Exploring the relation between consumer motivations & engagement with brands in Facebook

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ABSTRACT

Dissertation Title: Exploring the relation between Consumer Motivations & Engagement with brands in Facebook

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This thesis aims to explore the digital consumer behavior and proposes a conceptual framework that allows to comprehend the consumer's Motivations and Engagement types to interact with brands in Facebook. Specifically, the research goal is to explore the relationship between the two and point out which Motivations better explain Engagement. Lastly, the analysis consists of segmenting Facebook users based on their Motivations and exploring their Engagement levels.

The present research addresses the Portuguese Facebook users' behavior based on Motivational and Engagement variables. Those were chosen with the intention of recognizing their importance in this context and exploring the connection between both.

Scales from previous literatures were adapted and used to explore the Motivations, Enginkaya and Yilmaz (2014), and the Engagement, Malciute (2012).

A quantitative and exploratory study was conducted and an online questionnaire was applied to a convenience sample of 350 Facebook users. Results indicated that the main Motivations to interact with brands in Facebook are Opportunity Seeking, Conversation and Entertainment. Moreover, the main Consumer Engagement dimension is Emotional. Further, there is a significant relation between Motivations and Engagement, and the Motivations that better help to predict Engagement are Brand Affiliation, Entertainment and Investigation. Moreover, three segments of Facebook users were identified and the main one presents the highest Engagement levels.

The framework might serve as a tool for managers to better understand Facebook users' behaviors regarding brands, thus enabling them to improve the allocation of digital resources, especially regarding Facebook and their marketing strategies with a suitable segmentation approach.

RESUMO

Título da Dissertação: A explorar a relação entre as Motivações dos consumidores & o seu "Engagement" com as marcas através do "Facebook"

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Esta tese tem como objetivo explorar o comportamento do consumidor digital e propõe um quadro conceptual que visa facilitar a compreensão das Motivações que levam o consumidor a interagir com as marcas no "Facebook" e o seu "Engagement". A intenção fulcral desta pesquisa é investigar a relação entre Motivações e "Engagement" e realçar as Motivações que melhor explicam o "Engagement". O propósito final é segmentar os usuários de "Facebook" consoante as suas Motivações e explorar o seu nível de "Engagement".

A presente pesquisa relativa aos usuários do "Facebook" portugueses tem como base variáveis de Motivação e "Engagement", sendo que as mesmas foram retiradas e adaptadas do estudo de Enginkaya e Yilmaz (2014) e do de Malciute (2012), respetivamente. Estas variáveis foram selecionadas com a finalidade de verificar a sua importância neste contexto e explorar a relação entre ambas.

Um estudo quantitativo e exploratório foi elaborado. Foi aplicado um questionário "online" a uma amostra de 350 usuários de "Facebook". Os resultados indicam que as principais Motivações são: Procura de Oportunidades, Conversacional e Entretenimento. Relativamente ao "Engagement" a dimensão com maior relevância é a Emocional. Os resultados comprovam a relação entre Motivações e "Engagement" e destacam a Filiação às Marcas, o Entretenimento e a Investigação como sendo as Motivações, que melhor explicam o "Engagement".

O quadro conceptual poderá assim servir como ferramenta para que as marcas compreendam o comportamento do consumidor "facebookiano", tornando mais eficientes a alocação de recursos "online" e estratégias de marketing com uma boa abordagem de segmentação.

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"The good life is one inspired by love and guided by knowledge."

Bertrand Russel

Table of Contents

List of Figures

List of Tables

Chapter 1. Introduction

1.1 Background

While in the past consumers presented a clear and simple process of purchasing products and services, nowadays this journey is complex and the online experience is considered a key step in the process. Especially the emergence of social media has revolutionized the way consumers interact with brands (Tsai & Men, 2013; Muntinga, Moorman, & Smit, 2011).

The "Digital in 2016" report states that the annual increase from 2015 to 2016 of active social users is substantial and amounts to 10% worldwide, such that in 2016 the number of active social media users corresponds to 2,3 billion (Kemp, 2016). This reality also applies to the Portuguese market, given that in the year of 2016, 54% of the population are active social media users (Kemp, 2016). Due to this significant number of users, more and more brands are joining the social networking platforms, with the intention of acquiring followers (Robinson, 2014).

Facebook is considered by companies as the most attractive social media to be used for marketing purposes and in particular for B2C businesses (Cvijikj & Michahelles, 2014). Since Facebook has the highest number of active users among all platforms, which correspond to 1,59 billion globally (Kemp, 2016), this platform gained enormous popularity and interest. Particularly, in the Portuguese market almost half of the companies communicate through social networks with consumers, suppliers and business partners (Lusa, 2016). Among all popular social networks, Facebook also stands out for the Portuguese individuals as it has 4,211 million users, while others like YouTube, Instagram and Twitter only have 1,849-, 1,300- and 1,062 million, respectively (Marktest, 2015).

Using Facebook in a business context covers two perspectives, the one of the company and the one of its users. Both parties have to have an interest on being present and participating actively in Facebook brand pages (Davis, Piven, & Breazeale, 2014; Jahn & Kunz, 2012).

The motives of brands to establish an online presence are evident. Facebook gives brands the possibility of raising brand awareness, generating leads, increasing local sales, driving online sales and promoting their app through their platform (Facebook Business, 2016).

Contrarily to the acknowledged incentives of brands to be online, the motives of users to interact with brands through Facebook still need to be better understood (Davis et al., 2014). While some authors refer to Motivations such as social interaction, Entertainment, convenience, information and professional advancement (Kim, Sohn, & Choi, 2011), others enumerate functional, Emotional, self-oriented, social and relational reasons (Davis et al., 2014). Lastly the participation of users in those Facebook brand pages and their Engagement with the page is essential for creating strong, loyal followers, who ultimately become ambassadors of the brand (Bond, Ferraro, Luxton, & Sands, 2010).

1.2 Problem Statement

The reality of our world today is that consumers are online (Schivinski & Dabrowski, 2016) and expect brands to be as well (Parsons, 2011). Therefore brands should make an effort to be present in social platforms in the most effective way.

Most of the times the inefficiency of the brands social media presence is observable and therefore it is important to study how companies can overcome this weakness. Clarke (2012) mentions successful companies that fail miserably in their Facebook presence, for instance Tesla Motors, Netflix and Goldmansachs are examples of those. These companies failed for diverse reasons. While Tesla failed for not sharing online its unique feature, which is its backstory, for Netflix the problem was that the company did not reply to the consumer's negative comments and those accumulated quickly, finally for Goldmansachs the failure cause was merely an issue of online inactivity.

Studying the Motivations that lead consumers to interact with brands in Facebook is the first step to understand the consumers' minds and their behaviors and is therefore a very important issue for companies (Chen, Papazafeiropoulou, Chen, Duan, & Liu, 2014). This clarification is advantageous as it helps brands to develop successful marketing campaigns (Underwood, 2016) and communication strategies.

Next, the main Engagement dimension is explored, since it contributes to the core relationship management of brands (Hollebeek, 2011; Verhoef, Reinartz, & Krafft, 2010) After both constructs are studied, and as Engagement leads to commitment (Alves da Silva, 2015; Cheung, Lee, & Jin, 2011) and loyalty (Alves da Silva, 2015; Bowden, 2009) of consumers, analyzing if there is a causality effect with Motivations is key. With this result brands perceive better the importance of Motivations and they can work upon it, allocating more efficiently resources to their page. Finally finding out which Motivations better explain Consumer Engagement, serves as a selection instrument for the identification of the most relevant Motivations. For that reason brands should pay attention to the Motivations that better succeed in explaining consumer behavior and invest primarily in those. The possibility of segmenting the users dependent on their Motivations facilitates the resource allocation of brands to their target audience. Besides, exploring the level of Engagement of each segment leads to a better comprehension of their loyalty behavior towards the brands.

The research problem of the present thesis is to explore the main Motivations of consumers to interact with brands in Facebook and the main Consumer Engagement type. Then the study focuses on exploring whether a causality exists between Motivations and Consumer Engagement, and if it does, the objective is then to discover which Motivations better explain Engagement. Finally, the idea is to investigate if there are different segments according to the different Motivations and if so, the level of Engagement of each segment is explored.

1.3 Aim

The generic aim of this dissertation is to understand to what extent consumer Motivations to interact with brands through Facebook are related with Consumer Engagement with brands. In order to address this aim, four distinct research questions are put forward, namely:

RQ1. What are the main Motivations for consumers to interact with brands through Facebook?

RQ2: From a consumer's perspective, which is the stronger Engagement type - Behavioral, Emotional or Cognitive- in Facebook?

RQ3. A) Does Motivations influence Consumer Engagement with brands in Facebook?

B) If yes, which are the Motivations that better explain consumers' Engagement with brands in Facebook?

RQ4. A) Are there different segments of consumers in terms of Motivations to interact with brands in Facebook?

B) If yes, what is the Engagement level of each segment?

1.4 Scope

This dissertation objective is to explore Motivational and Engagement aspects of consumer interaction with brands through a specific social media platform, namely Facebook. Moreover, the study is based only on the behavior of Portuguese Facebook users. Thereafter, a quantitative and exploratory study was held with primary data collected through an online, self-administered questionnaire from 17/October 2016 until 11/November 2016.

1.5 Academic and Managerial Relevance

1.5.1 Academic Relevance

The way people use social media is changing (Underwood, 2016) and the importance it has acquired in the business context is increasing, since social media has the unique feature of providing one-to-one conversations at scale (Kemp, 2016). Due to this rapid change, limited academic research has been carried out to comprehend how to enhance consumers' brand experiences through social media (Chen et al., 2014).

Several studies have considered the Motivation factors of consumers to interact with a brand through social networking sites (Enginkaya & Yilmaz, 2014; Davis et al., 2014; Kim, Kim, & Nam, 2010; Spiliotopoulos & Oakley, 2013). However none of them studied

it applied to the Portuguese market nor the particular Facebook platform. Besides, there is much literature on C2C Motivations to interact with brands through social media networks and still a lack regarding B2C (Weman, 2011; Arnone, Colot, Croquet, Geerts, & Pozniak, 2010).

Consumer Engagement in the marketing literature is still considered as a new topic (Jayasingh & Venkatesh, 2015) and a promising emerging concept (Pham & Avnet, 2009; Avnet & Higgins, 2006; Schau, Muñiz Jr, & Arnould, 2009). The study of the relation between Motivations and Consumer Engagement is similarly lacking in the academic literature, even though many authors are aware of the importance of addressing consumers' Motivations and interests in order to obtain Consumer Engagement (Tsai & Men, 2013). Kim, Kim and Wachter (2013) research on this causality exclusively regarding mobile users, which is limited in terms of scope. Likewise references about the study regarding the Motivations that better explain consumers' Engagement are still very few in the literature. Only Chen (2015) has researched about which Motivations are the strongest predictors of frequency of social media usage. Nevertheless, this study is limited to the women bloggers and one specific item of the Consumer Engagement, which is frequency of social media use. It is missing a richer study of all the drivers of Consumer Engagement; more items of Motivational factors and a broader spectrum, which is not focused on a specific industry. Regarding segmentation based on Motivations there is a lot of literature for the travel industry (Park & Yoon, 2009; Loker-Murphy, 1997; Cha, McCleary, & Uysal, 1995), however the same does not apply to the digital consumer Motivations studies (Rohm & Swaminathan, 2004).

This research makes a relevant contribution to the current literature by exploring Motivations and Consumer Engagement in-depth as well as those concepts' relation.

1.5.2 Managerial Relevance

This research on the digital consumer behavior covers very relevant issues that are critical for businesses success, specifically their long-run marketing success (Hutter, Hautz, Dennhardt, & Füller, 2013). With the increasing number of consumers in social media, it is still doubtful if companies can effectively tap into this market (Parsons, 2013).

Firstly, studying Motivations, which means understanding how and why people use social helps marketers create campaigns that resonate with their target audience generating better results for their clients (Underwood, 2016). As such, brands could adapt the content in Facebook to their consumers' preferences, either focusing on giving information, creating a sense of belonging, promoting offers, promoting socialization among consumers or even creating viral marketing campaigns and online buzzes. According to the Social Media Examiner (2015) the marketers themselves are not confident about their online efforts, as only 45% believe in the success of their work.

Then studying which are the strongest Consumer Engagement dimensions is crucial in order to acquire insights that help develop social media strategies and achieve the desired outcomes (Kabadayi & Price, 2014).

After having these two constructs analyzed, it is central to study the Engagement association to the Motivational factors, since consumers nowadays are bombarded with information making it imperative for marketers to hold on to consumers' attention and keep them engaged (Vohra & Bhardwaj, 2016). Additionally, developing Engagement strategies increases activities of fans and promotes sustainable brand loyalty (Luarn, Lin, & Chiu, 2015). For managers knowing about Consumer Engagement levels is not enough to develop an action plan, since the origins are missing. Highlighting specific Motivations that better explain Consumer Engagement, gives managers the opportunity of enhancing their online marketing presence. Again, the objective of managers is to promote Engagement expecting to acquire consumers' devotion to the brands (Luarn et al., 2015). Finally, segmenting the market serves as a basis for understanding and targeting different groups of consumers and effectively tailor the brands' social content and activities to reach those (Rohm & Swaminathan, 2004). So, knowing the Engagement level of each segment helps identifying the segments that are more and least involved with the brands. In essence this boils down to the limited understanding of marketers on how social media can be used most effectively (Nelson-Field Riebe, & Sharp, 2012; Nelson-Field & Klose, 2010) and this study serves as a tool to overcome these managerial difficulties.

1.6 Dissertation Outline

This first chapter presents a brief introduction to the thesis' subject. The purpose is to provide an overview of the background scenario, an explanation of the problem and

present its academic and managerial relevance. Chapter 2 presents the results of a review of extant literature on digital consumer behavior, specifically the use of Facebook as a business tool, the consumers' Motivations, the Consumer Engagement and segmentation issues. Based on this, research questions about the Motivations, the Consumer Engagement, its relationship and segmentation are formulated for further statistical testing. The revision of those main concepts serves as a basis for the development of a Conceptual Framework. Chapter 3 describes the employed methodology used to analyze the proposed research questions, as both primary and secondary data were collected and statistically studied. Next, the fourth chapter clarifies the results of this dissertation's analysis. In the first place, a preliminary analysis is undertaken in order to check the data reliability and suitability. After that, the in-depth analysis is carried out. Finally, the last chapter provides the main conclusions of the thesis and it describes the limitations and further research that could be conducted in the present context.

Chapter 2. Literature Review and Conceptual Framework

2.1   Web 2.0 and the Emergence of Social Media

2.1.1   Definition of Web 2.0

Web 2.0 was created and defined by O'Reilly in 2004. This second generation of web enables its users to communicate, connect, share and most importantly create content online (Baur, 2016). Due to these features, the web was denominated by Vickery and Wunsch-Vincent (2007) as the "participative web".

Costa (2014) mentions the concept of user-generated content as being an attribute of Web 2.0. Yoo and Gretzel (2016) differentiate between user-to-user interactions and user-to-content interactions, for instance ranking the content and posting comments are examples of user-to-user whereas creating content in a form of text, images, audio or video is part of user-to-content communications.

Mata and Quesada (2014) consider that Web 2.0 may be regarded as a great social experiment on a global scale that was made for people and by people (Lai & Turban, 2008; Gillmor, 2006). The global scale mentioned above is confirmed when looking at the number of internet users throughout the world, 3,419 billion, almost half of the population worldwide (Kemp, 2016).

In the Portuguese market, more specifically, 92% of individuals under 25 go online everyday whereas 80% of individuals with an age between 25 and 34 claim to go online on a daily basis (Google, 2015). Hence these statistics are a proof of the volume of Web 2.0 usage and its relevance.

2.1.2 From Web 1.0 to Web 2.0

The core difference between Web 1.0 to Web 2.0 is that the second-generation websites allow its users to do more than just retrieving information as it was the case of Web 1.0 (Hollensen & Raman, 2014). To put it differently, Web 1.0 is referred to as the "Web-as-information source" and Web 2.0 is called the "Web-as-participation-platform" (Gerlitz & Helmond, 2013; Song, 2010).

The fundamental concept of Web 2.0 is that online users add value by creating contents using tools such as blogs, wikis and social networks (Yoo & Gretzel, 2016; Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009, Parise & Guinan, 2008, O'Reilley, 2005).

As shown in Table 1, Web 2.0 facilitates networking effects among its users whereas Web 1.0 software is seen as merely a product, which offers its users the possibility of visiting portals that fulfill their information demand.

Table 1. Characteristics of Web 1.0 and Web 2.0 (Mata & Quesada, 2014, based on O'Reilly, 2007; Lai & Turban, 2008)

FEATURE	WEB 1.0	WEB 2.0
METAPHOR FOR THE INTERNET	INFORMATION SUPERHIGHWAY	PLATFORM FOR INTERACTION
METAPHOR FOR THE WWW	WEB OF INFORMATION RESOURCES STORED ON A GLOBAL NETWORK OF SERVERS WHERE WHAT MATTERS IS RETRIEVAL AND DISPLAY	HUMAN WEB WHERE WHAT MATTERS IS HUMAN CONTACTS AND RELATIONS BETWEEN INDIVIDUALS
MAJOR SITES	INFORMATION PORTALS	ONLINE SOCIAL NETWORKS
TOOLS	ORIENTED TO DISPLAY AND RETRIEVE INFORMATION STORED ON THE INTERNET	DESIGNED TO ENABLE COLLABORATION AND CONTENT CREATION ON THE INTERNET
STRATEGY PURSUED	EFFICIENCY	EFFECTIVENESS
ECONOMIES SOUGHT	ECONOMIES OF SCALE	NETWORK EFFECTS
SOFTWARE USED	SOFTWARE AS A PRODUCT	SOFTWARE AS A SERVICE
COMPUTING MODEL	CLIENT-SERVER	CLOUD COMPUTING
COMMUNICATION RANGE	WIDE AND LOCAL AREA NETWORKS	MOBILE COMMUNICATION ALSO CONSIDERED
ISSUES	TECHNOLOGICAL	SOCIAL

Another web that arouse was Web 3.0, which is recognized as the semantic web (Reis, 2016; Morris, 2011; Hendler, 2009). This third version of web has the particularity of using metadata, therefore Giustini (2007) believes that this version will transform the web into a giant database. Hence, Web 3.0 consists on having data as well as documents on the web so that machines are able to process, transform, assemble, and act on the data in useful means (Morris, 2011).

