moment marketing and its creation is something that is being considered in marketing in different ways. Marketers understand the value of real-time and executing it to achieve business goals like to form customer relationships (56%) or to increase social media engagement and reach (49%) but they also perceive that there are challenges preventing companies from using social data in real-time like limited budget or resources (47%) and the fact that staff can't respond quickly enough (43%) (Wayin, 2016). Above all, "marketers are using an integrated mix of tactics across digital and social media channels to execute real time strategies", and one of them is the response to timely trends, news and events on social media (58%) (Wayin, 2016).

The following bullet points are an excerpt from Kerns (2014) advantages by using this real-time strategy in social media:

- Short-form: "audience don't have time for long form takes on RTM events, audience doesn't have time to create that much content"; "Be quick, be engaging, be gone".

- Cheap: "the low cost of engaging in the moment on social media makes the strategy accessible".

- Second screen: "if you bring your brand and message to the location where the audience already lives, it will take less energy than sending them to your owned properties"

- Measurable: "Impressions, engagement, clicks, shares, you know how well your social efforts are performing and you get that information instantly. Not only are the interactions real time, but the analytics are real time as well"

- Versatile: "social is a platform that allows for many types of interaction - from posting of original messages to one on one conversations. Not only are brands trying to get the attention of consumers by talking about the micro events during large events, they are also reaching out to other brands through RTM efforts to create new story lines within events"

However, because moment marketing is something that is still being developed, some constraints could turn more difficult to adopt this strategy like having a team dedicated to that event and prepared to what comes. That team is responsible for monitoring social media and decide what to post when something happens within seconds to reach customers faster, even with the risks of the content not being screened as they should. Besides that, many departments need to be involved in the moment marketing planning strategy (*See Figure 6*)
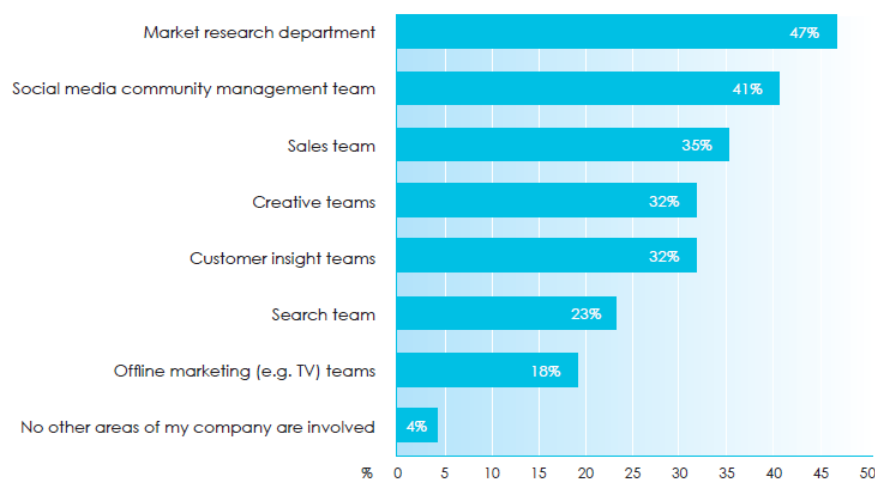
Figure 6. Brand departments involve in moment marketing strategy. Source: TVTY (2016)

2.4 Measuring customer-based brand equity

Some researchers see brand equity as "a key marketing performance indicator, a source of competitive advantage and a vital component of business success" (Christodoulides, Cadogan, & Veloutsou, 2015) or even as a consumers' response "between a focal brand and an unbranded product" (Yoo & Donthu, 2001). Previous researches pointed that brand equity helps to create brand value "by enhancing efficient information processing and shopping, building confidence in decision making, reinforcing buying, and contributing to self-esteem" (Tuominen, 1999).

Although, when researching about brand equity, two authors conceptualized this term. Aaker (1991,1996) includes in his definition and model of brand equity four concepts: brand associations, brand awareness, brand loyalty and perceived quality.

For Keller (1993), customer-based brand equity "occurs when the consumer is familiar with the brand and holds some favorable, strong and unique associations in memory" and is defined as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Customer-based brand equity can also be defined as "a set of perceptions, attitudes, knowledge, and behaviors on the part of consumers" (Christodoulides & Chernatony, 2010). To assess the value of the brand and how it can benefit the firm, brand equity depends on the consumer's knowledge of the brand which is an important denominator for marketing strategies (Keller, 2003b:9; Keller, 1998; Tuominen, 1999; Keller, 1993;).

The relevant dimensions that distinguish brand knowledge and affect consumer response are the awareness of the brand (regarding the brand recall and recognition) and the favorability, strength, and uniqueness of the brand associations in consumer memory. Yoo & Donthu (2001) conceptualized overall brand equity in their study as a construct of different concepts, composed by brand preference, loyalty and attachment, to work as the strength of the brand and as indicators of customer-based brand equity.

It is essential to build a strong brand but to do so there is a four-step process that involves accomplishing objectives with customers. The first one is to "ensure identification of the brand with customers and an association of the brand in customer's minds with a specific

product class or customer need" (Keller, 2001) by asking the question "Who are you?". The second is to establish the brand meaning in customer's minds by linking tangible and intangible brand associations – "What are you?". The third step "is to elicit the proper customer responses to this brand identity and brand meaning" (Keller, 2001) by asking "What about you? What do I think or feel about you?" and the fourth and final step is to convert brand response, creating a relationship between consumers and the brand – "What about you and me? What kind of association and how much of a connection would I like to have with you?".

This four-step process is transformed into a six brand building blocks assembled in a pyramid, and the objective is to reach the top that symbolizes the creation of significant brand equity (Keller, 2003b).
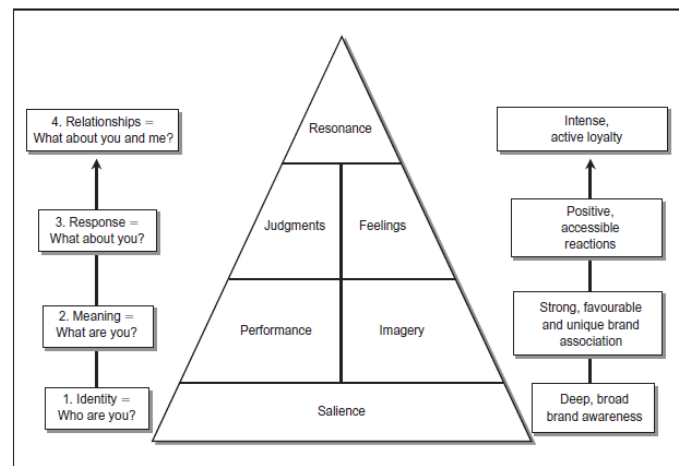
Figure 7. Customer-based brand equity pyramid. Source: Keller, 2003b

In terms of brand identity, the goal is to create brand salience within customers because it is related with brand awareness. We move to the brand meaning which involves the characterization of the brand and what should stand in consumer's mind and has three dimensions as said before that are strength, favourability and uniqueness, which is the base of brand loyalty (Keller, 2003b).

When it comes to the third level of the pyramid, brand responses reflect how customer feels about the brand and their brand judgements like brand quality, brand credibility, brand consideration and brand superiority and this can affect favourably consumer behavior (Keller, 2003b).

After this, we reach to the top to brand relationships which are related to the level of identification of customer towards the brand and how synced they are with it. If brand

knowledge is not favourable, consumers will not develop brand loyalty or preference towards the brand. In this level, there are two dimensions: intensity – "depth of the psychological bond that customers have with the brand" (Keller, 2003b) and activity – "how frequently the consumer buys and uses the brand, as well as engages in other activities not related to purchase and consumption. In other words, in how many different ways does brand loyalty manifest itself in day-to-day consumer behaviour" (Keller, 2003b). With brand resonance being completed, consumers are in a high level of loyalty which creates a close relationship between them and the brand, making them to seek by interaction and experiences sharing with other. (Keller, 2003b)

Collectively, BE "consists of four dimensions: brand loyalty, brand awareness, perceived quality of brand and brand associations" (Aaker, 1991,1996; Keller 1993). The components are conceptualized as the following bullet points:

- Brand loyalty:
  - "the attachment that a customer has to a brand" and how he becomes loyal to that, by the intention to buy the brand as first choice (Oliver, 1996; Aaker, 1991);
  - it requires that customers have uniquely experienced the brand and at the same time add value to them, which conveys an emotional engagement with it (Smith & Wheeler, 2002; Donlan, 2014);
  - it is a way of reducing marketing costs because having loyal customers and retain them is cheaper than attracting new ones (Tuominen, 1999);
  - It is regularly brand's equity core and reflects if the customer is ready to switch to another brand (Tuominen, 1999);
- Brand awareness:
  - "the ability for a buyer to recognize or recall that a brand is a member of a certain product category" (Aaker, 1991);
  - Consists on brand recognition that is "the ability of consumers to confirm prior exposure to the brand" (Tuominen, 1999); and on brand recall which is "The ability of consumers to retrieve the brand when given the product category" (Tuominen, 1999) but it is required that consumers have the capacity to generate the brand from memory (Tuominen, 1999);
- Brand image:

- o Is defined "as consumer perceptions of a brand as reflected by the brand associations held in consumer's memory" (Tuominen, 1999)
- o It's the perception we have from the brand with elements that make us able to identify or distinguish that brand from others. (Tuominen, 1999)
- o Composed by a set of brand associations that are "informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers." (Tuominen, 1999) Brand associations happen when there is a belief that the brand has attributes and benefits that satisfy their need and, also, attitudes. (Tuominen, 1999)

2.5. Measuring brand sponsorship

According to a Nielsen's' report (2018), Portugal is the 4th country with a higher percentage of population interested or very interested in football, with 75%. In sports events, especially football, it is usual that the event or the teams have sponsors and sponsorship in sports area can have strong images due to an international audience and because it appeals to all classes (Abratt et al., 1987; Ferrand and Pages, 1996, Gwinner & Swanson, 2003).

Meenaghan (2001), as cited by Portlock (2009), refers that sponsorship "engages the consumer differently by bestowing benefit of activity with which the consumer has an intense emotional relationship". The sponsor brands aim to enhance brand knowledge through sponsorship engagement financial efforts (Gwinner & Eaton, 1999; Schmidt, Langner & Limbach, 2013) and it is brand equity that reflects the competitive advantage gained by them with added value, but also, that makes the consumer trust more in them, instead of competitor's brand (Farquhar, 1989; Schmidt, Langner & Limbach, 2013). Cornwell et al. (2001) studied that sponsorship marketing as an instrument can help on brand differentiation from their competitors by adding financial value.

Gwinner (2005) proposed that associations of the event can be transferred to sponsor's brand and that image transfer can differ according to consumer's experiences, event identification and characteristics and the brand-event fit (Lee & Cho, 2009). If this image is not in line with customer's interests and lifestyle, the match that should exist between a sporting event and a sponsor brand does not correctly reach to the target with the right message (Crimmins & Horn, 1996; McDaniel, 1999; Lee & Cho, 2009).

To determine the relevance of the sponsor towards the event, it is used congruence as the degree that determines if the consumers understand the fit and if that perception affects their attitude towards the sponsor brand, if it increases brand recall and the intention of purchase of the product (Cornwell, 1995; Crimmins & Horn, 1996; Gwinner, 1997; Gwinner & Eaton, 1999; Lee & Cho, 2009). This concept can mean that consumers "remember congruent information associated with their prior expectations since memorized information and its retrieval is influenced by similarity or relatedness between sponsoring brands and sponsored sponsorship. For instance, an auto manufacturer sponsoring an auto racing event seems to yield high brand-event congruence which can be easily remembered and recalled" (Lee & Cho, 2009; Cornwell, Weeks, & Roy, 2005; Mandler, 1982; Srull, 1981)

Based on the previous literature presented on section 2.4 *Measuring customer-based brand equity* and on this section, we purpose the following hypothesis:

H1: Moment marketing from official sponsor brands have a greater impact in

    a) Brand awareness/identity

    b) Brand image/meaning

    c) Brand loyalty

    d) Overall Brand equity

Compared to posts of brands that are not sponsors.

H2: Moment marketing from official sponsor brands has a greater effect on

    a) Brand awareness/identity

    b) Brand image/meaning

    c) Brand loyalty

    d) Overall Brand equity

Compared to regular posts from official sponsor brands.

In a study of Levin, Beasley and Gamble (2004), it was found evidence that brand loyalty of NASCAR sponsors was high among the fans, although, fan's perceptions explain these

arguments that supporting sponsor brands preserves their favorite sport instead of an existing commitment to engage customer experiences (Donlan, 2014).

As said in section *2.4 Measuring customer-based brand equity*, CBBE is conceptualized with brand associations and with brand knowledge in consumer's mind, "constituted by all the mental representations of a brand that are based on past experiences" (Keller, 2003; Keller, 1993; Schmidt, Langner & Limbach, 2013) and how the consumer views the brand being affected by brand image and, consequently, that influence their behavior towards the brand, forming brand loyalty (Esch et al., 2006; Schmidt, Langner & Limbach, 2013). To leverage brand equity, sports sponsorship must be planned as a marketing communication program (Keller, 2013) as it contributes to boosting brand equity, so it's expected in this study that official sponsor brands have more significant impact in the constructs being analyzed. However, to do that, it must have goals and investments in communication, advertising and promotion (Cornwell et al., 2001; Henseler et al., 2011).

According to Schmidt, Langner and Limbach (2013), the effectiveness of sports sponsorship insights, provided by the process of the sponsorship information are "memory-based consideration set (Herrmann et al., 2011, 2014), sponsor-event linkage (Koenigstorfer & Groeppel-Klein, 2012; Trendel et al., 2012; Schmidt et al., 2013) and sponsor-sponsored-entity fit (Trendel & Warlop, 2007; Zdravkovic & Till, 2012).".

Other concept can be related to the event, which is "event-connected brand recognition", being the "consumer's ability to correctly classify a brand in terms of its relationship to the event (sponsor/non-sponsor)" moreover, there are some factors that influence consumer's awareness and recognition, which are the following bullet points of an excerpt of Portlock (2009):

1) Event exposure (Sandler & Shani, 1989)
2) Event involvement (Meenaghan, 2001)
3) Event sponsor fit (Rompton, 2004a, 2004b)

Chavanat (2009) refers that literature review "found nothing that examines the relationship between sponsor, event, team and top players" which means that a sponsor can associate with other entities in an international sports event like FIFA World Cup or the national team.

Linked to sponsorship, there's another concept associated with events, that is ambush marketing, referring to non-sponsorship brands, and is defined as an organization's effort to associate with an event to achieve different benefits among them recognition, awareness and attention without being the official sponsors or without having a direct connection to the event (Sandler & Shani, 1989; Chadwick & Burton's, 2011). But, for this study, we are going to call non-sponsor brands instead of ambush brands.

The goal of this concept is to "create miscomprehension in the consumer's mind about who the sponsor is" (Portlock, 2009) having as benefits the facilitation of "exposure via sponsorship of national team or lower-tier event sponsorship within the event" (Shani & Sandler, 1998; Hoek, 2005; Portlock, 2009) and the "significant growth in this form of ambushing due to competitive behavior on part of event organizers" (Shani & Sandler, 1998; Hoek, 2005). According to Payne (1998), ambush marketing brands boost their awareness through marketing activities during the event by overthrowing the official sponsors association. Portlock (2009) findings describes that ambushers have less recognition than sponsor brands through being sponsors connected to the event.

