



Understanding “Baby Boomers” and “Millennials”
motivations to interact with brands on Social Media

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***“Social media is no longer a trend for marketers: It is a reality”
(Williamson, 2010)***

ABSTRACT

Title: Understanding “Baby Boomers” and “Millennials” motivations to interact with brands on Social Media

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The emergence and importance of social media and, in particular, social networking sites (SNS), has made it possible for an accessible integration between consumers and brands, by providing unlimited reasons for users to express, share and create content.

The aim of this dissertation is to explore what motivates consumers to interact with brands on social media and to understand the relevance of those variables in explaining consumers’ loyalty toward a brand. Members of two distinct generations were studied and compared: Millennials and Baby Boomers.

A scale suggested by Enginkaya and Yilmaz (2014) is analysed and comprise five different motivations: Brand Affiliation, Opportunity Seeking, Conversation, Entertainment and Investigation. Concerning brand loyalty, the scale used is proposed by Jacoby and Chestnut (1978).

In terms of methodology, the study is exploratory and quantitative. An online, structured and self-administered questionnaire was performed to collect data, resulting in 324 valid responses.

The main findings suggest that for Millennials, Brand Affiliation, Opportunity Seeking and Entertainment are the main motivations that drives these consumers to interact with brands. On the other hand, Conversation and Investigation are the principal motivations when concerning Baby Boomers. Additionally, it was concluded that the older generational cohort is more brand loyal when compared to its younger counterpart, where Entertainment, Opportunity Seeking and Brand Affiliation are the motivations that influence their loyalty. Concerning Millennials, Brand Affiliation is the only motivation that influences this behaviour.

Lastly, theoretical and managerial contributions are discussed, where some implications for further research are therefore identified.

RESUMO

Título: A percepção das motivações dos “Baby Boomers” e “Millennials” para interagir com as marcas nas redes sociais

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A emergência e importância do conceito *social media* e, em particular, das plataformas online, permitiu uma acessível integração entre consumidores e marcas, fornecendo inúmeras razões para os utilizadores se expressarem, partilharem e criarem conteúdo online.

O objectivo desta dissertação é explorar o que motiva os consumidores para interagirem com as marcas nas redes sociais e perceber a sua relevância e influência na lealdade dos consumidores para com as marcas. Duas gerações distintas são estudadas e comparadas: Millennials e Baby Boomers.

Neste estudo é analisada uma escala sugerida por Enginkaya e Yilmaz (2014) e compreende cinco motivações distintas: Brand Affiliation, Opportunity Seeking, Conversation, Entertainment e Investigation. Relativamente à lealdade, a escala usada para análise é proposta por Jacoby e Chestnut (1978).

Metodologicamente, este estudo é exploratório e quantitativo. Assim, é elaborado um questionário online, estruturado e administrado individualmente por cada participante, reunindo 324 respostas válidas.

Os resultados deste estudo sugerem que para os Millennials, Brand Affiliation, Opportunity Seeking e Entertainment são as principais motivações que os levam a interagir com as marcas. Por outro lado, Conversation e Investigation são as motivações que mais se aplicam aos Baby Boomers. Adicionalmente, é evidenciado que os Baby Boomers são considerados mais leais comparativamente com os Millennials, em que Entertainment, Opportunity Seeking and Brand Affiliation são as motivações que influenciam a lealdade. Para os Millennials, Brand Affiliation é a única motivação que tem influencia este comportamento.

Por fim, os contributos académicos e práticos são explicados, onde são posteriormente fornecidas várias recomendações para investigações futuras.

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CHAPTER 1: INTRODUCTION

1.1 Background

The online networks changed profoundly the way the information propagates. After all, the internet started out as a platform that allowed people to exchange data, messages and news across the world (Akrimi and Khemakhem, 2012). In fact, approximately 32% of the world's population and 68.3% of the internet users are using social networks nowadays and spend more time on social networks than any other category of sites (eMarketer Report, 2016). Therefore, and through the recent years, social media has emerged as a dominant communication channel through which costumers and companies can interact. According to Kaplan and Haenlein (2010), the concept of social media can be defined as the exchange of user generation content and information and it became a truly global phenomenon with many innovative social platforms popping up.

Proven to be one of the most prevalent activities with higher user engagement rates, social network penetration worldwide is ever-increasing with 2.67 billion users around the globe (Statista, 2016), where these records are expected to grow in the near future. As a result, it is seen as a good opportunity for companies to take advantage of social media's benefits by adapting their strategies to reach networked consumers and to drive customer engagement (Hudson et al., 2015). However, social media has given a new power to consumers and therefore, businesses have progressively less control over the information available. It has enabled them to generate opinions and have a strong effect of word-of-mouth behaviour and community loyalty (Woisetschlager, 2008), and thus not many firms seem to be comfortable towards this lack of control (Kaplan and Haenlein, 2010).

Nevertheless, social media also allowed marketers to start interacting in two-way communications and gain valuable consumer insights faster than the traditional marketing tools (Hudson et al., 2015) and therefore, companies should not be startled by this viral and rapid spreading of customers' experiences and opinions. In fact, companies can benefit from social media by building a meaningful consumer-brand relationship with the existing and potential customers and thus increase their visibility (Akrimi and Khemakhem, 2012). Moreover, by being closer to their target, getting access to information about customers' lifestyles and preferences enables companies to better address customer needs and consequently generate a greater brand loyalty through this social interaction (Hudson, Huang, Roth and Madden, 2015). In addition, customers'

proactive interaction with the brands may reduce the risk of consumption through the knowledge gained of the products or services offered and therefore, their sense of trust is fostered with this relationship. As a result, consumers are more willing to voluntarily recommend the brand and even repeat purchases, which saves costs to the company and increases the pace of brand growth (Loureiro, Ruediger and Demetris 2012).

Online platforms such as Facebook, YouTube or Twitter are examples of interactive pages where information is constantly spread out and communication is the key to get a meaningful connection between customers and brands (Kane et al., 2009). According to Statista (2016), as of the second quarter of 2016, Facebook had 1.71 billion monthly active users who are estimated to spend more than 50 minutes a day across the page scrolling through status updates, photos and viral news.

In order to succeed in this challenging environment, companies must try to understand who are their potential customers and why do they want to interact with the brand to better know how to act and engage at the different social media platforms. Therefore, the procedures firms should follow to meet these needs might differ depending on the distinct perspectives of those in the network, including people from a variety of segments such as different generations (Krishen, Berezan, Agarwal and Kachroo, 2016). Two generational groups are nowadays prevalent: the often called Baby Boomers – followed by the Generation X – and the Millennials (Cennamo and Gardner, 2008).

Born between 1951 and 1972 (Ransdell, Kent, Gaillard-Kenney and Long, 2011) and representing nearly 30% of the total population in Portugal (Censos INE, 2011), Baby Boomers are defined as the *digital immigrants*, whose grew up in times of significant changes. This target group has positively adopted new technologies, even though they do not feel as comfortable as younger generations (Prensky, 2001). The search for information thus becomes more important for these consumers and the need to tailor a direct message is a growing concern in this generation (Kahle, 1995).

On the other hand, Millennials - who were born between 1982 and 2000 – (Ransdell et al., 2011) and who represents almost 24% of the total population (Censos INE, 2011), are heavy users of social media platforms, as both producers and consumers of the information (Sago, 2010). Marketers that desire to reach these young consumers must start by studying their actions, as their shopping behaviours and their presence on the different social networks differ across demographic groups (Sago, 2010).

Moreover, and when compared with Baby Boomers, Millennials are considered a very well informed generation who already form strong brand preferences and exert an intentional influence on the behaviours and brand choices of their friends and families, and even complete strangers (Barton, Koslow, Beauchamp, 2014). When it comes to shopping behaviours, food and fashion are the most important categories that Millennials like to spend their money on (Barton, Koslow, Fromm and Egan, 2012). In fact, past research showed that Millennials eat more often than Baby Boomers but also spends slightly more on dining out than older generations (Barton et al., 2012). Regarding clothing, the same study has found out that 47% of female Millennials informed they shop for clothing more than twice a month, compared with 36% of Baby Boomers; the same holds for men Millennials, in which 38% of them shop more frequently compared with 10% of Baby Boomers (Barton et al., 2012).

The challenge for marketers is to not relying on an absolute strategy for a socio-demographic group that includes several nuances. These social network platforms are also suitable for the building of virtual communities that helps to foster deeper relationships and improve knowledge creation between companies and costumers (Kane et al., 2009), where both parties impacts brand building.

1.2 Problem Statement

During the past decades, it was possible to notice a shift of the marketing budgets from traditional instruments to a more digital and interactive tools, such as social media. Social platforms and blogs, for instance, has enable users to create, share and recommend information that is extending the spheres of marketing influence, providing the necessary tools to meaningful firm-customer exchanges (Hanna, Rohm and Crittenden, 2011). These facts proved that marketers need to better think on new approaches to media strategy by creating content that do not simply replace traditional media, but rather expand it to capture reach, intimacy and engagement with the consumers (Hanna et al., 2011).

Brands have been more and more promoting its products or services, providing instant support and creating online communities of brand enthusiasts through social networking platforms (Kaplan and Haenlein, 2010). While brands aim at engaging with users, influencing their perceptions about the brand, disseminating information and learning

from and about customers (Algesheimer, Dholakia and Herrmann, 2015), customers also gain value through the variety of practices and activities brands perform online (Shau, 2009) and consequently, a simple user can be turned into a fan or even a loyal customer (Tsimonis and Dimitriadis, 2014).

The research problem of this thesis is to better understand how consumers interact with brands on social media and whether their motivations have an impact on their loyalty towards brands, by analysing the behaviour of two generations, Millennials and Baby Boomers. Marketers may benefit from understanding the motivations that led consumers to interact online and being cognizant of how different strategies and types of communications impact consumers' brand loyalty is nowadays essential (Labrecque, Khrishen and Grzeskowiak, 2011).

1.3 Aim

The ultimate goal of this dissertation is to provide insights on the interaction between Social Media and Brands and which differences can arise by the impact of this interaction on Baby Boomers and Millennials' generations. In addition, this research also aims at analysing whether or not those motivations have an impact on brand loyalty for both generations. The research questions to be addressed by this study are the following:

- **Research question 1 (RQ1):** Which social media motivations (Brand Affiliation, Investigation, Opportunity Seeking, Conversation and Entertainment) better help to explain how Millennials and Baby Boomers interact with brands on social media?
- **Research question 2 (RQ2):** Are Millennials less brand loyal than Baby Boomers?
- **Research question 3 (RQ3):** Which social media motivations better help to explain Baby Boomers and Millennials' loyalty with a brand?

1.4 Research method

The empirical part of this thesis begins with a descriptive analysis of the literature to better understand the dynamics and motivations of consumers to interact on social media. Some related aspects were analysed in order to get a deeper understanding of these drivers and to better respond to the research questions previously formulated, an exploratory

research approach was conducted. The present research is quantitative and primary data was collected through an online and self-administered questionnaire that aimed at addressing consumers' motivations and their perceptions among brand loyalty from their interaction with brands on social networking sites in Portugal.

1.5 Academic and Managerial Relevance

Despite the importance of branding and relationship building with consumers at the digital platforms, little is known about how brands interact on social media and whether these relationships are associated with brand loyalty (Fournier, 2008). In addition, most of the existing studies only examine the characteristics of social networks and how the shift from traditional media to digital tools have been challenging the marketing strategies (Kietzmann, Hermkens, McCarthy, and Silvestre, 2011). Furthermore, one of the major concerns for companies is to grow brand awareness as well as increase sales, through customers' acquisition and by cross-selling techniques (Coulter and Roggeveen, 2012; Tsimonis and Dimitriadis, 2014). Marketers have begun leveraging their SNS with the purpose of generating awareness, interest and ultimately product purchase. Product-related pages are therefore created, attempting to drive customers through advertising, recommendation and word-of-mouth (Green, 2008). As the credibility of their networks are established towards consumers, they automatically become more likely to seek additional information about brands and products, thereby moving from the awareness to the knowledge stage (Coulter and Roggeveen, 2012).

It is also important for companies to realize that understanding demographic differences is vital to communicate successfully with customers and thus develop effective marketing campaigns (Hudson et al, 2015). In addition, members of generations that raised in the aftermath of the war tend to think and behave differently from those who were born and raised in peace and abundance (Gursoy et al., 2008). The macro-environment in which people has lived significantly influences their values, attitudes and actions and as a result, generational differences suggests useful and important insights into the motivations of social media behaviour (Howe and Strauss, 2007).

1.6 Dissertation outline

This dissertation presents five main chapters. The first one aims at providing an overview of the research topic and its relevance for the study. The problem statement as well as the respective research questions are also included in this chapter. The second chapter exposes an extensive review of the literature on several topics concerning the emergence of social media and the different motivations that drives the interaction between brands and consumers, especially focused on two main generations: Baby Boomers and Millennials. In the next chapter, a detailed methodology and description of data collection are explained. The fourth chapter explains and discusses the data analysis results where potential answers to the research questions are provided, whereas chapter five presents all major conclusions, main limitations of the study and recommendations for future research.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Web 2.0 and emergence of social media

Social media and its enormous popularity have revolutionized marketing practices, influencing consumer from information acquisition to post-purchase behaviour (Hanna, Rohm and Crittenden, 2011). Kaplan and Haenlein (2010) define social media as “a group of internet based applications that builds on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of User Generated Content”. Web 2.0, a term that was first used in 2004, is described as a new method in which software developers and networked end-users start utilizing the World Wide Web. It is a platform in which content and applications are continuously modified by collaborative means, instead of individual companies or specific users. On the other hand, User Generated Content (UGC), which achieved significant popularity in 2005, represents the multiple ways by which end-users publicly create content and use social media on the technological ground of Web 2.0. The combination of technological, economic and social drivers (e.g., rise of digital generations with technical knowledge to engage online) turned UGC substantially different nowadays from what it was in the past (Kaplan and Haenlein, 2010).