2.1.3   Definition and Types of Social Media

Web 2.0 was the platform that enabled the appearance and evolution of social media (Costa, 2014). According to Hollensen and Raman (2014) the transformation of Web 1.0 to 2.0 relies on switching from a broadcast media monologues, one-to-many, into social media dialogues, many-to-many.

Any type of website which enables users to share their opinions, contents, interactions, community building and views can be classified as a social media (Kaur, 2016).

Kaplan and Haenlein (2010) enumerate a number of social networks, namely Delicious, Digg, Facebook, Flickr, LinkedIn, My Space, Reddit, Second Life, Stumble Upon, Twitter, Wikis and YouTube (as cited in Montalvo, 2016). In this list social media platforms as Instagram and Snapchat are missing, which are according to Scheltgen (2016) the advertisement platforms of the year of 2016.

From a users' perspective, Xiang and Gretzel (2009) point out the range of opportunities given to them when visiting social media platforms, such as "posting", "tagging", "digging" and "blogging" (as cited in Yoo and Gretzel, 2016).

The growth of social media and its popularity among consumers is notorious. The world is witnessing an immense evolution, since already 2,307 billion individuals are active social media users (Kemp, 2016). In particular in Portugal the consumption of social media has triplicated in the last seven years (Lusa, 2016). In Portugal, the Facebook platform has the biggest media users' market penetration with 93,6%, followed by YouTube (41,4%), Google+ (40,2%), LinkedIn (37,3%), Instagram (28,9%) and Twitter (23,6%) (Marktest, 2016).

2.1.4 Web 2.0 and SM in the Business Context

In a business context, firms have realized the significance of Web 2.0 and social media, since it offers in the first place potential for interacting with consumers and also enables companies to promote their products and services (Yan Xin, Ramayah, Soto-Acosta, Popa, & Ai Ping, 2014; Molina-Castillo, Lopez-Nicolas, & Soto-Acosta, 2012). Smith, Fischer and Yongjian (2012) highlight the increased visibility a brand acquires when it is present in social networking sites, such as Facebook, YouTube and Twitter (as cited in Schivinski & Dabrowski, 2016). The emergence of social media is affecting the

companies' marketing strategies (Erragcha & Romdhane, 2014), since a well-designed social media marketing strategy will consequently result in: a better understanding of consumers' behaviors and preferences; making customers share the brand's communication as word-of-mouth among their network; connecting to consumer for improvement and R&D procedures; increasing brand Engagement and brand message awareness; and driving traffic to corporate websites (Google, 2015; Smith & Zook, 2011; Tuten, 2008).

Schivinski and Dabrowski (2016) give examples of companies, such as Starbucks, Coca-Cola and Guinness, which are highly attuned to consumers' preferences and tastes, so as to it is not a coincidence that social media was rapidly integrated into their marketing strategy. In Portugal the Facebook pages with the largest audiences are Continente, MEO and NOS with 1882-, 1407-, 1295 million fans, respectively (Social Bakers, 2016). However, these rankings suffer variances as for instance in October 2016 the top brands on Facebook were Vodafone PT, McDonalds and Samsung (Social Bakers, 2016).

Parson (2013) argues that it makes no sense nowadays to discuss themes as advertising and marketing without considering the use of social media. To demonstrate the dimensions of social media interactions, Bennet (2012) states that every 60 seconds consumers share more than 600,000 pieces of content, upload 48h of video, create text greater than 100,000 messages, and create over 25,000 posts with in social media (as cited in Daugherty and Hoffman, 2014). When considering the Portuguese market, not only did brands accounted for 30 million interactions in social media throughout the year of 2015 (Markstrat, 2015), but also in the following year 62% of the population claimed to follow brands in social networks (Markstrat, 2016).

2.1.5 Challenges

Even though the use of Web 2.0 and social media has the purpose of managing to interact better with its consumers, thus resulting in gaining higher levels of customer satisfaction, customer loyalty, and customer lifetime value (Baur, 2016); some challenges will appear. Companies are confronted with new methods of intelligence marketing (Erragcha & Romdhane, 2014; Viot & Bressolles, 2012), as customers are changing where and how they spend their time (Parsons, 2013) online.

According to Nair (2011) it is not sufficient for companies to establish online presence, they must discover how to attract and interact with visitors.

Also Kaur (2016) emphasizes that social media requires time commitment along with technological expertise, thus companies must be aware that the implementation of an online strategy costs internal resources.

Another challenge brands face is the increased difficulty to reach fans, since there is high competition in news feed story given that users are bombarded with an average of 1500 possible stories (Success Stories about Facebook Advertising, 2016). To overcome this obstacle, brands have to stand out in some way, for instance by paying for online ads.

Furthermore, another key success factor is to achieve consistency among traditional integrated marketing communication tools and social networking (Hollensen & Raman, 2014). This alignment of online and offline communication is essential as it secures a clear understanding of the brand image and message.

2.2 Brands' Presence in Facebook

2.2.1 Facebook History and its Unique Features

Facebook is a social-networking website (Thusoo, 2010) which was founded on the 4th of February 2004 by Mark Zuckerberg with the aim of providing people power to share and make the world open and connected (Facebook, 2016).

According to Kaur (2016) Facebook is the most popular social network of the current days. As a matter of fact, Kemp (2016) states that presently Facebook has 1,59 billion users worldwide, hence no other social media platform has the ability of boasting the speed user uptake as Facebook does (Nelson-Field et al., 2012). Also Popp, Wilson, Horbel and Woratschek (2015) consider Facebook as the most prominent and relevant example of a social network.

In Portugal, Facebook appears to be an important and well-established social media platform. The success of Facebook is visible due to its number of users, namely 94% of the social media users have an account in Facebook (Markstrat, 2016). A study conducted

in October 2016 by Social Bakers proves that 88% of the users interact with brands by reacting in the form of likes, 9% share their content and 4% comment of their posts (Social Bakers, 2016). Additionally, this study presents the top 5 industries in Facebook for the Portuguese audience for the largest 200 pages, namely firstly the retail industry which accounts 12,496 million likes, followed by the FMCG food, the fashion, the e-commerce and at lastly the services industries.

2.2.2 Facebook in a Business Context and Top Brands

Facebook is a platform which if used correctly can generate and add value to companies (Figure 1). Facebook has changed the way companies interact with their network as it offers several options to contact and communicate with consumers (Jahn & Kunz, 2012). For the purpose of helping brands in their marketing efforts, Facebook provides guidance on how to raise brand awareness, generate leads, increase online sales, drive online sales and promote corporate apps (Facebook – About | Facebook, 2016).

Companies consider Facebook the most attractive social media platform for marketing, especially for B2C businesses as it offers five distinct options: Facebook Ads; Facebook Brand Pages; Social Plugins; Facebook Applications; and Sponsored Stories (Cvijikj & Michahelles, 2014). All of these can be measured using the free tool Facebook provides: Facebook Analytics. According to Chen (2015) when the goal is creating Consumer Engagement, marketers and public relations practitioners choose Facebook to reach their consumers.

Indeed, Facebook is a useful instrument for brands, since the worldwide social network ad revenue 2014-2018 comes predominantly from Facebook. As presented in Figure 1, the revenue derived from Facebook accounts 67% in each of the presented years.

WORLDWIDE SOCIAL NETWORK AD REVENUE SHARE BY COMPANY

Share of ad revenue by company. Total ad revenue in dollar billions;
percent change.

■ Facebook   ☐ Twitter   ■ LinkedIn   ■ Other

2014 total	2015 total	2016 total	2017 total	2018 total
$17.1 billion	$24.7 billion	$33.0 billion	$41.6 billion	$50.4 billion
(+56.9%)	(+44.4%)	(+33.4%)	(+26.1%)	(+21.3%)
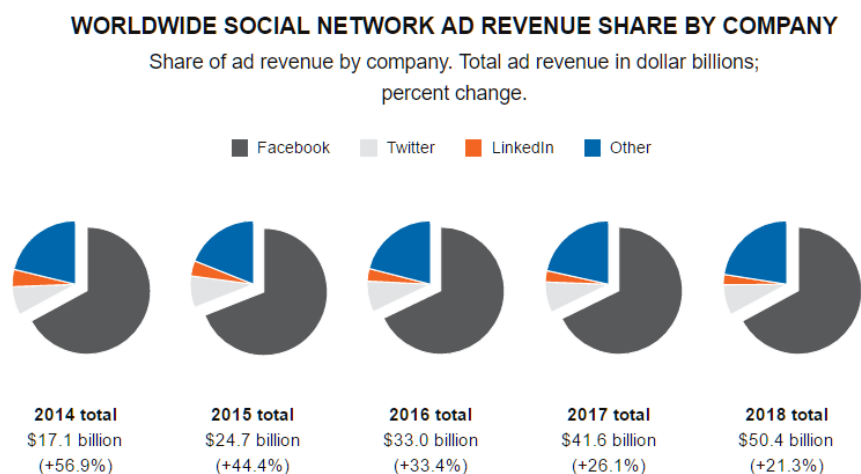
Figure 1. Worldwide Social Network Ad Revenue Share by Company. Source: AdAge (2016)

2.2.3 Benefits of Using Facebook

The main benefit of using Facebook in business is its enormous reach. It is the biggest social media (SM) in Portugal having 4,211 million users (Markstrat, 2015), almost half of the country's population. Users are also utilizing this platform to reach brands, as 62% of the Portuguese population claimed to follow brands in Facebook. Comparing Facebook to other social networks, such as LinkedIn, Instagram, Twitter, Pinterest, Google+, Tumblr and Snapchat, it is the social network with the highest percentage of users across all age groups (Ad Age, 2016).

By creating a Facebook brand page, brands have direct access to heavy buyer's opinions and insights (Nelson-Field, 2012), which can result in a competitive advantage for them. Additionally, the profile of the buyers is easier to explore using Facebook, since individuals represent aspects of their selves in this online network (Hollenbeck & Kaikati, 2012).

A unique feature of Facebook brand pages is its interactivity (Jahn & Kunz, 2012), an example of that are the brand contests (Freeman, Eddy, McDonough, Smith, Okoroafor, Jordt, & Wenderoth, 2014) and its cost-efficiency attributes (Nelson-Field, 2012).

Jahn and Kunz (2012) refers the benefit of the measurability indexes Facebook provides, namely Facebook Analytics measures the number of comments, likes, and tags.

Furthermore, in terms of segmenting the brands' market, Facebook facilitates this process as it provides tools to do so effectively.

2.3 Consumer Motivations to interact with a brand in SM

2.3.1 Definition of Motivations

In a general manner, to be motivated means to be moved to do something (Ryan & Deci, 2000). Several authors address the topic of consumer Motivations as they study which are the Motivations users have to interact with companies through Facebook.

Some authors argue that Motivations differ among self- and social-related stimuli (Sukoco & Wu, 2010), while others refer to two different types of Motivations; intrinsic and extrinsic (Shin, 2009). A more complex approach of the types of existing Motivations is supported by Joinson (2008) as he refers seven different sorts: social connection, shared identities, photographs, content, social Investigation, social network surfing and status updating.

Conversely Alves da Silva (2015) refers to the Motivations as a sequential process. He describes that in the first instance users experience Motivations of Entertainment, followed by functional Motivations, Motivations about the brand and finally social Motivations.

To conclude another study conducted by Enginkaya and Yilmaz (2014) revealed another five distinct Motivation factors, which are "Brand Affiliation", "Investigation", "Opportunity Seeking", "Conversation", and "Entertainment".

2.3.2 Brand Affiliation

Brand Affiliation is a Motivation that describes the congruity with the user's lifestyle, possession desires, preference inclination, and intention to promote the brand (Enginkaya & Yilmaz, 2014). To put it in another way, this connection refers to the extent of overlap between the brand and the self of its users (Escalas, 2004; Escalas & Bettman, 2003).

Notably Brand Affiliation is contingent upon the quality of consumers' past experience with the brand (Escalas & Bettman, 2003; Fournier, 1998). For that reason Brand Affiliation, might suffer some variances over time depending on the lived experiences.

According to Ferraro, Kirmani and Matherly (2013) individuals with high Brand Affiliation will maintain their favorable view of the brand, even if brands behave in a negative manner and vice versa. Therefore the set of brands associations will result in an important component of brand equity (Escalas & Bettman, 2003).

Several authors describe Brand Affiliation as a process of matching or pairing, where consumers often select products and brands that are consistent with their self-images (Kemp, Childers, & Williams, 2012; Hankinson, 2004; Dolich, 1969). For this reason, when users categorize brands as part of themselves, they develop a sense of oneness with the brand, therefore establishing Cognitive links that connect the brand with the self (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010).

In essence Brand Affiliation can be measured for instance by analyzing the level of perceived congruency among users' lifestyle and the brand (Enginkaya & Yilmaz, 2014).

2.3.3 Opportunity Seeking

Opportunity Seeking is related to the economic benefits consumers can extract by following a brand in Facebook (Enginkaya & Yilmaz, 2014).

It is common to mention sales, discounts and special offers as frequent reasons for users to follow a brand in social media platforms (Beukeboom, Kerkhof, & Vries, 2015). This theory has been tested by Campos (2015) in his research and he confirms that the inclusion of a discount price or discount percentage on Facebook post images contributes to an increase in social reach. Also Luarn et al. (2015) believe that remuneration posts can increase Consumer Engagement.

Seeking for opportunities can be a starting point for consumers to start following brands. According to Kang, Ryu, Yang, Ko, Cho, Kang, and Cheon (2015) online users tend to initiate a new relationship with a business when sales promotions are available on their Facebook brand pages.

To sum up Opportunity Seeking motives are based on incentives users have to pursue promotions, discounts and new offerings of specific brands via Facebook.

2.3.4 Conversation

Conversation as a Motivational component symbolizes consumers' need to communicate with the brands and other consumers (Enginkaya & Yilmaz, 2014).

In addition, also Kim et al. (2010) consider that the need for integration and social interaction stimulates people to join social networking sites. Conversation gives consumers the perception that social media is giving them a chance to be heard and provides at the same time a feeling of being part of something tangible (Davis et al., 2014). This feeling of belongingness and consideration is valued by consumers, henceforth social connectedness is accounted for a motive to join Facebook pages of brands (Logan, 2014; Bonds-Raacke & Raacke, 2010).

Consumers desire connectedness and social interaction (Bond et al., 2010), consequently if brands provide the conditions for collective social interactions consumers will sense that their experience with the brands is more valuable (Davis et al., 2014). Besides social network platforms allow brands to receive feedback and suggestions from consumers more easily, so that brands respond instantaneously to their consumers providing a better service (Coelho, Nobre, & Becker, 2014).

In brief Conversation motivations can be measured by understanding how much consumers value the simplicity and free access Facebook provides to its consumers (Enginkaya & Yilmaz, 2014).

2.3.5 Entertainment

For Enginkaya and Yilmaz (2014) Entertainment reflects consumers' affection with the corporate pages and / or brand related contents boosted by feelings of amusement and fun. Consumers visit corporate Facebook pages with the intention of finding enjoyable activities, thus Entertainment, relaxation and passing time are some motives for visiting those sites (Ruehl & Ingenhoff, 2016). Entertainment activities may include watching posts, such as videos, anecdotes teasers, slogans or wordplays (Luarn et al., 2015; Cvijikj & Michahelles, 2013).

Several authors go even further as they consider Entertainment as the most crucial factor affecting consumer behavior (Luarn et al., 2015; Lin & Lu, 2011; Sledgianowski &

Kulviwat, 2009). Logan (2014) points out two specific social networking sites, which satisfy consumers need for Entertainment, namely Facebook and Twitter. Not only brands, but also the own Facebook platform is concerned about giving its users a sense of Entertainment and fun. In the year of 2016, Facebook launched the possibility of reacting to posts in form of emojis besides having just the Like button (Denison, 2016).

Videos are one of the main Entertainment activities brands share with its followers. Some industry experts talk about the video era and state that by 2020 80% of the internet traffic will be video based (Heine, 2016). In the same way Johnson (2016) states that social videos will make up 50% of publisher's revenue.

Overall, Entertainment serves as Motivation of following brands in Facebook if for example users are pursuing influential and creative content online (Enginkaya & Yilmaz, 2014).

2.3.6 Investigation

Investigation is related to the consumers' quest of reliable information about the brands and its products or services (Enginkaya & Yilmaz, 2014).

Ruehl and Ingenhoff (2016) describe how the exchange of information among users of the corporate social network is a major incentive to be present in those networking sites. Kang et al. (2015) agree that the participation with brands in Facebook happens due to their purpose of information seeking. Ruehl and Igenhoff (2016) believe that consumers use those networking sites to seek for unique information that is not available anywhere else. Besides Logan (2014) sees the desire for information seeking as a tool for customers to reduce risk when making purchasing decisions. Informative content of posts updates users about alternatives, so that they end up making better choices (Luarn et al., 2015; Muntiga et al., 2011).