According to Chadwick and Burton's (2011), ambush marketing can have three main classifications described above:

- Direct ambush marketing: it is divided in three types that are predatory, when it is a "deliberate ambushing of a market competitor to gain market share and to confuse consumer" (Chadwick and Burton's, 2011); coattail, that happens when there is an association of a non-sponsor brand with the event through legitimate link); and property infringement, that is when it goes further by using intentionally "the event's protected intellectual property" (Chadwick and Burton's, 2011).
- Associative ambush marketing: it is divided into six types, which three of them focus on protected intellectual property that are associative (use of imagery without infringing it), distractive (non-sponsor is present near the event without infringing intellectual property) and values (using the central theme of the event without infringing intellectual property). The other three types are sponsor-self (represents the extensions of legitimate sponsor beyond the sponsorship contract), insurgent (when guerilla marketing tactics are near event) and parallel properties (creating a new event running parallel to ambushed target) (Chadwick and Burton's, 2011).

- Incidental ambush marketing: with only two types that are unintentional, in the case of the consumer having an incorrect identification based on the previous involvement of the ambushed brand; and saturation, when marketing communications during the event increase. (Chadwick and Burton's, 2011).

Following the classifications of ambush marketing, four items were created to measure consumer attitudes towards these situations that are described firstly like non-sponsors misleading consumers to believe that are official sponsors, secondly by calling unethical the association of non-sponsors to an event, thirdly by being annoyed with that situations and at last, by calling it fair that companies associate themselves to a sporting event without being sponsor (Shani and Sandler, 1998).

Nevertheless, sponsorship focus is being shifted from building loyalty to engage customers (Santomier, 2008 as cited by Donlan, 2014) and sponsors are seeking image transfer of the consumer's feelings for sports to brands (Smith, 2004; Donlan, 2014) because sponsorship success is achieving by gathering together the association to sporting event and the creatively way that brands activate sponsorship, turning that creativity in opportunities to engage and connect with existing consumers and potential consumers (Donlan, 2014).

2.6. Measuring customer engagement

According to Arthur (2006), 90% of social media users watch the contents posts but only 9% interacts by adding comments, and 1% creates new content. So, when we talk about customer engagement, it is implicit that relationship marketing is part of that. Relationship marketing is the "process of identifying and establishing, maintaining, enhancing and when necessary, terminating relationships with customers and other stakeholders" (Grönroos, 1997).

But even relationship marketing and customer engagement need two important factors: trust and commitment of consumer in brands. As Morgan and Hunt (1994) said, trust exists "when one party has confidence in an exchange partner's reliability, and integrity" and commitment is defined as "an exchange partner believing that an ongoing relationship with another is so important as to warrant minimum efforts at maintaining it; that is, the committed party believes the relationship is worth working on to ensure that it endures indefinitely.".

This said, customer engagement is all about satisfying customers and maintain a relationship trustworthy with them, and social media is a great facilitator on this process of creating intimate relationships with trust and commitment by emotional bonds, feelings, relational exchanges with them. Patterson et al. (2006) define this concept as "the level of a customer's physical, cognitive and emotional presence in their relationship with a service organization". This is important in the literature review of moment marketing because, without it, we could not understand the second way of the conversation, which is the consumer and his perception of the brand.

To increase brand participation, some factors can help it like vividness – a way of appealing customers and make noticeable the post by visual stimulations like videos or pictures. The more vivid the post, more possibilities of greater engagement. But, factors like interest (by entertaining and inform consumers), personalization and interactivity are also crucial for higher engagement. (Lin, Swarna & Bruning, 2017). If this has success, consumers motivation to like, comment and share brand posts is higher, especially if they considering of using a good and receive a positive message from that company with images or videos (Swani et al., 2017)

But content is the basis for all that engagement occur because it is the instrument that is going to stimulate that interaction with consumers which, consequently, will promote the brand (Penke, 2017). Interactivity is an important concept for brand fan pages because it can increase decision process and increase customer's involvement and, at the same time, be a positive thing for marketers because it allows understanding their perception to adapt their messages and communication strategies to meet their needs (Pavlou & Stewart, 2000).

Based on the literature in this section, we purpose the following hypothesis:

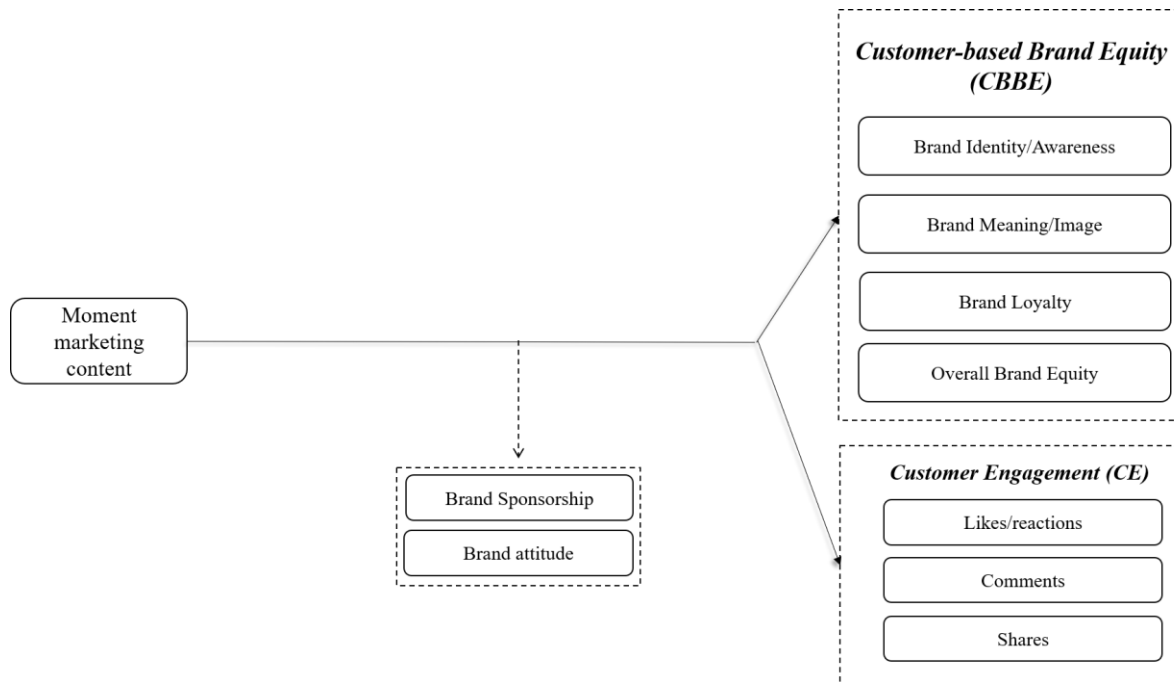| |
|---|
| **H3**: Moment marketing from official sponsor brands have a greater impact in

    a) Customer Engagement

Compared to posts of brands that are not sponsors. |
| **H4:** Moment marketing from official sponsor brands has a greater effect on

    a) Customer Engagement

Compared to regular posts from official sponsor brands. |

3. Purposed model, research hypothesis and scope study

Figure 8. Overall conceptual framework. Source: Developed by the author

As moment marketing is a strategy still being developed and marketers need to be prepared for whatever happens, especially in big events like World Cup, the main focus of this study is to understand mainly if moment marketing could be a strategy to engage Portuguese consumers regarding World Cup 2018, championship where Portugal was playing at the time.

By assuming that the post would be in moment marketing, the aim was to understand if a firm generated content on the moment impacts in customer-based brand equity (composed by brand awareness, brand image, brand loyalty and overall brand equity) and in customer engagement, measured here through likes, comments and shares. The firm generated content was affected by sponsorship agreements, represented in the framework as "Brand sponsorship" which means that the comparison was between sponsorship brands and non-sponsorship brands firm generated content on the moment. Also, it is important to compare if sponsorship brands firm generated content has more significant impact in customer-based brand equity when compared to a regular post from sponsor brands.

The brand attitude was also included in the model because it is a variable that can influence the consumer response towards the contents presented, depending on where the attitude towards the brand is measured – if before the manipulation, during or after.

4. Methodology

4.1 Research design and sampling procedure

Before the leading research, it is essential to adopt instruments and techniques to understand the subject in the study better. The chosen method for this research was in the form of and experimental research, that can be defined as "a test under controlled conditions that is made to demonstrate a known truth or examinate the validity of a hypothesis" (Muijs, 2011). The experimental research was chosen because in this type we can create a controlled environment to focus only on the variables tested (Muijs, 2011). This can have some disadvantages because the situation may not reflect real life and may not represent with veracity the consumer interactions.

The survey was constructed in online software Qualtrics. This software allows, through its features to display scenarios randomly, the opportunity to organize the flow of the survey and change it along the way, to show specific questions if conditions are met, and also it is more comfortable when it comes to organizing the data set to work in SPSS.

The target population had to be Facebook users and simultaneously people who follow World Cup. It was only considered a valid response to the ones that obeyed to these two main conditions. It was made to Portuguese users, the reason why the survey was made in Portuguese and not in English or another language.

For data collection, several online platforms were used like Facebook, appealing to the sharing among friends and family to reach different ages, genders and occupations.

4.2 Questionnaire structure and experiment design

To perform this survey, three sections were developed to experiment. In the first section, respondents answered a set of screening questions to check if they were Facebook users and World Cup, followers. If the respondents answered "no" on these questions defined as "Do you have a Facebook profile?" and "Do you follow World Cup?", they were redirected to the end of the survey because they did not meet the criteria.

To understand the respondents that met the criteria, it was asked their frequency of usage of this social network and if they follow brands in this platform. Also, to understand the type of consumer that was answering to the survey, it was asked which brands he uses/consumes more frequently of the set of 6 brands chosen to the study and they could select more than one brand.

It was decided to include one more screening question, this time as a control variable, which was brand attitude because the study was based in brands and it is important to perceive the customer's attitude towards the brand. Keller (1993) perceived brand attitudes as consumer's evaluations and how that is important to understand their behavior. According to Fishbein and Ajzen (1980), attitudes are the consumer's beliefs about a product or service and the overall judgement that will define if the brand is good or bad and if it is likable, among other perceptions. Every respondent that completed the survey answered to this variable to all the brands of the study, in a Likert-type scale of 1-7.

In the second section of the survey, respondents were assigned randomly to three different groups, composed of three brands each. In this groups, it was presented a post of each brand, also randomly the order of the posts, and respondents had to answer how they interact with the post they are seeing – if they put a like (or a reaction: love, laugh, surprise, sad or angry), if they comment, if they share or none of the others. After that, the respondent had a question to recall what they saw in the post, and the options were if they recall the main phrase, the product, something related to Portugal, the indication of sponsorship brand or none of this. They were able to choose more than one answer. The control group (3rd group) didn't have this option because it wasn't related to brand sponsorship and event.

Before the respondent passed to another post of a different brand, they had to evaluate the brand equity of the brand previously showed with several questions related to brand awareness, brand image, brand loyalty and overall brand equity, to understand their perception.

4.3 Groups (Sponsorship vs Non-Sponsorship brands vs Control Group)

In group 1, the posts presented were from official sponsor brands of the national team, specifically about the elimination of Portugal from the World Cup 2018, but with a support message. As previous research by Penke (2017), the stimuli were that the post of these sponsors brands was in moment marketing condition, which means, they were related to the

moment and to the event that was occurring at the time the survey was done *(Figure 9, 10 & 11)*

In group 2, the posts showed were from the non-sponsor brands, and the context was the same as the official sponsor brands and post was also in moment marketing condition. *(Figure 12, 13 & 14)* The posts contained thumbnail images with some cues, to look as much as possible as a Facebook post of the brand in cause.

The group 3 was defined intentionally for this study using the same official sponsor brands used in group 1, but the main difference was that these posts were not in moment marketing condition. This decision was made because it is the group that reflects better the type of content that the chosen brands regularly posts on Facebook. They were regular posts previously posted by the brand itself in Facebook brand pages, and the content was not related with World Cup, and it was not in the same timeline as the event *(Figure 15, 16 & 17)*.

4.4 Measures

To measure some constructs in the different groups of the study, some scales were inspired in previous studies, as seen in the table below. Some of the items are semantically adapted from other authors to maintain the validity and coherence of the study.

All the items were studied through a 7-point Likert type scale. In case of brand awareness, brand image, brand loyalty and overall brand equity, it was presented as 1 being *"completely disagree"*; 2 *"disagree"*; 3 *"somewhat disagree"*; 4 *"neither agree nor disagree"*; 5 *"somewhat agree"*; 6 *"agree"* and 7 *"completely agree"*. The numbers 2, 3, 5 and 6 were not presented like that to not confuse the respondents, being only presented 1 as the extreme of negative, 4 that is the middle of the scale and 7 as the extreme of positive.

Brand attitude was measured with a bipolar scale but also in a 7-point Likert type scale, composed of 5 measurements where: 1 was *"unappealing"*, *"bad"*, *"unpleasant"*, *"unfavorable"* and *"Unlikable"*, depending on the item that was being measured and 7 was *"appealing"*, *"good"*, *"pleasant"*, *"favorable"* and *"likable"*.

| Dimension	Measurement Items	Author

Brand attitude	Please describe the overall feelings about the brand described in the ad you just read:
	    BAT1: Unappealing/Appealing
	    BAT2: Bad/Good
	    BAT3: Unpleasant/Pleasant
	    BAT4: Unfavorable/Favorable
	    BAT5: Unlikable/Likable
		Spears and Singh (2004)

Brand Awareness	**AW1 -** I can recognize Brand X among other competing brands **AW2 -** Brand X is a brand I am very familiar with	Yo, 2001; Penke, 2017
Brand Meaning/Image	**BM1 -** Some characteristics of Brand X came to my mind quickly **BM2 -** I am aware of Brand X	Yo, 2001
Brand loyalty	**BL1 -** I consider myself loyal to Brand X **BL2-** Brand X would be my first choice **BL3 -** I will not buy other brands if Brand X is available	Yo, 2001
Overall Brand Equity	**OBE1 -** Even if another brand has the same features of Brand X, I would prefer to buy Brand X **OBE2 -** If there is another brand as good as X, I prefer to buy Brand X	Yo, 2001

Table 1 - Variable items measured by Likert-type

Source: Developed by the author

4.5 Pre-test

Even before the creation of the survey, two important steps in the study were made. The first one was to understand the top events that triggers moment marketing (TVTY, 2016), reaching the conclusion that was sports events, being Euro (football) in the top in 2016, before the year when the report of moment marketing was developed (*See Figure 18 & 19*). Because Euro was in 2016, the chosen event was FIFA World Cup 2018, to the study to be performed on the

moment, which facilitates the accuracy of responses because consumers are in the environment of the event.
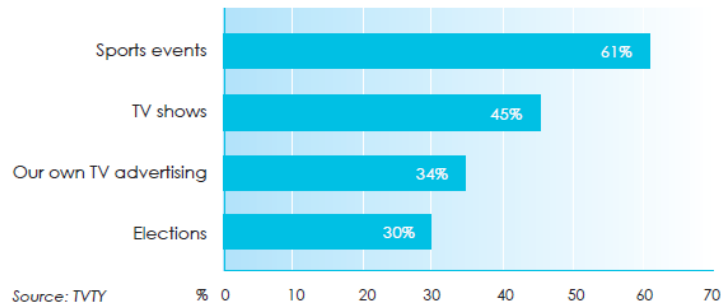
Figure 18. Top events that triggers moment marketing. Source: TVTY (2016)
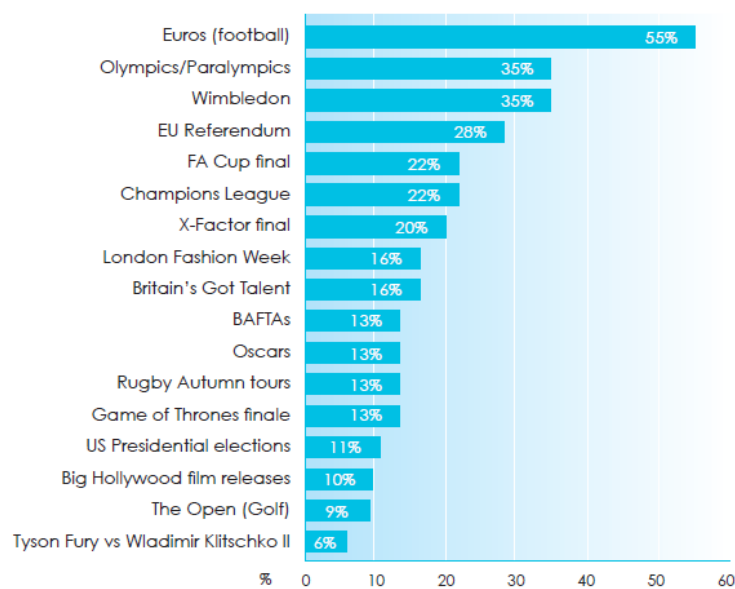
Figure 19. Top events brands to launch moment marketing events around in 2016. Source: TVTY (2016)

The second step was to choose the brands being analyzed. Portugal was amongst the teams of FIFA World Cup, so the brands initially chosen were sponsor brands of the national team, to have coherence with the event chosen. For the comparison, were also chosen non-sponsor brands, "competitors" of the sponsor brands, to understand which of them has more interaction amongst the World Cup fans. These brands can have a strategy linked to ambush marketing.