The growing availability of high-speed internet access further enabled the creation of Social Networking Sites (SNS) such as Facebook, LinkedIn or Twitter, contributing to the prominence that the term Social Media has today (Kaplan and Haenlein, 2010). Social Networking Sites can be described as platforms that allows people to connect with each other through the creation of online personal profiles, invite other users whom to connect with and access their list of connections on the site (Boyd and Ellison, 2008). Nevertheless, on many of the large SNS, participants are not necessarily looking to meet new people or connect with strangers. Instead, these platforms are primarily used for interacting with people who are part of their extended offline social network. In fact, the uniqueness with Social Networking Sites is that it enables users to articulate, making their social networks visible through content exchange in the form of text or status updates, photos, videos or games. The first recognizable social network site was launched during late 1990's but it was when YouTube, one of the most famous sites nowadays, became public that we were able to experience the great importance of these services. Around the

same time, Facebook attracted a broad audience to its site and started to increase its popularity across the internet (Boyd and Ellison, 2008).

With respect to social presence and media richness, applications such as collaborative sites (e.g., Wikipedia) and blogs are also part of its variety. However, it only allows a simple exchange of information as it is often text-based (Kaplan and Haenlein, 2010). Social media also encompasses a wide range of other applications such as virtual worlds (e.g.: Second Life), commerce communities (e.g., eBay) and creativity works sharing sites, like YouTube (video sharing) or Flickr (photo sharing) (Mangold and Faulds, 2009).

Due to the innumerable social networks available nowadays, it is not surprising that businesses are actively present on several online platforms. Blogs and YouTube channels are proven to be useful platforms of generating sales leads and smartphones are facilitating rich two-way interactions between the brands and the consumers (Crittenden, Peterson and Albaum, 2010).

Unfortunately, several companies have been treating these media as platforms that operates independently of each other. As an alternative, companies should view their approach to social media as an integrated strategy focusing on consumer experiences, having in mind that these new channels does not replace the traditional media overall (Hanna, Rohm and Crittenden, 2011).

2.1.1 Social media panorama

One major importance factor of social media is that so many people are using it. In fact, it is estimated that approximately 2.34 billion people, or 32% of the global population are accessing network sites regularly this year, up 9.2% from 2015 (eMarketer, 2016). Apart from China, Russia and a few other countries, the social networking site Facebook continues to dominate in major markets worldwide. Newer social networks, such as Instagram or Twitter, have been also increasing its growth, but users tend to adopt these platforms in addition to Facebook, rather than replacing it. At the forefront of this trend are the youngest consumers in which the average user aged between 16 and 24 years old access at least five different social platforms weakly (eMarketer, 2016).

Portugal is also a country where people have been heavily using online platforms. In fact, 79% of the Portuguese consumers under 34 years old are online every day, where 74% of them use the internet for personal reasons and 74% stated that Internet is considered the

first place where they look for information (The Consumer Barometer, 2015). From the most widely used online platforms, 4.211 million Portuguese people are Facebook's users, followed by 1.849 million that are using YouTube and 1.678 million are present on LinkedIn (Havas Media Group/Marktest-e-NetPanel, 2015). For these consumers, internet use is concentrated mainly on research websites (e.g., Google) and social media (The Consumer Barometer, 2015). However, platforms that provide general information, such as news, and e-commerce are also on top of interest of the users (Havas Media Group/Marktest-e-NetPanel, 2015).

2.1.2 Importance of social media for businesses and consumers

Unlike other media, social media platforms has enabled firms to build a strong brand equity through their communication strategies. These equity-building efforts are particularly aimed at managing brands and nurturing customer relationships, and thus a two-way communication can be mutually beneficial (Gensler, Volckner, Liu-Thompkins and Wiertz 2013).

Messages posted by firms on their social media pages can be intended as Firms Generated Content (FGC), which easily helps to develop one-to-one relationships and positively affects customer behaviour (Kumar, Bezawada, Rishika, Janakiraman and Kannan, 2016). Similar to the role of traditional advertising, where customers are informed of the products or services, FGC also helps firms to communicate to their target about current offerings, prices or promotions, driving product sales (Vakratsas and Ambler, 1999). In addition, social interactions and virtual presence of brand's supporters or fans at social media communities can enhance favourable brand attitudes (Naylor, Lamberton and West, 2012).

Several important aspects can further support companies' interest on social media. Gillin and Moore (2007) highlights five reasons why marketers' interest in viral marketing and social media has increased. First, consumers have been increasingly ignoring conventional online marketing, such as e-mail advertising, caused by list exhaustion, disinterest and spam created around it. Second, due to technology developments, a growing online population has contributed to social media attractiveness. New platforms and softwares have quickly emerged, for a fraction of the cost compared to a few years ago. On the third place, younger consumers are continually moving online and traditional

marketing channels are losing their reaching power. Fourth, it is also a fact that customer's preferences has been changing and people are trusting more in their peers rather than marketing campaigns. In fact, word-of-mouth influence has playing a role in consumers' behaviour. Lastly, low costs are also a reason why companies seem eager to be involved on social media. Indeed, good viral campaigns can significantly engage more customers than a television campaign at a fraction of the cost.

2.2 Generations: Baby Boomers and Millennials motivations to interact with brands on social media

2.2.1 Importance of studying generations

Finding groups of consumers that share strong and homogenous bonds have been a challenge for marketers. In fact, when such similarities exists, firms are able to offer the same or a much-related product, service, distribution and communication strategies to a wider number of potential customers who are more likely to respond and engage in a homogenous way (Parment, 2012).

Consumer motivations to engage on social networks often lie below the surface of age and for that reason, it is possible to get a deeper understanding by considering different generations. Generations are defined as groups of people who were born during a particular period and differ between each other in their age, formal education, socialization with peers and historical experiences (Ryder, 1965). These experiences will therefore influence the different generations' values, preferences, attitudes and buying behaviours in a way that remain relatively unchanged over their entire lifetime (Ryder, 1965). As an example, the emergence of the internet is such a moment that significantly affected the younger consumers and thus it clearly differentiates them from older generations (Prensky, 2001).

2.2.2 A generational perspective on the social media's motivations and digital interaction

Different generations often merge age descriptors with motivations and values. Millennials' generation, sometimes called Generation Y, is considered an important cohort and target audience for marketers as it is sizable and has a significant purchasing power nowadays (Beauchamp and Barnes, 2015). The same holds for Baby Boomers

(Parment, 2013), who were born approximately between 1946 and 1964 (Ransdell et al., 2011).

To begin with, Millennials were born in a period of economic growth, with a strong rise of social media networks and reality television. Modernist values have disappeared, supported by internationalization and the great influences from the popular cultures (Parment, 2011). According to Prensky (2001), this young generation is often referred as the *digital natives* due to their familiarity and comfort towards the digital era, in which its development has been following them throughout their lives. As a result, this familiarity with the technology gave rise to a generation growing up in a connected and fast-paced environment, where collaboration and easy access to information are what these individuals value the most (Obal and Kunz, 2013). Moreover, the constant overwhelming flow of information has become something part of their routines, where their technological devices are used for about everything, such as social networking, find a job or to get generated information about products or services (Parment, 2013). Carrier, Cheever, Rosen, Benitez and Chang (2009) also argue that this younger generation finds multitasking, for instance, scrolling on social networks and writing a paper simultaneously, to be less difficult than their older generational cohorts. Responding to visual stimulation and filtering information are aspects where these digital natives are also more effective, but less adept in terms of face-to-face interaction and interpreting non-verbal cues, when compared to their older counterparts (Hershatter and Epstein, 2010). On the other hand, Millennials want to decide when, where and how companies communicate with them and, since they are used to information overload, they do not feel as stressed by the information flow as older generations (Parment, 2012).

Moreover, Millennials, who have been hard wired by technology, assume that all necessary information can be gathered instantaneously on a 24/7 basis. In fact, when asked to search for a topic, online research websites such as Google are considered as the primary source of information for these individuals. In addition, when in need for market data, social networks are great platforms that can instantly provide immediate feedback (Hershatter and Epstein, 2010).

When thinking about their desire to express their opinions publicly, blogs have become an emergent platform. This tendency of wide-spread dissemination of opinion is clearly consistent with a generation found to be more ambitious, assertive and narcissistic than previous generational cohorts (Twenge, 2009). Blogs are just an example among many

other online platforms that Millennials have been using to show their preferences, to capture, organize and to broadcast their thoughts, lifestyles and experiences (Hershatter and Epstein, 2010).

Consequently, this generation represents an opportunity for marketers to target them through the Internet and other technologies, as it becomes available (Parment, 2012). Millennials have been participating in the creation of consumer goods through the design, online ratings and products' recommendations. Information, advertising and entertainment are melt together, suiting perfectly this generation's media preferences (Hershatter and Epstein, 2010). Their tight social connections enables them to rely on information gathered from multiple sources before making decision, including the website from which they purchase (Reynolds, Bush and Geist, 2008). Millennials are more open to new brands and experiences when compared to Baby Boomers due to the fact that they had fewer life experiences than the previous generation (Mitchell, 2000). Thus, they value more the time and difficulty it takes to obtain a certain information, rather than the accuracy of that information (Weiler, 2005). Apart from searching for information, leisure or entertainment (Park, Kee and Valenzuela, 2009), socialization, being part of a community (Valkenburg, Peter and Schouten, 2006) and staying in touch with friends (Lenhart and Madden, 2007) are also part of Millennials' motivations to interact on social media and other online platforms.

The baby boomer generation experienced times of dramatic change. The emergence of technology, for instance, influenced the Baby Boomers in a number of ways, where television is the most often cited device for its impact on this generation (Koprowski, 1969). Often referred as *digital immigrants*, Baby Boomers are less comfortable with technology and information process at a more cautious pace than digital natives do (Prensky, 2001). In fact, as consumers, they place more emphasis on assurance of the transaction than younger generations (Cho and Hu, 2009). As a result, firms need to incorporate in their marketing plans strategies that includes both traditional and digital channels in order to reach this generation. Traditional outlet prints and broadcast media are not forgotten, but digital platforms are quickly increasing its presence (Klie, 2016). Actually, this generation have been successfully adapting to the internet and, despite being exposed to the technology later in life, many are using it in great numbers. In fact, Baby Boomers are the generation group most likely to spend more than 20 hours each week consuming content, nearly 10% more time online than younger generations do

(MarketingProfs, 2015). In addition, they are considered as highly networked customers who like to interact with other like-minded people through social networking sites. Similar to Millennials, Baby Boomers are increasingly dependent on exploring social media websites to talk with friends, show encouragement, share interests, opinions, views and experiences and to feel involved in the lives of other people (Nadkarni and Hofmann, 2012).

Assuming that life experiences have an influence on the cohort's values, the level of buyer involvement is also affected. When their problems are too complex to be solved alone, Baby Boomers expect companies to value their time and, being more in a better financial position, they are particular more inclined to pay a premium for better customer service (Klie, 2016).

2.3 Social media motivations: Brand Affiliation, Investigation, Opportunity Seeking, Conversation and Entertainment

Past studies have been focusing their investigation on specific areas of social media in terms of consumer-brand relationships, such as information seeking, word-of-mouth or even brand communities (Enginkaya and Yilmaz, 2015). However, by addressing the underlying motivations of brand related social media use, the comprehension of the online interaction process between consumers and brands becomes highly valuable (Enginkaya and Yilmaz, 2015).

According to Enginkaya and Yilmaz (2014), the individuals' main motivations to interact with a brand through social media are brand affiliation, investigation, opportunity seeking, conversation and entertainment. However, the study's sample only included young individuals, which triggers the question whether motivations are different considering different generations, and which ones have higher impact.

Brand affiliation can be explained as the consumer's motivation to follow a brand on social media due to its consistency with one's lifestyle, possession desires, preferences and intention to promote it (Enginkaya and Yilmaz, 2014). Brands can create value for the consumers through potential benefits of recognition, by creating positive feelings and encourage self-expression, coupled with an overall feeling of personal good taste in their brand choice (Langer, 1997).

Social media not only provides a social setting through its online platforms, but also turns information seeking an important aspect for all the consumers (Burnett, 2000). Thus, investigation is another motivation that consists of consumers searching for information about a specific product or brand (Mangold and Faulds, 2009).

Another significant driver is opportunity seeking that can be explained as the beneficial reasoning consumers might get by following a brand, in the form of discounts, promotions or coupons (Enginkaya and Yilmaz, 2015). Moreover, this motivation is also seen as remuneration, for being associated with a financial incentive (Muntinga, Moorman and Smit, 2011). As a result of promotional campaigns and products' discounts on social media's platforms, many brands have increasing their engagement with consumers through their official pages, creating an opportunistic motive for some members and brand's fans (Enginkaya and Yilmaz, 2015).

Conversation represents the third motivation and it can be defined as the need of consumers to communicate with each other and with the brands on social media (Enginkaya and Yilmaz, 2015). According to Valkenburg, Peter and Schoute (2006), socialization, interaction and experience a sense of community and belonging are also important drivers for consumers to interact online. Social media also enables consumers to have their own voice against brands and between each other. Therefore, a sense of power is felt in many conversations, due to the higher transparency and public monitoring (Crawford, 2009).