According to Logan (2014) and Langstedt (2013) there are two types of information seeking individuals, namely the ones who are passive and just gather information and the active ones who take a participative role.

Even the Facebook platform is aware of the importance of general informational content for its users, that's why in August of 2016, Facebook implemented a new "ranking signal" that can forecast the type of stories each user find most informative so that it is selected and appears on their news feed (Shah, 2016).

In a word, information seeking Motivations occur when users acknowledge the reliability of information in Facebook brand pages (Enginkaya & Yilmaz, 2014).

2.3.7 Market Segmentation of SM users

Segmentation and targeting are commonly identified as the platform for strategic marketing that benefits sellers as well as consumers (Klein, 2016). Basic forms of market segmentation, such as distinction between women and men and between buyers vs. non-buyers, exist ever since the concept of trade appeared. Nowadays the segmentation approach has evolved and refinements have been made in order to adjust to the increasing complexity of the marketplace (Plummer, 1974). The advent of "big data" and rise of digital and social media have changed the segmentation traditional approaches (Baker & Saren, 2016). Understanding online target segments will facilitate analysis of consumer Engagement to form insights on a broad spectrum of business activities, for instance product development, brand and marketing strategy, sales-lead generation, and customer service and support (Chiu, Lin, & Silverman, 2012). Besides, creating different strategies for the various groups will result in not only consumer Engagement, but also brand awareness (Fan & Gordon, 2014). Social media users are a specific kind of audience for brands. All Facebook users will not use the site in the same way, as they are motivated by different purposes and understanding the different types of Facebook users is the first step to communicate with them effectively and offer suitable features (Azar, Machado, Vacas-de-Carvalho, & Mendes, 2016). Additionally, segmenting has become a valuable instrument in planning appropriate marketing strategies (Bieger & Laesser, 2002) as it can concentrate brands' limited resources (Lee, Lee, & Wicks, 2004) and tailor their offering to the various customer types (Rohm & Swaminathan, 2004).

2.4 Consumer Engagement

2.4.1 Definition of Consumer Engagement

Malciute (2012) describes the concept of customer brand Engagement on online social media platforms as interactive customer experiences with the brand, which comprise expressions of Behavioral, Emotional and Cognitive commitment.

In another perspective, O'Brien (2010) describes Engagement as the quality degree of consumer experience with the brands and measures it by the level of focused attention, the perceived usability, the aesthetics, the durability, the novelty and the involvement felt by its consumers.

The level of Engagement of consumers is influenced by the content brands share with their followers (Luarn et al., 2015). Choosing the right content is therefore essential, as Engagement is the first step in building a relationship between the brand and its consumers. Another advantage of this new online Engagement type is the possibility brands have to extract insights from not only existing but also potential customers (Kabadayi & Price, 2014).

Online Engagement has the particularity of provoking the denominated megaphone effect, which is the high velocity and reach online communication acquires though consumer comments, shares, likes and page mentions (Campos, 2015).

Specifically, the social platform of Facebook may potentially influence Engagement, which can be observed through the number of interactions; likes, comments or shares, number of brand fans (Jayasingh & Venkatesh, 2015). In addition to those tools, Facebook motivates brands to succeed in engaging its customers, since it awards the most engaging Pages of the month by distributing the "Blue Ribbon Award" (Ostrow, 2009).

Besides, Facebook continues to have the most engaged users when compared to other social media platforms, being that 70% of its users log on daily, including 43% who do so several times a day (Pew Research Center, 2015).

2.4.2 Behavioral Dimension

The Behavioral perspective of Consumer Engagement is considered the most common construct (Feitosa, Lourenço, Botelho, & Saraiva, 2013; Brodie et al., 2011). Vivek, Beatty and Morgan (2012) describe the Behavioral context as the actions of consumers. Thus, Hollebeek et al. (2014) use the term "activation" as a Behavioral dimension as it defines the level of energy, effort and time spent on a brand in a particular consumer-brand interaction. For Wirtz, den Ambtman, Bloemer, Horváth, Ramaseshan, van de Klundert and Kandampully (2013) Consumer Engagement is the Behavioral expression toward a brand or a firm, which goes beyond the act of purchase.

The Behavioral sphere can be measured through the time users spend on the page of the brand and the regency of those online visits (Mollen & Wilson, 2010). Van Doorn, Lemon, Mittal, Nass, Pick, Pirner, and Verhoef (2010) go into more detail as they describe measures of behavior, for instance word-of-mouth recommendations, helping other customers, blogging, and writing reviews. In short, higher participation is considered a Behavioral consequence (Brodie, Hollebeek, Juric, & Ilic, 2011).

The concept of brand loyalty is also mentioned when considering consumer behavior. According to Vivek et al. (2012) brand loyalty is the biased Behavioral response expressed over a period of time. Certainly when consumers sense satisfaction from past interactions with brands, they will develop a positive behavior (Wirtz et al., 2013).

The behavior of consumer is subject to change over time, thus presenting high vulnerability. According to Hollebeek et al. (2014) the reason for the switching behavior pattern of consumers is the today's highly competitive environment.

To sum up the Behavioral sphere of Consumer Engagement can be measured through the frequency of Facebook brand page visits or interactions in a Facebook brand page (Malciute, 2012).

2.4.3 Emotional Dimension

Consumer Engagement represents according to Campanelli (2007) the Emotional connection and the empowerment of consumers (as cited in Brodie et al., 2011). For Rappaport (2007) Engagement is based on the high relevance of brands to its consumers and the development of an Emotional connection between consumers and brands.

Marci (2006) gives a biologically based definition of Engagement, since the author describes it as a neuro-physiological combination of attention and Emotional impact.

In particular the Emotional perspective can be translated into the confidence, the trust and the commitment felt by consumers about the brand (Vivek et al., 2012). For Hollebeek et al. (2014) emotions are labeled as affections, which refer to consumer's degree of positive brand-related affect resulted from a particular consumer-brand interaction.

According to Mollen and Wilson (2010) emotions are subconscious, given that being emotionally engaged happens when meaningful connections are formed with others, in this case brands, raising feelings of concern and empathy (Brodie et al., 2011; Luthans &

Peterson, 2002). Contrarily Hollebeek et al. (2014) explain that brand experiences are not related to an Emotional relationship concept.

On the whole the Emotional dimension of Consumer Engagement can be verified by the level of enthusiasm, excitement, significance, interest or inspiration users have about the Facebook fan page of a brand (Malciute, 2012).

2.4.4 Cognitive Dimension

While some authors define Consumer Engagement as a multidimensional concept which embodies Cognitive, Emotional and Behavioral activities (Hollebeek et al., 2014), others restrict the concept to an activity that involves mainly Cognitive processes, such as problem-solving, reasoning, decision-making and evaluation (Mollen & Wilson, 2010; Kearsley & Schneiderman, 1998). Then again some authors do not agree with this approach and consider that Engagement requires more than just the exercise of cognition; it requires satisficing of experimental- and instrumental value (Mollen & Wilson, 2010). In many literature works the notion of cognition and connection are related. Brodie et al. (2011) link the Cognitive and Emotional dimensions to the term connection. It is important to emphasize the main difference among Emotional dimensions, as they are considered subconscious decisions (Mollen & Wilson, 2010), and the Cognitive dimensions, which expresses conscious decisions (Kim et al., 2013).

Cognitive elements are subjective to its users, as they incorporate the experiences and the feelings of customers towards the brands (Vivek et al., 2012). According to Kim et al. (2013) Cognitive behavior is connected to consumer's perception about the brand and usually it includes utilitarian motives.

The degree of cognition that relies in Consumer Engagement can be explored by asking some attitudinal patterns, for instance if the sense of time is lost when users are browsing on the Facebook brand page (Malciute, 2012).

2.5 Conclusions and Conceptual Framework

The focus of the study is to explore the relation between consumer Motivations and Engagement with brands of Facebook users. The Motivations are assessed and based on

Enginkaya and Yilmaz's (2014) study, which identifies five distinct items: "Brand Affiliation", "Investigation", "Opportunity Seeking", "Conversation", and "Entertainment". For the Consumer Engagement factors the study of Malciute (2012) serves as a basis, which includes three dimensions: "Behavioral", "Emotional", and "Cognitive".

Firstly, the aim is to explore which Motivations are the most significant and from a consumer's perspective which are the key Consumer Engagement dimensions. Secondly, the five Motivation factors are explored, in order to check if they are related to the Consumer Engagement and which ones better explain the Engagement. Lastly, the objective is to segment the market according to the consumers' Motivations and discover which segments are more engaged with brands.

Figure *2* schematizes the conceptual framework developed.
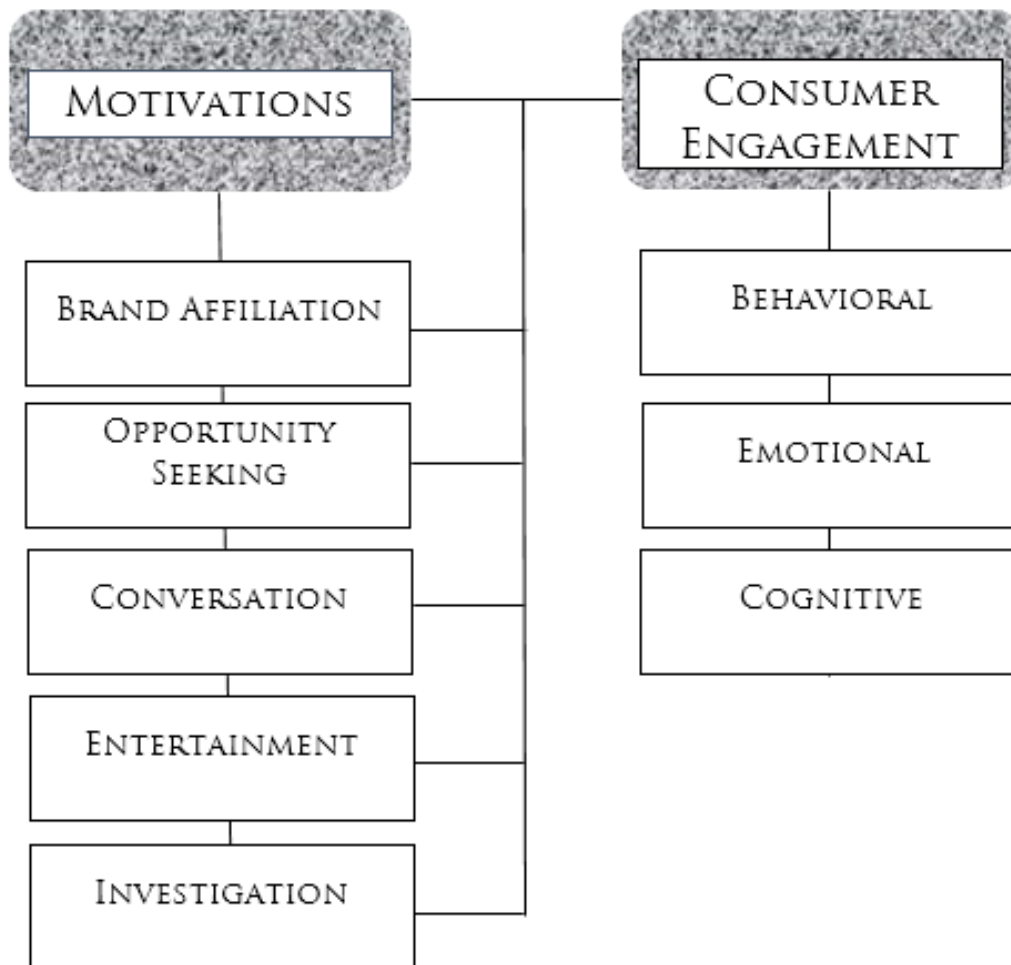
Figure 2. Conceptual Framework.
Source: Own Source.

Chapter 3. Methodology

3.1 Research Approach

According to Saunders, Thornhill and Prandelli (2009) there are three types of research approaches, namely the exploratory, the descriptive and the explanatory research. Exploratory research is used to comprehend a problem, which has not yet been studied in-depth. For this approach the researchers describe the new problem statement by collecting primary data, frequently through qualitative research, such as interviews and focus groups (Saunders et. al, 2009). The second approach, the descriptive research, has the objective of providing a meticulous point of view of an issue or theory that has been analyzed already in the past. In contrast to the first approach, the descriptive research is supported on secondary data collected through quantitative research. Finally, the explanatory method's goal is to establish a causality between variables, in other words it tests the causal relationships underlying a problem. This approach is used when theoretical insights exist, so that hypotheses are formulated and tested. Generally all the process is completed through qualitative research and primary data collection.

In this dissertation, an exploratory and descriptive research approach was undertaken, by analyzing the main Motivations and Consumer Engagement dimensions of the studied sample. The present study is quantitative.

3.2 Research Instruments

3.2.1 Population and Sample

The statistical population defined by Malhotra (2006) is the collection of elements or objects that possess the information desired by the researcher and that will be of use for his conclusions. The population is defined by four dimensions, to be exact it is described by its elements, sampling units, extent and time. The statistical sample is the portion or parcel selected according to the population (Marconi & Lakatos, 2011).

For this dissertation, the population is composed by Portuguese individuals, aged up 18 years old, that have an account on Facebook. According to the Marktest studies (2016) 94% of the Portuguese social media active individuals have a Facebook account, corresponding to circa 4,211 million individuals. The present study uses a non-probabilistic convenience sample.

3.2.2 The Questionnaire

This research used a structured and self-administered questionnaire (Appendix 1), which considered the information needs and the data collection method chosen, namely an online questionnaire.

Efforts were made to guarantee that the questions were as comprehensible and uniform as possible, in order to prevent that different meanings could create some confusions among respondents, resulting in incorrect answers. This objective was achieved based on Malhotra's (1999) and DeVellis' (1991) recommendations.

Nonetheless, an attempt was made to certify that wordings of the attributes were clear, objective and not too extensive, following some author's recommendations (Malhotra, 1999).

It should be taken into account that the final part of the questionnaire consisted of socio-demographic characterization data.

Finally the questionnaire was subjected to a pre-test before the launch. This pre-test was answered by 37 individuals and the main findings were that the measurement model had good internal consistency and proved to be adequate for the study.

3.2.3 The Measures

The measures were adapted from previous studies. The Motivation scale was measured by fifteen items adapted from Enginkaya and Yilmaz (2014). The Consumer Engagement scale was measured by twenty-one items adapted from Malciute (2012).

In this questionnaire, 7-point Likert Scale was used, with the intention of classifying respondents' positions on each one of the questions.

According to Malhotra (2006) this scale is widely used and requires respondents to indicate a degree of agreement and disagreement with each of a series of statements. Most of the items were measured on a 7-point Likert scale, where 1 represents "strongly disagree" and 7 represents "strongly agree". The remaining items requires the respondents to indicate the frequency of some actions. For that the items were measured also on a 7-point scale, where 1 represents "Never" and 7 represents "All the Time".

The English questionnaire was translated into Portuguese (Appendix 2). With the purpose of ensuring that the questionnaire captured the same meanings across languages, considerable effort was undertaken to ensure conceptual comparability.

The professional questionnaire service, Qualtrics (www.qualtrics.com), was used to create an online survey and to ensure data protection.

Chapter 4. Results Analysis

4.1 Preliminary Analysis

4.1.1 Data Collection and Analysis

The questionnaire was considered by 478 individuals, by which 122 started to fill the survey and did not entirely complete it. From the 356 respondents that completed the survey, 6 are not Facebook users, therefore the total sample comprised 350 participants.

The sample collection took place from 17th of October 2016 until the 11th of November 2016 and its distribution was made via social media, mainly Facebook as it was suited for its users, LinkedIn and via e-mail.

The analysis of the data collected was carried out with the program SPSS – Statistical Package for Social Sciences 24.0.

4.1.2 Sample Characterization

The final sample of the questionnaire consisted of marginally more female, 62%, than male participants, 38% (Figure 3).

GENDER DISTRIBUTION

■ MALE ▪ FEMALE
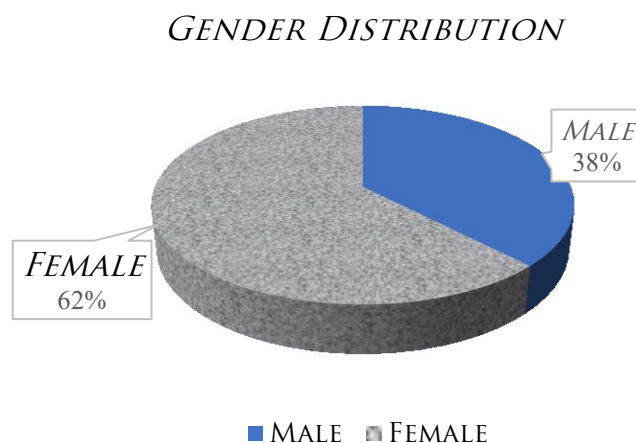
Figure 3. Gender Distribution. Source: Own source.