The sponsor brands chosen were from different industries and reckoned by Portuguese, and the main requisite was to be a sponsor of the national team and have something that could be

easily related with sports events, like beer industry or sports stores, but also, they had to be doing marketing campaigns around the World Cup theme. The chosen ones were Sagres (314,167 likes), MEO (1,493,577 likes) and Sport Zone (489,544 likes)

The non-sponsor brands chosen were competitors of the sponsor brands, in the same industry, being the decision supported by the number of likes in their Facebook brand pages. The chosen ones were Super Bock (810,743 likes), Vodafone (1,061,891 likes), Decathlon (455,583).

Before launching the final survey, we tested if the settings and the stimuli were working correctly and were perceivable, to find some errors before the data collection, it was conducted a pre-test (n=10). There were found some errors in some settings like the survey not sending the respondent to the end of the survey due to the obligatory criteria. Overall the feedback was that the images were perceivable, and no feedback was given due to the length of the survey. With this, we decided to put the survey online.

4.6 Data analysis procedure

Since the coding of each question was previously programmed in online software Qualtrics, before launching the final survey, we checked once more, especially after pre-test feedback, all the questions and answers were checked to see if there were incongruences, but no errors were found.

After the data collection of a significant sample, the online survey was closed to prevent more answers to be added through the link shared in social networks. Then, using the filters that Qualtrics provides, it was identified the invalid answers (the ones that didn't finish the survey and that did not meet the criteria) and that answers were eliminated not to compromise the final data set – explained in detail in section *6.1 Results analysis*.

With the dataset that was going to be used, all data was exported to an SPSS file to be used in statistic software SPSS 25.0 and exported in the XML file, to work with the data set in Microsoft Office Excel 2016 – which was the main program used during the analysis.

In SPSS, we categorized the data that we were going to work with. In Likert-type scale items, we converted into an ordinal scale because it provides an order of observations even though

we cannot know the difference between each level of the ordinal scale (Laerd Statistics, 2015; Mooi, & Sarstedt, 2011). The variable called groups, which was the base of all study was created to label each of one of the respondents and to which group they corresponded (1= Sponsorship Condition; 2= Non-Sponsorship Condition; 3= Control Group), to make the comparison between the groups in the hypothesis testing. No items were reverse coded, so we moved to the distribution of demographic variables in each group using pie graphics and frequencies tables.

For internal consistency, each construct of section *4.4 Measures* was tested by using Cronbach's alpha model, a reliability scale (Mooi, & Sarstedt, 2011) followed by a principal component analysis, which results are better explored in section*5.3 Validation of measures.*

Because we have different groups and we are comparing them in hypothesis testing, it was checked if they were comparable regarding some control questions made at the beginning of the survey, among them demographic variables, brand attitude was also included, and variables regarding Facebook were the base to comparison, and all of them are contemplated in section *5.4 Comparability of the groups*. If groups did not have statistically significant differences between them, that proved that they are comparable but, in case of any difference, that can be explained by manipulations in the posts and not because of differences in respondent's characteristics.

It was used Kruskal Wallis test – nonparametric test - as an alternative to one-way ANOVA because it is useful to check differences amongst "two or more groups of an independent variable on a continuous or ordinal dependent variable" (Laerd Statistics, 2015) and it was also used a Chi-Square of independence because that data being analyzed uses both ordinal and nominal scales items of measurement.

The data analysis of hypothesis testing used independent sample t-test to "compares the means between two unrelated groups on the same continuous, dependent variable" (Laerd Statistics, 2015).

5. Results

5.1. Measuring Instrument

As explained in section *5.1 Research design and sampling procedure*, the chosen method to the study was experimental research, tested with an online survey. From 576 respondents to the online survey, 171 (29,7%) abandoned the questionnaire before complete. The 405 respondents left, 3,46% (14 respondents) were sent to the end of the survey because they did not meet the first criteria, which was "Do you have a Facebook profile?". The ones who met the first criteria but didn't the second one which was "Do you follow World Cup?", a 21,73% (88 respondents) were sent to the end of the survey too.

The final sample with all the valid respondents (the ones that met the two main criteria) corresponds to n=303: 102 in sponsorship moment marketing condition (MM condition), 102 in non-sponsorship moment marketing condition and 99 in control condition. The control group did not expose situations in moment marketing, adapted to the situation of the event, but instead, they tested the reaction towards regular brand posts disconnected of World Cup, and the brands were the same of the group of sponsorship group.

Each group had 3 posts to each of the brands chosen to the condition (Moment marketing and control): 3 posts of sponsorship brands (Sagres + Moment Marketing World Cup 2018, MEO + MM World Cup 2018, Sport Zone + MM World Cup 2018), 3 posts of non-sponsorship brands (Super Bock + MM World Cup 2018, Vodafone + MM World Cup 2018, Decathlon MM World Cup 2018) and 3 posts control sponsorship condition (Sagres + regular post, MEO + regular post and Sport Zone + regular post) as the table above shows.

Group 1: Sponsorship Condition	Group 2: Non-Sponsorship Condition	Group 3: Control Condition
n=102	n=102	n=99
Sagres + World Cup 2018 post	Super Bock + World Cup 2018 post	Sagres + regular post
MEO + World Cup 2018 post	Vodafone + World Cup 2018 post	MEO + regular post
Sport Zone + World Cup 2018 post	Decathlon + World Cup 2018 post	Sport Zone + regular post

Table 2 - Number of respondents and type of posts per group

Source: Developed by the author

5.2. Sample Characterization

From all the sample (n=303), the majority of 61,4% were female, and 38,6% were male. In the moment marketing condition, in sponsorship 64,7% were female, and 35,3% were male, and in non-sponsorship 55,9% were female, and 44,1% were male. In control condition, the female had the majority sample also with 63,6% and male with 36,4% *(Figures 20, 21 and 22)*

Almost half of the respondent's ages are comprehended in 18-24 with 48,2%, followed by 29,4% between 25-34. The other 22,4% correspond to ages between 35 and +65 years. In sponsorship MM condition, 46,1% were between 18-24 and 30,39% between 25-34, in non-sponsorship MM condition, 51% were between 18-24 and 31,4% between 25-34, and in control condition, we assist at the same pattern of ages with 47,5% of respondents with 18-24 years and 26,3% with 25-34 (*Figures 23, 24 and 25*)

Regarding education of the respondents, most of the n=303 have a bachelor's degree (51,8%) and a master's degree (26,4%). When seeing in sponsorship MM condition, 52% of the 102 respondents have a bachelor's degree (52%), followed by a master's degree and high school with 23,5% each. In non-sponsorship MM condition, bachelor's degree is the level more present with the majority (54,9%), followed by a master's degree (26,5%). In control condition, 48,5% of the respondents have a bachelor's degree and 29,3% a master's degree *(Figures 28, 29 and 30)*

Because it was a necessary criterion, all the 303 respondents have a profile on Facebook, and 79,5% of that sample uses it several times a day, followed by 14,9% that only uses once per day. 257 respondents (84,8%) answered that they usually follow Facebook brand pages, while 15,2% do not follow *(Figures 32 and 33)*.

It was also asked after each brand's post in group 1 (official sponsorship brands) what the respondents remembers seeing there – if the product, something related to Portugal, the main phrase, the indication of official sponsorship, or nothing at all. The most important answer here for this study was to understand if they saw the indication of official sponsorship. In n=102 (respondents in this group), only 32,25% remembered seeing the indication of official sponsorship, while 67,25% didn't saw it *(Figure 34)*

5.3.   Validation of the measures

To validate the measures, reliability and internal consistency were measured by applying the Guttman Split-half coefficient for two items and Cronbach's alpha for 3 or more items to validate the scale purposed in table 3. The values of each variable are presented in the table below, where is possible to see Cronbach alpha measures.

Variable	Nº of items	Scale	Guttman Split-half Coefficient	Cronbach's alpha
Brand awareness	2	Likert type scale (1-7)	,873	
Brand image	2	Likert type scale (1-7)	,696	
Brand loyalty	3	Likert type scale (1-7)		,925
Overall Brand Equity	2	Likert type scale (1-7)	,928	
Before the third Principal Component Analysis				
Brand Attitude	5	Likert type scale (1-7)		,945

Table 3 - Cronbach alpha values

Source: Developed by the author

To check the dimensionality of the construct and to validate the reliability of the scales, it was conducted a first principal component analysis was conducted with the four variables measured in the groups: brand awareness, brand image, brand loyalty and overall brand equity. As suggested by Mooi & Sarstedt (2011), we considered first the Kaiser's criteria as a recommendation of the extraction of principal components with eigenvalues equal or greater than 1. Secondly, the percentage of the variance of the initial variables explained by extracted components have a 70% to 80% minimum recommended. The first one found evidence that there were four principal components, but the variable BM2_T was alone in one component. So, we conducted a second principal analysis based on eigenvalues, and the result showed two principal components with a % of total variance explained of 83%, that gather together the two variables of brand awareness with the two variables of brand image and the variables of brand loyalty with the two of overall brand equity *(tables 13 and 14)*

Furthermore, and because it makes sense to measure brand attitude as an independent construct that can influence the answers of the respondents to the posts, we decided to conduct a third principal component analysis, with the variables tested in the two first component analysis and brand attitude *(table 15 and 16).*The results were surprising, as the second PCA analysis found evidence that items can be organized in 3 components analysis and still have 83% of the variance of the initial variables explained.

In the three tests, it is possible to observe that the values produced were all above 0,7 and that the KMO of the three tests was (KMO>0,8) *(Table 12)* which for Marôco (2014) is considered a reasonable value. To test the hypothesis, it was decided to use the arithmetic mean formula of the four variables studied, but with the difference that we did the mean based on the results of the PCA, which means, we join in one variable AW+BM and into another variable BL+OBE, performing the mean of these two new variables.

5.4. Comparability of groups

To check if the groups under study are comparable, it was used some characteristics presented in the form of a question in the survey, that is contemplated in the table below (*Table 4*).

Demographic variables			Facebook behavior		Attitude towards the brand
Age	Gender	Academic habilitations	Frequency of usage	Follow brands on Facebook	Brand attitude

Table 4 - Control variables to compare groups

Source: Developed by the author

It was used two different statistical tests because the items of the table are categorical variables and ordinal variables. For the variables *age, academical habilitations, brand attitude* and Facebook *frequency of usage*, 4 Kruskal-Wallis tests were made, one for each of the items. For *gender* and *follow brands*, as they are dichotomous variables.

As it can be seen in Table 5, the results were that are not significant differences between the three groups in *age*, *academical habilitations* and *frequency of Facebook usage*, but when it comes to brand attitude, there are significant differences between the groups.

1	The distribution of **Age** in **Groups**	Kruskal-Wallis Test	,522	**Retain the null hypothesis**
2	The distribution of **Academical habilitations** in **Groups**	Kruskal-Wallis Test	,322	**Retain the null hypothesis**
3	The distribution of **BAT** in **Groups**	Kruskal-Wallis Test	,001	**Reject the null hypothesis**
4	The distribution of **Frequency of usage FB** in **Groups**	Kruskal-Wallis Test	,588	**Retain the null hypothesis**

Table 5 - Kruskal-Wallis results.

The significance level is 0,05.

Source: developed by the author based on SPSS output

For the variables *gender* and *follow brands on Facebook*, as said, they are dichotomous variables, which mean there are two independent groups and because of that, we performed 2 Chi-Square tests of homogeneity (3x2 table).

Valid cases (n=303)	Pearson Chi-Square Test					
Test nº	Dichotomous variables	Nº of cells (%) with an expected count less than 5	Value	Df	Asymptotic Significance (2-sided)
1	Gender	0 (0,0%)	1,989	2	,370
2	Follow brands on FB	0 (0,0%)	0,343	2	,843

Table 6 - Pearson Chi-Square test of Homogeneity

(Rx2) was done for test 2x3. Significance level 0,05.
Source: Developed by the author based on SPSS output

By doing this test, we had to verify the five assumptions required to perform the test, that was 1) if dependent variables used are a nominal item with two categorical independent groups; 2) the independent variable (*Groups*) is a nominal variable with three of more categories; 3) if there are independence of observations; 4) The sample design collects a single sample where the respondents were assigned randomly to the groups without having an equal sample between groups; 5) the cells of the crosstabulation have an expected count less than 5.

In Table 6, the results were like the Kruskal-Wallis because it did not have significant differences between the groups in the distributions of the variables *gender* and *follow brands on FB*.

In conclusion, the only differences found amongst the groups are regarding attitude towards the brand. To understand if the brand attitude was that different between groups, we performed an independent sample t-test. The results were that between group 1 and 2, the value of p=, 001 < 0,05, which means that the two groups have statistical differences regarding attitude towards the brand (being the mean of group 2 referring to non-sponsorship brands greater than the mean of group 1 – official sponsorship brands). When compared the attitude towards the brands in group 1 and 3, the results were that p= ,186 > 0,05, which means that the two groups have no statistical differences in terms of attitudes, and this can

influence the result of the hypothesis, and by so any difference that may occur can be related with this variable and with the fact that this was tested at the beginning of the survey.