Lastly, entertainment symbolize the users' affection with the online official pages and brand related content that includes amusement and fun (Enginkaya and Yilmaz, 2015). Recently, many brands have been taking advantage of entertaining contents to foster consumer relationships and engagement. Brands that are able to incorporate entertaining content on social media platforms might benefit from it to leverage brand awareness and its brand image (Enginkaya and Yilmaz, 2015).

2.4 Brand loyalty in digital era

Customer loyalty is a concept that has been widely enjoyed and used within the field of consumer behaviour for many years (Donio, Massari and Passiante, 2006). Dick and Basu (1994) described loyalty as the strength of the relationship between an individual's attitude towards an entity and repeat patronage. Customer loyalty represents an important basis for developing a sustainable competitive advantage for businesses, since customer

attraction is far more expensive than retention (Dick and Basu, 1994). An increasing customer retention can therefore be obtained through a secure and collaborative relationship between buyers and sellers (Chaudhuri and Holbrook, 2001) and it could be enhanced with information sharing and dissemination between different elements of a brand (Ba, 2001).

For companies there are many other benefits to draw from brand loyalty. In relation to the economic factors, brand loyalty can decrease marketing costs, influence price sensitive customers, increase revenue per customer and enhance positive word-of-mouth communication. When looking from the noneconomic perspective, brand loyalty also influence product or service development, turns an organisation focused, customer relationship management is deepen and thus the business performance can be highly improved in the long run (Kaynak, Salman and Tatoglu, 2008).

The concept of brand equity have been closely associated with price premiums and market share (Bello and Holbrook, 1995). These outcomes that drives high profitability depend on various aspects of brand loyalty. In fact, loyal consumers are more willing to pay more for a brand as they perceive some unique value that no alternative brand can provide (Pessemier, 1959). This distinctiveness may derive from greater trust in the reliability of a brand or from positive benefits when using the brand. In addition, brand loyalty also leads to a greater market share when loyal customers, irrespective of situational constraints, repeatedly purchase the same brand (Chaudhuri and Holbrook, 2001).

Research comparing young and elderly customers has concentrated its investigation on differences in the information processing capabilities to evaluate a certain product (Roedder and Cole, 1986). In fact, members of this younger generation – Millennials – are considered as a highly heterogeneous group (Noble, Haykto and Phillips, 2009), have been living in a society driven by consumption (Morton, 2002). As they have been exposed to consumption and brands since their early life, Millennials are more likely to consider companies manipulative, which its aggressive selling strategies are something they dislike (Wolburg and Pkrywczynski, 2001). Despite their greater interaction with technology, members of this generation react differently to the brands. In fact, Millennials are eager to purchase from brands that offers quality at a good price (Sullivan and Heitmeyer, 2008), but also tend to easily change without valuing durability (Wolburg and Pkrywczynski, 2001).

2.5 Conclusions and research questions

A growing number of firms have harnessing the power of the internet to capitalize on the wealth of ideas among their customers and admirers. Therefore, consumers have been given more power and an ability to build economic value (Kucuk and Krishnamurthy, 2007).

Exploring consumers' motivations to follow and interact with brands over social media is the primary objective of this dissertation. Some studies were already conducted with the purpose of examining the possible effects in consumers' behaviours and attitudes, according to their generational differences (Eastman and Liu, 2012; Kumar and Lim, 2008; Parment, 2013; Roberts and Manolis, 2000; Strutton, Taylor and Thompson, 2011; Valkeneers and Vanhooymissen, 2012) but how and why different generations respond to media still remains to be a crucial concern for marketers (Harmon, Webster and Weyenberg, 1999). This dissertation focuses on Millennials and Baby Boomers as the two generational cohorts being analysed. It is therefore vital to analyse whether these generations consume, contribute and engage on social media platforms and to what extent they are different between each other.

As a result, the first research question is addressed:

- **RQ1:** Which social media motivations (Brand Affiliation, Investigation, Opportunity Seeking, Conversation and Entertainment) better help to explain how Millennials and Baby Boomers interact with brands on social media?

Older customers respond differently to marketing actions when compared to their younger counterparts and customer' loyalty also tend to depend on the demographics and specific characteristics of consumers themselves (Bart, Shankar, Sultan and Urban, 2005; Obal and Kunz, 2013). Several studies have been showing that older generations tend to be more loyal than younger ones (Homburg and Giering, 2001) probably due to their high exposure to consumption and emergence of multiple brands (Wolburg and Pkrywczynski, 2001). Research also reveals that younger generations tend to feel way more comfortable and interested in shopping for and comparing products or brands online than older generations (Monswé, Dellaert and Ruyter, 2004; Prensky 2001). In fact, Baby Boomers are not usually very keen on searching and sharing information online and tend to be more aware of the information gathering tactics used by brands than Millennials

are (Lawler and Molluzzo, 2010). Although prior research verifies that generations think and respond differently to various situations (Meredith and Schewe, 1994; Solnet, Hood and Kandampully, 2012), the differences that may arise between these cohorts in analysis might be interesting to explain (Obal and Kunz, 2013). Therefore, the following research question is addressed:

- **RQ2:** Are Millennials less brand loyal than Baby Boomers?

The analysis of the relationship between social media interactions and consumers' brand loyalty is another interesting research field to explore. Still considering the scale proposed by Enginkaya and Yilmaz (2015), *brand affiliation, investigation, opportunity seeking, conversation and entertainment* are the motivations considered in this study to infer if consumers' brand loyalty is affected.

Previous research states that *brand affiliation* is an important motive for social interaction and self-concept value (Jahn and Kunz, 2012). Consumers desire a link and identification with the brand they like (Rohm et al., 2013) to influence their personal and social identity. Thus, when it is felt that a consumer enjoys the relationship and appreciates the brand itself, a high level of commitment and loyalty results (Anderson and Sullivan, 1993; Mittal and Kamakura, 2001). The same holds for the *conversation* and *investigation* motives, both related to the informational attributes of social media (Krishnamurthy and Dou, 2008; Muntinga et. al, 2011; Park et al., 2009; Shao, 2009). In fact, repeated interactions and long-term relationships usually fosters the development of trust (Holmes, 1991). Consumers have been more empowered by social media to share their stories and opinions with peers (Gensler et al., 2013), which necessarily increase contacts and interactions. In addition, information sharing and dissemination between the different elements of a specific brand tends to decrease information asymmetry, reduces uncertainty and increases predictability of the brand (Ba, 2001; Lewicki and Bunker, 1995). Moreover, social media has been perceived as more trustworthy source of information than messages transmitted from traditional mass media (Foux, 2006). *Opportunity seeking* is another motivation for consumers to interact with brands on SNS, since social media allows an easy and comfortable way of receiving brand related campaigns and special offers that might appeal to consumers (Girona and Korgaonkar, 2014; Rohm et al., 2013). In fact, Muntinga et al. (2011) suggests that any reward or benefit provided by the brand is always welcomed by the consumer. Regarding *entertainment*, previous research suggests that when a higher entertainment value is

provided through social media, consumers felt more motivated to engage and are more likely to use the media often. Stern and Zaichowsky (1991) explains that banner ads perceived as entertaining often leads to more brand loyalty to the advertised products, resulting on a higher probability of purchasing the brand.

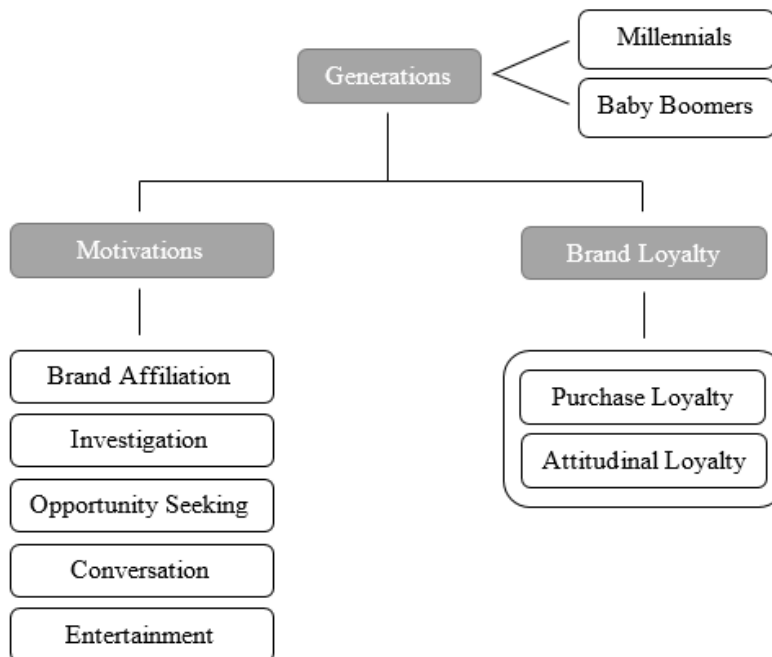
The literature reports numerous studies on the responsiveness to media efforts directed at older generations, where lesser number of studies are available researching on comparison between generations (Harmon et. al, 1999). Therefore, in order to generate new insights on this relationship, the following and last research question is addressed:

- **RQ3:** Which social media motivations better help to explain Baby Boomers and Millennials’ loyalty with a brand?

With the analysis of social media’s motivations, marketers are provided with insights into the mechanisms underlying brand-related behaviours, which can be employed to enhanced brand attitudes. Longer and strong brand-followers relationships are becoming a challenge to companies, where brand’s trust and loyalty are playing an important role to sustain customers.

The conceptual framework of this study is presented on Figure 1.

Figure 1 - Conceptual Model



CHAPTER 3: METHODOLOGY

3.1 Research Approach

The research approaches most often used in the literature are classified as exploratory, descriptive and explanatory. Exploratory research is particularly used when a researcher wish to clarify the understanding of a problem that remains largely unresolved and generate new insights about it. This type of research aims at identifying and describing a new issue by analysing primary data. In fact, exploratory research is typically conducted through a search of the literature, by interviewing experts in the subject and by organizing focus groups (Saunders et. al, 2009). On the other hand, the purpose of the descriptive research is to portray an accurate and detailed profile of people, events or situations (Saunders et. al, 2009). Descriptive research does not have the object of studying a cause-effect phenomenon, but rather aims at describing a specific situation, establishing significant relationships and associations between variables. It is therefore crucial to have a clear picture of the research problem prior data collection and analysis. In addition, descriptive research designs are frequently structured to measure the characteristics described in a specific research question. Hypothesis, which are derived from the theory, often serve to guide and provide insights of what needs to be measured (Hair et al., 2003). Lastly, studies that establish causal relationships between variables may be termed as an explanatory research (Saunders, 2009). In fact, it attempts to test whether one event causes another, by resorting to experimental designs and quantitative data analysis (Hair et al., 2003). In addition, this type of approach is often used when there are already theoretical insights that helps to formulate and test hypothesis under a particular research problem (Saunders et al, 2009).

As explained in Chapter 1, the central purpose of this dissertation is to gather new insights and explore the main motivations that consumers have to interact with brands on social media and to what extent those motivations have an impact on consumers' brand loyalty. Therefore, and based on the fact that little research was yet conducted on this topic, mostly comparing Baby Boomers and Millennials, an exploratory and quantitative research approach is hence applied. In addition, and although secondary data from previous studies helped at planning the preliminary stage of this research, primary data is also needed to address the research questions in which the information is intended to be obtained through an online questionnaire, with the purpose of providing insights on the topics previously discussed in this dissertation.

3.2 Research Instruments

3.2.1 Population of the study

Malhotra (1999) defines population as the aggregate of all the elements that share various common set of characteristics, comprising the universe for the purpose of the research problem. The population of the present study is composed by individuals of both gender, Portuguese, that belong to both generations: Baby Boomers and Millennials. The age interval that distinguishes both generations was defined based on indications from previous research. Known as the *digital immigrants*, Baby Boomers comprises a group of individuals born between 1951 and 1972 (Ransdell et al., 2011). The younger generation – Millennials - is composed of a group of individuals aged between 16 and 34 years old, the age indicated by Ransdell et al. (2011).

3.2.2 Sample of the study

A subgroup of the elements of the population selected to participate in a study is often called as sample (Malhotra, 1999). The sample is aligned with population. In addition, due to time and financial constraints, a non-probabilistic convenience sample is used in this study. According to Malhotra (1999), this type of sampling aims at obtaining a sample of convenient elements in a quick and inexpensive manner, accessible and easy to measure.

3.2.3 The questionnaire

An online and self-administered questionnaire was selected as data collection method, using Qualtrics as the research software. The main reasons of choosing this method includes the absence of financial costs, time saving, easiness of survey diffusion and efficiency of the automatic download of data in SPSS. In addition, this method also provides the opportunity of assessing this specific sample that would be difficult to reach it by phone or in-person. When drawing up the questionnaire, efforts were made to ensure that all the questions were clear and uniform in order to prevent different meanings or misunderstandings among respondents, following some authors' recommendations (Malhotra, 1999). In this specific case, the online survey was essentially spread over social media platforms, such as Facebook, and by e-mail.