With regard to the sample age distribution there was a clear majority of young adults between the ages of 18 and 25, 64%; following the next generation of individuals between

26 and 30 years old, 15%; 11% were adults from 31 to 45 years old and 9% were aged between 46 and 60 years. Representing only 1% of the sample were elderly with more than 60 years (Figure 4).
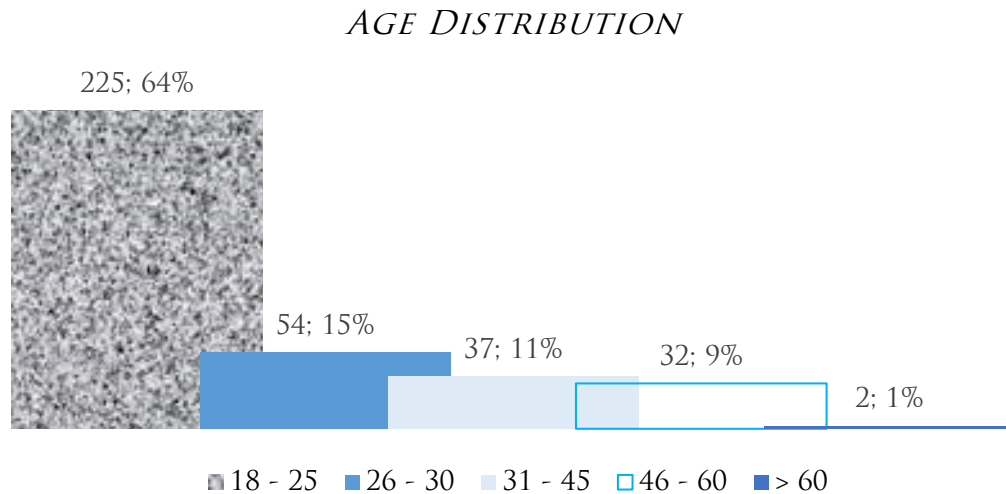
AGE DISTRIBUTION

Figure 4. Age Distribution. Source: Own Source.

As far as the monthly income of the respondents is concerned, the most common net income value was equivalent to 0 – 500 Euros, 42,3% of the sample. Next 87 individuals claimed to have a net income that corresponds to a value between 1,001 – 2,500 Euros and 75 stated that they receive less, namely from 501 to 1,000 Euros. Very few respondents had monthly net incomes between 2,501 and 3,500 Euros and more than 3,500 Euros, namely just 6,3% and 5,1%, respectively (Figure 5).

MONTHLY NET INCOME DISTRIBUTION
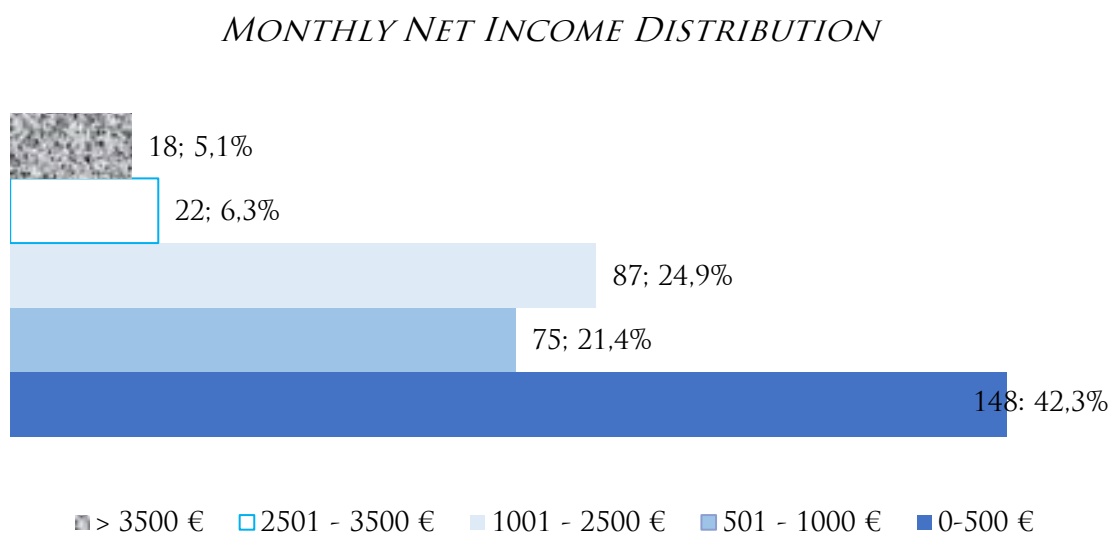
Figure 5. Monthly Net Income Distribution. Source: Own source.

4.1.3 Data Screening Univariate Outliers – Multivariate Outliers

With the aim of improving the quality of the data, the first step before proceeding to the analysis is to undertake a data cleaning process. This process involves an outlier analysis in univariate and multivariate terms.

This first analysis of the univariate outliers enables to identify cases of extreme values, in other words it recognizes values that are not common among the sample for the 36 items of the dataset.

In order to verify the presence of outliers in the single variables, all scores of each item were converted into standardized Z-scores. For a level of significance of 5%, Z-scores larger and smaller than 3,29 are considered outliers. With this in mind, the dataset presented seven univariate outliers of three different variables, as observable in Appendix 3.

The second outlier analysis is the multivariate, which enables the identification of respondents with uncommon combination of values in two or more variables.

This test involved the calculation of Mahalanobis D^2 for each respondent using the Linear Regression for the eight different variables and saving the Mahalanobis values. Then a Chi-square distribution was created and the results show that no p-value was below 0,001 confirming the non-existence of multivariate outliers.

The outcome of this analysis confirms the existence of only univariate outliers in the dataset, however they were not eliminated from the sample. The decision to keep the outliers in the sample was due to the fact that the literature is still controversial regarding this subject.

4.1.4 Data Reliability

Cronbach's *alpha* for both scales was assessed, as presented in Table 2 and Table 3.

Table 2. Reliability Test – Motivations

Scale	Initial number of items	Cronbach's A^a	Cronbach's A^b if Item deleted	Item deleted	Final number of items
Brand Affiliation	4	0,853	---	---	4
Opportunity seeking	3	0,827	---	---	3
Conversation	3	0,811	---	---	3
Entertainment	3	0,729	---	---	3
Investigation	2	0,843	---	---	2

ᵃ: Cronbach's alpha for the total measure
ᵇ: Cronbach's alpha after excluding items
Source: Own source.

Table 2 demonstrates that all Motivation items have satisfactory levels of internal consistency, since all *alpha* values are greater than 0,70. According to DeVellis (1991) *alphas* that are below 0,6 are unacceptable, *alphas* between 0,65 and 0,7 are minimally accepted, *alphas* between 0,7 and 0,8 are considered to be good and *alphas* from 0,8 until 0,9 are very good, therefore all of the presented *alphas* are good and most of them even very good. Given that the *alphas* are so strong, no items should be deleted from each of the five variables.

Table 3. Reliability Test – Consumer Engagement

Scale	Initial number of items	Cronbach's A^a	Cronbach's A^b if Item deleted	Item deleted	Final number of items
Behavioral	9	0, 907	---	---	9
Emotional	6	0, 924	---	---	6
Cognitive	6	0, 942	---	---	6

ᵃ: Cronbach's alpha for the total measure
ᵇ: Cronbach's alpha after excluding items
Source: Own source.

Likewise, Table 3 presents very strong levels of internal consistency in all of the three items. All *alpha* values are greater than 0,9, very good according to DeVellis (1991).

4.1.5 Principal Component Analysis

Since one of the main goals of the study is to discover if a causality among the two constructs exists, a Principal Component Analysis (PCA) is performed as a first step. This analysis is used to assess the dimensionality of the constructs and to verify if all factors are aggregated around the component they are supposed to measure.

Comrey and Lee (1992) define the efficiency of samples according to their sample size, so that they advocated the idea that a sample of less than 100 respondents is poor, a sample of 200 respondents is fair, a sample of 500 is considered by them as a very good sample and indeed one of 1000 respondents is excellent. Since this research is based on a dataset of 350 respondents it is between a fair and very good sample consideration and therefore it is adequate to perform a factor analysis like this.

PCA was run with Varimax rotation. The factor analysis was subject to a fixed number of factors, 8, which represent the total number of items present in both constructs. The results demonstrate that with this 8 Factor Analysis 74,917% of the variance is explained. Almost all the items belonging to each variable were allocated to one factor, except for 6 items.

Within the two different variables, Behavioral and Emotional, six items were not aggregated around the factor they were supposed to: EM6, BE1, BE2, BE3, BE8, and BE9. These items were then removed.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) varies between 0 and 1. In this case the KMO value is high as it corresponds to 0,953, this means that the correlations are compact consequently the factor analysis will yield reliable factors. Kaiser (1974) considers KMO's in the 0,90s range as marvelous values.

The Barlett's Test of Sphericity value is supposed to reach a significance level that supports the factorability of the correlation matrix obtained from the items. This test revealed a significance value of $p<0,001$, which proves that the factorability of the correlation matrix is appropriate. The approximated Chi-square value is of 10252,043. All of these results are presented in Appendix 4.

4.1.6 Measurement Model

Due to the elimination of the six items that were present in the Behavioral and Emotional Scale, a new analysis regarding these scales' reliability was performed and presented in Table 4.

Table 4. Reliability Test – Consumer Engagement

Scale	Initial number of items	Cronbach's A[a]	Cronbach's A[b] if Item deleted	Item deleted	Final number of items
Behavioral	4	0,859	---	---	4
Emotional	5	0,919	---	---	5

[a]: *Cronbach's alpha for the total measure*
[b]: *Cronbach's alpha after excluding items*
Source: Own source.

Identically to the previous results, the levels of internal consistency are very good based on the DeVellis (1991) references and for that reason none of the items are worth removing.

A PCA was drawn with the new items selection, excluding the items that were identified in the previous analysis. In this case, the factor analysis, which passed through the same procedure, namely using a Varimax rotation and setting 8 fixed number of items, showed satisfactory results. All the various items belonging to each variable were allocated to distinct factors, this time with no exceptions. The results prove that with this 8 Factor Analysis 77,053% of the variance is explained.

Moreover, the KMO is high as it corresponds to 0,943. For Hutcheson and Sofroniou (1999) values between 0,5 and 0,7 are normal, values between 0,7 and 0,8 are good, values between 0,8 and 0,9 are great and values above 0,9 superb. In that line of thought the presented KMO value is superb.

The Barlett's Test of Sphericity value is proven to be significant ($p<0,001$) confirming the suitability of the factorability of the correlation matrix obtained from the items. For the approximated Chi-square value the result is of 7879,664. The results of this test are revealed in Appendix 5.

4.1.7 Correlation Analysis

A Pearson Correlation Analysis was assessed for all variables. This analysis had the purpose of testing the strength and significance of the correlations between the eight variables. Results show that all the correlations are positive and significant at the level of 0,01 and most of them are strong with values above 0,45 as presented in Appendix 6.

4.2 In Depth-Analysis

4.2.1 The main Motivations and Consumer Engagement

RQ1. What are the main Motivations for consumers to interact with brands through Facebook?

New variables based on the dimensions mentioned in the Literature Review, were created, namely Brand Affiliation, Opportunity Seeking, Conversation, Entertainment and Investigation (as it can be observed in Appendix 7).

Table 5. Descriptive Statistics – Motivations

	N	MINIMUM	MAXIMUM	MEAN	STD. DEVIATION
BRAND AFFILIATION	350	1,00	7,00	4,2057	1,36269
OPPORTUNITY SEEKING	350	1,00	7,00	4,8000	1,14250
CONVERSATION	350	1,00	7,00	4,6810	1,18442
ENTERTAINMENT	350	1,00	7,00	4,4648	1,10014
INVESTIGATION	350	1,00	7,00	4,3743	1,13421
VALID N (LISTWISE)	350				

Source: Own source.

The main Motivations to interact with brands through Facebook are Opportunity Seeking ($\bar{X} = 4,8$), Conversation ($\bar{X} = 4,7$) and Entertainment ($\bar{X} = 4,5$).

RQ2: From a consumer's perspective, which is the stronger Engagement type - Behavioral, Emotional or Cognitive- in Facebook?

New variables based on the dimensions mentioned in the Literature Review, were created, namely Behavioral, Emotional and Cognitive (as it can be observed in Appendix 8).

Table 6. Descriptive Statistics - Consumer Engagement

	N	MINIMUM	MAXIMUM	MEAN	STD. DEVIATION
BEHAVIORAL	350	1,00	7,00	2,1893	1,06541
EMOTIONAL	350	1,00	7,00	3,2520	1,45414
COGNITIVE	350	1,00	7,00	2,7171	1,43649
VALID N (LISTWISE)	350				

Source: Own source.

From a consumer's perspective, the Emotional ($\bar{X}$ = 3,3) dimension is the strongest Engagement type.

4.2.2 The Power of Motivations as a Predictor of Engagement

RQ3. A) Does Motivations influence Consumer Engagement with brands in Facebook?
   B) If yes, which are the Motivations that better explain consumers' Engagement with brands in Facebook?

New variables based on the dimensions mentioned in the Literature Review, were created, namely Motivations and Consumer Engagement (as it can be observed in Appendix 9).

Table 7. Linear Regression

DEPENDENT VARIABLE: CONSUMER ENGAGEMENT			
INDEPENDENT VARIABLE	STANDARDIZED *BETAS*	T	SIG.
(CONSTANT)	-	-5,134	0,000
MOTIVATIONS	0,685	17,538	0,000
ADJUSTED R²	0,468 (D-W= 1,879)		
F (1, 348)	307,565 (*P*=0,000)		

p<0,05; D-W=Durbin-Watson test
Source: Own source.

In order to analyze whether Motivations influence the Consumer Engagement a Linear Regression (Table 7) was performed. The results of this test demonstrate that this causality is verified and significant, due to its F value, F(1,348)=307,565; *p*=0,000. The model presents an adjusted R² of 0,468, pointing out that 46,8% of the variable variation is explained by this model. The Motivations have a *beta* of 0,685 and a *p*-value of 0,000, which proves again its significance and that the influence on Consumer Engagement is positive. Hence, the third research question, which suggested the effect of Motivations in Consumer Engagement is confirmed.

Table 8. Multiple Linear Regression

DEPENDENT VARIABLE: CONSUMER ENGAGEMENT				
INDEPENDENT VARIABLE	STANDARDIZED *BETAS*	T	SIG.	VIF.
(CONSTANT)	-	-3,861	0,000	-
BRAND AFFILIATION	0, 398	7,654	0,000	1,838
OPPORTUNITY SEEKING	0, 079	1,517	0,130	1,827
CONVERSATION	0, 082	1,671	0,096	1,618
ENTERTAINMENT	0, 152	2,936	0,004	1,821
INVESTIGATION	0, 161	3,154	0,002	1,768
ADJUSTED R²	0,486 (D-W= 1,917)			
F (5, 344)	67,098 (*P*=0,000)			

p<0,05; D-W=Durbin-Watson test; VIF= Variance inflation factor (Multicollinearity measure; VIF<5,000)
Source: Own source.

A deeper analysis of this causality consists on exploring which Motivations better explain Consumer Engagement. For this purpose a Linear Multiple Regression (Table 8) was

undertaken. In like manner, the adjusted R² is high and represents 48,6%, which is the percentage of the variable variance that is explained by the model. In addition to that the test is significant as it has a *p*-value of 0,000, F(5, 344)=67,098.

Regarding the Motivation dimensions, two of them are not significant for a confidence level of 5%. These dimensions are Opportunity Seeking and Conversation, since its *p*-values are of 0,130 and 0,096, respectively. The remaining three are significant. In particular Brand Affiliation is the most significant with a standardized *beta* of 0,398. Following this Motivation is Investigation (*ß*= 0,161) and Entertainment (*ß*= 0,152). Since all *betas* present values above 0, the influence of each Motivation factor towards Consumer Engagement is positive. Overall the answer to the research question is that Brand Affiliation, followed by Investigation and Entertainment are the Motivations that better explain Engagement. In fact the remaining Motivations do not significantly explain Consumer Engagement.

4.2.3 The Importance of Segmentation based on Motivations

RQ4. A) Are there different segments of consumers in terms of Motivations to interact

with brands in Facebook?

B) If yes, what is the Engagement level of each segment?

Following the remark by Dibb, Stern and Wensley (2002) and Kotler (1997) marketing segmentation is one of the fundamental principles of marketing, since consumers cannot be considered as homogeneous group. The Two-Step cluster analysis is suitable for large samples (Okazaki, 2006), for that reason this was the method chosen to segment the market based on the Motivational factors of consumers. Schwarz criterion identifies three distinct clusters as the optimum solution for this procedure. The importance of each predictor was observed and results demonstrate that Brand Affiliation is the most important predictor of this segmentation process, since it has the maximum value of 1,00. Following this variable is Investigation with an importance of 0,67; Opportunity Seeking (0,66), Entertainment (0,63) and Conversation (0,60). The silhouette measure of cohesion and separation is a measure of the clustering solution's overall goodness-of-fit. In this case the value accounts 0,4. This measure is essentially based on the average distances between the objects and can vary between 0 and 1. Specifically, a silhouette measure of

less than 0,20 indicates a poor solution quality, a measure between 0,20 and 0,50 a fair solution, whereas values of more than 0,50 indicate a good solution (Appendix 10).