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6. Hypothesis testing

6.1. Hypothesis 1: Effect of sponsorship group vs non-sponsorship group on Customer Based Brand Equity

To test the first hypothesis purposed, that was to understand if official sponsorship brands (group 1 in moment marketing condition) have a more significant impact in customer-based brand equity construct composed by Brand Awareness, Brand Image, Brand Loyalty and Overall Brand Equity (now gathered into two new variables), compared to non-sponsorship brands (group 2 in moment marketing condition). For that, it was used as an independent sample t-test to display the means for the two groups and see if they are significantly different. These results can be possibly explained by the fact that group 1 and 2 aren't comparable in terms of brand attitude, as shown in section 5.4 *Comparability of groups (tables 22 and 23)*

The results were:

- **"H1a: Brand awareness/identity + brand image/meaning"** – – the t-test result accepted the null hypothesis since Sig. (2-tailed) = ,352 > p-value (0,05). So H1 is rejected because there are no significant statistical differences between the mean of brand knowledge (brand awareness + brand image) in the two groups, official sponsorship and non-sponsorship. Therefore, official sponsorship group does not have a greater impact on brand knowledge when compared to the non-sponsorship group. *(tables 24 and 25)*

- **"H1b: Brand loyalty + Overall brand Equity"** is validated. We reject the null hypothesis since Sig. (2-tailed) = 0,00 < p-value (0,05). However, even though we reject the hypothesis, we cannot accept either the H1, because it says that the two groups have a significant difference between the means because of the mean difference = -,930. By being negative, tells us that the mean of brand loyalty extended in the second group (non-sponsorship) is significantly greater (3,89) than the mean of the first group (official sponsorship) (2,96), so we reject it based on the formulation of the hypothesis. Although it has a significant effect, it does not go in the expected direction that official sponsorship brands have more recognition than non-sponsorship brands. *(tables 26 and 27)*

6.2. Hypothesis 2: Effect of sponsorship group vs control group on Customer Based Brand Equity

To test the first hypothesis purposed, that was to understand if official sponsorship brands (group 1 in moment marketing condition) have a more significant impact in customer-based brand equity construct compared to control group (group 3, regular content post). For that, it was used an independent sample t-test, like the first hypothesis to display the means for the two groups and see if they are significantly different.

The results were:

- **"H2a: Brand awareness/identity + brand image/meaning"** – the t-test result accepted the null hypothesis since Sig. (2-tailed) = ,351 > p-value (0,05). So H1 is rejected because there are no significant statistical differences between the mean of brand awareness + brand image in the sponsorship group and control group, and therefore, firm generated content sponsorship group doesn't have a greater impact in this variable than a regular post. This means that the moment regarding awareness is not that important to the respondents. *(tables 28 and 29)*

- **"H2b: Brand loyalty + Overall brand Equity"** the t-test result accepted the null hypothesis since Sig. (2-tailed) = 0,83 > p-value (,005). So H1 is rejected because there are no significant statistical differences between the mean of brand loyalty + overall brand equity in the sponsorship group and in control group, and therefore, firm generated content sponsorship group doesn't have a greater impact in this variable than a regular post. This means that the moment it's also not that important regarding brand loyalty extended compared to a regular post without being related to a specific event, in this case. *(tables 30 and 31)*

In opposite of the results in H1, these results can be possibly explained by the fact that group 1 and 3 are comparable in terms of brand attitude, as shown in section 5.4 *Comparability of groups*, because they explore the same brands.

6.3. Hypothesis 3: Effect of sponsorship group vs non-sponsorship group on Customer Engagement

To test the third hypothesis purposed, that was to understand if sponsorship brands (group 1) have a greater impact in customer engagement compared to non-sponsorship brands (group 2). To compare this variable, the responses of the consumers were divided in two categories, with number 0 corresponding to consumer not interacting with the post and number 1 corresponding to consumer interaction (if he reacted, commented or shared the post). If consumers interacted with 2 to 3 brands, they received number 1.

For that, it was used an independent sample t-test, to display the means for the two groups and see if they are significantly different.

The results were:

• **"H3a: Customer engagement":** the t-test result accepted the null hypothesis since Sig. (2-tailed) = 1,000 > p-value (0,05). So H1 is rejected because there are no significant statistical differences between the mean of customer engagement in the two groups, sponsorship and non-sponsorship, and therefore, sponsorship group doesn't have a greater impact in customer interaction when compared to the non-sponsorship group. *(tables 32 and 33)*

6.4. Hypothesis 4: Effect of sponsorship group vs control group on Customer Engagement

To test the forth hypothesis purposed, that was to understand if firm generated content of sponsorship brands (group 1), which means, posts in moment marketing have greater impact in customer engagement when compared to regular content (group 3). To compare this variable, the responses of the consumers were divided in two categories, with number 0 corresponding to consumer not interacting with the post and number 1 corresponding to consumer interaction (if he reacted, commented or shared the post). If consumers interacted with 2 to 3 brands, they received number 1.

For that, it was used an independent sample t-test, like the first hypothesis to display the means for the two groups and see if they are significantly different.

• **"H4a: Customer Engagement"**: The t-test result accepted the null hypothesis since Sig. (2-tailed) = ,234 > p-value (,005). So H1 is rejected because there are no significant statistical differences between the mean of customer engagement in the two groups, sponsorship and control group and therefore, sponsorship group in moment marketing doesn't

have a greater impact on customer interaction when compared to the control group composed of regular posts, which led us to think that moment is not that important for engagement. *(tables 34 and 35)*

7. Conclusions

The goal of this study was to understand if a moment marketing strategy had significant impact in brand equity and customer engagement based on the following research questions:

RQ1: Are the effects of moment marketing on customer-based brand equity influenced by sponsorship agreements?
RQ2: Are the effects of moment marketing on customer engagement influenced by sponsorship agreements?
RQ3: Does the moment marketing post have higher impact on Customer-based brand equity and customer engagement compared to a regular post?

We adressed this research questions by performing an online survey where was measured through questions the constructs of customer-based brand equity and customer engagement,

The results of the tests show different conclusions: in the first place, not only in H1a but also in H2a, the impact of official sponsor brands and non-sponsorship in brand awareness and brand image (gathered in one variable) is the same, which leads to the conclusion that customers have similar perceptions regarding the two groups and the brands that composed them, even though the literature reflects that ambush brands have less recognition that sponsors brands because they aren't related to the event directly (Portlock, 2009).

Previous studies also focused in moment marketing and sports events (Euro 2016) didn't have either higher effect on brand awareness and brand image when comparing a moment marketing post with a regular one, from the same brand, similarly with the result of the H1a and H2a from this study. On the other hand, an interesting conclusion resulted from brand loyalty and overall brand equity, which was that non-sponsorship brands (the ones that make ambush marketing) have more impact in this variable than official sponsor brands which can prove that sponsorship didn't help brands of group 1 in brand differentiation (Cornwell et al., 2001).

The results of impact on customer engagement showed also no differences between official sponsor brand group (1) and non-sponsorship brands group (2). Adding to this, no differences were found also in group 1 and group 3, one in moment marketing condition and the other in

control condition, which makes us conclude that having a post specific about a moment in real-time didn't have much impact as thought.

Overall, this indicates that official sponsorship brands have mostly no more significant effect in brand equity and customer engagement when compared to non-sponsorship brands, which makes us conclude that being a sponsor and investing in an event through sponsorship agreements has no greater advantage when brands create content at the moment.

The results from this study go against what literature says overall. Speed and Thompson (2000) referred that sponsorship responsive is active when consumers are aware of that official sponsors and the longer they sponsor, the most is going to affect customers and how they remember the brand – easily associating them with the sponsoring event.

7.1. Marketing and managerial implications

With a few existing kinds of literature, this study contributes to it by exploring and giving new insights on a new marketing strategy that is moment marketing, which is being discovered and developed already by some brands. More than that, it provides insights because it analyses how moment marketing affects consumer-based brand equity and customer engagement, somehow.

To have a more in-depth knowledge of moment marketing in this research, there was the need to search and explain other concepts presented along with the work like digital marketing, social media marketing, content creation, firm-generated content, user-generated content. Together, they can help to explain moment marketing, which is a brand new concept and, as explained, a new strategy being implemented – which reflects in the fact that no scientific journals were found about this concept, although some of the papers found were from companies that are exploring it.

So, this study can represent one of the preliminary researches in this field and have relevance in the scientific area, because it can inspire to pursue a new type of researches about this concept, like this work is inspired in previous research from Penke (2017) about the same concept.

Managerial implications can be the way of how moment marketing it is used by companies to increase brand equity and to lead consumers to engage more with the brand that is linked to the event, or even in another case like an unpredictable situation regardless the event.

Although results show that moment marketing did not have an impact in either of them, some studies can reach the conclusion that is worthy to have a sponsorship agreement with events or teams and apply moment marketing strategy. On the other hand, they can find out that adopting an ambush strategy is better.

7.2. Limitations and directions for future research

Most of the limitations of this study can be considered as conclusions, especially regarding results.

One of the limitations is the fact of the study is focused only in Portugal and the survey was made all in Portuguese language. This narrows the general view of sponsorship in moment marketing to only one country and for this concept is important to have a wider view of other perceptions. One of the cues for future research would start to make the survey in a universal language like English and open the possibility to the sample being from different countries.

Adding to this limitation, we only focused on Facebook as social network to study the impact of this brands, but Instagram and Youtube are gaining visibility through the years and brands are starting to invest in them to. In future, other platforms may be considered to give a full perspective of this impact in different types of platforms and contents.

As limitations we focused on a football event for the study, but these sports, although it's among the events that triggers moment marketing the most, may not be appreciated by all the people and a cue for future research is trying to choose another event to see if that choice impacts in the results.

Another significant concern regarding this study was the fact that measuring real-time is not always possible, because the impact that a post created right after the situation happening is not the same few days after – and this is a limitation because the study was performed in the week after Portugal was defeated and the final. Although the manipulation of the posts was about World Cup 2018, specifically about Portugal's and the survey being launched during the event, if the data collection were made right after that moment, minutes after that happened and the data gathered in few days after that situation, probably the results were different.

It is true that moment marketing is about unpredictable events but, in this case, the best method to study something like this is by reflecting fans feelings towards the result of the

game through the manipulation post at the moment. Also, a data collection that represents posts pre-moment marketing during the event and posts from a specific moment and making the comparison between the two in terms of customer engagement, could be an option, but always in mind that measuring the moment is not going to be always 100% efficient, depending on the type of moment marketing.

Following this idea of several posts, different posts from the same company about the event would have to be presented "to attain a relevant effect on the equity measures of the brand" (Penke, 2017) which didn't happen in this experiment where we showed just one post for each one of the three brands. In this research, the posts were also manipulated by the author to avoid likability of the brand post styles that could also influence the results. In future research, there is an opportunity to work with made up brands to avoid errors and comparability regarding brands like Sagres versus Super Bock. Also, in the manipulation, most sponsors didn't saw the indication of official sponsor, which could have impacted the results in some way – as explained in 5.2 *Sample Characterization* and in 7. *Conclusions*.

We must considerate that even though a visual stimulus like an image has more vividness, which can generate more engagement and higher brand equity, it depends on the personal taste of the consumer towards brand creativity in that post. In other cases, it even depends on the feelings that customer may have towards that post, like in this case, a defeat of national team can influence the responses because it is something that let's Portuguese people "sad".

By manipulating a post, there's also the fact that it may not reflect actual brand posts and their sense of humor and creativity, even though the visual stimulus was a very lookalike of the type of posts that brand was doing during the event in their Facebook brand pages.

However, we ignored the use of videos that were something that Sagres, for example, was investing a lot in advertising to the World Cup and to reinforce their sponsorship agreement with the national team.

The choice of the event does not represent moment marketing at all and doesn't represent all types of sponsorship that an event can have, even if the event is World Cup.

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9. Appendix

Source: The Inspiration Room, (2013)

Figure 1 - Special K (Kellogg´s) moment marketing post in Academy Awards 2013

Source: GeekWire (2014)

Figure 2 - Empire State Building with the colors of Broncos, after Verizon´s tweet with the hastag #WhosGonnaWin
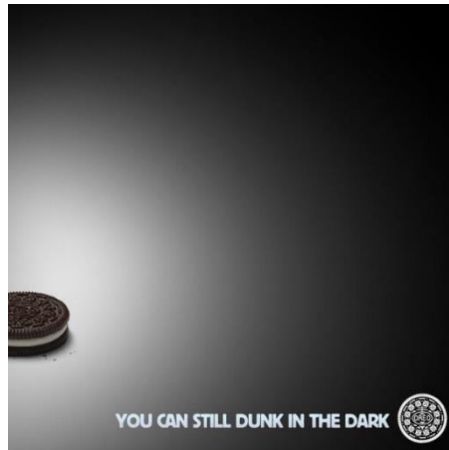
Source: Oreo's Twitter (2013)

Figure 3 - Oreo´s Twitter right after the Super Bowl´s 2013 power out

Fig 9. Sagres Post (Sponsorship brands). Group 1 in moment marketing. Source: Developed by the author

Fig 10. MEO Post (Sponsorship brands). Group 1 in moment marketing. Source: Developed by the author

Fig 11. Sport Zone Post (Sponsorship brands). Group 1 in moment marketing. Source: Developed by the author

Fig 12. Super Bock Post (Non-Sponsorship brands). Group 2 in moment marketing. Source: Developed by the author

Fig 13. Vodafone Post (Non-Sponsorship brands). Group 2 in moment marketing. Source: Developed by the author

Fig 14. Decathlon Post (Non-Sponsorship brands). Group 2 in moment marketing. Source: Developed by the author

Fig 15. Sagres Post (Sponsorship brands). Group 3 in control condition. Source: Sagres Facebook Page (2017)
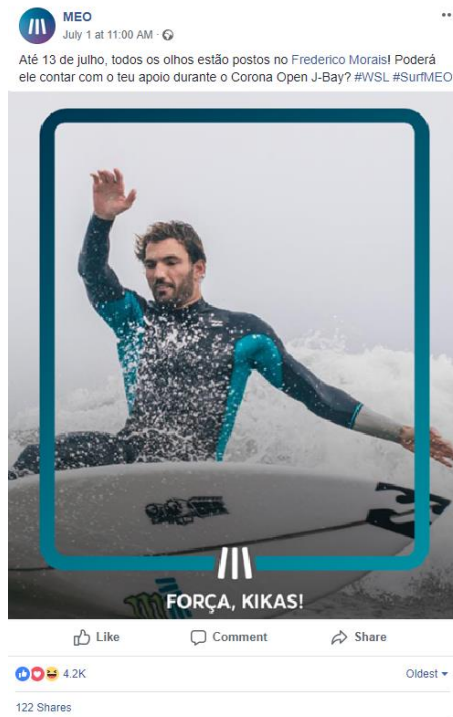
Fig 16. MEO Post (Sponsorship brands). Group 3 in control condition. Source: MEO Facebook Page (2018)

Fig 17. Sport Zone Post (Sponsorship brands). Group 3 in control condition. Source: Sport Zone Facebook Page (2018)
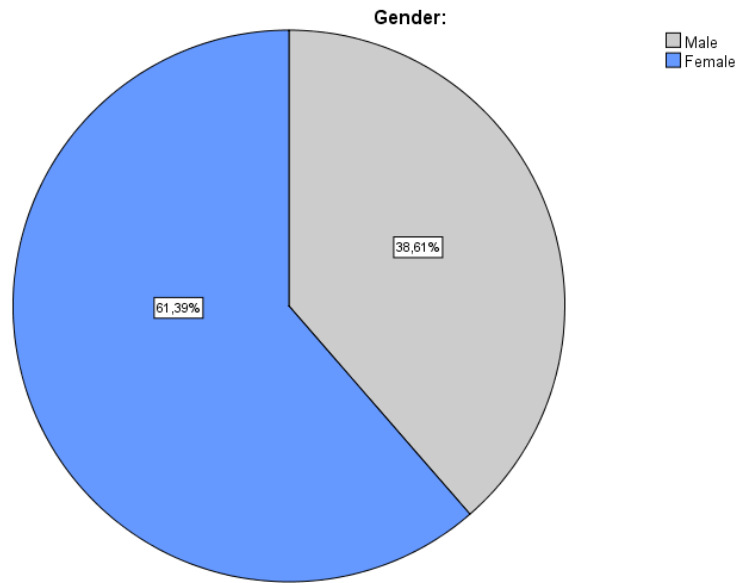
Figure 20. Gender distribution in n=303
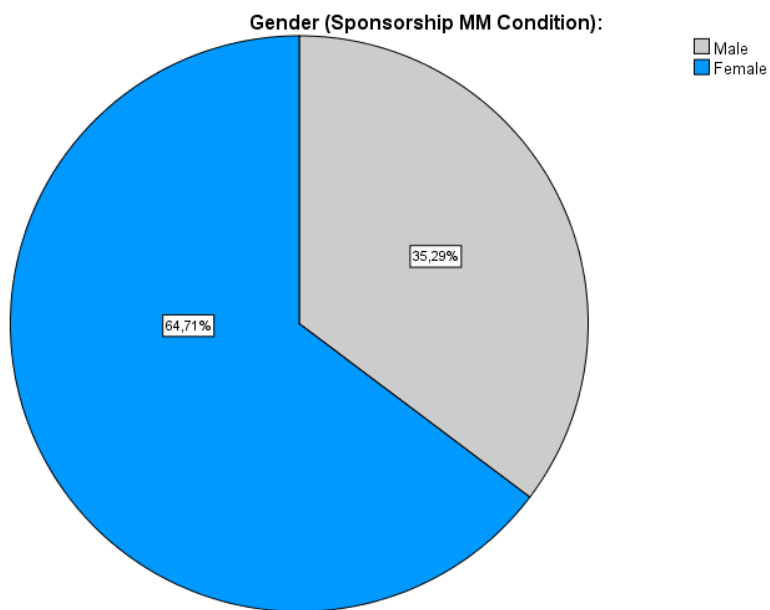
Figure 21. Gender distribution in Sponsorship Moment Marketing Condition Group