The survey was composed of five main sections. The first section was introductory, informing the respondents about the purpose of the study and the time it would take to

complete all the questions. The anonymity of the responses was assured to encourage honesty but also to avoid biased answers. The second part aimed at assessing participants' motivations to interact with brands on social media, where fifteen questions were asked on a seven-point scale format. In accordance to Malhotra (2006), this type of scale, widely used, requires respondents to specify a degree of agreement with each of a series of statements. The third section also followed the same reasoning, where four questions also on a seven-point scale format were asked to assess respondents' brand loyalty towards brands over the social networking sites. The fourth section of the questionnaire was designed to collect information their habits towards social media, such as the different platforms they mostly use, for what purpose they use those platforms and the amount of time they usually spend using them. Lastly, the fifth section consisted of a few demographic questions in which respondents were asked to report their gender, age, nationality, highest degree or level of education and current level of income per household. The detailed questionnaire is available on the Appendix 1.

Furthermore, the questionnaire was subjected to a pre-test before the launch of the final survey, to ensure respondents' understanding of the main purpose of the study and subsequently all the questions asked. Through this pre-test, which included a sample of 42 respondents, it was possible to identify some wording mistakes that were carefully corrected in order to avoid biased questions and inaccurate feedback from respondents.

3.2.4 The measures

The measures used and analysed in this research are adapted from previous studies and based on past literature, where some adaptations were made to best suit this study. Therefore, two scales were considered in this investigation: a multi-item scale measuring the users' motivations to interact with brands over social media networks and another one measuring consumers' brand loyalty.

Adapted from Enginkaya and Yılmaz (2014), fifteen motivation related statements in a seven-point Likert scale format were established to measure users' motivations. Respondents were asked to indicate to what extent they agreed with statements about their behaviour in relation to brands on social media sites. As such, the scale was anchored as 1 – 'Strongly Agree' and 7 – 'Strongly Disagree'. Five dimensions to measure this construct were considered: 'Brand Affiliation', 'Opportunity Seeking', 'Conversation', 'Entertainment' and 'Investigation', each concerning few items.

Previous studies suggested that brand loyalty includes some degree of commitment toward a brand (Aaker 1991; Assael 1998; Beatty and Kahle 1988; Jacoby and Chestnut 1978). The brand loyalty scale was also measured by agreement with four statements constructed to reflect either the Purchase Loyalty and Attitudinal Loyalty's dimensions, adapted from Jacoby and Chestnut (1978). The items were measured with a 7 point Likert Scale, ranged from 1 – 'Strongly Agree' and 7 'Strongly Disagree'.

Measurements and sources for each scale used in this study are explained on Tables 6 and 7 (Appendix 2).

CHAPTER 4: RESULTS ANALYSIS

4.1 Preliminary Analysis

4.1.1 Data collection and analysis

The online survey was available and spread from 18th October until 14th November through Facebook and by e-mail. A sample of 403 started surveys was obtained but only 356 of them were entirely completed. From these, 32 responses were from people aged between 34 and 43 years old or from people aged above 65 years old, corresponding to Generation X and Silent Generation, which are not part of this study. For that reason, those 32 responses were eliminated from the sample. The total sample considered for data analysis was composed by 324 participants, both belonging to Baby Boomers or Millennials' generations.

The data collected was analysed through the statistical program IBM SPSS Statistics 21 with the purpose of understanding and gathering insights on the problem statement defined in this dissertation.

4.1.2 Sample characterization

With the purpose of obtaining an accurate portrait of the final sample, some demographic characteristics were analysed.

As far as gender is concerned, 74% of the total sample consisted of female respondents and 26% of them consisted of male ones. Concerning age, it is possible to conclude that 52.5% of the respondents are considered part of the Millennials' generation, where the majority of them are younger Millennials (42%) and only 10.5% of them are older Millennials. In addition, 47.6% of the sample are considered Baby Boomers, where 31.2% of the respondents are younger Boomers with 44 to 54 years old and 16.4% of them are part of the older Boomers' group, aged between 55 and 65 years old. Results are presented in Figures 2 and 3.

Figure 2 – Total Sample Gender

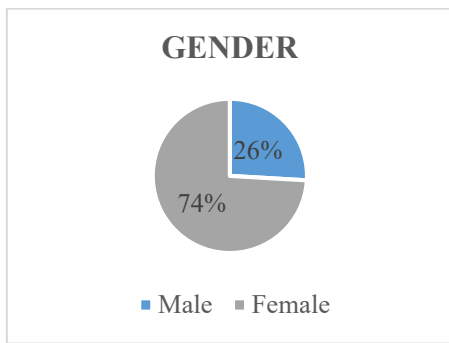
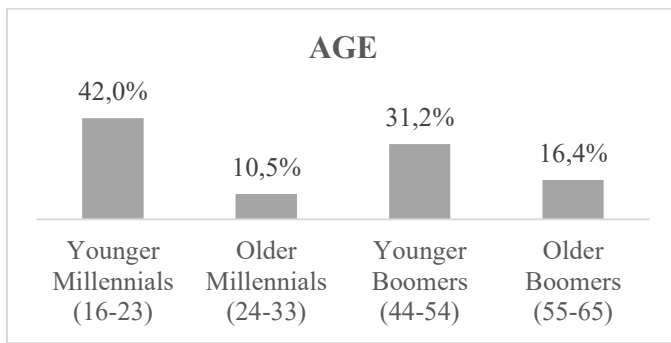


Figure 3 – Total Sample Age



When comparing both generations (Figures 4 and 5), the results showed that Millennials’ generation is constituted by 170 respondents, whereas Baby Boomers incorporates 154 respondents. From those 170 respondents belonging to Millennials’ group, 44 are males (26%) and 126 are women (74%). In addition, Baby Boomers accounts for only 40 male participants (26%) and 114 female ones (74%).

Figure 4 – Millennials’ Gender

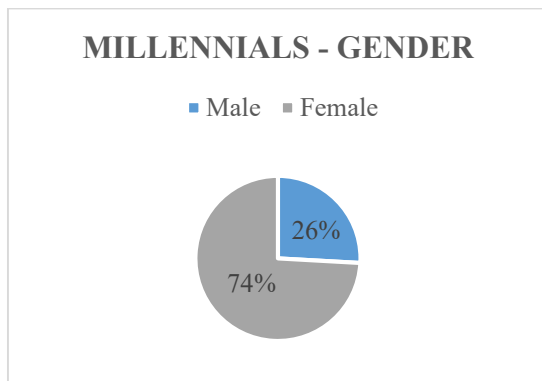
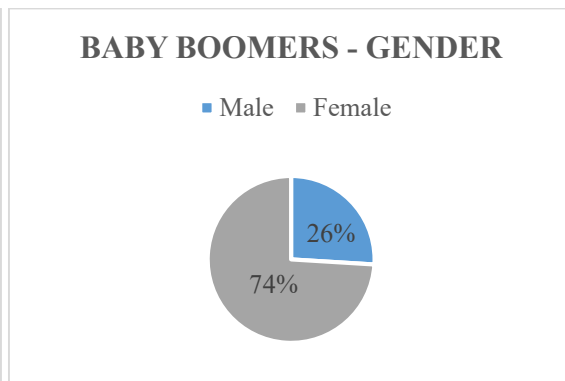


Figure 5 – Baby Boomers’ Gender



Concerning age (Figures 6 and 7), it is possible to conclude that Millennials’ generation are mostly composed by respondents with 22 and 23 years old. On the other hand, the majority of the respondents belonging to Baby Boomers’ generation are aged between 52 and 56 years old.

Figure 6 – Millennials’ Age

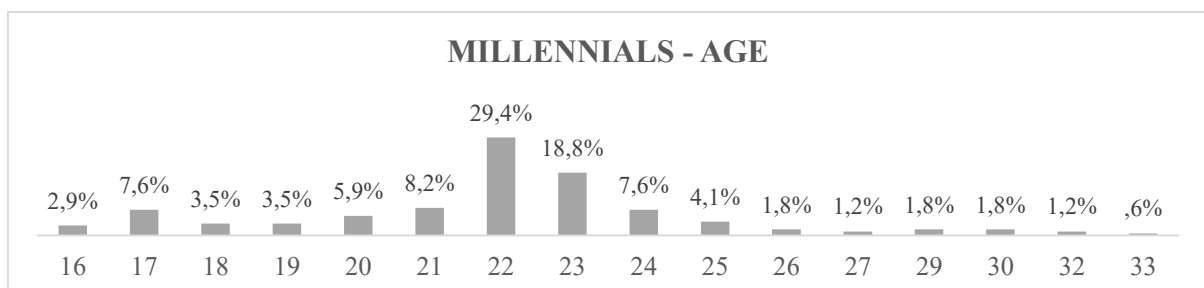
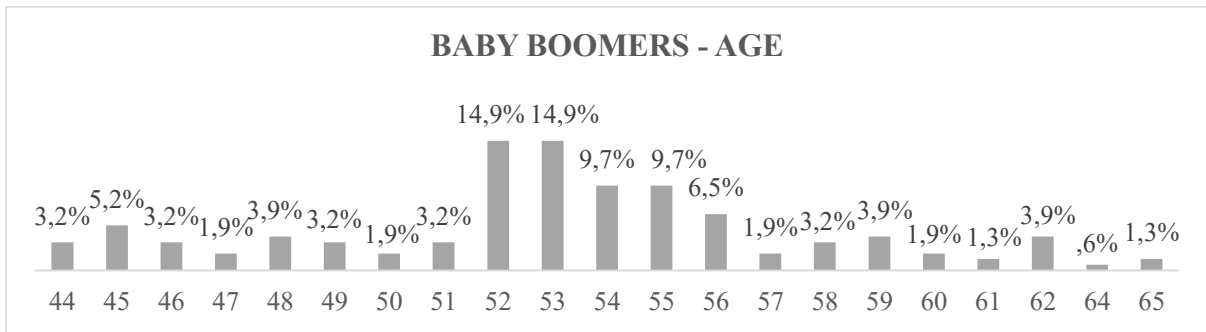
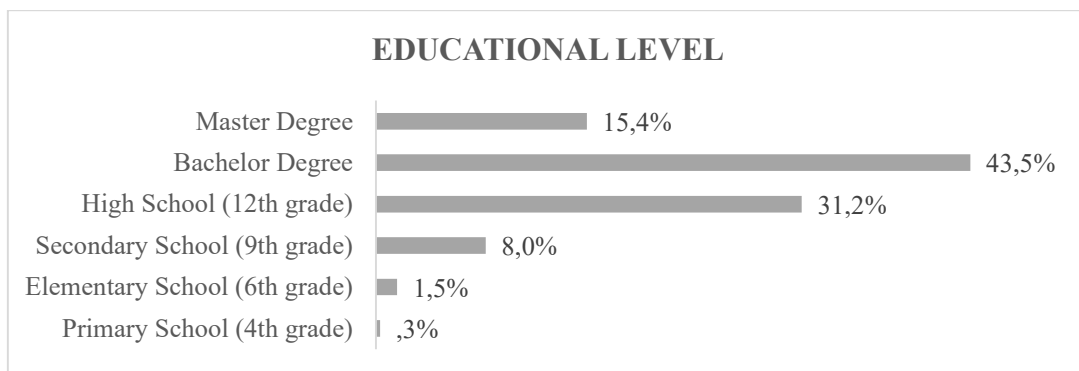


Figure 7 – Baby Boomers’ Age



Regarding the level of education, the analysis of the total sample’s results (Figure 8) show that 43.5% of the participants have a bachelor degree, whereas 31.2% of them are high school graduates or are still studying at this level. In addition, 15.4% of the respondents already possess a Master degree. The other participants have the 9th grade (8.0%), 1.5% have the 6th grade and 3.0% of them only studied until the 4th grade.

Figure 8 – Total Sample Educational Level



When closely analysing Millennials (Figure 9), the majority of respondents (45.3%) have a bachelor degree, 25.3% have a master degree and 28.8% are high school graduates or are currently studying at this level. Baby Boomers’ results (Figure 10) revealed that also the majority of respondents (41.6%) have a bachelor degree, 33.8% are high school graduates, only 4.5% have a master degree and 16.2% have only completed the 9th grade. The remaining ones have only concluded the 9th grade (3.2%) and only 0.6% have finished the primary school.

Figure 9 – Millennials’ Educational Level

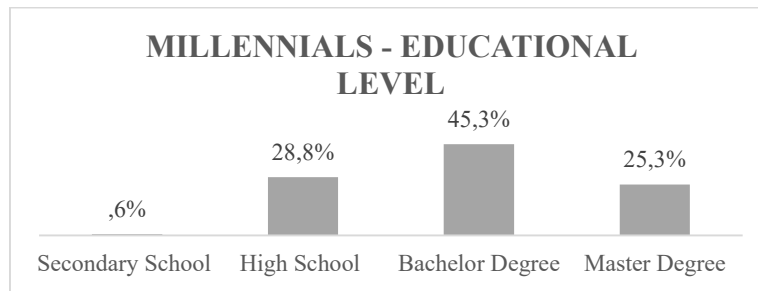
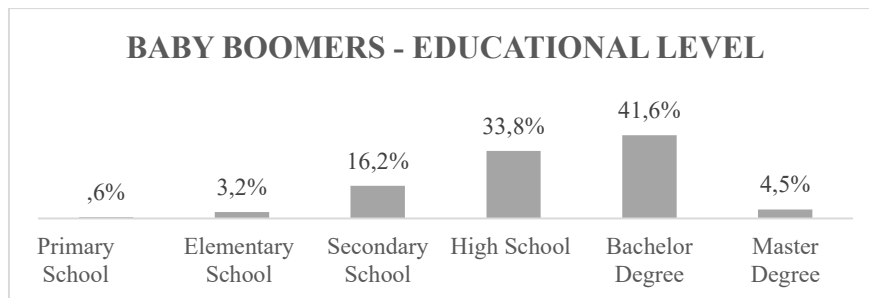


Figure 10 – Baby Boomers’ Educational Level



In terms of occupation, from the total sample (Figure 11) it is possible to conclude that the majority of the respondents are employed by an entity (41.4%) and 31.8% are students. Moreover, 9.6% of them are self-employed, 7.4% are working students, 4.3% of them are unemployed and only 2.2% are retired. The level of income per household was also examined in this study. According to the results (Figure 12), it is possible to conclude that the majority of the respondents fall under the middle class, where 21.3% of them stated they monthly earn in total between 1501€ and 2000€, 16.0% monthly earn between 1001€ and 1500€ and 15.7% of them earn between 2001€ and 2500€ per month.