From a total of 350, more than a half was assigned to the second cluster, namely 190 (54,3%) individuals. The remaining were distributed to the third cluster, 102 (29,1%) and 58 (16,6%) to the first cluster (Appendix 11). This segmentation process is the answer to the fifth research question, which aspires to explore the segments according to the Motivations of using Facebook as a platform to interact with brands (Figure 6).
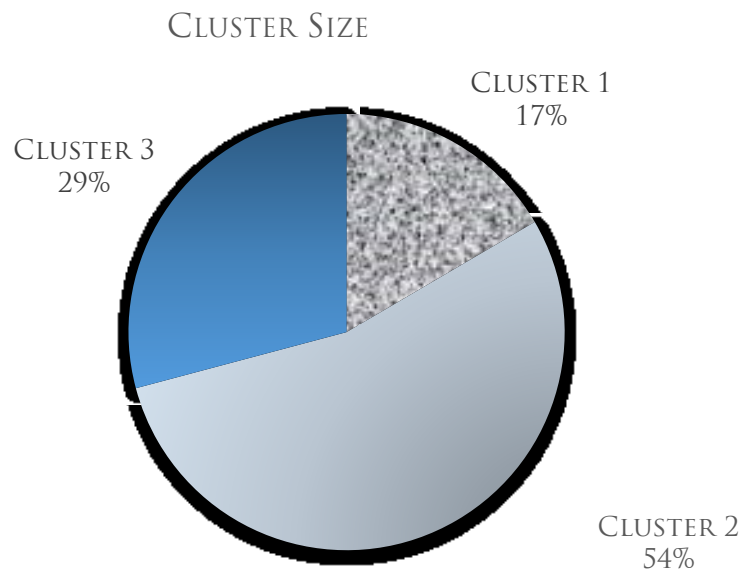
CLUSTER SIZE

Figure 6. Cluster Size
Source: Own source.

Table 9 presents the main characteristics of each segment, namely the Motivations and Consumer Engagement relevance, the demographic traits and even certain behavioral patterns insights. Regarding the significance of our segmentation-based variables, all of the five Motivations are significant among clusters (Appendix 12). Likewise the Consumer Engagement dimensions are significantly different among clusters (*p*-value (Behavioral)= 0,000; *p*-value (Emotional)= 0,000; *p*-value (Cognitive)= 0,000), (Appendix 13). It is important to emphasize that the demographic characteristics such as gender and monthly income have proven not to be significant among clusters (*p*-value (gender)= 0,126; *p*-value (income)= 0,803) and only the age was considered significant (*p*-value= 0,001), (Appendix 14). Besides, even though the behavioral traits are not based on previous statistical tested scales, those have proven to be significantly different

regarding frequency of Facebook, Instagram, LinkedIn and Pinterest usage (Recoded variables, Appendix 15), the hours spent on social media, the amount of brands liked in Facebook and the likes made to brands of the Fashion sector (Recoded Variables, Appendix 16). The only variables that are not significantly different among clusters are the likes to brands within the Technology, Design and Tourism industries (Appendix 17).

Table 9. The Three Clusters' Identities

THE FACEBOOK ADDICTS	THE YOUNG PROMOTION DIGGERS	THE PASSIVE SENIORS
1. CONVERSATION 2. OPPORTUNITY SEEKING 3. INVESTIGATION	1. OPPORTUNITY SEEKING 2. CONVERSATION 3. BRAND AFFILIATION	1. CONVERSATION 2. OPPORTUNITY SEEKING 3. ENTERTAINMENT
1. EMOTIONAL 2. COGNITIVE 3. BEHAVIORAL	1. EMOTIONAL 2. COGNITIVE 3. BEHAVIORAL	1. EMOTIONAL 2. BEHAVIORAL 3. COGNITIVE
• 40% MALE 60% FEMALE • AGE 18 – 45 (100%) • MAJORITY INCOME (47%): 0 – 500€	• 33% MALE 67% FEMALE • AGE 18 – 30 (84%) • 51% INCOME: 501 – 3500€	• 45% MALE 55% FEMALE • AGE 31 – 60 (35%) • 85% INCOME: 0 – 2500€
• 83 % ARE HEAVY FACEBOOK USERS • 17% MORE THAN 3 HOURS / DAY ON FACEBOOK • 64 % LIKED MORE THAN 15 BRANDS • BRANDS LIKED: TECHNOLOGY , FASHION	• 68 % ARE HEAVY FACEBOOK USERS, 55% ARE HEAVY INSTAGRAM USERS • 31% BETWEEN 1 AND 2 HOURS / DAY ON FACEBOOK • 38 % LIKED MORE THAN 15 BRANDS • BRANDS LIKED: FASHION, TOURISM	• 48 % ARE HEAVY FACEBOOK USERS, 36% ARE LIGHT INSTAGRAM USERS • MINORITY (7%) MORE THAN 3 HOURS ON FACEBOOK A DAY • 75 % LIKED BETWEEN 1 AND 5 BRANDS • BRANDS LIKED: FASHION, TOURISM

Source: Own Source.

4.2.3.1 Cluster 1: The Facebook Addicts

Cluster 1 highest Motivation means are Conversation ($\bar{X}$= 6,09), Opportunity Seeking ($\bar{X}$= 5,85) and Investigation ($\bar{X}$= 5,84).

This cluster is mostly engaged through Emotional ($\bar{X}$= 4,77) and Cognitive ($\bar{X}$ = 4,07) reasons. Regarding the Behavioral sphere, this cluster is weak as it has only a mean of 2,83, which means that there is not a strong and active interaction with the brands in Facebook.

With regards to their demographic traits, the majority claims to receive income of 0-500 € and most of the sample respondents are females (60%). In terms of age ranges, this first cluster has all its population aged between 18 and 45 years.

Finally, some behavioral characteristics were explored and as a result this cluster has claimed to be very active on Facebook, since 83 % are heavy Facebook users and 17% of the individuals spend more than 3 hours per day on this platform. Besides, 64% of them answered that they liked several brands on Facebook (>15) and those belonging primarily to the Technology and Fashion industries (Appendix 18).

This cluster was given that name, since it consists of very active Facebook users.

4.2.3.2 Cluster 2: The Young Promotion Diggers

Concerning the second cluster, the highest Motivation means correspond to Opportunity Seeking ($\bar{X}$= 5,07), Conversation ($\bar{X}$= 4,75) and Brand Affiliation ($\bar{X}$= 4,61).

The results show that this cluster is engaged mainly through Emotional reasons with the brands ($\bar{X}$= 3,55). This attachment and interest demonstrated is not translated into their Cognitive ($\bar{X}$= 2,89) and Behavioral ($\bar{X}$= 2,29) Engagement.

This cluster is composed of mainly females (67%), aged between 18 and 30 (84%) and more than a half answered that they receive a monthly between 501 and 3500 €.

Regarding their online presence, 68% are heavy Facebook users and 55% heavy Instagram users. More than one third of this cluster spends 1 to 2 hours on Facebook on

a daily basis and liked more than 15 brands. Those liked brands are related mainly to the Fashion and Tourism industries (Appendix 19).

The name given to this second cluster is justified by the young age of the individuals and their Motivation to use Facebook brand pages as a platform that offers economic benefits.

4.3.2.3 Cluster 3: The Passive Seniors

The third cluster's highest Motivation means are found in Conversation ($\bar{X}=$ 3,76), Opportunity Seeking ($\bar{X}=$ 3,71) and Entertainment ($\bar{X}=$ 3,57).

This third cluster represented the lowest levels of Consumer Engagement. Just as the other segments, this cluster had the highest mean on the Emotional dimension ($\bar{X}=$ 1,83), followed by the Behavioral ($\bar{X}=$ 1,63) and the Cognitive ($\bar{X}=$ 1,62) measures.

The third cluster is composed of 45% males and 55% females. In terms of ages, this cluster is the most diverse one. Among the three clusters it has the lowest percentage of individuals aged between 18 and 25 (54%) and the highest amount of individuals aged between 31 and 60 (35%). The majority (85%) of the persons of this cluster said that their monthly income varies between 0 and 2500 €.

Lastly, this group consists mainly of medium Facebook users, 51%. Meaning that they are not very active online, since the majority (36%) claimed to spend only 0 to 30 min a day on Facebook and only 7% spend more than 3 hours a day. In addition to that, most answered (75%) that they liked only 1 to 5 brands and those belong primarily to the Fashion or Tourism businesses (Appendix 20).

Cluster three was named "The Passive Seniors", since this segment does not spend much time online and their age range proportion is mostly composed by elderly individuals.

Chapter 5. Main Conclusions

5.1 Conclusions and Limitations

5.1.1 Academic Contributions

Exploring the main Motivations and Consumer Engagement dimensions that boost consumers to interact with brands online, more specifically through Facebook, is crucial to understand their behavior and preferences. Even though there are already several studies regarding Consumers' Motivations for participating online with brands by posting reviews (Heinonen, 2011; Henning-Thurau, 2004; Moldovan and Serban, 2006), very few studies investigate the antecedents of social media adoption (Gangadharbatla, 2008) and their Motivations to do so. In addition to that it is known that the academic research is more concerned with the content posted online, rather than with the web user itself (Joines, Scherer, & Scheufele, 2003). Regarding Consumer Engagement, the Marketing Science Institute's (MSI, 2010) emphasized the need for further research addressing the Consumer Engagement concept. According to Nelson-Field and Taylor (2012) the new marketing catchphrase is "Engage or die", hence it is significant to explore the Engagement levels of consumers. The first conclusion that derives from this study is related to these issues as it recognized Opportunity Seeking, Conversational and Entertainment as the main Motivations and Emotional as the key Engagement dimension.

Besides that, very few literature has centered its attention to the relation between Motivations and Consumer Engagement. According to some authors (Vivek et al., 2012; Holbrook, 2006; Sheth, Newman, & Gross, 1991) consumer's Motivations toward Engagement is contingent on the value they expect to receive from the experience with the brand. While these authors recognize this link between Consumer Engagement and Motivations, some others suggest that involvement and Motivations are conceptually distinct (Lawler & Hall, 1970). This study has revealed that, indeed, this causality was verified and proven to be positive, meaning that higher levels of Motivations result in higher levels of Engagement. In addition to that it explored which Motivations better explain Engagement and the findings showed that Brand Affiliation and Investigation are the ones.

In terms of segmentation approaches, there are a number of perspectives for which consumers can be segmented (Jayawardhena, Souchon, Farrell, & Glanville, 2007; Reynolds & Beatty, 1999), however the existent literature regarding segmentation is mainly focused on demographic approaches, rather than behavioral patterns or consumer Motivations (Bieger & Laesser, 2002). Even though demographic information is useful, that alone provides little diagnosis about web users (Bhatnagar & Ghose, 2004). This study illustrates the segments based on their Motivations and complementarily it analyzes the level of Engagement of each segment, their demographic traits and behavioral patterns, so that the analysis gives a new perspective to the current literature.

5.1.2 Managerial Contributions

The study contributes for the understanding of consumers' main Motivations and Engagement dimension to interact with brands through Facebook. Thus, knowing what motivates people is important in order to develop new communication strategies (Baek, Holton, Harp, & Yaschur, 2011) that satisfy the audience. Additionally, Dunne, Lawlor, and Rowley (2010) point out the relevance of studying Motivations in the context of social media, since it is becoming a valuable marketing communications channel for brands. In terms of Consumer Engagement, there is a strong connection between Engagement and organizational performance outcomes, including sales increase, cost reductions, brand referrals, consumer contribution to collaborative product development and co-creative experiences resulting in superior profitability (Hollebeek et al., 2014; Sawhney, Verona, & Prandelli, 2005; Nambisan & Baron 2007; Prahalad 2004; Bijmolt, Leeflang, Block, Eisenbeiss, Hardie, Lemmens, & Saffert, 2010). Under those circumstances, it is considered a managerial competitive advantage to know the main Consumer Engagement dimensions. Moreover, Engagement serves as a way to create deeper and more lasting customer brand relationships (Kumar, Novak, & Tomkins, 2010).

Findings about the relation between Motivations and Consumer Engagement contributes to a better understanding of both constructs and would help advertisers address consumers' needs and interests capitalizing on the interactive, communicative and collaborative characteristics (Tsai & Men, 2013) of Facebook, thus generating higher levels of Engagement. By knowing that Brand Affiliation and Investigation are the Motivations that better explain Engagement, brands should make sure that these

Motivations are fulfilled and perceived by the consumers. For Brand Affiliation, marketers could try to provide consumers good experiences with the brand or give them particular importance. Regarding Investigation, marketers could focus on transmitting through Facebook reliable information, unique insights and updated comments and news.

By segmenting Facebook users, it became clear how to attract each segment and their level of Engagement at the present time. In addition to that, establishing links between the four evaluated dimensions; Motivations, Consumer Engagement, demographics and behavioral patterns; and taking into account the clusters' sizes, serves as a very complete marketing tool. According to Bieger and Laesser (2002) the segmentation of consumers based on Motivations is a valuable instrument to plan appropriate marketing strategies. The assumption underlying market segmentation is that consumers vary widely in terms of needs, preferences and their perceptions to marketing offerings, thus a good segmentation will result in consumer satisfaction and marketing efficiency (Arens & Schaefer, 2008).Still with regard to segmentation, the Facebook platform is a very suitable tool for this purpose as it allows brands to target based on locations, age, gender, languages, demographics, interests and/or behaviors and connections towards the brands pages, apps or events (Facebook business, 2016). In this study, three Facebook users' segments were identified. The first segment is very attractive as it has the highest levels of Engagement in each dimension. Through the segmentation it became evident that in order to retain these type of individuals, brands could make it easier for them to make suggestions or recommendations online as they have proven to be motivated by it. For the second cluster, which is also very attractive due to its size, 54% of the sample, marketers could use the Facebook platform to deliver reliable information. Finally, the third cluster has still to be pushed to use Facebook as a daily platform and more regularly, therefore in order to attract this senior crowd marketers could enable Entertainment content such as videos in their Facebook brand pages.

Lastly, as an illustration of the complete study a conceptual framework was drawn, which based on these findings has proven to be viable and can therefore serve as a valuable tool for brands that strive to better understand both constructs with regard to their Facebook followers.

5.2 Limitations and Future Research

The major limitation of this study is that the sample used cannot be considered representative of the population, since it is a convenience sample (Malhotra, 2006). Another key point is that the study could enrich in terms of its viability with a qualitative component, in other words the results could have been more complete if for instance a focus group discussion would have been undertaken. An opportunity for future research could be to adapt this study to other trendy social media platforms, such as Instagram or LinkedIn. Besides that, it would be interesting to conduct this research to other countries that differ in terms of the Hofstede dimensions, since this study is related to behavioral factors and therefore the outputs may vary.

Despite the limitations and suggestions made for further research, this study was useful as it contributed to develop a suitable and effective conceptual framework of digital consumers, linking both constructs: Motivations and Consumer Engagement. Besides, it serves to comprehend the behavioral patterns across segments, consequently allowing marketers to create more efficient marketing strategies.

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Appendices

Appendix 1. Questionnaire

Tese_DigitalConsumerBehaviour

Caro participante,
Muito obrigada por dispensar o seu tempo para responder a estas questões. Este questionário é realizado no âmbito da tese para conclusão do mestrado Internacional em Gestão na Universidade Católica Portuguesa, tendo como objetivo estudar o comportamento do consumidor digital no mercado português. O questionário não demorará mais do que 10 minutos. Importa salientar que não existem respostas certas ou erradas, apenas a sua colaboração é fundamental para o estudo. Agradeço desde já o seu tão importante contributo para o meu trabalho final e declaro que toda a informação prestada será confidencial.

Q1 Indique com que frequência utiliza cada uma das seguintes redes sociais, numa escala entre 1 (Nunca) e 7 (Sempre que possível)?

	Nunca (1)	Quase Nunca (2)	Raramente (3)	Às vezes (4)	Frequentemente (5)	Quase Sempre (6)	Sempre (7)
Facebook (2)	O	O	O	O	O	O	O
Foursquare (3)	O	O	O	O	O	O	O
Google+ (4)	O	O	O	O	O	O	O
Instagram (5)	O	O	O	O	O	O	O
LinkedIn (6)	O	O	O	O	O	O	O
Pinterest (7)	O	O	O	O	O	O	O
Twitter (8)	O	O	O	O	O	O	O
Yelp (9)	O	O	O	O	O	O	O
Other (10)	O	O	O	O	O	O	O

Q2 Por favor indique o seu nível de concordância com as seguintes frases relativas à sua atividade no Facebook, numa escala entre 1 (Discordo totalmente) e 7 (Concordo totalmente).

	Discordo totalmente (1)	Discordo muito (2)	Discordo (3)	Não concordo nem discordo (4)	Concordo (5)	Concordo muito (6)	Concordo totalmente (7)
Sigo normalmente marcas no Facebook que são congruentes com o meu estilo de vida. (1)	O	O	O	O	O	O	O
No Facebook sigo algumas marcas cujos produtos/ serviços gostaria de comprar	O	O	O	O	O	O	O
No futuro, embora não tenha possibilidade de							

PAGAR NESTE MOMENTO. (2)							
SIGO MARCAS NO FACEBOOK CUJOS PRODUTOS/ SERVIÇOS CONSUMO E/OU COMPRO COM FREQUÊNCIA. (3)	O	O	O	O	O	O	O
JULGO QUE O MEU ENVOLVIMENTO COM MARCAS NO FACEBOOK DEVIDO À MINHA SATISFAÇÃO / INSATISFAÇÃO INFLUENCIA OS MEUS AMIGOS NA MINHA REDE SOCIAL. (4)	O	O	O	O	O	O	O
PROMOÇÕES E CAMPANHAS DE DESCONTOS OFERECIDOS NO FACEBOOK POR MARCAS GERAM BENEFÍCIOS FINANCEIROS PARA OS CONSUMIDORES. (5)	O	O	O	O	O	O	O
AO SEGUIR AS PÁGINAS DE FACEBOOK DE MARCAS, POSSO-ME INFORMAR EM RELAÇÃO A DESCONTOS E PROMOÇÕES SEM TER QUE VISITAR AS LOJAS E/OU ARMAZÉNS. (6)	O	O	O	O	O	O	O
SEGUIR MARCAS NO FACEBOOK AJUDA-ME A OBTER INFORMAÇÃO RELATIVA A NOVAS OFERTAS. (7)	O	O	O	O	O	O	O

Q3 POR FAVOR INDIQUE O SEU NÍVEL DE CONCORDÂNCIA COM AS SEGUINTES FRASES RELATIVAS À SUA ATIVIDADE NO FACEBOOK, NUMA ESCALA ENTRE 1 (DISCORDO TOTALMENTE) E 7 (CONCORDO TOTALMENTE).