Gender (Non-Sponsorship MM Condition):

☐ Male
☐ Female

44,12%

55,88%
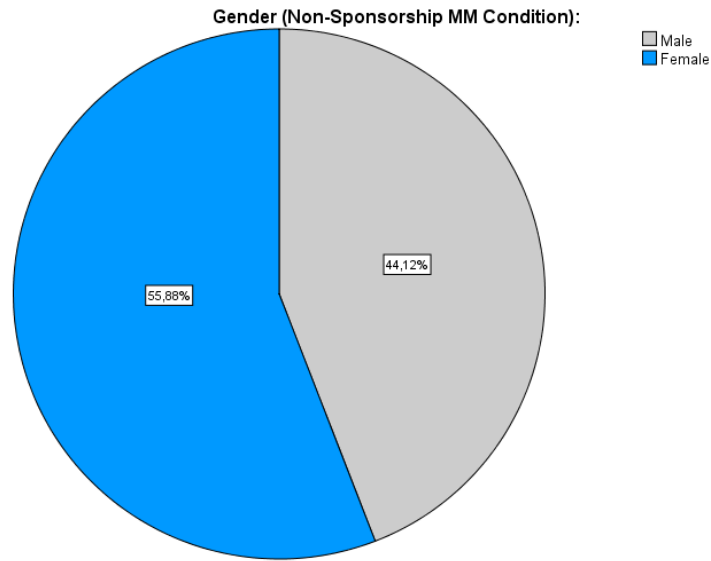
Figure 22. Gender distribution in Non-Sponsorship Moment Marketing Condition Group

Gender (Control Condition):