Figure 11 – Total Sample Occupation

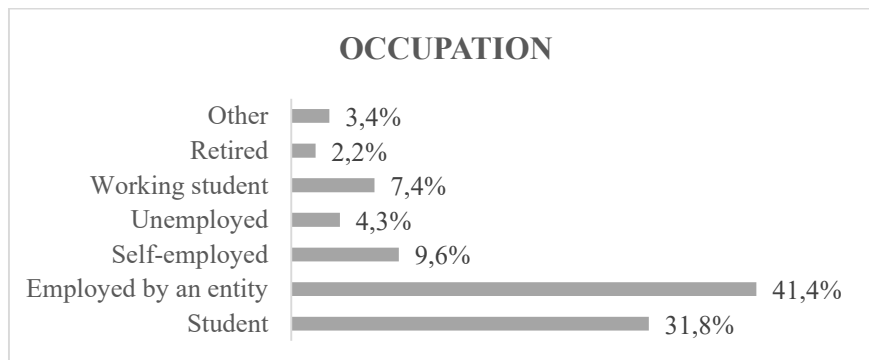
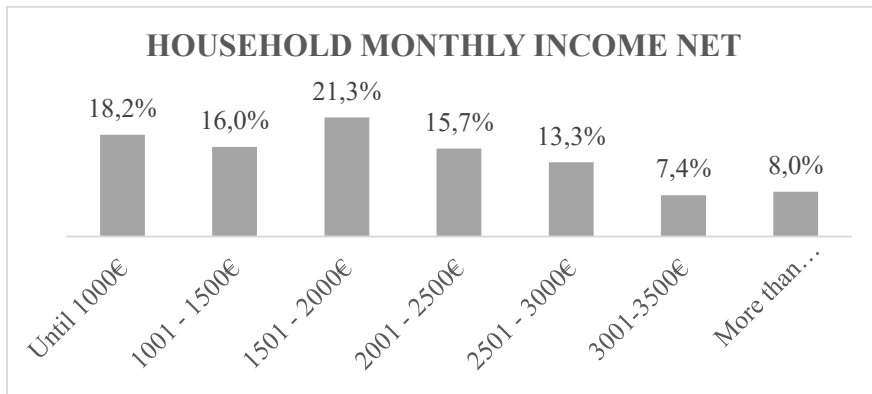


Figure 12 – Total Sample Household Monthly Income



When analysing both generations in terms of participants' occupation (Figures 13 and 14), results showed that the majority of Millennials are students (60.6%), 20% of them are already employed by an entity and 13.5% of them are studying and working at the same time. On the other hand, 64.9% of Baby Boomers' respondents are employed by an entity and 16.9% of them are self-employed. The remaining participants are either unemployed (7.1%) or already retired (4.5%).

Figure 13 – Millennials' Occupation

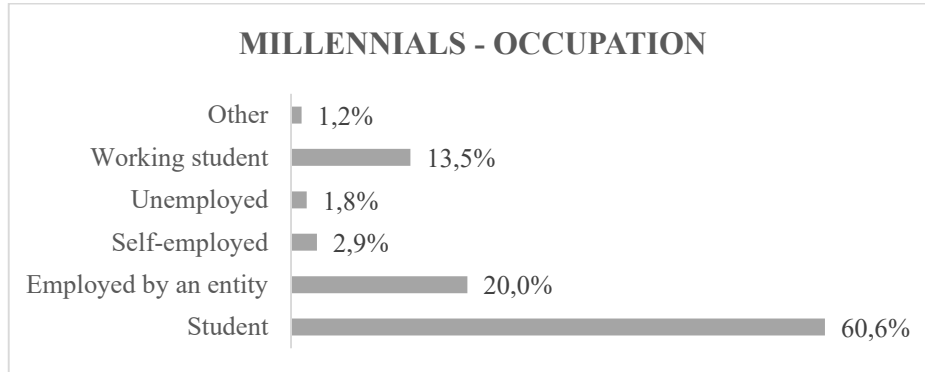
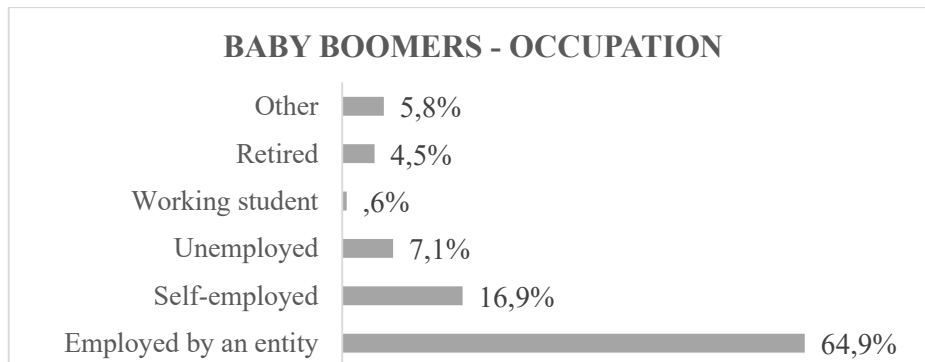


Figure 14 – Baby Boomers' Occupation



In terms of household monthly income (Figure 15), Millennials revealed that 18.8% of them monthly earn between 1001€ and 1500€, followed by 17.6% of them that monthly earn less than 1000€. Closely, 17.1% stated they monthly earned between 2001€ and 2500€, whereas 15.9% and 15.3% of them earn between 1501€ and 2000€ and between 2501€ and 3000€, respectively. Moreover, only a small portion of the respondents monthly earn above 3001€. In contrast, the majority of Baby Boomers' participants (27.3%) currently earn between 1501€ and 2000€, falling into the middle class. In addition, 18.8% of them monthly earn less than 1000€, 14.3% earn between 2001€ and 2500€ and 13% monthly earn between 1001€ and 1500€ per household. In addition, only 11% of the participants earn between 2501€ and 3000€, and 7.8% of them monthly either earn between 3001€ and 3500€ or more than 3500€. Results are presented in Figure 16.

Figure 15 – Millennials' Household Monthly Income Net

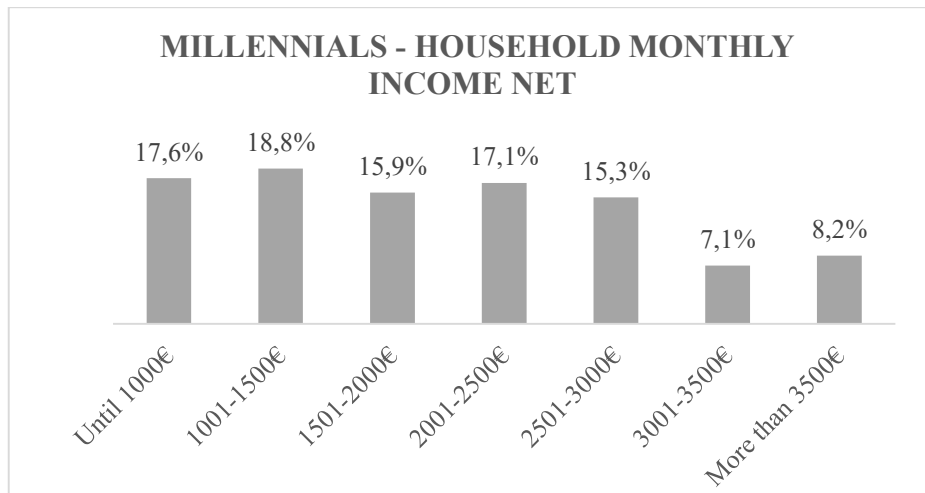
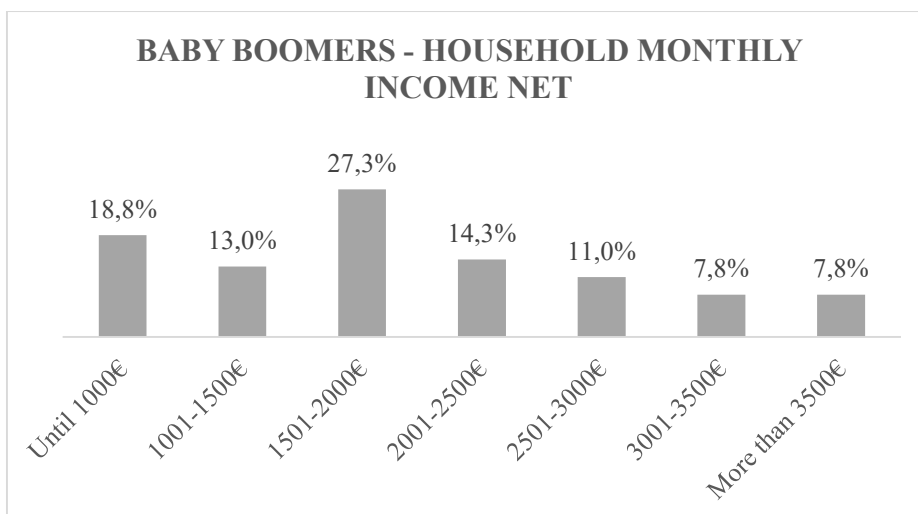


Figure 16 – Baby Boomers' Household Monthly Income Net



Additionally, extra questions were analysed in order to add up some relevant insights regarding each generation and their behaviour on social networking platforms. Questions and results' analysis can be seen on Appendix 7.

4.1.4 Data screening – Univariate outliers and Multivariate outliers

To clean and improve the quality of the data, an outlier analysis for both univariate and multivariate outliers was applied.

The univariate outliers' analysis aims at identifying the extreme values for all single variables composing the scales used in this research. Therefore, all the scores of each variable are then converted into standardized z-scores. For a significant level of 5%, z-scores greater than 3.29 and smaller than -3.29 are considered as outliers. From the results obtained, some outliers were then identified which can be seen on Appendix 3 – Table 8.

Regarding the multivariate analysis, this method aims at identifying the cases of respondents presenting an uncommon combination of values in two or more variables. Thus, the Mahalanobis distance for each response was calculated. Cases in which the Mahalanobis distance (probability) revealed a value lower than the *p*-value of 0.001 are thus considered as outliers. From the results, it was possible to identify a total of 16 outliers.

To conclude, and following the reasoning that there is not an absolute position on the literature about maintaining or removing the outliers identifying from the dataset, those are thus maintained as it is believed that they are also representative of the population in analysis.

4.1.5 New variables computed

To better assess the research questions proposed, some new variables were created to summarize a phenomenon of interest. In fact, and while the individual items are useful for getting a sense of respondents' views for each dimension, by combining the items into one it is possible to get a better overall measure of opinion on the different constructs here analysed. For that reason, 5 new variables were created based on their means in order to measure each dimension of Motivations (Brand Affiliation, Opportunity Seeking, Conversation, Entertainment and Investigation) but also each dimension of Brand Loyalty (Purchase Loyalty and Attitudinal Loyalty). In addition to that, all items of each scale were also aggregated to come up with each construct as a whole. To evaluate the

differences between both generations, another variable was created by splitting the sample into Millennials and Baby Boomers, according to the respective interval age proposed by the literature. Tables 9 to 15 (Appendix 4) summarizes each variable computed, including their respective means and Cronbach's Alfa to measure their reliability.

4.1.6 Data reliability

The Cronbach's alpha was assessed to analyse the internal consistency of the measurement model – Table 1.

Table 1 – Scales' reliability

Scales	Dimensions	Initial number of items	Cronbach's alpha	Cronbach's alpha if item deleted	Item deleted	Final number of items
Motivations	Brand Affiliation	4	0.814	-	-	4
	Opportunity Seeking	3	0.803	-	-	3
	Conversation	3	0.840	-	-	3
	Entertainment	3	0.807	-	-	3
	Investigation	2	0.881	-	-	2
Motivations as a construct		15	0.886	-	-	15
Brand Loyalty	Purchase Loyalty	2	0.825	-	-	2
	Attitudinal Loyalty	2	0.783	-	-	2
Brand Loyalty as a construct		4	0.791	-	-	4

According to DeVellis (1991), *Cronbach's Alpha* coefficient values below 0.60 are considered unacceptable, whereas between 0.65 and 0.70 are minimally acceptable. On the other hand, the author reinforces that between 0.70 and 0.80, Cronbach's Alfa values are considered as good and between 0.80 and 0.90 are considered as very good. All dimensions obtained an alpha greater than 0.80 (except for Attitudinal Loyalty), which reveals a high level of internal consistency of the scales. It is also possible to observe that

both constructs revealed high values of Cronbach's Alfa: 0.886 for Motivations and 0.791 for Brand Loyalty.

The column labelled *Cronbach's alpha if item deleted* reflects the change in Cronbach's Alpha that would be seen if that particular item were deleted, which is not the case of the present results.