	DISCORDO TOTALMENTE (1)	DISCORDO MUITO (2)	DISCORDO (3)	NÃO CONCORDO NEM DISCORDO (4)	CONCORDO (5)	CONCORDO MUITO (6)	CONCORDO TOTALMENTE (7)
PARA MIM, O FACEBOOK É UMA FERRAMENTA MUITO CONVENIENTE PARA QUE OS CONSUMIDORES TRANSMITAM AS SUAS RECLAMAÇÕES E SUGESTÕES PARA COM AS MARCAS. (1)	O	O	O	O	O	O	O
JULGO SER POSSÍVEL COMUNICAR INSTANTANEAMENTE COM MARCAS NO FACEBOOK SEM QUE HAJA LIMITAÇÕES DE TEMPO E ESPAÇO. (2)	O	O	O	O	O	O	O
ENTRAR EM CONTACTO COM EMPRESAS	O	O	O	O	O	O	O

	Nunca (1)	Quase nunca (2)	Raramente (3)	Às vezes (4)	Frequentemente (5)	Quase sempre (6)	Sempre (7)
Através do Facebook é fácil, porque é simples e gratuito. (3)							
Gosto dos conteúdos influentes e criativos no Facebook que são gerados por marcas. (4)	O	O	O	O	O	O	O
Jogos e/ ou vídeos criados por marcas, proporcionam-me a oportunidade de ter momentos de diversão no Facebook. (5)	O	O	O	O	O	O	O
Acho que conteúdo de entretenimento providenciado por marcas no Facebook influencia positivamente as atitudes do consumidor e a imagem da empresa. (6)	O	O	O	O	O	O	O
Acredito que o conteúdo informativo relacionado com os produtos que pode ser obtido no Facebook é relativamente confiável. (7)	O	O	O	O	O	O	O
O Facebook fornece recurso a informação confiável ao possibilitar uma integração transparente entre marcas e consumidores. (8)	O	O	O	O	O	O	O

Q4 Por favor indique com que frequência interage com as marcas no Facebook nas seguintes circunstâncias, numa escala entre 1 (Nunca) e 7 (Sempre).

	Nunca (1)	Quase nunca (2)	Raramente (3)	Às vezes (4)	Frequentemente (5)	Quase sempre (6)	Sempre (7)
Com que frequência visita a página de Facebook de marcas? (1)	O	O	O	O	O	O	O
Com que frequência repara nas publicações feitas por marcas no seu feed de notícias no Facebook? (2)	O	O	O	O	O	O	O
Com que frequência lê as publicações de marcas no Facebook? (3)	O	O	O	O	O	O	O

COM QUE FREQUÊNCIA COLOCA UM "LIKE" NAS PUBLICAÇÕES DE MARCAS NO FACEBOOK? (4)	O	O	O	O	O	O	O
COM QUE FREQUÊNCIA COMENTA AS PUBLICAÇÕES DE MARCAS NO FACEBOOK? (5)	O	O	O	O	O	O	O
COM QUE FREQUÊNCIA PARTILHA AS PUBLICAÇÕES DE MARCAS NO FACEBOOK COM OS SEUS AMIGOS? (6)	O	O	O	O	O	O	O
COM QUE FREQUÊNCIA FAZ PUBLICAÇÕES NA PÁGINA DE FACEBOOK DE MARCAS? (7)	O	O	O	O	O	O	O

Q5 POR FAVOR INDIQUE O SEU NÍVEL DE CONCORDÂNCIA COM AS SEGUINTES FRASES, NUMA ESCALA ENTRE 1 (DISCORDO TOTALMENTE) E 7 (CONCORDO TOTALMENTE).

	DISCORDO TOTALMENTE (1)	DISCORDO MUITO (2)	DISCORDO (3)	NÃO CONCORDO NEM DISCORDO (4)	CONCORDO (5)	CONCORDO MUITO (6)	CONCORDO TOTALMENTE (7)
CONTINUO A NAVEGAR NA PÁGINA DE FACEBOOK DE MARCAS DURANTE LONGOS PERÍODOS. (1)	O	O	O	O	O	O	O
DEDICO MUITA ENERGIA À PÁGINA DE FACEBOOK DE MARCAS. (2)	O	O	O	O	O	O	O
ESTOU ENTUSIASMADO/A COM A PÁGINA DE FACEBOOK DE MARCAS. (3)	O	O	O	O	O	O	O
A PÁGINA DE FACEBOOK DE MARCAS INSPIRA-ME. (4)	O	O	O	O	O	O	O
CONSIDERO AS PÁGINAS DE FACEBOOK DE MARCAS CHEIAS DE SIGNIFICADO E PROPÓSITO. (5)	O	O	O	O	O	O	O
FICO ENTUSIASMADO/A QUANDO NAVEGO E INTERAJO COM AS PÁGINAS DE FACEBOOK DE MARCAS. (6)	O	O	O	O	O	O	O
ESTOU INTERESSADO/A NAS PÁGINAS DE FACEBOOK DE MARCAS. (7)	O	O	O	O	O	O	O
ORGULHO-ME DE SER FÃ DE MARCAS NO FACEBOOK. (8)	O	O	O	O	O	O	O
O TEMPO VOA QUANDO ESTOU A NAVEGAR NAS PÁGINAS DE FACEBOOK DE MARCAS. (9)	O	O	O	O	O	O	O

Navegar nas páginas de Facebook de marcas é tão absorvente que me esqueço de tudo o resto. (10)	O	O	O	O	O	O	O
Estou realmente distraído quando navego na página de Facebook de marcas. (11)	O	O	O	O	O	O	O
Estou imerso na navegação e interação com marcas no Facebook. (12)	O	O	O	O	O	O	O
A minha mente está focada quando estou a navegar nas páginas de Facebook de marcas. (13)	O	O	O	O	O	O	O
Dou muita atenção às páginas de Facebook de marcas. (14)	O	O	O	O	O	O	O

Q6 Quantas horas por dia, em média, passa no Facebook?
0 - 0.5 h (1)
0.5 - 1 h (2)
1 - 2 h (3)
2 - 3 h (4)
> 3 h (5)

Q7 Quantas marcas gostou (colocou "like") no Facebook?
1 - 5 (2)
5 - 15 (3)
> 15 (4)

Q8 Coloque por ordem as indústrias das marcas que mais gostou (colocou "like") no Facebook.
_____ Alimentação/ Restauração (1)
_____ Automóvel (2)
_____ Decoração de Interiores (3)
_____ Entretenimento (4)
_____ Vestuário (5)
_____ Tecnologia (6)
_____ Turismo (7)
_____ Outra (8)

Para finalizar gostaria de saber um pouco sobre si...

Q9 Indique qual o seu género:
Masculino (1)
Feminino (2)

Q10 Indique qual a sua idade:
18 - 25 (1)
26 - 30 (2)
31 - 45 (3)
46 - 60 (4)
> 60 (5)

Q11 Indique o seu nível de rendimento líquido mensal:
0-500 € (1)
501 - 1000 € (2)
1001 - 2500 € (3)
2501 - 3500 € (4)
> 3500 € (5)

Indique o seu e-mail e habilite a receber 25 Euros de cheque FNAC!!
A sua resposta foi registada. Muito obrigada pela sua participação!
Sofia

Appendix 2. Questionnaire Translation

Motivation's Scale (Enginkaya & Yilmaz, 2014)		
Items		
Variable	Original	Translation and Adaptation
Brand Affiliation	I generally follow the brands on social media (SM) which are congruent with my life style.	Sigo normalmente marcas no Facebook que são congruentes com o meu estilo de vida.
	On SM, I follow some brands that I fancy to buy in future, although I can not afford buying right now.	No Facebook sigo algumas marcas cujos produtos/ serviços gostaria de comprar no futuro, embora não tenha possibilidade de pagar neste momento.
	I follow the brands on SM which I consume and/or purchase often.	Sigo marcas no Facebook cujos produtos/ serviços consumo e/ou compro com frequência.
	I think that my involvement with a brand on SM due to my satisfaction / dissatisfaction influences my friends in my social network.	Julgo que o meu envolvimento com marcas no Facebook devido à minha satisfação / insatisfação influencia os meus amigos na minha rede social.
Opportunity Seeking	Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers.	Promoções e campanhas de descontos oferecidos no Facebook por marcas geram benefícios financeiros para os consumidores.
	By following the SM pages of brands, I can be informed of the discounts and	Ao seguir as páginas de Facebook de marcas, posso-me informar em relação a

	PROMOTIONS WITHOUT VISITING ANY STORES AND/OR SHOPS.	DESCONTOS E PROMOÇÕES SEM TER QUE VISITAR AS LOJAS E/OU ARMAZÉNS.
	FOLLOWING BRANDS ON SM HELPS ME TO GET INFORMATION ABOUT NEW OFFERINGS.	SEGUIR MARCAS NO FACEBOOK AJUDA-ME A OBTER INFORMAÇÃO RELATIVA A NOVAS OFERTAS.
CONVERSATION	TO ME, SOCIAL MEDIA (SM) IS A VERY CONVENIENT TOOL FOR THE CUSTOMERS TO TRANSMIT THEIR COMPLAINTS AND SUGGESTIONS TO THE BRANDS	PARA MIM, O FACEBOOK É UMA FERRAMENTA MUITO CONVENIENTE PARA QUE OS CONSUMIDORES TRANSMITAM AS SUAS RECLAMAÇÕES E SUGESTÕES PARA COM AS MARCAS.
	I THINK IT IS POSSIBLE TO COMMUNICATE INSTANTLY WITH BRANDS ON SM WITHOUT ANY TIME AND SPACE BOUNDARIES.	JULGO SER POSSÍVEL COMUNICAR INSTANTANEAMENTE COM MARCAS NO FACEBOOK SEM QUE HAJA LIMITAÇÕES DE TEMPO E ESPAÇO.
	GETTING INTO CONTACT WITH COMPANIES IS EASY THROUGH SM BECAUSE IT'S SIMPLE AND FREE.	ENTRAR EM CONTACTO COM EMPRESAS ATRAVÉS DO FACEBOOK É FÁCIL, PORQUE É SIMPLES E GRATUITO.
ENTERTAINMENT	I LIKE THE INFLUENTIAL AND CREATIVE CONTENTS ON SM WHICH WERE GENERATED BY THE BRANDS.	GOSTO DOS CONTEÚDOS INFLUENTES E CRIATIVOS NO FACEBOOK QUE SÃO GERADOS POR MARCAS.
	GAMES AND / OR VIDEOS CREATED BY BRANDS, PROVIDES OPPORTUNITY FOR ME TO HAVE FUN TIME OVER SM. GAMES AND / OR VIDEOS CREATED BY BRANDS, PROVIDES OPPORTUNITY FOR ME TO HAVE FUN TIME OVER SM.	JOGOS E/ OU VÍDEOS CRIADOS POR MARCAS, PROPORCIONAM-ME A OPORTUNIDADE DE TER MOMENTOS DE DIVERSÃO NO FACEBOOK.
	I THINK THE ENTERTAINING CONTENT PROVIDED BY A BRAND ON SM POSITIVELY INFLUENCES THE CUSTOMER ATTITUDES AND COMPANY'S IMAGE.	ACHO QUE CONTEÚDO DE ENTRETENIMENTO PROVIDENCIADO POR MARCAS NO FACEBOOK INFLUENCIA POSITIVAMENTE AS ATITUDES DO CONSUMIDOR E A IMAGEM DA EMPRESA.
INVESTIGATION	I BELIEVE THAT THE PRODUCT RELATED INFORMATION WHICH CAN BE GATHERED FROM SM IS RELATIVELY RELIABLE.	ACREDITO QUE O CONTEÚDO INFORMATIVO RELACIONADO COM OS PRODUTOS QUE PODE SER OBTIDO NO FACEBOOK É RELATIVAMENTE CONFIÁVEL.
	SM PROVIDES A RELIABLE INFORMATION RESOURCE BY ENABLING A TRANSPARENT INTEGRATION BETWEEN BRANDS AND CONSUMERS.	O FACEBOOK FORNECE RECURSO A INFORMAÇÃO CONFIÁVEL AO POSSIBILITAR UMA INTEGRAÇÃO TRANSPARENTE ENTRE MARCAS E CONSUMIDORES.

Codification: 1 –"Strongly Disagree" 2 – "Disagree" 3 – "Somewhat Disagree" 4 – "Neither agree nor disagree" 5 – "Somewhat Agree" 6 – "Agree" 7 – "Strongly Agree"

	Consumer Engagement Scale (Malciute, 2012)	
	Items	
Variable	Original	Translation and Adaptation
Behavioral	How often do you visit the Facebook fan page of brand X?	Com que frequência visita a página de Facebook de marcas?
	How often do you notice the posts by brand X in your news feed?	Com que frequência repara nas publicações feitas por marcas no seu feed de notícias no Facebook?
	How often do you read posts by brand X?	Com que frequência lê as publicações de marcas no Facebook?
	How often do you "like" posts by brand X?	Com que frequência coloca um "like" nas publicações de marcas no Facebook?
	How often do you comment on posts by brand X?	Com que frequência comenta as publicações de marcas no Facebook?
	How often do you share posts by brand X with your friends?	Com que frequência partilha as publicações de marcas no Facebook com os seus amigos?
	How often do you post on the Facebook fan page of brand X yourself?	Com que frequência faz publicações na página de Facebook de marcas?
	I continue browsing on the Facebook fan page of brand X for long periods at a time.	Continuo a navegar na página de Facebook de marcas durante longos períodos.
	I devote a lot of energy to the Facebook fan page of brand X?	Dedico muita energia à página de Facebook de marcas.
Emotional	I am enthusiastic about the Facebook fan page of brand X.	Estou entusiasmado/a com a página de Facebook de marcas.
	The Facebook fan page of brand X inspires me.	A página de Facebook de marcas inspira-me.
	I find the Facebook fan page of brand X full of meaning and purpose.	Considero as páginas de Facebook de marcas cheias de significado e propósito.
	I am excited when browsing on and interacting with the Facebook brand page of brand X.	Fico entusiasmado/a quando navego e interajo com as páginas de Facebook de marcas.
	I am interested in the Facebook fan page of brand X.	Estou interessado/a nas páginas de Facebook de marcas.
	I am proud of being a fan of brand X.	Orgulho-me de ser fã de marcas no Facebook.
Cognitive	Time flies when I am browsing on the Facebook page of brand X.	O tempo voa quando estou a navegar nas páginas de Facebook de marcas.
	Browsing on the Facebook brand page of brand X is so absorbing that I forget about everything else.	Navegar nas páginas de Facebook de marcas é tão absorvente que me esqueço de tudo o resto.

I AM RARELY DISTRACTED WHEN BROWSING ON THE FACEBOOK PAGE OF BRAND X.	ESTOU REALMENTE DISTRAÍDO QUANDO NAVEGO NA PÁGINA DE FACEBOOK DE MARCAS.
I AM IMMERSED IN BROWSING AND INTERACTING WITH THE FACEBOOK BRAND OF BRAND X.	ESTOU IMERSO NA NAVEGAÇÃO E INTERAÇÃO COM MARCAS NO FACEBOOK.
MY MIND IS FOCUSED WHEN BROWSING ON THE FACEBOOK PAGE OF BRAND X.	A MINHA MENTE ESTÁ FOCADA QUANDO ESTOU A NAVEGAR NAS PÁGINAS DE FACEBOOK DE MARCAS.
I PAY A LOT OF ATTENTION TO THE FACEBOOK PAGE OF BRAND X.	DOU MUITA ATENÇÃO ÀS PÁGINAS DE FACEBOOK DE MARCAS.