☐ Male
☐ Female

36,36%

63,64%
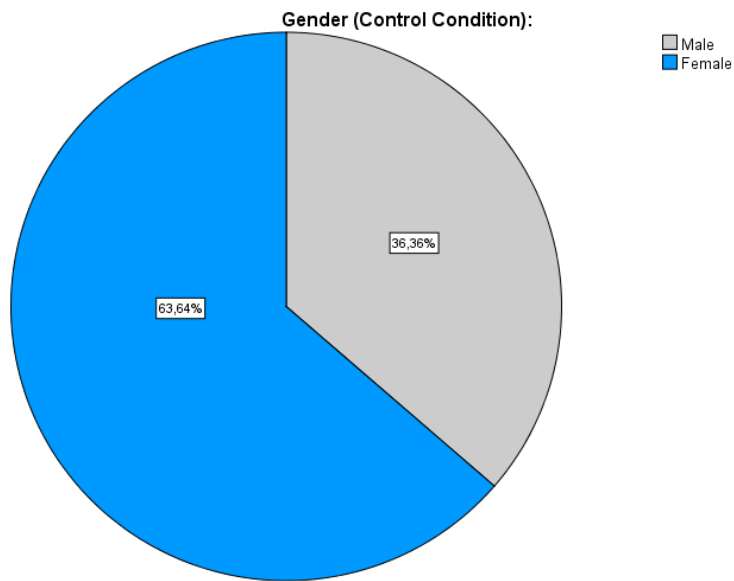
Figure 23. Gender distribution in Control Condition Group
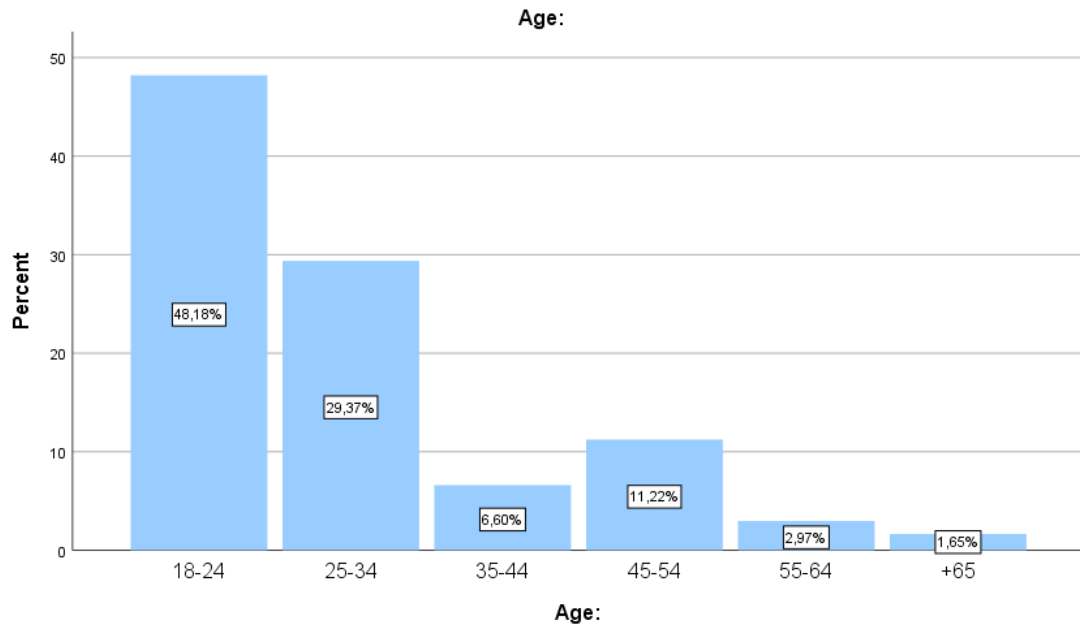
Figure 24. Age distribution in n=303
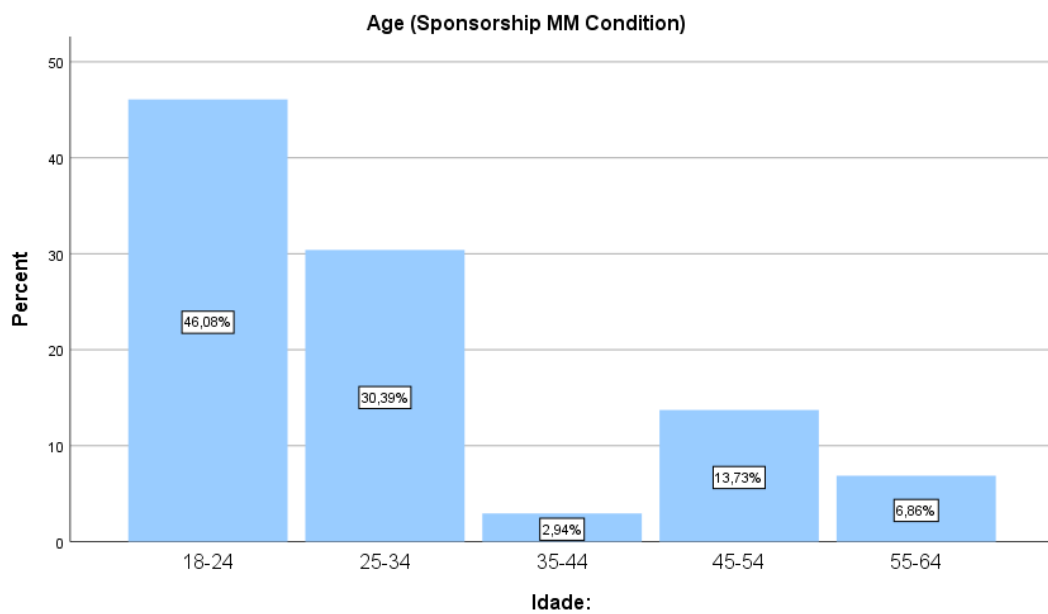
Figure 25. Age distribution in Sponsorship Moment Marketing Condition Group
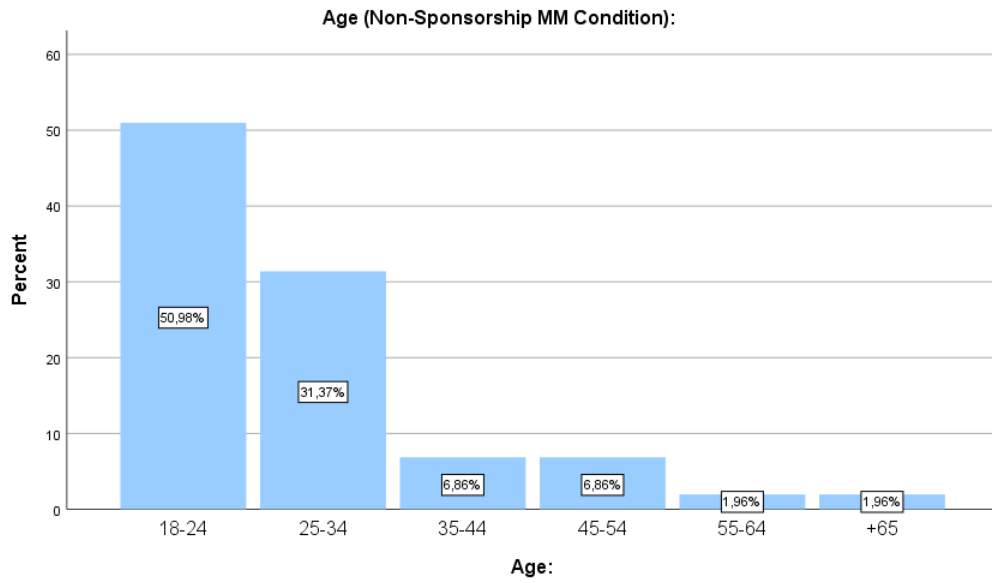
Figure 26. Age distribution in Non-Sponsorship Moment Marketing Condition Group
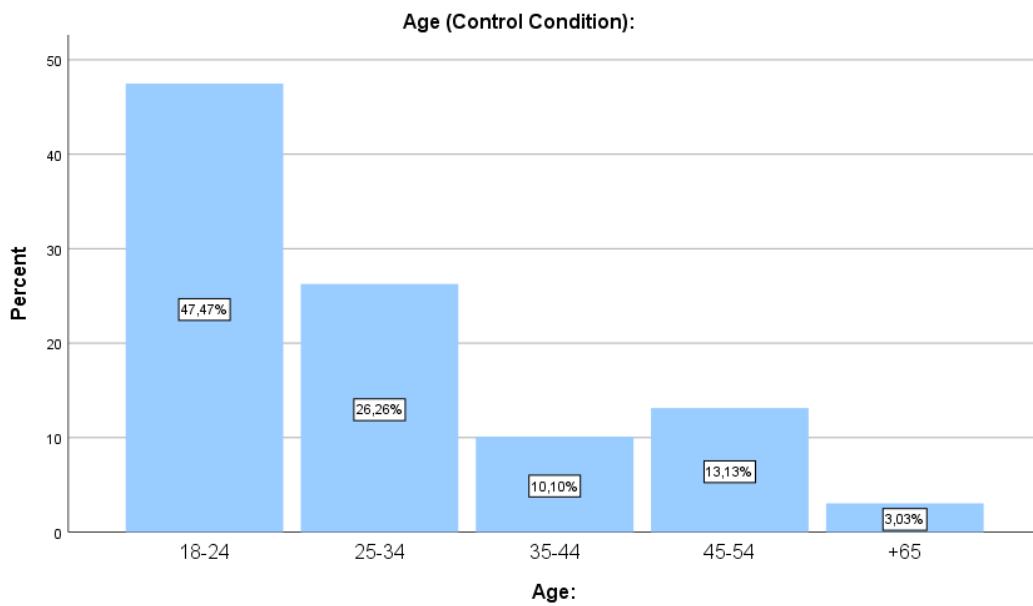
Figure 27. Age distribution in Control Condition Group
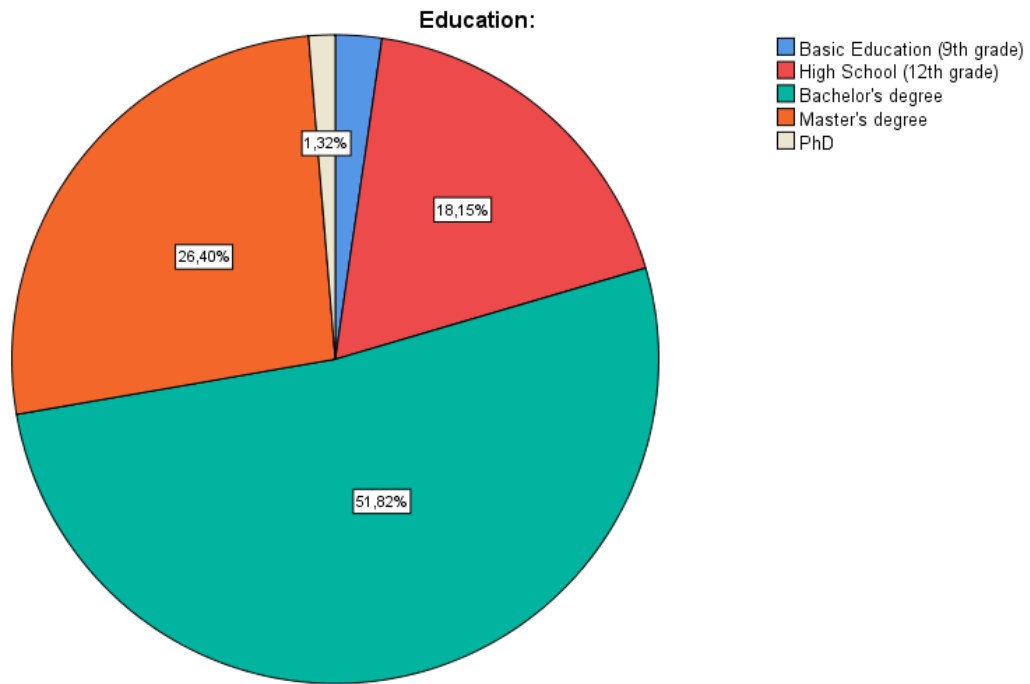
Figure 28. Education distribution in n=303
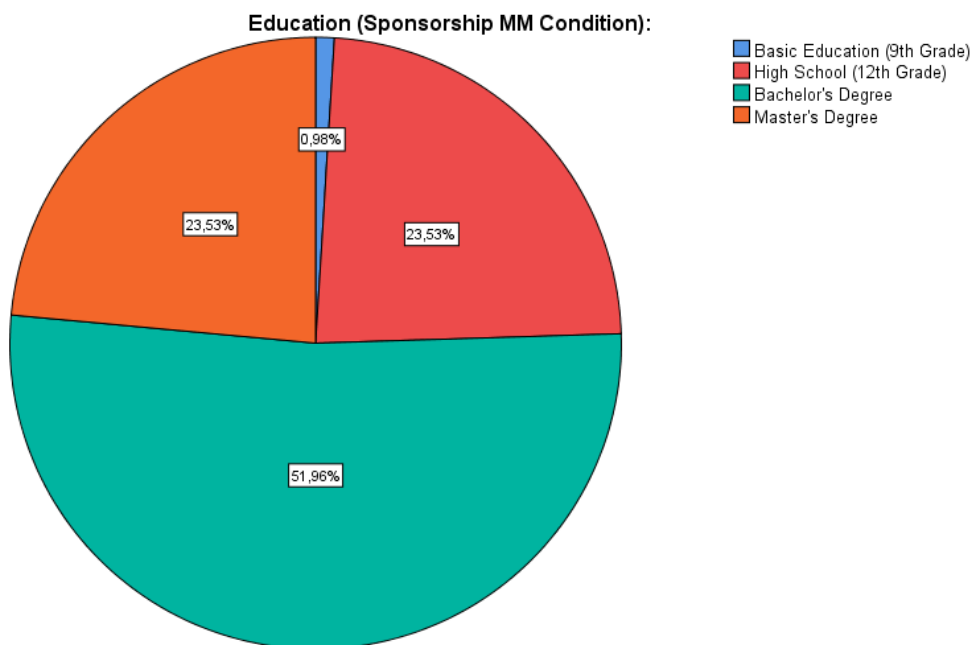
Figure 29. Education distribution in Sponsorship Moment Marketing Condition Group
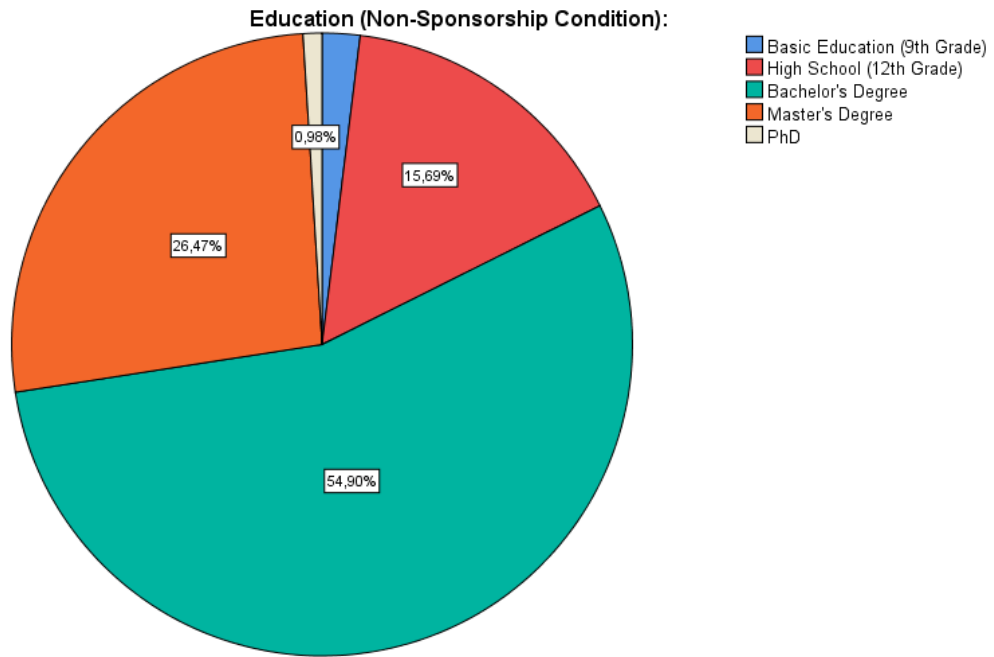
Figure 30. Education distribution in Non-Sponsorship Moment Marketing Condition Group
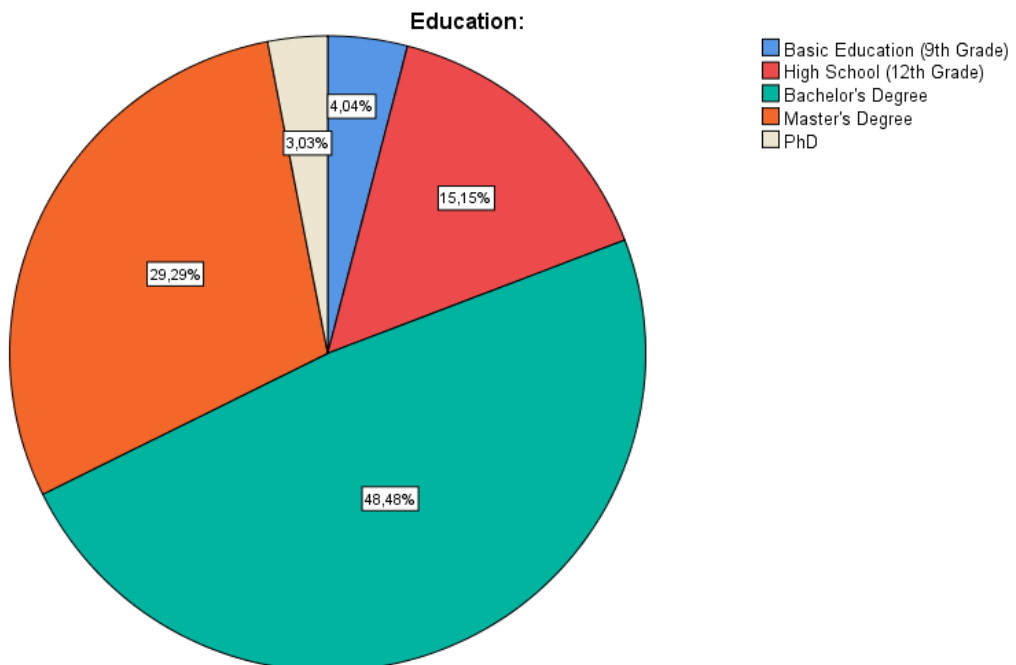
Figure 31. Education distribution in Control Condition Group
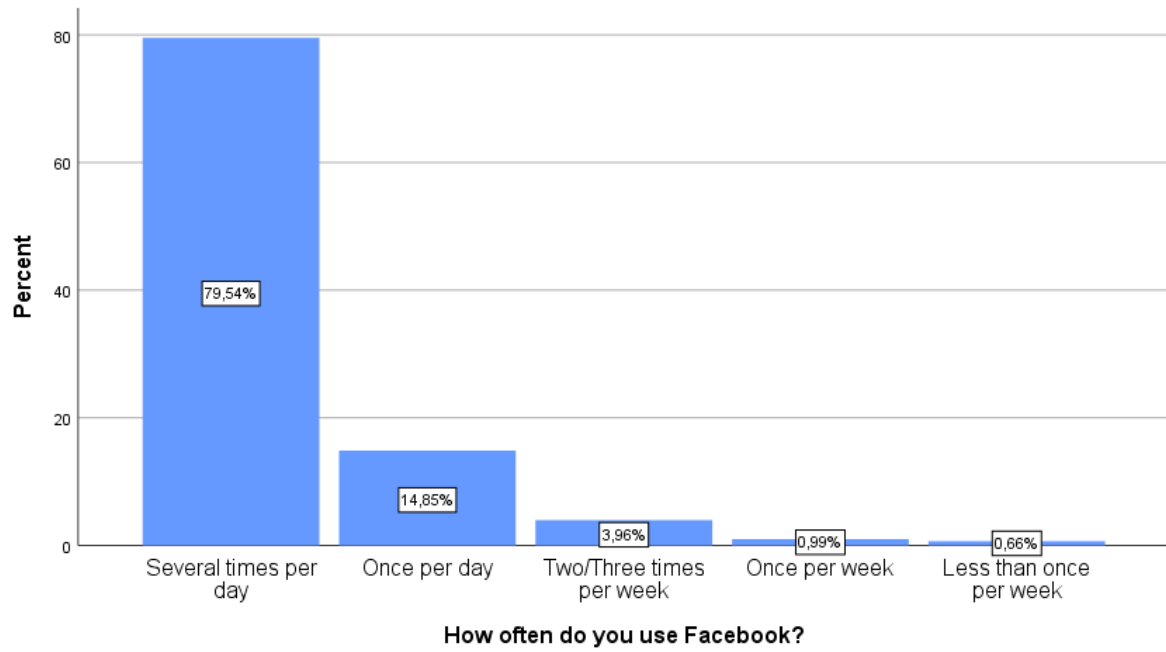
Figure 32. Frequency of Facebook usage
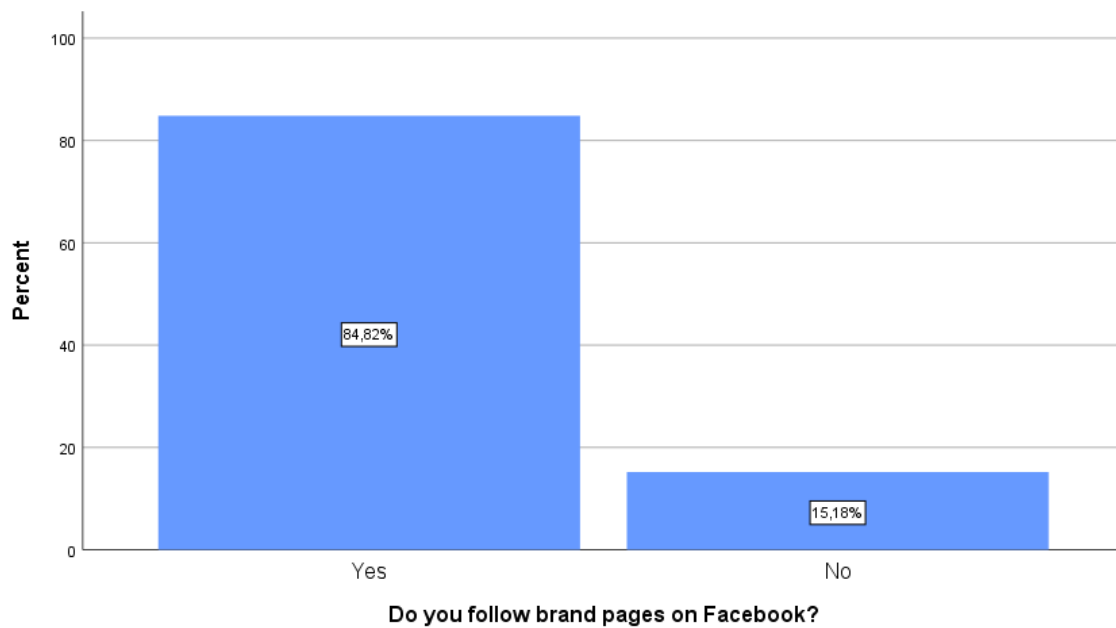
Figure 33. Follow brands on Facebook graphic
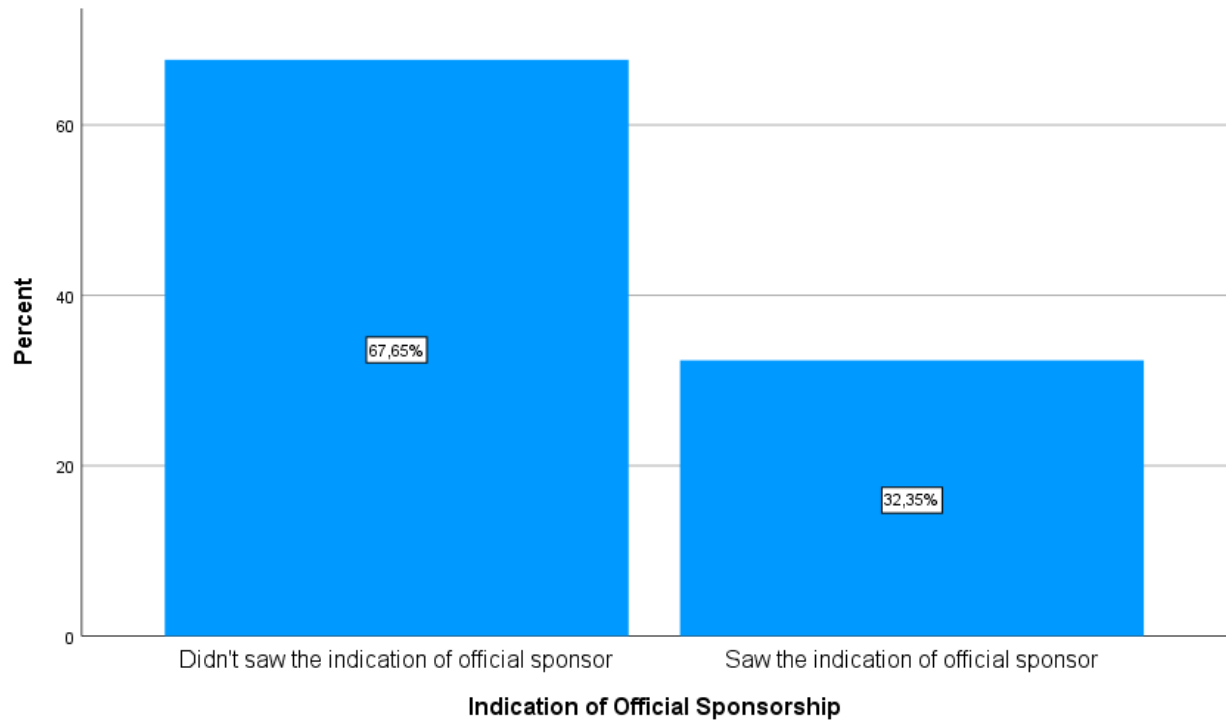
Figure 34. Follow brands on Facebook graphic

A.1 Online survey - Portuguese

Bem-vindo/a!

Este questionário destina-se à realização de um estudo para uma tese do Mestrado de Marketing da ISCTE Business School.

Preciso da sua ajuda para conseguir terminar e o tempo previsto para a conclusão do questionário é de cerca de 10 minutos.

Todas as respostas são anónimas e não serão divulgadas para nenhum outro fim.
Se surgir alguma dúvida, pode enviar-me um e-mail para bhgss@iscte-iul.pt.

Obrigada!

Beatriz Silva

Costuma utilizar o Facebook?

Sim

Não

←   →

Com que frequência utiliza o Facebook?

Várias vezes por dia

Uma vez por dia

Duas a três vezes por semana

Uma vez por semana

Menos do que uma vez por semana

Costuma seguir páginas de marcas no Facebook?

Sim

Não

Acompanha o Mundial?

Sim

Não

←   →

Das seguintes marcas, quais é que costuma utilizar/consumir mais frequentemente?