4.1.7 Principal component analysis (PCA)

Principal component analysis (PCA) is performed with the purpose of assessing the dimensionality of the scales used. To get these variables as different from each other, a *Varimax* rotation method is used as it helps to interpret the factors by putting each dimension primarily on one of the factors.

Before running the PCA, sample size is a concern. According to Comrey and Lee (1992), a sample size of 100 people is considered as poor, 200 as fair, 300 as good, 500 as very good and lastly, 1000 as excellent. Regarding the Principal Component Analysis, Hair et al. (2005) recommends a sample size superior to 200 participants and a minimum of 5 for each parameter being analysed. In this case, it is possible to conclude that the sample used is adequate for factor analysis, since it is composed by 324 respondents.

The PCA revealed the presence of seven components with eigenvalues greater than one, which explained 76.38% of the total variance. The initial number of factors is the same as the number of variables used in the factor analysis. Thus, all the items were aggregated around the factor that were supposed to measure, as it can be viewed in Table 16 (Appendix 5).

Regarding the KMO's measure of sampling adequacy (that varies between 0 and 1), results showed a high value of 0.840, revealing a great adequacy of the sample. In fact, Hutcheson and Sofroniou (1999) proposed that KMO values between 0.5 and 0.7 are considered normal, values between 0.7 and 0.8 are good, value between 0.8 and 0.9 (which is the case) are great and lastly, values above 0.9 are superb. In addition, it is important that Bartlett's Test of Sphericity reaches a significance value to support the factorability of the correlation matrix given. In this scenario, the Bartlett's Test of Sphericity value is considered significant, given a value lower than the *p*-value of 0.05. Therefore, and based on this analysis, it is possible to conclude that both constructs of this research – Motivations and Brand Loyalty – definitely are measuring different things,

both adding value to the analysis. Additional details regarding the PCA's results are also provided in Appendix 5 – Tables 16, 17 and 18.

4.1.8 Correlation analysis (Pearson)

A Pearson correlation is a measure to verify the strength and direction of association (positive or negative) of the relationship between two variables. Following this reasoning, the Pearson correlation test was run to determine the relationship between Motivations and Brand Loyalty. Results showed that all the variables correlate significant and positively with each other, as it can be observed in Appendix 6 – Table 19.

4.2 In-depth analysis

4.2.1 Research questions

According to the methodology previous described in Chapter 3, the research questions proposed were then statistically tested. This chapter also discusses and analysis the results obtained from these tests and aims at providing insights for each research question.

- **RQ1: Which social media motivations (Brand Affiliation, Investigation, Opportunity Seeking, Conversation and Entertainment) better help to explain how Millennials and Baby Boomers interact with brands on social media?**

In order to understand which social media motivations better explain how both generations interact with brands, an independent sample *t*-test at a 95% of confidence level was performed (Table 2). For the purpose of this analysis, the sample was split into two different groups, generating a new variable named Generations: respondents aged between 16 and 34 were considered Millennials whereas the ones aged between 44 and 65 were considered Baby Boomers.

The Levene's test presented *p*-value less than 0.05 ($p < 0.05$) and it is possible to conclude that there is a significant difference between the two groups' variance for Brand Affiliation, Opportunity Seeking and Conversation's motivations. However, concerning Entertainment and Investigation's motivations, the Levene's test revealed a *p*-value higher than 0.05 ($p > 0.05$), concluding that there is not a significant difference between the two groups' variances. As the assumption of homogeneity of variance is met in this last case, data results associated with the "Equal variances assumed" are used. For Brand Affiliation, Opportunity Seeking and Conversation's motivations, in which the

assumption of homogeneity of variance was not met, data associated with the “Equal variances not assumed” are analysed and interpreted accordingly.

Independent sample t-test revealed that differences between means are not statistically significant for both generations. Therefore, and through the analysis of the results, it is observed that Brand Affiliation ($\bar{x}_{\text{Millennials}} = 4.76$ and $\bar{x}_{\text{Baby Boomers}} = 4.33$), Opportunity Seeking ($\bar{x}_{\text{Millennials}} = 4.64$ and $\bar{x}_{\text{Baby Boomers}} = 4.29$) and Entertainment ($\bar{x}_{\text{Millennials}} = 5.32$ and $\bar{x}_{\text{Baby Boomers}} = 5.09$) drives more strongly members of Millennials’ generations than Baby Boomers to interact with brands on social media. On the other hand, Baby Boomers compared with Millennials are more likely to be driven by Conversation ($\bar{x}_{\text{Millennials}} = 4.50$ and $\bar{x}_{\text{Baby Boomers}} = 4.62$) and Investigation’s ($\bar{x}_{\text{Millennials}} = 4.46$ and $\bar{x}_{\text{Baby Boomers}} = 4.71$) motivations.

Table 2 – Independent Sample *t*-Test for motivations to interact with brands in SM

Item	MEAN _{Millennials}	SD _{Millennials}	MEAN _{Baby Boomers}	SD _{Baby Boomers}	Sig. (2-tailed)
Brand Affiliation	4.76	1.15	4.33	1.56	0.007
Opportunity Seeking	5.64	0.95	5.29	1.31	0.006
Conversation	4.50	1.46	4.62	1.27	0.412
Entertainment	5.32	1.13	5.09	1.34	0.097
Investigation	4.71	1.28	4.76	1.52	0.121

➤ **RQ2: Are Millennials less brand loyal than Baby Boomers?**

In order to understand if Millennials are less brand loyal than Baby Boomers in this context of the research, another independent sample *t*-test was performed (Table 3). Just as in the previous analysis, the sample was split into Millennials and Generations to better understand the impact of brand loyalty on both groups.

Therefore, the Levene’s test revealed a *p*-value higher than 0.05 ($p > 0.05$), concluding that there is not a significant difference between the two groups’ variances. As the assumption of homogeneity of variance is met, data results associated with the “Equal variances assumed” are used for interpretation. Using an alpha level of 0.05, the independent sample *t*-test was significant where $t(322) = -2.062$; $p = 0.04$. Independent sample t-test revealed that differences between means are statistically significant for both generations. In fact, an evaluation of the group means for this sample of subjects reveals

that Baby Boomers ($\bar{x} = 5.52$) are significantly (on average) more brand loyal than Millennials ($\bar{x} = 5.26$), confirming the research question here addressed.

Table 3 – Independent Sample *t*-Test for Brand Loyalty measurement among generations

Item	MEAN Millennials	SD Millennials	MEAN Baby Boomers	SD Baby Boomers	Sig. (2-tailed)
Brand Loyalty	5.26	1.14	5.52	1.17	0.040

➤ **RQ3: Which social media motivations better help to explain Baby Boomers and Millennials’ loyalty with a brand?**

With the purpose of understanding which motivations mostly contribute to explain brand loyalty among Millennials and Baby Boomers, a multiple regression was performed. Once again, the sample was split into the different generational cohorts to easily understand the results.

Concerning Millennials, the results of the *F*-test ($F(5, 162) = 6.029; p = 0.000$) showed that the overall model is significant, concluding that there is a linear relationship between the variables. In addition, results also reported that the Adjusted R^2 of the model is 0.131 with the R^2 equals to 0.157, meaning that only 15.7% of the variance in the data is explained by the independent variables: Brand Affiliation, Opportunity Seeking, Conversation, Entertainment and Investigation. Concurrently, Table 4 presents the results of the multiple regression conducted to understand the impact of motivations on Millennials’ brand loyalty. Results show that only one independent variable was found to have a significant and positive effect on Millennials’ brand loyalty: Brand Affiliation ($\beta = 0.177; p = 0.036$). Overall, the more affiliated the consumer is with a brand on social media, the more loyal will be. Results are presented in Table 4.

Table 4 - Unstandardized β and significance of the independent variables (motivations) on the dependent variable (Millennials' Brand Loyalty)

Dependent Variable: Brand Loyalty				
Independent Variables	Unstandardized β	<i>T</i>	<i>p-value</i>	VIF
Brand Affiliation	0.177	2.119	0.036	1.358
Opportunity Seeking	0.126	1.288	0.199	1.251
Conversation	0.000	0.002	0.999	1.125
Entertainment	0.130	1.554	0.122	1.308
Investigation	0.124	1.678	0.095	1.295
Adjusted R^2	0.131			
$F(5, 162)$	6.029 ($p = 0.000$)			

When analysing Baby Boomers, and through the analysis of the regression model, it is possible to conclude that the model's R^2 is more satisfactory, when compared to Millennials. In fact, results show that nearly 34% of the variation of the dependent variable can be explained by the variations of the independent variables included in the model. Just like Millennials, the F -test's results revealed that the overall model is significant ($F(5, 146) = 16.307; p = 0.000$), concluding that there is a linear relationship between the variables.

Based on the analysis performed, there are three independent variables significantly affecting Baby Boomers' brand loyalty. Hence, Entertainment ($\beta = 0.413; p = 0.000$) was found to have a positive and the strongest influence on the loyalty with a brand present on social media. In contrast, Opportunity Seeking was found to have a negative effect, but the second strongest impact on Baby Boomers' loyalty with a brand, concluding that their brand loyalty decreases when they are more driven by Opportunity Seeking's motivation. Lastly, Brand Affiliation ($\beta = 0.161; p = 0.022$) reveals to have also a positive influence on the loyalty with a brand present on social media. Results are then reported on Table 5.

Table 5 - Unstandardized β and significance of the independent variables (motivations) on the dependent variable (Baby Boomers' Brand Loyalty)

Dependent Variable: Brand Loyalty				
Independent Variables	Unstandardized β	<i>T</i>	<i>p</i>-value	VIF
Brand Affiliation	0.161	2.312	0.022	1.938
Opportunity Seeking	- 0.262	- 3.036	0.003	2.135
Conversation	0.111	1.583	0.116	1.330
Entertainment	0.413	4.405	0.000	2.500
Investigation	0.107	1.426	0.156	2.074
Adjusted R^2	0.336			
<i>F</i>(5, 146)	16.307 (<i>p</i> = 0.000)			

CHAPTER 5: CONCLUSIONS

5.1 Academic implications

This dissertation has made a great contribution to the empirical evidence on the motivations that leads consumers to interact with brands over social media and how this interaction can affect their level of brand loyalty.

Firstly, the scales used in this study to measure consumers' motivations and both Millennials and Baby Boomers' brand loyalty revealed good levels of internal consistency, which proves that the model is adequate and proper to analyse the research questions herein formulated. In addition, results have also proven that motivations are an antecedent of brand loyalty, due to the well suitable integration between both constructs.

Secondly, social media is still a relatively new trend and little research has been reported on the differences between two completely different generations analysed in this study and their interaction over SNS. Millennials and Baby Boomers are both large in size but also wield substantial purchasing power (Beauchamp and Barnes, 2015). Therefore, there is a vast potential to study and capture sales from these two customer groups. Additionally, the importance of brand loyalty has also been acknowledged in the literature for at least three decades (Howard and Sheth, 1969; Aaker, 1981; Dick and Basu, 1994), suggesting several loyalty-related marketing advantages. As such, and by integrating and explaining the relationship between both constructs and the differences that arise between the two generational cohorts here analysed, the relevance and originality of this research is assured.

Since their introduction, social networking sites have been growing in importance and have attracted millions of users, who have integrated these platforms into their daily practices. The impact of social media has been greatly magnified the marketplace and the research findings have proven that consumers are actively online. SNS are of such high popularity especially for young individuals (Kaplan and Haenlein, 2010). The results reflect exactly this reality, in which Millennials reported they are using social platforms between 2 and 3 hours a day. Past research has concluded that young generations grew up immersed in digital options compared to older individuals who had to learn how to use them and for that reason, differences may emerge across these two groups (Prensky, 2001). Nevertheless, and although the majority of the older respondents (41.6%) stated they spent between 30 minutes and 1 hour per day on social networking sites, 30.5% of

them reported they are spending between 1 hour to 2 hours online, which represents an increasing usage intensity and consumption experience for this older cohort.

In respect to the first research question, and contrasting to what was expected based on past literature, Millennials and Baby Boomers cannot be considered significantly different on their motivations to interact with brands on social media. Even though, Brand Affiliation, Opportunity Seeking and Entertainment are the motivations that are driving more strongly Millennials to interact with brands. Brand affiliation is an important motivation for social interaction and self-concept value, considered important drivers to create brand engagement on social media (Jahn and Kunz, 2012). These young consumers might be motivated to affiliate with a brand that influences their personal and social identity. In fact, past literature revealed that young consumers are more likely to be affected by a brand's symbolic characteristics and feelings evoked and by the level of congruency between the users' lifestyle and the brand's image (O'Cass and Frost, 2002). Additionally, prior studies identified that brand-related online activities might also be driven by some kind of future reward such as economic incentives (Hennig-Thurau, Gwinner, Walsh, Gremler, 2004). Since Millennials are driven by Opportunity Seeking's motivation, results have shown that this younger cohort when compared to Baby Boomers is more likely to engage with brands and participate in the activities proposed online in order to receive benefits, offers or discounts. Millennials also seem to be interacting with brands over social media due to the Entertainment motivation. Many brands have generated entertaining content to increase consumer engagement recently (Enginkaya and Yilmaz, 2015), which seems to have attracted many young consumers who seek amusement in their interactions.