Codification: 1 – "Strongly Disagree" 2 – "Disagree" 3 – "Somewhat Disagree" 4 – "Neither agree nor disagree" 5 – "Somewhat Agree" 6 – "Agree" 7 – "Strongly Agree"
Codification (Frequency): 1 – "Never" 2 – "Almost Never" 3 – "Rarely" 4 – "Sometimes" 5 – "Often" 6 – "Almost All the Time" 7 – "All the time"

Appendix 3. Univariate Outliers

ITEMS	ITEMS NAME	NUMBER OF UNIVARIATE OUTLIERS
FREQUENCY OF COMMENTS ON BRANDS' POSTS	BE5	3
FREQUENCY OF SHARED BRANDS' POSTS	BE6	1
FREQUENCY OF POSTS ON BRANDS' FACEBOOK FAN PAGE	BE7	3

Appendix 4. Principal Component Analysis

KMO AND BARTLETT'S TEST

KAISER-MEYER-OLKIN MEASURE OF SAMPLING ADEQUACY.		0,953
BARTLETT'S TEST OF SPHERICITY	APPROX. CHI-SQUARE	10252,043
	DF	630
	SIG.	0,000

TOTAL VARIANCE EXPLAINED

	INITIAL EIGENVALUES			EXTRACTION SUMS OF SQUARED LOADINGS			ROTATION SUMS OF SQUARED LOADINGS		
COMPONENT	TOTAL	%OF VARIANCE	CUMULATIVE %	TOTAL	%OF VARIANCE	CUMULATIVE %	TOTAL	%OF VARIANCE	CUMULATIVE %
1	16,494	45,816	45,816	16,494	45,816	45,816	6,195	17,207	17,207
2	2,863	7,952	53,767	2,863	7,952	53,767	4,355	12,098	29,305
3	1,894	5,260	59,028	1,894	5,260	59,028	4,284	11,901	41,206
4	1,689	4,693	63,721	1,689	4,693	63,721	3,234	8,983	50,189
5	1,207	3,353	67,074	1,207	3,353	67,074	2,768	7,690	57,879

6	1,090	3,029	70,103	1,090	3,029	70,103	2,463	6,843	64,721
7	0,955	2,653	72,756	0,955	2,653	72,756	1,945	5,402	70,123
8	0,778	2,161	74,917	0,778	2,161	74,917	1,726	4,794	74,917

ROTATED COMPONENT MATRIX

	COMPONENT							
	1	2	3	4	5	6	7	8
CO2 – Absorption of brand's Facebook page	0,860	0,157	0,125	0,195	0,118	0,052	0,136	0,019
CO3 - No distraction on the brands' Facebook page	0,851	0,143	0,179	0,158	0,065	0,102	0,149	0,029
CO4 - Immersion And interaction on Brands' Facebook Page	0,818	0,184	0,157	0,260	0,125	0,055	0,157	0,091
CO1 - Time flies when browsing on brands' Facebook	0,769	0,313	0,209	0,134	0,103	0,140	0,076	0,030
CO5 – Mind focused on brands' Facebook page	0,731	0,231	0,145	0,159	0,189	0,158	0,061	0,070
CO6 - attention to the brands' Facebook page	0,613	0,386	0,220	0,244	0,182	0,119	0,090	0,132
EM6 - proudness of being a fan of brands	0,514	0,427	0,167	0,192	-0,002	0,249	0,037	0,260
EM1 - enthusiasm about the brands' Facebook fan page	0,435	0,656	0,270	0,193	0,069	0,135	0,129	0,137
EM3 - brands' Facebook fan page is full of meaning and purpose	0,386	0,593	0,079	0,138	0,163	0,124	0,115	0,348
EM2 - brands' Facebook fan page is inspirational	0,436	0,592	0,261	0,132	0,150	0,154	0,068	0,198
BE9 - devotion of energy to brands' Facebook fan page	0,510	0,574	0,102	0,281	0,166	0,029	0,048	0,122
BE8 - browsing on brands' Facebook fan page for long periods	0,497	0,572	0,242	0,161	0,181	0,035	0,076	0,096
EM4 – excitement and interaction with brands' Facebook page	0,498	0,563	0,187	0,165	0,117	0,188	0,133	0,242
EM5 - interest in brands' Facebook fan page	0,408	0,554	0,412	0,088	0,134	0,215	0,142	0,099
BE1 – Frequency of visits to brands' Facebook fan page	0,190	0,554	0,453	0,297	0,236	0,247	0,118	-0,136
BA1 – congruency with my life style	0,175	0,159	0,809	0,033	0,070	0,212	0,129	0,021
BA2 - fancy to buy in future	0,205	0,165	0,788	0,079	0,118	0,140	0,064	0,222
BA3 - consume and/or purchase often	0,235	0,188	0,770	0,058	0,146	0,188	0,033	0,195
BE3 – Frequency of brand posts read	0,189	0,476	0,574	0,292	0,214	0,187	0,166	-0,057
BE2 - Frequency of noticed Brand posts	0,131	0,488	0,561	0,239	0,231	0,144	0,175	-0,102
BA4 - satisfaction / dissatisfaction influences friends	0,326	0,029	0,451	0,294	0,163	0,203	0,127	0,356
BE5 – Frequency of comments on brands' posts	0,231	0,191	0,071	0,858	0,005	0,044	0,006	0,060
BE7 - Frequency of posts on brands' Facebook fan page	0,203	0,165	-0,014	0,818	0,119	-0,063	0,051	0,118
BE6 - Frequency of shared brands' posts	0,276	0,068	0,173	0,793	0,064	0,113	0,078	0,037
BE4 - Frequency of Brands' posts "liked"	0,233	0,352	0,389	0,552	0,057	0,192	0,103	0,041
CN3 - simplicity and freeness	0,128	0,194	0,040	0,062	0,840	0,155	0,066	0,057
CN2 - no time and space boundaries	0,196	0,131	0,170	0,046	0,824	0,109	0,087	0,146
CN1 – transmission of complaints and suggestions	0,127	0,049	0,234	0,105	0,639	0,140	0,132	0,225
OS2 - information of discounts and promotions	0,182	0,081	0,312	0,020	0,195	0,775	0,142	-0,030
OS1 - financial benefits of Promotions and discount campaigns	0,103	0,203	0,117	0,103	0,118	0,729	0,114	0,313
OS3 - information about new offerings	0,188	0,188	0,404	0,054	0,208	0,721	0,128	-0,018
EN2 - Games and / or videos provides fun time	0,156	0,144	0,054	0,119	0,030	0,063	0,830	0,103
EN3 - entertaining content influences attitudes and company's image	0,187	0,035	0,191	0,004	0,216	0,202	0,705	0,230
EN1 - influential and creative contents is appreciated	0,222	0,257	0,297	0,037	0,336	0,298	0,462	0,153
IN2- reliable information and transparent integration	0,175	0,206	0,162	0,179	0,351	0,031	0,294	0,661
IN1 – reliability of product related information	0,082	0,236	0,171	0,066	0,308	0,176	0,294	0,623

KMO AND BARTLETT'S TEST

KAISER-MEYER-OLKIN MEASURE OF SAMPLING ADEQUACY.		0,943
BARTLETT'S TEST OF SPHERICITY	APPROX. CHI-SQUARE	7879,664
	DF	435
	SIG.	0,000

TOTAL VARIANCE EXPLAINED

	INITIAL EIGENVALUES			EXTRACTION SUMS OF SQUARED LOADINGS			ROTATION SUMS OF SQUARED LOADINGS		
COMPONENT	TOTAL	%OF VARIANCE	CUMULATIVE %	TOTAL	%OF VARIANCE	CUMULATIVE %	TOTAL	%OF VARIANCE	CUMULATIVE %
1	13,236	44,121	44,121	13,236	44,121	44,121	4,985	16,618	16,618
2	2,703	9,010	53,131	2,703	9,010	53,131	3,289	10,963	27,580
3	1,736	5,786	58,917	1,736	5,786	58,917	3,270	10,900	38,480
4	1,594	5,314	64,230	1,594	5,314	64,230	3,062	10,207	48,687
5	1,153	3,842	68,072	1,153	3,842	68,072	2,566	8,555	57,242
6	1,020	3,400	71,473	1,020	3,400	71,473	2,411	8,038	65,279
7	0,922	3,072	74,544	0,922	3,072	74,544	1,775	5,916	71,195
8	0,752	2,508	77,053	0,752	2,508	77,053	1,757	5,857	77,053

ROTATED COMPONENT MATRIX

	COMPONENT							
	1	2	3	4	5	6	7	8
CO2 – ABSORPTION OF BRAND'S FACEBOOK PAGE	0,874	0,142	0,116	0,202	0,100	0,070	0,115	0,088
CO3 - NO DISTRACTION ON THE BRANDS' FACEBOOK PAGE	0,848	0,177	0,167	0,170	0,062	0,113	0,142	0,048
CO4 - IMMERSION AND INTERACTION ON BRANDS' FACEBOOK PAGE	0,814	0,224	0,137	0,269	0,118	0,064	0,148	0,111
CO1 - TIME FLIES WHEN BROWSING ON BRANDS' FACEBOOK	0,767	0,312	0,204	0,156	0,096	0,158	0,045	0,073
CO5 – MIND FOCUSED ON BRANDS' FACEBOOK PAGE	0,731	0,285	0,117	0,166	0,180	0,156	0,042	0,095
CO6 - ATTENTION TO THE BRANDS' FACEBOOK PAGE	0,587	0,436	0,207	0,265	0,190	0,117	0,086	0,113
EM3 - BRANDS' FACEBOOK FAN PAGE IS FULL OF MEANING AND PURPOSE	0,307	0,704	0,090	0,177	0,209	0,087	0,157	0,196
EM2 - BRANDS' FACEBOOK FAN PAGE IS INSPIRATIONAL	0,363	0,701	0,263	0,171	0,193	0,135	0,090	0,072
EM4 – EXCITEMENT AND INTERACTION WITH BRANDS' FACEBOOK PAGE	0,441	0,655	0,191	0,200	0,142	0,173	0,136	0,159
EM1 - ENTHUSIASM ABOUT THE BRANDS' FACEBOOK FAN PAGE	0,411	0,632	0,276	0,228	0,064	0,164	0,103	0,145
EM5 - INTEREST IN BRANDS' FACEBOOK FAN PAGE	0,386	0,591	0,394	0,117	0,142	0,229	0,103	0,103
BA1 – CONGRUENCY WITH MY LIFE STYLE	0,155	0,165	0,816	0,062	0,086	0,241	0,122	0,005
BA2 - FANCY TO BUY IN FUTURE	0,164	0,204	0,807	0,115	0,140	0,155	0,083	0,145
BA3 - CONSUME AND/OR PURCHASE OFTEN	0,221	0,188	0,778	0,087	0,156	0,203	0,030	0,175
BA4 - SATISFACTION / DISSATISFACTION INFLUENCES FRIENDS.	0,250	0,158	0,446	0,316	0,234	0,162	0,262	0,117
BE5 – FREQUENCY OF COMMENTS ON BRANDS' POSTS	0,212	0,170	0,062	0,871	0,012	0,047	0,012	0,045
BE7 - FREQUENCY OF POSTS ON BRANDS' FACEBOOK FAN PAGE	0,192	0,125	-0,014	0,826	0,114	-0,060	0,046	0,134
BE6 - FREQUENCY OF SHARED BRANDS' POSTS	0,262	0,064	0,151	0,801	0,072	0,122	0,078	0,032
BE4 - FREQUENCY OF BRANDS' POSTS "LIKED"	0,210	0,371	0,358	0,574	0,074	0,209	0,086	0,024
CN3 - SIMPLICITY AND FREENESS	0,122	0,176	0,026	0,067	0,826	0,181	0,016	0,136
CN2 - NO TIME AND SPACE BOUNDARIES	0,194	0,124	0,155	0,051	0,817	0,125	0,064	0,197
CN1 – TRANSMISSION OF COMPLAINTS AND SUGGESTIONS	0,082	0,096	0,234	0,114	0,697	0,108	0,221	0,097

OS2 - information of discounts and promotions	0,182	0,055	0,299	0,030	0,178	**0,806**	0,108	0,025
OS3 - information about new offerings	0,189	0,168	0,380	0,065	0,204	**0,743**	0,103	0,022
OS1 - financial benefits of Promotions and discount campaigns	0,088	0,231	0,085	0,111	0,116	**0,718**	0,136	0,268
EN2 - Games and / or videos provides fun time	0,130	0,165	0,050	0,121	0,057	0,074	**0,856**	0,081
EN3 - entertaining content influences attitudes and company's image	0,178	0,058	0,195	-0,002	0,208	0,210	**0,685**	0,279
EN1 - influential and creative contents is appreciated	0,201	0,314	0,283	0,047	0,326	0,320	**0,395**	0,211
IN1 – reliability of product related information	0,126	0,177	0,158	0,067	0,215	0,214	0,170	**0,816**
IN2- reliable information and transparent integration	0,189	0,195	0,155	0,186	0,289	0,054	0,217	**0,766**

Appendix 6. Pearson Correlation

Scale	Pearson Correlation
Brand Affiliation, Opportunity Seeking	**0,615**
Brand Affiliation, Conversation	**0,463**
Brand Affiliation, Entertainment	**0,513**
Brand Affiliation, Investigation	**0,462**
Brand Affiliation, Behavioral	**0,458**
Brand Affiliation, Emotional	**0,649**
Brand Affiliation, Cognitive	**0,544**
Opportunity Seeking, Conversation	**0,465**
Opportunity Seeking, Entertainment	**0,517**
Opportunity Seeking, Investigation	0,435
Opportunity Seeking, Behavioral	0,328
Opportunity Seeking, Emotional	**0,540**
Opportunity Seeking, Cognitive	0,445
Conversation, Entertainment	**0,482**
Conversation, Investigation	**0,538**
Conversation, Behavioral	0,299
Conversation, Emotional	**0,480**
Conversation, Cognitive	0,411
Entertainment, Investigation	**0,577**
Entertainment, Behavioral	0,334
Entertainment, Emotional	**0,553**
Entertainment, Cognitive	**0,473**
Investigation, Behavioral	0,356
Investigation, Emotional	**0,532**
Investigation, Cognitive	0,434
Behavioral, Emotional	**0,571**
Behavioral, Cognitive	**0,574**
Emotional, Cognitive	**0,779**

Appendix 7. Motivation Dimensions – Descriptives & Reliability

ITEM	MEAN	STD. DEVIATION	CRONBACH'S A	MEAN
BRAND AFFILIATION				
BA1	4,68	1,568		
BA2	4,25	1,634	0,863	4,2057
BA3	4,35	1,698		
BA4	3,54	1,569		
OPPORTUNITY SEEKING				
OS1	4,32	1,411		
OS2	5,05	1,289	0,827	4,8000
OS3	5,03	1,271		
CONVERSATION				
CN1	4,68	1,413		
CN2	4,59	1,402	0,811	4,6810
CN3	4,77	1,354		
ENTERTAINMENT				
EN1	4,67	1,282		
EN2	3,99	1,567	0,729	4,4648
EN3	4,73	1,224		
INVESTIGATION				
IN1	4,42	1,217	0,843	4,3743
IN2	4,33	1,222		

Appendix 8. Consumer Engagement Dimensions – Descriptives & Reliability

ITEM	MEAN	STD. DEVIATION	CRONBACH'S A	MEAN
BEHAVIORAL				
BE4	3,10	1,483		
BE5	1,82	1,163	0,859	2,1893
BE6	2,18	1,297		
BE7	1,66	1,106		
EMOTIONAL				
EM1	3,04	1,671		
EM2	3,23	1,681		
EM3	3,15	1,573	0,919	3,2520
EM4	3,08	1,667		
EM5	3,75	1,770		
COGNITIVE				
CO1	3,07	1,781		
CO2	2,48	1,611		
CO3	2,65	1,616	0,942	2,7171
CO4	2,56	1,566		
CO5	2,81	1,596		
CO6	2,873	1,601		

Appendix 9. Motivation Dimension and Consumer Engagement Dimension– Descriptives and Reliability

		MOTIVATIONS		
ITEM	MEAN	STD. DEVIATION	CRONBACH'S A	MEAN
BRAND AFFILIATION	4,2057	1,36269		
OPPORTUNITY SEEKING	4,8000	1,14250	0,835	4,505
CONVERSATION	4,6810	1,18442		
ENTERTAINMENT	4,4648	1,10014		
INVESTIGATION	4,3743	1,13421		
		CONSUMER ENGAGEMENT		
ITEM	MEAN	STD. DEVIATION	CRONBACH'S A	MEAN
BEHAVIORAL	2,1893	1,06541		
EMOTIONAL	3,2520	1,45414	0,841	2,719
COGNITIVE	2,7171	1,43649		

Appendix 10. Quality of the Cluster Analysis & Importance of Predictors

ALGORITHM	TWO STEP
INPUTS	5
CLUSTERS	3

OOR	FAIR	GOOD
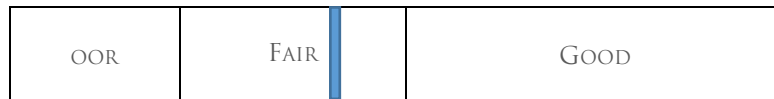
IMPORTANCE OF THE PREDICTORS

0,6

0,63

0,66

0,67

1

▣ CONVERSATION   □ ENTERTAINMENT   ▨ OPPORTUNITY SEEKING
▨ INVESTIGATION   ■ BRAND AFFILIATION
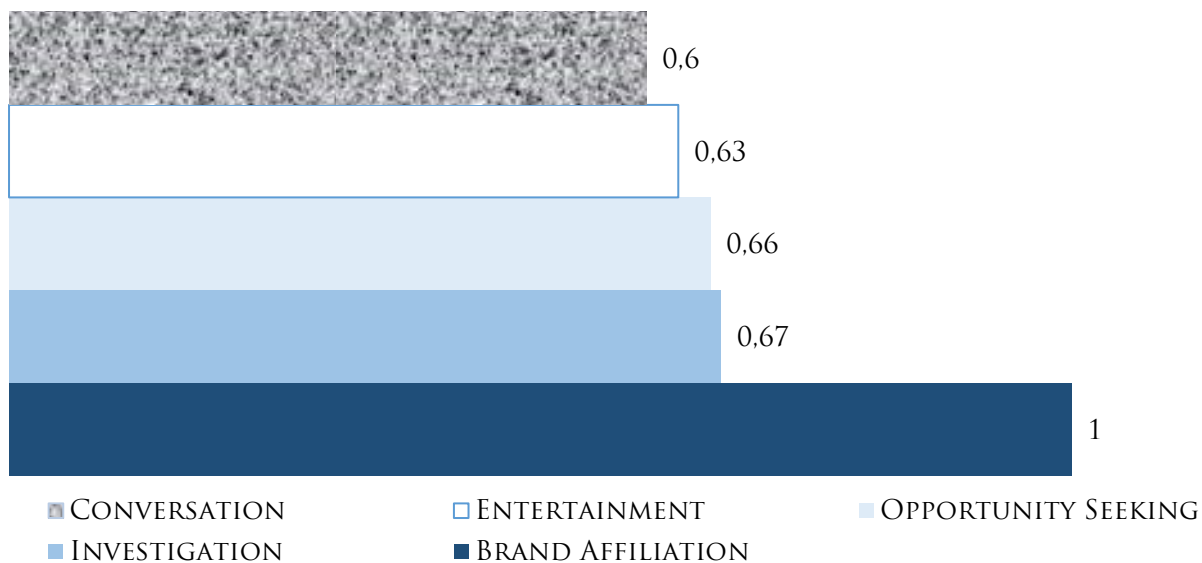
Appendix 11. Two Step Cluster, Cluster Distribution