Pode seleccionar várias

| Sagres |
| Super Bock |
| MEO |
| Vodafone |
| Sport Zone |
| Decathlon |
| Nenhuma das anteriores |

←   →

Segundo os critérios abaixo, avalie a percepção que tem das marcas apresentadas:

	1- Não apelativa	2	3	4	5	6	7- Apelativa
Sagres	○	○	○	○	○	○	○
Super Bock	○	○	○	○	○	○	○
MEO	○	○	○	○	○	○	○
Vodafone	○	○	○	○	○	○	○
Sport Zone	○	○	○	○	○	○	○
Decathlon	○	○	○	○	○	○	○

	1- Má	2	3	4	5	6	7- Boa
Sagres	○	○	○	○	○	○	○
Super Bock	○	○	○	○	○	○	○
MEO	○	○	○	○	○	○	○
Vodafone	○	○	○	○	○	○	○
Sport Zone	○	○	○	○	○	○	○
Decathlon	○	○	○	○	○	○	○

	1- Desagradável	2	3	4	5	6	7- Agradável
Sagres	○	○	○	○	○	○	○
Super Bock	○	○	○	○	○	○	○
MEO	○	○	○	○	○	○	○
Vodafone	○	○	○	○	○	○	○
Sport Zone	○	○	○	○	○	○	○
Decathlon	○	○	○	○	○	○	○

	1- Desfavorável	2	3	4	5	6	7- Favorável
Sagres	○	○	○	○	○	○	○
Super Bock	○	○	○	○	○	○	○
MEO	○	○	○	○	○	○	○
Vodafone	○	○	○	○	○	○	○
Sport Zone	○	○	○	○	○	○	○
Decathlon	○	○	○	○	○	○	○

	1- Difícil de gostar	2	3	4	5	6	7- Fácil de gostar
Sagres	○	○	○	○	○	○	○
Super Bock	○	○	○	○	○	○	○
MEO	○	○	○	○	○	○	○
Vodafone	○	○	○	○	○	○	○
Sport Zone	○	○	○	○	○	○	○
Decathlon	○	○	○	○	○	○	○

←　　　　　　　　　　　　　　　　　　　→

(Group 1)

Considere que o seguinte post lhe aparece no seu feed de noticias do Facebook:

Cerveja Sagres
30 Jun.

O Mundial acabou para nós mas estamos orgulhosos da nossa Seleção. Força, Portugal! #PatrocinadorOficial

PATROCINADOR OFICIAL

OS MUNDIAIS SÃO COMO AS CERVEJAS... O QUE É BOM, ACABA DEPRESSA!

👍 Like　　💬 Comment　　↪ Share

👍😮❤ 1,6K　　　　100 Comments

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

O que se lembra de ter visto no post?

A frase principal

A indicação de Patrocinador Oficial

Nada

Algo relacionado com Portugal

O produto

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a Sagres entre outras marcas de cerveja	○	○	○	○	○	○	○
Eu conheço a Sagres	○	○	○	○	○	○	○
A Sagres é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da Sagres	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à Sagres	○	○	○	○	○	○	○
A Sagres seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a Sagres estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar Sagres	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a Sagres	○	○	○	○	○	○	○

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

MEO
30 Jun. 🌐   •••

A nossa Seleção lutou até ao último minuto e nós estamos cheios de orgulho! O sonho não acaba.
MEO Patrocinador Oficial da Seleção

LUTAR ATÉ AO ÚLTIMO MINUTO!
OBRIGADO, PORTUGAL!
PATROCINADOR OFICIAL

👍 Like   💬 Comment   ↗ Share

😆😮❤️ 15K   862 Comments
911 Shares

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

O que se lembra de ter visto no post?

A frase principal

A indicação de Patrocinador Oficial

Nada

Algo relacionado com Portugal

O produto

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a MEO entre outras operadoras	○	○	○	○	○	○	○
Eu conheço a MEO	○	○	○	○	○	○	○
A MEO é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da MEO	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à MEO	○	○	○	○	○	○	○
A MEO seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a MEO estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar na MEO	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a MEO	○	○	○	○	○	○	○

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Sport Zone
30 Jun.

Pela nossa Seleção estamos vestidos a rigor em qualquer altura! Estamos orgulhosos, Portugal! 🇵🇹
#PatrocinadorOficial

PERDEMOS O MUNDIAL,
MAS NÃO PERDEMOS A GARRA

PATROCINADOR OFICIAL

SPORT ZONE

👍 Like   💬 Comment   ↪ Share

150 likes   100 Comments

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

O que se lembra de ter visto no post?

A frase principal

A indicação de Patrocinador Oficial

Nada

Algo relacionado com Portugal

O produto

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a Sport Zone entre outras lojas de desporto	○	○	○	○	○	○	○
Eu conheço a Sport Zone	○	○	○	○	○	○	○
A Sport Zone é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da Sport Zone	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à Sport Zone	○	○	○	○	○	○	○
A Sport Zone seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a Sport Zone estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar na Sport Zone	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a Sport Zone	○	○	○	○	○	○	○

(Group 2)

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Super Bock
30 Jun.

Que venha o/a próximo/a!

Os Mundiais são como as cervejas...
O que é bom, acaba depressa!

Like   Comment   Share

3,5K   585 Comments

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

O que se lembra de ter visto no post?

A frase principal

A indicação de Patrocinador Oficial

Nada

Algo relacionado com Portugal

O produto

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a Super Bock entre outras marcas de cerveja	○	○	○	○	○	○	○
Eu conheço a Super Bock	○	○	○	○	○	○	○
A Super Bock é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da Super Bock	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à Super Bock	○	○	○	○	○	○	○
A Super Bock seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a Super Bock estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar Super Bock	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a Super Bock	○	○	○	○	○	○	○

← →

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Vodafone Portugal
30 Jun. 🌐
···

Partilhámos momentos felizes. Obrigado por nos fazeres sonhar, Portugal!

LUTAR ATÉ AO ÚLTIMO MINUTO!

OBRIGADO, PORTUGAL!

👍 Like   💬 Comment   ↪ Share

😮❤️ 8K   632 Comments

1500 Shares

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

O que se lembra de ter visto no post?

A frase principal

A indicação de Patrocinador Oficial

Nada

Algo relacionado com Portugal

O produto

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a Vodafone entre outras operadoras	○	○	○	○	○	○	○
Eu conheço a Vodafone	○	○	○	○	○	○	○
A Vodafone é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da Vodafone	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à Vodafone	○	○	○	○	○	○	○
A Vodafone seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a Vodafone estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar Vodafone	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a Vodafone	○	○	○	○	○	○	○

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Decathlon Portugal
30 Jun. 🌐

Adquiriste o kit de apoio mas Portugal já não está no Mundial? Não faz mal, em 2022 há mais! #SomostodosPortugal
🇵🇹

DECATHLON

PERDEMOS O MUNDIAL, MAS NÃO PERDEMOS A GARRA

👍 Like   💬 Comment   ➤ Share

👍😲❤️ 150 likes   100 Comments

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

O que se lembra de ter visto no post?

A frase principal

A indicação de Patrocinador Oficial

Nada

Algo relacionado com Portugal

O produto

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a Decathlon entre outras lojas de desporto	○	○	○	○	○	○	○
Eu conheço a Decathlon	○	○	○	○	○	○	○
A Decathlon é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da Decathlon	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à Decathlon	○	○	○	○	○	○	○
A Decathlon seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a Decathlon estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar na Decathlon	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a Decathlon	○	○	○	○	○	○	○

← →

(Group 3)

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Cerveja Sagres
September 2017 · ⚙

É o dobro da frescura. #PortugaléMini #SagresNinguémNosPára

O MÍNIMO PARA SAGRES

SAGRES MINI

Portugal é mini

👍 Like   💬 Comment   ↗ Share

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a Sagres entre outras marcas de cerveja	○	○	○	○	○	○	○
Eu conheço a Sagres	○	○	○	○	○	○	○
A Sagres é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da Sagres	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à Sagres	○	○	○	○	○	○	○
A Sagres seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a Sagres estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar Sagres	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a Sagres	○	○	○	○	○	○	○

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

MEO
July 1 at 11:00 AM

Até 13 de julho, todos os olhos estão postos no Frederico Morais! Poderá ele contar com o teu apoio durante o Corona Open J-Bay? #WSL #SurfMEO

FORÇA, KIKAS!

👍 Like   💬 Comment   ↗ Share

😀😲😊 4.2K   Oldest ▾

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a MEO entre outras operadoras	○	○	○	○	○	○	○
Eu conheço a MEO	○	○	○	○	○	○	○
A MEO é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da MEO	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à MEO	○	○	○	○	○	○	○
A MEO seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a MEO estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar na MEO	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a MEO	○	○	○	○	○	○	○

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Sport Zone
May 16

Temos surpresas para comemorar o sol e calor. Fiquem atentos!

ESTÁS PREPARADO PARA O QUE AÍ VEM?

Like   Comment   Share

13

Indique o que faria em relação a este post:

Like

Comentário

Partilha

Nenhuma das anteriores

→

Indique, numa escala de 1 a 7, o seu grau de concordância com as afirmações abaixo:

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Eu reconheço a Sport Zone entre outras lojas de desporto	○	○	○	○	○	○	○
Eu conheço a Sport Zone	○	○	○	○	○	○	○
A Sport Zone é uma marca que me é familiar	○	○	○	○	○	○	○
Identifico de imediato algumas características da Sport Zone	○	○	○	○	○	○	○

	Discordo completamente	2	3	Não concordo nem discordo	5	6	Concordo completamente
Considero-me leal à Sport Zone	○	○	○	○	○	○	○
A Sport Zone seria a minha primeira escolha	○	○	○	○	○	○	○
Eu não compro outras marcas se a Sport Zone estiver disponível	○	○	○	○	○	○	○
Mesmo que outra marca tenha as mesmas características, eu prefiro comprar na Sport Zone	○	○	○	○	○	○	○
Mesmo que haja outra marca igualmente boa, eu prefiro a Sport Zone	○	○	○	○	○	○	○

Idade:

18-24

25-34

35-44

45-54

55-64

+65

Género:

Masculino

Feminino

Habilitações Académicas:

Ensino Básico (até ao 9º ano)

Ensino Secundário (até ao 12º ano)

Licenciatura

Mestrado

Doutoramento

←   →

A.2 Online survey – English

1. **Do you use Facebook?**
   o Yes
   o No

2. **How often do you use Facebook?**
   o Several times per day
   o Once per day
   o Two/Three times per week
   o Once per week
   o Less than once per week

3. **Do you follow Facebook brand pages?**
   o Yes
   o No

4. **Do you follow World Cup?**
   o Yes
   o No

5. **Which of the following brands do you use / consume more often? (You can choose several)**
   o Sagres
   o Super Bock
   o MEO
   o Vodafone
   o Sport Zone
   o Decathlon
   o None of the above

6. **According to the criteria below, assess your perception of the brands presented:**

	1- Unappealing	2	3	4	5	6	7 - Appealing
Sagres							
Super Bock							
MEO							
Vodafone							
Sport Zone							
Decathlon							
	1- Bad	2	3	4	5	6	7 - Good
Sagres							
Super Bock							
MEO							
Vodafone							
Sport Zone							
Decathlon							

	1- Unpleasant	2	3	4	5	6	7 - Pleasant
Sagres							
Super Bock							
MEO							
Vodafone							
Sport Zone							
Decathlon							
	1- Unfavorable	2	3	4	5	6	7 - Favorable
Sagres							
Super Bock							
MEO							
Vodafone							
Sport Zone							
Decathlon							
	1- Unlikable	2	3	4	5	6	7 - Likable
Sagres							
Super Bock							
MEO							
Vodafone							
Sport Zone							
Decathlon							

Effect of moment marketing and brand sponsorship in brand equity and customer engagement

1- Indicate what would you do:
- o Like
- o Comment
- o Share
- o None of the above

2- What do you remember seeing in the post?
- o The main phrase
- o The indication of Official Sponsor
- o Something related with Portugal
- o The product
- o Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	1- Completely disagree	2	3	4 – Neither agree nor disagree	5	6	7 – Completely agree
I recognize Sagres among other competing brands							
I am aware of Sagres							
Sagres is a brand I am very familiar with							
Some characteristics of Sagres came to my mind quickly							
I consider myself loyal to Sagres							
Sagres would be my first choice							
Even if another brand has the same features of Sagres, I would prefer to buy Sagres							
If there is another brand as good as Sagres, I prefer to buy Sagres							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

MEO
30 Jun.

A nossa Seleção lutou até ao último minuto e nós estamos cheios de orgulho! O sonho não acaba.
MEO Patrocinador Oficial da Seleção

LUTAR ATÉ AO ÚLTIMO MINUTO!
OBRIGADO, PORTUGAL!
PATROCINADOR OFICIAL

👍 Like   💬 Comment   ↪ Share

😀😮❤ 15K   862 Comments
911 Shares

1- **Indicate what would you do:**
   o Like
   o Comment
   o Share
   o None of the above

2- **What do you remember seeing in the post?**
   o The main phrase
   o The indication of Official Sponsor
   o Something related with Portugal
   o The product
   o Nothing

3- **In a 1-7 scale, describe your level of agreement in the following questions:**

	2- *Completely disagree*	*2*	*3*	*4 – Neither agree nor disagree*	*5*	*6*	*7 – Completely agree*
I recognize MEO among other competing brands							
I am aware of MEO							
MEO is a brand I am very familiar with							
Some characteristics of MEO came to my mind quickly							

I consider myself loyal to MEO							
MEO would be my first choice							
Even if another brand has the same features of MEO, I would prefer to buy MEO							
If there is another brand as good as MEO, I prefer to buy MEO							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Sport Zone
30 Jun.

Pela nossa Seleção estamos vestidos a rigor em qualquer altura! Estamos orgulhosos, Portugal! 🇵🇹
#PatrocinadorOficial

PERDEMOS O MUNDIAL, MAS NÃO PERDEMOS A GARRA

PATROCINADOR OFICIAL   SPORT ZONE

👍 Like   💬 Comment   ↗ Share

😊😮❤ 150 likes   100 Comments

1- Indicate what would you do:
- o Like
- o Comment
- o Share
- o None of the above

2- What do you remember seeing in the post?
- o The main phrase
- o The indication of Official Sponsor

- o Something related with Portugal
- o The product
- o Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	3- *Completely disagree*	*2*	*3*	*4 – Neither agree nor disagree*	*5*	*6*	*7 – Completely agree*
I recognize SPORT ZONE among other competing brands							
I am aware of SPORT ZONE							
SPORT ZONE is a brand I am very familiar with							
Some characteristics of SPORT ZONE came to my mind quickly							
I consider myself loyal to SPORT ZONE							
SPORT ZONE would be my first choice							
Even if another brand has the same features of SPORT ZONE, I would prefer to buy SPORT ZONE							
If there is another brand as good as SPORT ZONE, I prefer to buy SPORT ZONE							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Super Bock
30 Jun.

Que venha o/a próximo/a!

Os Mundiais são como as cervejas...
O que é bom, acaba depressa!

Seja responsável.
Beba com moderação.

Like   Comment   Share

3,5K   585 Comments

1- Indicate what would you do:
- o Like
- o Comment
- o Share
- o None of the above

2- What do you remember seeing in the post?
- o The main phrase
- o The indication of Official Sponsor
- o Something related with Portugal
- o The product
- o Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	4- Completely disagree	2	3	4 – Neither agree nor disagree	5	6	7 – Completely agree
I recognize SUPER BOCK among other competing brands							
I am aware of SUPER BOCK							
SUPER BOCK is a brand I am very familiar with							
Some characteristics of SUPER BOCK came to my mind quickly							
I consider myself loyal to SUPER BOCK							
SUPER BOCK would be my first choice							
Even if another brand has the same features of SUPER BOCK, I would prefer to buy SUPER BOCK							
If there is another brand as good as SUPER BOCK, I prefer to buy SUPER BOCK							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Vodafone Portugal
30 Jun.

Partilhámos momentos felizes. Obrigado por nos fazeres sonhar, Portugal!

LUTAR ATÉ AO ÚLTIMO MINUTO!
OBRIGADO, PORTUGAL!