On the other hand, results suggested that Baby Boomers are more likely to be driven by Conversation and Investigation's motivations. Although prior research has revealed that Millennials tend to energetically contribute with content and engage in conversations (Dye, 2007; Sago, 2010), it seems that in this case, results prove that Baby Boomers can also engage with brands. These consumers might feel motivated to interact in conversations due to the power of having their own voice and because of higher transparency and public monitoring available online. Availability to reach other consumers and to seek for information about products and brands might have sparking the Investigation's motivation for this older cohort. The literature emphasized that Baby Boomers are not so keen on sharing information and are more conscious relative to the

information gathering online (Lawler and Molluzzo, 2010). Several studies determined that information processing declines with age (Gilly and Zeithaml, 1985) and older individuals proved to have restricted information-processing capabilities (Homburg and Giering, 2001). Nevertheless, social networking platforms represent an easy and quick way to search for reviews and public opinions, where trust in the brand's official pages and product's users seems to be valued by older generations in this study.

Regarding brand loyalty, the second research question aimed at understanding if Millennials were or not more brand loyal compared to Baby Boomers. As referred in the previous chapters, older generations tend to be more loyal than their younger counterparts (Homburg and Giering, 2001). The results are in accordance with past literature in which the research findings concluded that in fact Baby Boomers ($\bar{x} = 5.52$) are significantly more loyal to brands over social media when compared to Millennials ($\bar{x} = 5.26$).

Recalling the third research question, results also determined which motivations better help to explain both Millennials and Baby Boomers' loyalty with a brand. Having in mind that Baby Boomers were found to be more brand loyal, Entertaining is the motivation that has the strongest influence. Past research revealed that brand loyalty and the customer relationship can only be deepened through highly entertaining content such as games or multimedia elements (Toellner, 2014). Brands which can generate entertaining content and communication skills on social media might benefit from it to increase brand awareness and to strengthen older users' interaction and loyalty. In contrast, Opportunity Seeking was the strongest motivation that affects Baby Boomer's loyalty with brand, but negatively. It is possible to conclude that campaigns or price promotions employed by brands are not motivating Baby Boomers to interact with them online. In fact, they remain loyal to a certain brand or product, with or without financial incentives. Additionally, Brand Affiliation was also found to have a positive effect. The same holds for Millennials, in which this motivation was the only one that explains (positively) their loyalty with a brand. Due to various affective factors, loyal consumers like the brand and identify with its image (Upshaw, 1995). Consumers desire to have a link and identification with the brand, wishing to also receive some recognition from other affiliated members. These findings may imply that individuals who hold a positive judgement and affiliation toward brands, will rely more and be more dependable on a certain brand (Steenkamp, Batra and Alden, 2003).

5.2 Managerial implications

The dynamic and often real time interaction enabled by social media has substantially changed the state of marketing and the landscape for brand management. Many firms are including social media as part of their brand building activities (Gallaughar and Ransbotham, 2010) such as digital advertising, handling customer services, implementing innovative ideas and engaging with customers on brand communities and over the diverse social networks (Enginkaya and Yilmaz, 2014). However, a challenge still remains in which several companies still feel the need to understand how to do it effectively.

In this dissertation, several drivers that leads consumers to interact with brands over social networking sites were carefully explored. Understanding the differences between the generational cohorts analysed is of great importance in bolstering communication, designing effective marketing campaigns and fostering personal interactions. Brands that seek to provide valuable content to Baby Boomer's generation should focus their strategies on consumers' conversation and investigation motivations. This older cohort might resort to brand's official pages and communities to share experiences and connect with the brand. In addition, these consumers are also considering social media as a source of reliable information, valuing not only brands' stories but also other users' reviews and brand-related experiences. Therefore, companies must try to stimulate consumers' participation and engagement over SNS in order to provide functional value on a brand-consumer relationship basis (Enginkaya and Yilmaz, 2015). Marketers should also engage in this promising environment to listen and answering to any requests and complaints, turning consumers into brand advocates by talking back to them.

In contrast, and when targeting Millennials, social influences and symbolic values should be boosted in brands' marketing plans. Online content should allow consumers to identify with the brands, by reflecting their lifestyle and preferences with the purpose of creating brand engagement. An emotional content is crucial in brand building activities in order to marketers take advantage of consumers' desire to affiliate with the brand in social networks. Millennials also seek to express their self and as a result, the importance of possessions should be augmented (Belk, 1998). Even though some of them cannot afford the product or service, brands should try to amplify consumers' self-expressive roles. Millennials are considered as tech-savvy and a hyper-connected generation, having plenty of choices concerning brands to follow and buy from. To ensure repeat interactions and

purchases from brands, marketers must engage with Millennials in a personalized and authentic way to make them feel special with their lifestyles and desires reflected on brand's vision and image. A cohesive strategy across all the online platforms the brand is present is crucial to maintain their level of involvement (Schmitt and Simonson, 1997). Gathering data from these consumers is also relevant to ensure efficient marketing strategies capable of capturing sales and increase their brand loyalty. The same holds for Baby Boomers, in which Brand Affiliation's motives positively influences their loyalty towards a brand.

Moreover, the younger cohort also value special offers and promotions as a reward for their engagement with a brand. Therefore, companies who seek to reach Millennials' participation must try to come up with campaigns that provides information about new or special offers, promotional prices and other incentives. On the other hand, for Baby Boomers, new opportunities, offers and promotions will not be the reason that keep this older cohort hooked and coming back for more. In fact, they consider themselves loyal to brands and products of their preference without any promotional campaigns. Lastly, entertainment is also a motivation that drives young individuals to interact with brands more frequently. Brands which seek to leverage its awareness and enhance its image should also focus on viral marketing campaigns that enables consumers to have fun (Enginkaya and Yilmaz, 2015). In order to drive Millennials' attention, games, interactive applications, videos or images are examples of creative content that enables brands to create the *buzz* effect around social networks. For Baby Boomers, this motive is of high relevance and importance to increase their loyalty with a brand. Engaging with this generation in an interactive way is an advantage for any brand that wants to succeed in targeting Baby Boomers.

Past research has suggested that user-generated content and experience dominates the marketing strategies and implementations over social media. There is still an incessant demand for proof for allocating budget over social media (Weinberg and Pehlivan, 2011) and a substantially degree of uncertainty among some marketers and firms who are afraid of making efforts to invest in digital marketing. On the other hand, other studies also revealed that brands are increasingly starting to spend more on SNS, specially investing on Facebook and YouTube (Espinosa, 2013). Low costs, ease of customization and possibility of creating focused messages and campaigns are examples of advantages over the traditional media. Brands should therefore try to generate awareness among

consumers by making them talk and share their thoughts. Keeping products and brand exciting will turn consumers into brand fans and certainly, they will not be tempted away by the latest new product or brand that might emerge or capture their attention.

5.3 Limitations and future research

This thesis added a significant step forward in the research concerning the relationship between Baby Boomers and Millennials and their motivations to interact with brands over social media. However, some limitations have arisen in this study.

A first limitation concerns the sampling procedure in which a non-probabilistic convenience sample was used. Even though it is certainly a technique capable of obtaining a group of respondents in a quick and accessible way (Malhotra, 1999), it is not representative of the population and the reliability of the results could be even better with a wider and diversified sample. In addition, the majority of the respondents were female (74%) when compared to the male ones (26%), which represents a very clear gender imbalance. It would be noteworthy to analyse sample's differences with a more heterogeneous sample in terms of gender.

Thirdly, social desirability bias may have affected the validity of the survey's findings. Although complete anonymity and confidentiality was ensured to respondents, people often report inaccurately to present themselves in the best possible way.

Furthermore, since the research focused on consumers' motivations to interact with brands in general, it would be very insightful to understand generational differences concerning a specific brand or industry and how their interactions could influence brand loyalty. It would be also pertinent to complement this study with a more qualitative approach, by interviewing people from both generational cohorts but also brand managers and marketers to get a deeper, knowledgeable and sensitive perspective over this topic.

Additionally, Purchase Loyalty and Attitudinal Loyalty were the items that were part of the scale used in this study to measure Brand Loyalty as a construct. It would be interesting for future researchers to analyse deeper these dimensions to better study which one better influences Baby Boomers and Millennials' brand loyalty or try to explore the relationship between motivations and these two dimensions to better understand and come up with reasonable and suitable strategies for both generations in the marketing area.

Lastly, this study could also be extended by including specific social media platforms on studying people's motivations to engage with brands. In addition, future researchers should also evaluate to what extent this model predicts well for different populations beyond the scope of this research.

Despite these limitations, this study explored two distinct generations that until now, little research was made particularly on motivations to interact with brands on social media. Being able to identify which motivations better explain their behaviours over this topic is of great importance for marketers to tailor their strategies over the predominant platforms that Millennials and Baby Boomers are present, but also to convey appropriate messages considering these specific target groups.

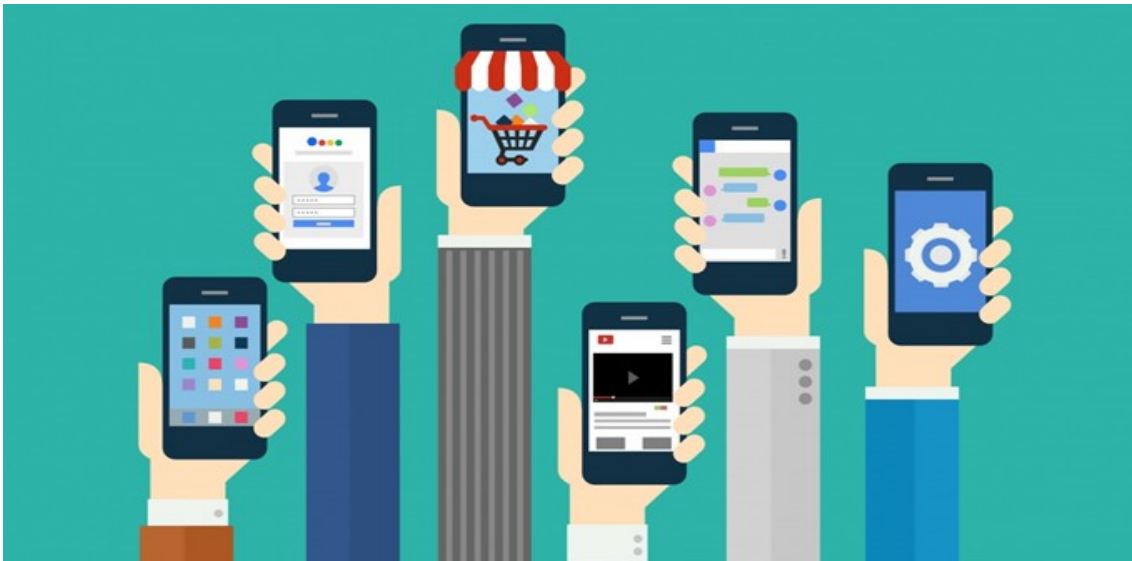
CHAPTER 6: APPENDICES

Appendix 1

Questionnaire: SM Interaction with Brands - Generations



Q1: Uma vez que a sua opinião é única e bastante relevante, gostaria de o/a convidar a responder a este questionário. Os dados recolhidos serão utilizados no âmbito de uma tese de mestrado pela Católica Lisbon School of Business and Economics, da Universidade Católica Portuguesa, que tem como principal objetivo analisar e perceber as diferentes motivações dos consumidores para interagir com as marcas através das redes sociais e em que medida as diferentes interações têm impacto na lealdade dos consumidores para com as marcas. Todos os dados recolhidos serão anónimos e confidenciais, sendo apenas utilizados no âmbito desta investigação académica. O presente questionário demora cerca de 5 minutos a ser preenchido. Muito obrigada pela sua colaboração.



Q2: O conjunto de questões que se segue pretende avaliar as suas motivações para interagir com as marcas nas redes sociais. Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1 – Discordo totalmente e 7 – Concordo totalmente.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Nas redes sociais, sou seguidor(a) de marcas que se assemelham ao meu estilo de vida. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nas redes sociais, sou seguidor(a) de marcas que ambiciono ser consumidor no futuro, embora neste momento não tenha disponibilidade económica para o fazer. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nas redes sociais, sou seguidor(a) de marcas das quais consumo ou compro com frequência. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considero que o meu envolvimento com uma marca que sigo nas redes sociais influencia a minha rede de contactos. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q3: Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1 – Discordo totalmente e 7 – Concordo totalmente.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
As campanhas promocionais oferecidas pelas marcas nas redes sociais trazem benefícios para os consumidores. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ao seguir as páginas oficiais das marcas nas redes sociais, consigo facilmente ser informado de descontos e campanhas promocionais sem ter que obrigatoriamente visitar a loja. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ao seguir as marcas nas redes sociais, facilmente consigo obter informação acerca de novas ofertas/produtos/serviços. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q4: Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1 – Discordo totalmente e 7 – Concordo totalmente.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
As redes sociais são plataformas úteis que ajudam os consumidores a transmitir qualquer tipo de reclamação bem como sugestões. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É possível comunicar com as marcas nas redes sociais sem qualquer barreira. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Através das redes sociais, torna-se fácil comunicar com uma marca uma vez que é simples e sem custos. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q5: Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1 – Discordo totalmente e 7 – Concordo totalmente.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Gosto de conteúdo criativo quando publicado pelas marcas nas redes sociais. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jogos e/ou vídeos interactivos criados pelas marcas nas redes sociais oferece-me a possibilidade de me divertir. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O conteúdo interactivo publicado pelas marcas nas redes sociais influencia positivamente as atitudes de um consumidor, bem como a imagem da marca. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q6: Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1 – Discordo totalmente e 7 – Concordo totalmente.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Acredito que a informação disponível nas redes sociais sobre uma marca, produto ou serviço é bastante fidedigna. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As redes sociais permitem a partilha de informação fidedigna devido à transparente integração e relação entre marcas e consumidores. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q7: O conjunto de questões que se segue pretende avaliar de que forma é que se mantém leal a uma marca, devido à sua interação com a mesma nas redes sociais. Considerando uma marca à qual é leal, indique em que medida cada uma das seguintes frases melhor traduz a sua opinião face a este tema, numa escala compreendida entre 1 - Discordo totalmente e 7 - Concordo totalmente.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Na necessidade de comprar um certo produto, opto pela marca que gosto/tenho confiança em detrimento de outras marcas. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretendo continuar a comprar produtos da marca que gosto/tenho confiança. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estou comprometido(a) com a marca que gosto/tenho confiança. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estou disposto a pagar um preço superior pela marca que gosto/tenho confiança, quando comparado com outras marcas. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q8: O conjunto de questões que se segue tem como intuito analisar as suas motivações, de uma forma geral, para interagir nas redes sociais através das mais variadas plataformas como o Facebook, Twitter, YouTube, entre outras. De entre as afirmações apresentadas, escolha as que mais se assemelham ao seu comportamento.