CLUSTER DISTRIBUTION

CLUSTER	N	% OF COMBINED	% OF TOTAL
1	58	16,6%	16,6%
2	190	54,3%	54,3%
3	102	29,1%	29,1%
TOTAL	350	100%	100%

SIZE OF SMALLEST CLUSTER	58 (16, 6%)
SIZE OF LARGEST CLUSTER	190 (54, 3%)
RATIO OF SIZES: LARGEST CLUSTER TO SMALLEST CLUSTER	3,28

Appendix 12. One Way ANOVA – Clusters & Motivations

		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
BRAND AFFILIATION	BETWEEN GROUPS	378,912	2	189,456	244,254	0,000
	WHITHIN GROUPS	269,151	347	0,776		
	TOTAL	648,064	349			
OPPORTUNITY SEEKING	BETWEEN GROUPS	199,630	2	99,815	135,335	0,000
	WHITHIN GROUPS	255,926	347	0,738		
	TOTAL	455,556	349			
CONVERSATION	BETWEEN GROUPS	201,571	2	100,786	121,422	0,000
	WHITHIN GROUPS	288,024	347	0,830		
	TOTAL	489,595	349			
ENTERTAINMENT	BETWEEN GROUPS	180,573	2	90,286	129,553	0,000
	WHITHIN GROUPS	241,826	347	0,697		
	TOTAL	422,399	349			
INVESTIGATION	BETWEEN GROUPS	200,246	2	100,123	139,685	0,000
	WHITHIN GROUPS	248,722	347	0,717		
	TOTAL	448,969	349			

Appendix 13. One Way ANOVA – Clusters & Consumer Engagement

		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
BEHAVIORAL	BETWEEN GROUPS	57,928	2	28,964	29,716	0,000
	WHITHIN GROUPS	338,219	347	0,975		
	TOTAL	396,147	349			
EMOTIONAL	BETWEEN GROUPS	356,176	2	178,088	161,857	0,000

	WHITHIN GROUPS	381,797	347	1,100		
	TOTAL	737,974	349			
COGNITIVE	BETWEEN GROUPS	234,833	2	117,416	83,950	0,000
	WHITHIN GROUPS	485,331	347	1,399		
	TOTAL	720,164	349			

Appendix 14. Cross Tabulation – Clusters & Demographics

PEARSON CHI-SQUARE	CLUSTERS & GENDER	CLUSTERS & AGE	CLUSTERS & MONTHLY NET INCOME
VALUE	4,140	33,320	4,569
DF	2	12	8
ASYMP. SIG. (2-SIDED)	0,126	0,001	0,803

Appendix 15. SM User Profile, Recoded Variables

TYPE OF SM USER	Q2 FREQUENCY OF SOCIAL MEDIA USAGE, SCALE: NEVER (1) - ALL THE TIME (7)?
HEAVY	ALMOST ALL THE TIME (6); ALL THE TIME (7)
MEDIUM	OFTEN (5); SOMETIMES (4); RARELY (3)
LIGHT	ALMOST NEVER (2); NEVER (1)

Appendix 16. Industries Preference on Facebook, Recoded Variables

LEVEL OF PREFERENCE OF BRANDS OF INDUSTRY X MEASURED BY LIKES	ORDER OF THE BRAND'S INDUSTRIES WITH THE MAJORITY OF FACEBOOK LIKES, SCALE: MOST LIKES (1) – LEAST LIKES (7)
HIGH	1, 2
MEDIUM	3, 4, 5
LOW	6, 7

Appendix 17. Cross Tabulation – Clusters & Behavioral Patterns

CLUSTERS & SOCIAL MEDIA USAGE

PEARSON CHI-SQUARE	FACEBOOK	INSTAGRAM	LINKEDIN	PINTEREST
VALUE	23,530	19,015	25,069	11,368
DF	4	4	4	4
ASYMP. SIG. (2-SIDED)	0,000	0,001	0,000	0,023

CLUSTERS & FREQUENCY & NUMBER OF LIKED BRANDS

PEARSON CHI-SQUARE	CLUSTERS & TIME SPENT ON SOCIAL MEDIA	CLUSTERS & PREFERRED INDUSTRIES
VALUE	27,528	99,557
DF	8	4
ASYMP. SIG. (2-SIDED)	0,001	0,000

CLUSTERS & INDUSTRIES OF THE BRANDS OF INTEREST

PEARSON CHI-SQUARE	TECHNOLOGY	DESIGN	TOURISM	FASHION
VALUE	1,241	2,895	3,883	26,180
DF	4	4	4	4
ASYMP. SIG. (2-SIDED)	0,871	0,575	0,422	0,000

Appendix 18. Cluster 1 – Motivations, Consumer Engagement, Demographics & Behavioral Patterns

MOTIVATIONS' MEANS

Brand Affiliation: 5,58
Investigation: 5,84
Opportunity Seeking: 5,85
Entertainment: 5,76
Conversation: 6,09

- ▨ BRAND AFFILIATION
- ▪ INVESTIGATION
- ▪ OPPORTUNITY SEEKING
- ▫ ENTERTAINMENT
- ▪ CONVERSATION

CONSUMER ENGAGEMENT'S MEANS

Behavioral: 2,83
Emotional: 4,77
Cognitive: 4,07

- ▨ BEHAVIORAL
- ▪ EMOTIONAL
- ▪ COGNITIVE
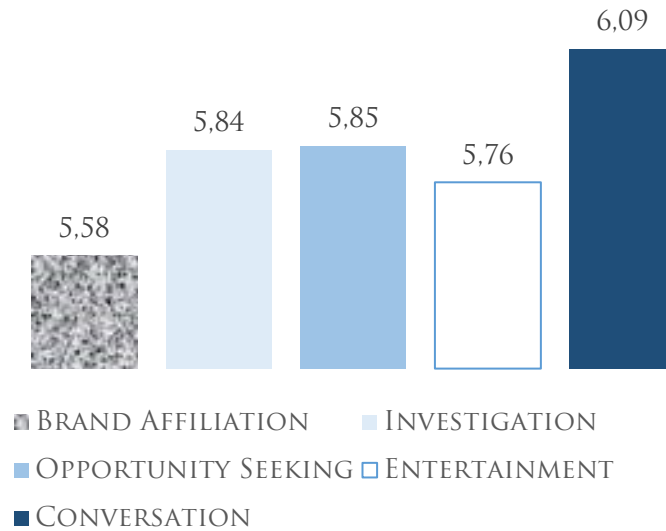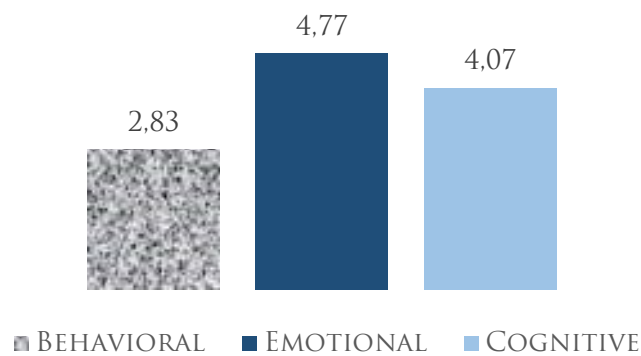
GENDER					
MALE		FEMALE		TOTAL	
23	40%	35	**60%**	58	

AGE					
	18 - 25	26 - 30	31 - 45	46 - 60	> 60	TOTAL
N	45	9	4	0	0	58
%	**78%**	**16%**	**7%**	0%	0%	100%

MONTHLY NET INCOME					
	0-500 €	501 - 1000 €	1001 - 2500 €	2501 - 3500 €	> 3500 €	TOTAL
N	27	13	14	2	2	58
%	**47%**	22%	24%	3%	3%	100%

Types of Social Media Users

Social Media Platform		Light	Medium	Heavy
Facebook	N	0	10	48
	%	0%	17%	83%
Instagram	N	10	13	36
	%	17%	22%	61%
LinkedIn	N	9	32	17
	%	16%	55%	29%
Pinterest	N	36	17	6
	%	62%	29%	10%

Hours Spent on Facebook

	0 – 0,5 H	0,5 – 1 H	1 – 2 H	2 – 3 H	>3 H	Total
N	6	12	20	10	10	58
%	10%	21%	34%	17%	17%	100%

Number of Brands Liked on Facebook

	1 – 5	5 – 15	>15	Total
N	4	17	37	58
%	7%	29%	64%	100%

Level of Preference across Industries

Industry		Low	Medium	High
Technology	N	18	26	14
	%	31%	45%	24%
Design	N	35	14	9
	%	60%	24%	16%
Tourism	N	9	40	9
	%	16%	69%	16%
Fashion	N	29	50	23
	%	28%	49%	23%

Appendix 19. Cluster 2 – Motivations, Consumer Engagement, Demographics & Behavioral Patterns

MOTIVATIONS' MEANS

- ■ BRAND AFFILIATION
- ▒ INVESTIGATION
- ■ OPPORTUNITY SEEKING
- □ ENTERTAINMENT
- ■ CONVERSATION

Brand Affiliation: 4,61
Investigation: 4,39
Opportunity Seeking: 5,07
Entertainment: 4,55
Conversation: 4,75

CONSUMER ENGAGEMENT'S MEANS

- ▒ BEHAVIORAL
- ■ EMOTIONAL
- ■ COGNITIVE

Behavioral: 2,29
Emotional: 3,55
Cognitive: 2,89
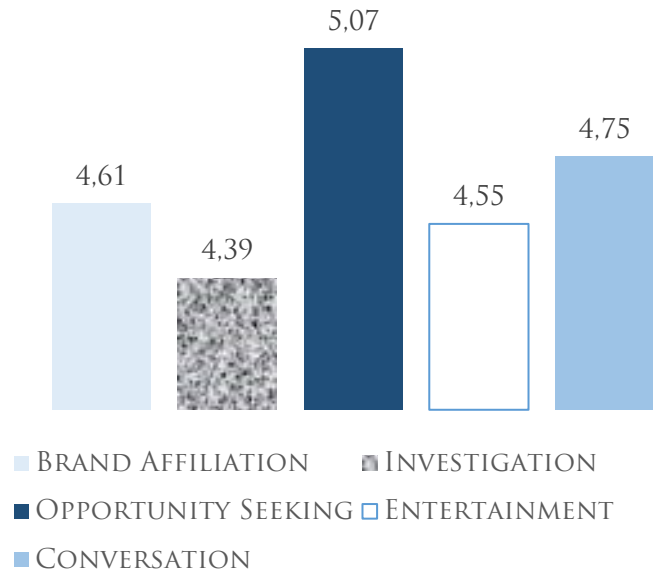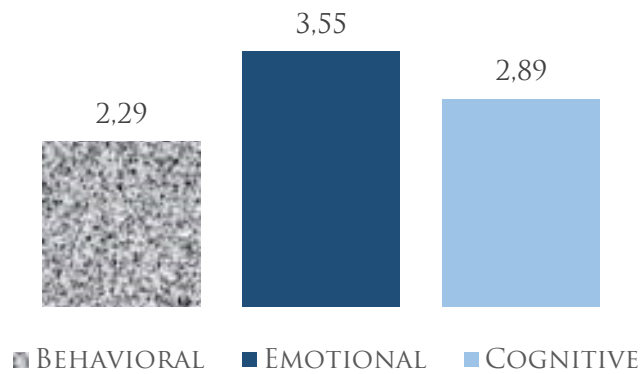
GENDER					
Male		Female		Total	
63	33%	127	67%	190	

AGE					
	18 - 25	26 - 30	31 - 45	46 - 60	> 60	Total
N	125	35	15	14	1	190
%	66%	18%	8%	7%	1%	100%

MONTHLY NET INCOME					
	0-500 €	501 - 1000 €	1001 - 2500 €	2501 - 3500 €	> 3500 €	Total
N	84	38	48	11	9	190
%	44%	20%	25%	6%	5%	100%

Types of Social Media Users

Social Media Platform		Light	Medium	Heavy
Facebook	N	4	57	129
	%	2%	30%	68%
Instagram	N	35	51	104
	%	18%	27%	55%
LinkedIn	N	65	93	32
	%	34%	49%	17%
Pinterest	N	122	56	12
	%	64%	29%	6%

Hours Spent on Facebook

	0 – 0,5 H	0,5 – 1 H	1 – 2 H	2 – 3 H	>3 H	Total
N	32	60	59	24	15	190
%	17%	32%	31%	13%	8%	100%

Number of Brands Liked on Facebook

	1 – 5	5 – 15	>15	Total
N	49	68	73	190
%	26%	36%	38%	100%

Level of Preference across Industries

Industry		Low	Medium	High
Technology	N	55	95	40
	%	29%	50%	21%
Design	N	106	66	18
	%	56%	35%	9%
Tourism	N	42	105	43
	%	22%	55%	23%
Fashion	N	26	65	99
	%	14%	34%	52%

Appendix 20. Cluster 3 – Motivations, Consumer Engagement, Demographics & Behavioral Patterns
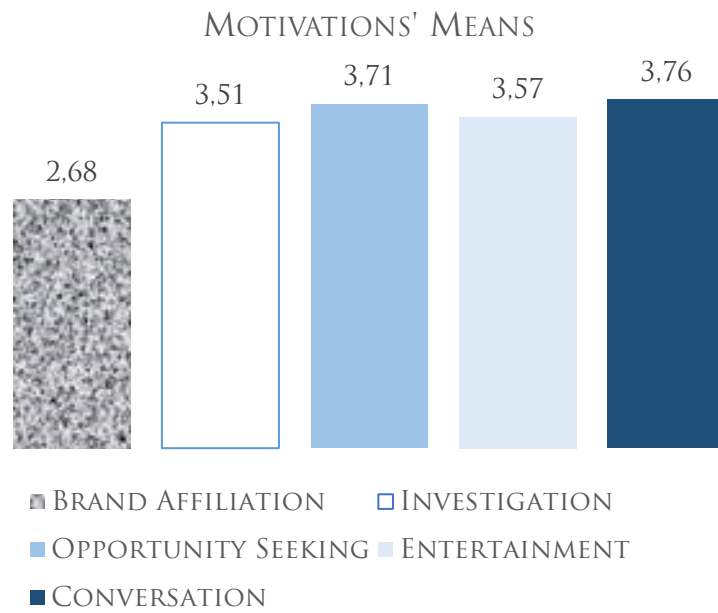
MOTIVATIONS' MEANS

- 2,68
- 3,51
- 3,71
- 3,57
- 3,76

▨ BRAND AFFILIATION   ▢ INVESTIGATION
▨ OPPORTUNITY SEEKING ▨ ENTERTAINMENT
▨ CONVERSATION

CONSUMER ENGAGEMENT'S MEANS

- 1,63
- 1,83
- 1,62

▨ BEHAVIORAL   ▨ EMOTIONAL   ▨ COGNITIVE
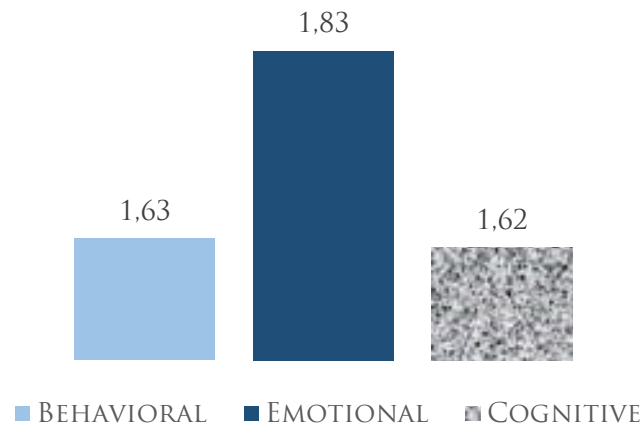
GENDER					
MALE		FEMALE		TOTAL	
46	**45%**	56	**55%**	102	

AGE					
	18 - 25	26 - 30	31 - 45	46 - 60	> 60	TOTAL
N	55	11	18	17	1	102
%	54%	11%	**18%**	**17%**	1%	100%

MONTHLY NET INCOME					
	0-500 €	501 - 1000 €	1001 - 2500 €	2501 - 3500 €	> 3500 €	TOTAL
N	37	24	25	9	7	102
%	**36%**	**24%**	**25%**	9%	7%	100%

Types of Social Media Users

Social Media Platform		Light	Medium	Heavy
Facebook	N	1	52	49
	%	1%	51%	48%
Instagram	N	37	31	34
	%	36%	30%	33%
LinkedIn	N	52	39	11
	%	51%	38%	11%
Pinterest	N	81	16	5
	%	79%	16%	5%

Hours Spent on Facebook

	0 – 0,5 H	0,5 – 1 H	1 – 2 H	2 – 3 H	>3 H	Total
N	37	25	25	8	7	102
%	36%	25%	25%	8%	7%	100%

Number of Brands Liked on Facebook

	1 – 5	5 – 15	>15	Total
N	76	13	13	102
%	75%	13%	13%	100%

Level of Preference across Industries

Industry		Low	Medium	High
Technology	N	35	46	21
	%	34%	45%	21%
Design	N	55	36	11
	%	54%	35%	11%
Tourism	N	25	53	23
	%	25%	52%	23%
Fashion	N	27	51	24
	%	26%	50%	24%