👍 Like   💬 Comment   ➢ Share

😊😮❤️ 8K   632 Comments
1500 Shares

1- Indicate what would you do:
- Like
- Comment
- Share
- None of the above

2- What do you remember seeing in the post?
- The main phrase
- The indication of Official Sponsor
- Something related with Portugal
- The product
- Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	5- *Completely disagree*	*2*	*3*	*4 – Neither agree nor disagree*	*5*	*6*	*7 – Completely agree*
I recognize VODAFONE among other competing brands							
I am aware of VODAFONE							
VODAFONE is a brand I am very familiar with							
Some characteristics of VODAFONE came to my mind quickly							
I consider myself loyal to VODAFONE							
VODAFONE would be my first choice							
Even if another brand has the same features of VODAFONE, I would prefer to buy VODAFONE							
If there is another brand as good as VODAFONE, I prefer to buy VODAFONE							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Decathlon Portugal
30 Jun.

Adquiriste o kit de apoio mas Portugal já não está no Mundial? Não faz mal, em 2022 há mais! #SomostodosPortugal

DECATHLON

PERDEMOS O MUNDIAL, MAS NÃO PERDEMOS A GARRA

Like   Comment   Share

150 likes   100 Comments

1- Indicate what would you do:
- o Like
- o Comment
- o Share
- o None of the above

2- What do you remember seeing in the post?
- o The main phrase
- o The indication of Official Sponsor
- o Something related with Portugal
- o The product
- o Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	6- Completely disagree	2	3	4 – Neither agree nor disagree	5	6	7 – Completely agree
I recognize DECATHLON among other competing brands							
I am aware of DECATHLON							
DECATHLON is a brand I am very familiar with							
Some characteristics of DECATHLON came to my mind quickly							
I consider myself loyal to DECATHLON							
DECATHLON would be my first choice							
Even if another brand has the same features of DECATHLON, I would prefer to buy DECATHLON							
If there is another brand as good as DECATHLON, I prefer to buy DECATHLON							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Cerveja Sagres
September 2017 · ⚙

É o dobro da frescura. #PortugaléMini #SagresNinguémNosPára

O MÍNIMO PARA
SAGRES

Portugal émini

👍 Like   💬 Comment   ➦ Share

Effect of moment marketing and brand sponsorship in brand equity and customer engagement

1- Indicate what would you do:
- o Like
- o Comment
- o Share
- o None of the above

2- What do you remember seeing in the post?
- o The main phrase
- o The indication of Official Sponsor
- o Something related with Portugal
- o The product
- o Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	7- Completely disagree	2	3	4 – Neither agree nor disagree	5	6	7 – Completely agree
I recognize SAGRES among other competing brands							
I am aware of SAGRES							
SAGRES is a brand I am very familiar with							
Some characteristics of SAGRES came to my mind quickly							
I consider myself loyal to SAGRES							
SAGRES would be my first choice							
Even if another brand has the same features of SAGRES, I would prefer to buy SAGRES							
If there is another brand as good as SAGRES, I prefer to buy SAGRES							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

MEO
July 1 at 11:00 AM

Até 13 de julho, todos os olhos estão postos no Frederico Morais! Poderá ele contar com o teu apoio durante o Corona Open J-Bay? #WSL #SurfMEO

FORÇA, KIKAS!

👍 Like   💬 Comment   ↗ Share

4.2K   Oldest

1- Indicate what would you do:
- o Like
- o Comment
- o Share
- o None of the above

2- What do you remember seeing in the post?
- o The main phrase
- o The indication of Official Sponsor
- o Something related with Portugal
- o The product
- o Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	8- Completely disagree	2	3	4 – Neither agree nor disagree	5	6	7 – Completely agree
I recognize MEO among other competing brands							
I am aware of MEO							
MEO is a brand I am very familiar with							
Some characteristics of MEO came to my mind quickly							
I consider myself loyal to MEO							
MEO would be my first choice							
Even if another brand has the same features of MEO, I would prefer to buy MEO							
If there is another brand as good as MEO, I prefer to buy MEO							

Considere que o seguinte post lhe aparece no seu feed de notícias do Facebook:

Sport Zone
May 16

Temos surpresas para comemorar o sol e calor. Fiquem atentos!

ESTÁS PREPARADO PARA O QUE AÍ VEM?

Like   Comment   Share

13

Effect of moment marketing and brand sponsorship in brand equity and customer engagement

1- Indicate what would you do:
- o Like
- o Comment
- o Share
- o None of the above

2- What do you remember seeing in the post?
- o The main phrase
- o The indication of Official Sponsor
- o Something related with Portugal
- o The product
- o Nothing

3- In a 1-7 scale, describe your level of agreement in the following questions:

	9- Completely disagree	2	3	4 – Neither agree nor disagree	5	6	7 – Completely agree
I recognize SPORT ZONE among other competing brands							
I am aware of SPORT ZONE							
SPORT ZONE is a brand I am very familiar with							
Some characteristics of SPORT ZONE came to my mind quickly							
I consider myself loyal to SPORT ZONE							
SPORT ZONE would be my first choice							
Even if another brand has the same features of SPORT ZONE, I would prefer to buy SPORT ZONE							
If there is another brand as good as SPORT ZONE, I prefer to buy SPORT ZONE							

1 - Age:

o 18-24
o 25-34
o 35-44
o 45-54
o 55-64
o +65

2- Gender
o Male
o Female

3- Academical habilitations
o Basic Education (9th Grade)
o High School (12th Grade)
o Bachelor's Degree
o Master's Degree
o PhD

A.3 Tests for measures validation

- **Guttman Split-Half Coefficient Brand Awareness (Table 7)**

Reliability Statistics			
Cronbach's Alpha	Part 1	Value	1,000
		N of Items	1a
	Part 2	Value	1,000
		N of Items	1b
	Total N of Items		2
Correlation Between Forms			,776
Spearman-Brown Coefficient	Equal Length		,874
	Unequal Length		,874
Guttman Split-Half Coefficient			,873
a. The items are: AW1_T			
b. The items are: AW2_T			

- **Guttman Split-Half Coefficient Brand Image (Table 8)**

Reliability Statistics			
Cronbach's Alpha	Part 1	Value	1,000
		N of Items	1[a]
	Part 2	Value	1,000
		N of Items	1[b]
	Total N of Items		2
Correlation Between Forms			,541
Spearman-Brown Coefficient	Equal Length		,702
	Unequal Length		,702
Guttman Split-Half Coefficient			,696
a. The items are: BM1_T			
b. The items are: BM2_T			

- **Cronbach Alpha Brand Loyalty (Table 9)**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,925	,925	3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BL1_T	6,693069306930690	5,759	,835	,716	,902
BL2_T	6,690869086908688	5,318	,884	,782	,861
BL3_T	7,163916391639161	5,398	,825	,691	,911

- **Guttman Split-Half Coefficient Overall Brand Equity (Table 10)**

Reliability Statistics			
Cronbach's Alpha	Part 1	Value	.a
		N of Items	1b
	Part 2	Value	.a
		N of Items	1c
	Total N of Items		2
Correlation Between Forms			,939
Spearman-Brown Coefficient	Equal Length		,968
	Unequal Length		,968
Guttman Split-Half Coefficient			,968
a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.			
b. The item is: OBE1_T			
c. The item is: OBE2_T			

- **Cronbach Alpha Brand Attitude (Table 11)**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,945	,945	5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BA1	19,7701	12,769	,789	,632	,943
BA2	19,5490	12,109	,894	,803	,925
BA3	19,5759	12,031	,866	,772	,930
BA4	19,6392	11,758	,882	,787	,927
BA5	19,4725	12,376	,824	,681	,937

- **Principal component analysis**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,863
Bartlett's Test of Sphericity	Approx. Chi-Square	2821,669
	df	36
	Sig.	,000

Table 12. KMO and Bartlett's test for factor reduction

Rotated Component Matrix[a]				
	Component			
	1	2	3	4
AW1_T	,031	,886	,214	-,057
AW2_T	,047	,926	,165	,041
BM1_T	,218	,503	,830	,063
BM2_T	-,043	,950	,058	,081
BL1_T	,799	,114	,167	,540
BL2_T	,900	,095	,174	,220
BL3_5	,918	-,046	,071	,073
OBE1_T	,971	,025	,037	-,081
OBE2_T	,969	-,020	,044	-,054
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]				
a. Rotation converged in 5 iterations.				

Table 13. Rotated Component Matrix

Rotated Component Matrix[a]		
	Component	
	1	2
AW1_T	,012	,903
AW2_T	,033	,931
BM1_T	,306	,744
BM2_T	-,064	,921
BL1_T	,874	,184
BL2_T	,931	,151
BL3_5	,922	-,023
OBE1_T	,945	,024
OBE2_T	,950	-,015

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a, Rotation converged in 3 itinerations

Table 14. 2nd Rotated Component Matrix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,888
Bartlett's Test of Sphericity	Approx. Chi-Square	4362,837
	df	91
	Sig.	,000

Table 15. 2nd KMO and Bartlett's test

Rotated Component Matrix[a]			
	Component		
	1	2	3
AW1_T	,002	,234	,872
AW2_T	,030	,188	,914
BM1_T	,291	,260	,700
BM2_T	-,064	,149	,913
BL1_T	,864	,168	,155
BL2_T	,925	,132	,131
BL3_5	,921	,054	-,030
OBE1_T	,941	,096	,010
OBE2_T	,945	,088	-,029
BA1	,168	,811	,247
BA2	,111	,906	,200
BA3	,117	,895	,165
BA4	,093	,908	,174
BA5	,063	,875	,153
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

Table 16. 3rd Rotated Component Matrix with brand attitude

- **Comparability of groups**

Test Statistics[a,b]				
	Age	Academic_habili tations	BAT_T	Frequency_of_usage_FB
Kruskal-Wallis H	1,300	2,265	13,299	1,060
df	2	2	2	2
Asymp. Sig.	,522	,322	,001	,588

a. Kruskal Wallis Test

b. Grouping Variable: Groups

Table 17. Kruskal-Wallis test for comparability of groups in *age, academical habilitations, BAT and frequency of Facebook usage*

Crosstab						
			Groups			
			Sponsorship Group	Non-Sponsorship Group	Control Group	Total
FollowBrands_FB	no	Count	17	14	15	46
		% within Groups	16,7%	13,7%	15,2%	15,2%
	yes	Count	85	88	84	257
		% within Groups	83,3%	86,3%	84,8%	84,8%
Total		Count	102	102	99	303
		% within Groups	100,0%	100,0%	100,0%	100,0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	,343[a]	2	,843
Likelihood Ratio	,343	2	,842
Linear-by-Linear Association	,092	1	,762
N of Valid Cases	303		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 15,03.			

Tables 18 & 19. Chi-Square test for comparability of groups in *Follow brands on Facebook*

Crosstab						
			Groups			
			Sponsorship Group	Non-Sponsorship Group	Control Group	Total
Gender	Female	Count	66	57	63	186
		% within Groups	64,7%	55,9%	63,6%	61,4%
	Male	Count	36	45	36	117
		% within Groups	35,3%	44,1%	36,4%	38,6%
Total		Count	102	102	99	303
		% within Groups	100,0%	100,0%	100,0%	100,0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,989[a]	2	,370
Likelihood Ratio	1,977	2	,372
Linear-by-Linear Association	,028	1	,867
N of Valid Cases	303		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 38,23.			

Tables 20 & 21. Chi-Square test for comparability of groups in *Follow brands on Facebook*

- **Hypothesis testing**

ANOVA					
AW_PLUS_BM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,999	2	,499	,554	,575
Within Groups	270,241	300	,901		
Total	271,240	302			

ANOVA					
BL_PLUS_OBE					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	47,111	2	23,555	19,224	,000
Within Groups	367,589	300	1,225		
Total	414,700	302			

Tables 22 & 23. A-NOVA test to see the distribution of means in three groups

Group Statistics					
	Groups	N	Mean	Std. Deviation	Std. Error Mean
AW_PLUS_BM	Sponsorship Group	102	5,91666667	,843828303	,083551452
	Non-Sponsorship Group	102	5,80147059	,919927004	,091086346

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
AW_PLUS_BM	Equal variances assumed	2,031	,156	,932	202	,352	,115196078	,123602458	-,128520453	,358912610
	Equal variances not assumed			,932	200,512	,352	,115196078	,123602458	-,128531350	,358923507

Tables 24 & 25. Independent sample t-test to see the distribution of Brand Awareness + Brand Image in group 1 and 2

Group Statistics					
	Groups	N	Mean	Std. Deviation	Std. Error Mean
BL_PLUS_OBE	Sponsorship Group	102	2,9679739	1,01802157	,10079916
	Non-Sponsorship Group	102	3,8986928	1,22979979	,12176832

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BL_PLUS_OBE	Equal variances assumed	2,872	,092	-5,888	202	,000	-,93071895	,15807591	-1,24240947	-,61902844
	Equal variances not assumed			-5,888	195,191	,000	-,93071895	,15807591	-1,24247501	-,61896290

Tables 26 & 27. Independent sample t-test to see the distribution of Brand Loyalty + Overall Brand equity in group 1 and 2

Group Statistics					
	Groups	N	Mean	Std. Deviation	Std. Error Mean
AW_PLUS_BM	Sponsorship Group	102	5,91666667	,843828303	,083551452
	Control Group	99	5,78956229	1,073103416	,107850951

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Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
AW_PLUS_BM	Equal variances assumed	4,304	,039	,935	199	,351	,127104377	,135946478	-,140976170	,395184924
	Equal variances not assumed			,932	185,943	,353	,127104377	,136428270	-,142041867	,396250621

Tables 28 & 29. Independent sample t-test to see the distribution of Brand Awareness + Brand Image in group 1 and 3

Group Statistics					
	Groups	N	Mean	Std. Deviation	Std. Error Mean
BL_PLUS_OBE	Sponsorship Group	102	2,9679739	1,01802157	,10079916
	Control Group	99	3,2235690	1,06024056	,10655819

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BL_PLUS_OBE	Equal variances assumed	,712	,400	-1,744	199	,083	-,25559517	,14659099	-,54466623	,03347589
	Equal variances not assumed			-1,743	198,013	,083	-,25559517	,14668032	-,54485120	,03366087

Tables 30 & 31. Independent sample t-test to see the distribution of Brand Loyalty + Overall Brand equity in group 1 and 3

Group Statistics					
	Groups	N	Mean	Std. Deviation	Std. Error Mean
CE	Sponsorship Group	102	,55	,500	,050
	Non-Sponsorship Group	102	,55	,500	,050

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CE	Equal variances assumed	,000	1,000	,000	202	1,000	,000	,070	-,138	,138
	Equal variances not assumed			,000	202,000	1,000	,000	,070	-,138	,138

Tables 32 & 33. Independent sample t-test to see the distribution of Customer engagement in group 1 and 2

Group Statistics					
	Groups	N	Mean	Std. Deviation	Std. Error Mean
CE	Sponsorship Group	102	,55	,500	,050
	Control Group	99	,46	,501	,050

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CE	Equal variances assumed	,145	,703	1,194	199	,234	,084	,071	-,055	,224
	Equal variances not assumed			1,194	198,790	,234	,084	,071	-,055	,224

Tables 34 & 35. Independent sample t-test to see the distribution of Customer engagement in group 1 and 3

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BAT_T	Equal variances assumed	2,358	,126	-1,328	199	,186	-,1790453555	,1347809134	-,4448274596	,0867367487
	Equal variances not assumed			-1,325	192,897	,187	-,1790453555	,1350809112	-,4454706162	,0873799053

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference		Lower	Upper
BAT_T	Equal variances assumed	,417	,519	-3,388	202	,001	-,4483660130	,1323576827	-,7093458984	-,1873861277
	Equal variances not assumed			-3,388	198,745	,001	-,4483660130	,1323576827	-,7093716610	-,1873603651

Tables 36 & 37. Independent sample t-test to see the distribution of Brand attitude in group 1 and 2