Q9: Indique as razões pelas quais mais interage nas redes sociais: (Pode escolher mais do que uma opção)

- Para fazer novos amigos (1)
- Para comunicar com os meus amigos/família (2)
- Para sentir que pertenço a uma comunidade (3)
- Para participar em debates/discussões (4)
- Para estar informado sobre notícias ou eventos (5)
- Para obter informações acerca de marcas/produtos/serviços (6)
- Para me exprimir livremente (7)
- Para partilhar informação com os outros (Ex.: Notícias, Fotos, Vídeos, Links) (8)
- Outro (por favor especifique): (9) _____

Q10: De entre as seguintes plataformas, por favor indique as que mais utiliza e com que frequência, numa escala compreendida entre 1 - Nunca e 7 - Sempre.

	Nunca (1)	Muito raramente (2)	Raramente (3)	Algumas vezes (4)	Frequentemente (5)	Muito frequentemente (6)	Sempre (7)
Facebook (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+ (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tumblr (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11: Num dia típico, quanto tempo é que dispõe na utilização das diferentes plataformas?

- Nenhum (1)
- Menos do que 30 minutos por dia (2)
- Entre 30 minutos e 1 hora por dia (3)
- Entre 1 a 2 horas (4)
- Entre 2 a 3 horas (5)
- Entre 3 a 4 horas (6)
- Mais do que 4 horas (7)

Q12: Por favor indique o seu sexo:

- Masculino (1)
- Feminino (2)

Q13: Por favor indique a sua nacionalidade:

- Portuguesa (1)
- Outro (por favor especifique): (2) _____

Q14: Qual é a sua idade? (Ex.: 22) _____

Q15: Que categoria inclui a sua idade?

- Menos de 16 anos (1)
- 16 - 36 anos (2)
- 36 - 51 anos (3)
- 52 - 70 anos (4)
- Mais de 70 anos (5)

Q16: Por favor indique o seu nível de escolaridade:

- 1º ciclo (primária) (1)
- 2º ciclo (equivalente ao 6º ano) (2)
- 3º ciclo (equivalente ao 9º ano) (3)
- Secundário (equivalente ao 12º ano) (4)
- Licenciatura (5)
- Mestrado (6)
- Doutoramento (7)

Q17: Por favor indique a sua ocupação:

- Estudante (1)
- Empregado por terceiros (2)
- Empregado por conta própria (3)
- Desempregado (4)
- Trabalhador - Estudante (5)
- Reformado (6)
- Outro (7)

Q18: Por favor indique, de entre as alternativas apresentadas, o conjunto que melhor se assemelha ao rendimento mensal líquido do seu agregado familiar (na totalidade):

- Até 1000€ (1)
- Entre 1001-1500€ (2)
- Entre 1501-2000€ (3)
- Entre 2001-2500€ (4)
- Entre 2501-3000€ (5)
- Entre 3001-3500€ (6)
- Mais de 3500€ (7)

Muito obrigada pela sua contribuição!

Appendix 2

Table 6 – Motivations’ Scale

Motivations’ Scale (Enginkaya and Yilmaz, 2014)		
Items		
Variable	Original Statement	Translation to Portuguese
Brand Affiliation	I generally follow the brands on social media (SM) which are congruent with my life style	Nas redes sociais sou seguidor(a) de marcas que se assemelham ao meu estilo de vida
	On SM, I follow some brands that I fancy to buy in future, although I cannot afford buying right now	Nas redes sociais sou seguidor(a) de marcas que ambiciono ser consumidor no future, embora neste momento não tenha disponibilidade económica para o fazer
	I follow the brands on SM which I consume and/or purchase often	Nas redes sociais, sou seguidor(a) de marcas das quais consume 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	Considero que o meu envolvimento com uma marca que sigo nas redes sociais influencia a minha rede de contatos
Opportunity Seeking	Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	As campanhas promocionais oferecidas pelas marcas nas redes sociais trazem benefícios para os consumidores
	By following the SM pages of brands, I can be informed of the discounts and promotions without visiting any stores and/or shops	Ao seguir as páginas oficiais das marcas nas redes sociais, consigo facilmente ser informado(a) de descontos e campanhas promocionais sem ter que obrigatoriamente visitar a loja
	Following brands on SM helps me to get information about new offerings	Ao seguir as marcas nas redes sociais, facilmente consigo obter informação acerca de novas ofertas/produtos/serviços
Conversation	To me, social media (SM) is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	As redes sociais são plataformas úteis que ajudam os consumidores a transmitir qualquer tipo de reclamação bem como sugestões

	I think it is possible to communicate instantly with brands on SM without any time and space boundaries	É possível comunicar com as marcas nas redes sociais sem qualquer barreira
	Getting into contact with companies is easy through SM because it's simple and free	Através das redes sociais, torna-se fácil comunicar com uma marca uma vez que é simples e sem custos
Entertainment	I like the influential and creative contents on SM which were generated by the brands	Gosto de conteúdo criativo quando publicado pelas marcas nas redes sociais
	Games and / or videos created by brands, provides opportunity for me to have fun time over SM	Jogos e/ou vídeos interativos criados pelas marcas nas redes sociais oferece-me a possibilidade de me divertir
	I think the entertaining content provided by a brand on SM positively influences the customer attitudes and company's image	O conteúdo interativo publicado pelas marcas nas redes sociais influencia positivamente as atitudes de um consumidor, bem como a imagem da marca
Investigation	I believe that the product related information which can be gathered from SM is relatively reliable	Acredito que a informação disponível nas redes sociais sobre uma marca, produto ou serviço é bastante fidedigna
	SM provides a reliable information resource by enabling a transparent integration between brands and consumers	As redes sociais permitem a partilha de informação fidedigna devido à transparente integração e relação entre marcas e consumidores

Table 7 – Brand Loyalty’s Scale

Brand Loyalty’s Scale (Jacoby and Chestnut, 1978)		
Items		
Variable	Original Statement	Translation to Portuguese
Purchase Loyalty	I will buy this brand the next time I buy [product name]	Na necessidade de comprar um certo produto, opto pela marca que gosto/tenho confiança em detrimento de outras marcas
	I intend to keep purchasing this brand	Pretendo continuar a comprar produtos da marca que gosto/tenho confiança

Attitudinal Loyalty	I am committed to this brand	Estou comprometido(a) com a marca que gosto/tenho confiança
	I would be willing to pay a higher price for this brand over other brands	Estou disposto(a) a pagar um preço superior pela marca que gosto/tenho confiança, quando comparado com outras marcas

Appendix 3

Table 8 - Univariate outliers

Dimension	Item	Number of univariate outliers
Opportunity Seeking	By following the SM pages of brands, I can be informed of the discounts and promotions without visiting any stores and/or shops.	8
Opportunity Seeking	Following brands on SM helps me to get information about new offerings	7
Entertainment	I like the influential and creative contents on SM which were generated by the brands	5
Purchase Loyalty	I will buy the brand I like and trust the next time I buy the product I want	3
Purchase Loyalty	I intend to keep purchasing the brand I like and trust	8

Appendix 4

Table 9 – Brand Affiliation (Descriptives and Reliability)

Brand Affiliation (Enginkaya and Yilmaz 2014)				
Item	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
I generally follow the brands on social media (SM) which are congruent with my life style	5.15	1.592	0.814	4.56

On SM, I follow some brands that I fancy to buy in future, although I cannot afford buying right now	4.47	1.812		
I follow the brands on SM which I consume and/or purchase often	5.06	1.744		
I think that my involvement with a brand on SM due to my satisfaction / dissatisfaction influences my friends in my social network	3.56	1.737		

Table 10 – Opportunity Seeking (Descriptives and Reliability)

Opportunity Seeking (Enginkaya and Yilmaz 2014)				
Item	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	5.03	1.443	0.813	5.47
By following the SM pages of brands, I can be informed of the discounts and promotions without visiting any stores and/or shops	5.65	1.347		
Following brands on SM helps me to get information about new offerings	5.76	1.281		

Table 11 – Conversation (Descriptives and Reliability)

Conversation (Enginkaya and Yilmaz 2014)				
Item	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
To me, social media (SM) is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	4.94	1.481	0.840	4.56
I think it is possible to communicate instantly with brands on SM without any time and space boundaries	4.15	1.639		

Getting into contact with companies is easy through SM because it's simple and free	4.60	1.628		
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Table 12 – Entertainment (Descriptives and Reliability)

Entertainment (Enginkaya and Yilmaz 2014)				
Item	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
I like the influential and creative contents on SM which were generated by the brands	5.59	1.257	0.807	5.21
Games and / or videos created by brands, provides opportunity for me to have fun time over SM	4.73	1.721		
I think the entertaining content provided by a brand on SM positively influences the customer attitudes and company's image	5.36	1.371		

Table 13 – Investigation (Descriptives and Reliability)

Investigation (Enginkaya and Yilmaz 2014)				
Item	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
I believe that the product related information which can be gathered from SM is relatively reliable	4.67	1.409	0.881	4.58
SM provides a reliable information resource by enabling a transparent integration between brands and consumers	4.49	1.571		

Table 14 – Construct: Motivations (Descriptives and Reliability)

Motivations (Enginkaya and Yilmaz 2014)				
Item	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
Brand Affiliation	4.56	1.380	0.886	4.89
Opportunity Seeking	5.47	1.150		

Conversation	4.56	1.379		
Entertainment	5.21	1.241		
Investigation	4.58	1.410		

Table 15 – Construct: Brand Loyalty (Descriptives and Reliability)

Brand Loyalty (Jacoby and Chestnut, 1978)				
Item	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
Purchase Loyalty	5.90	1.091	0.791	5.38
Attitudinal Loyalty	4.87	1.542		

Appendix 5

Table 16 – Factor analysis (PCA)

Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
BA1 - Follow brands congruent with my lifestyle	0.816						
BA3 - Follow brands I consume or purchase often	0.811						
BA2 - Follow brands I fancy to buy in the future	0.772						
BA4 - My involvement with brands on SM influence my network	0.529						
CS3 - It is easy to communicate with brands since it is simple and free		0.896					
CS2 - It is possible to communicate with brands without boundaries		0.893					
CS1 - SM is a convenient tool to transmit complaints or suggestions		0.751					
OS2 - I can be informed of promotions without going to the store			0.871				
OS3 - By following brands I can get info about new offerings			0.832				
OS1 - Promotions and discount campaigns generate bennefits			0.618				
EN3 - Entertaining content positively influences consumers and brand's image				0.807			
EN2 - Games/videos created by brands gives the opportunity to have fun				0.767			

EN1 - Like creative content generated by brands on SM				0.697			
PL1 - I will buy the product from the brand I like and trust					0.862		
PL2 - I intend to keep purchasing the brand I like and trust					0.837		
IN1 - Product related information gathered is relatively reliable						0.866	
IN2 - SM is a reliable information resource due to transparency						0.836	
AL1 - I am committed to the brand I like and trust							0.822
AL2 - I am willing to pay a higher price for the brand I like and trust over others							0.728

Table 17 –KMO and Bartlett’s Test

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.840
Approx. Chi-Square	3085.795
Bartlett's Test of Sphericity df	171
Sig.	0.000

Table 18 – Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.603	34.755	34.755	6.603	34.755	34.755	2.625	13.817	13.817
2	1.967	10.353	45.108	1.967	10.353	45.108	2.364	12.442	26.259
3	1.918	10.093	55.200	1.918	10.093	55.200	2.199	11.572	37.831
4	1.343	7.069	62.270	1.343	7.069	62.270	2.175	11.446	49.278
5	1.098	5.779	68.049	1.098	5.779	68.049	1.817	9.566	58.843
6	0.899	4.733	72.782	0.899	4.733	72.782	1.756	9.243	68.086
7	0.748	3.937	76.719	0.748	3.937	76.719	1.640	8.633	76.719
8	0.658	3.466	80.185						
9	0.594	3.124	83.308						
10	0.496	2.612	85.920						
11	0.445	2.341	88.261						
12	0.407	2.142	90.403						

13	0.388	2.040	92.443					
14	0.356	1.874	94.317					
15	0.277	1.459	95.776					
16	0.230	1.211	96.987					
17	0.214	1.128	98.114					
18	0.196	1.033	99.147					
19	0.162	0.853	100.000					

Extraction Method: Principal Component Analysis.

Appendix 6

Table 19 – Pearson correlation's analysis

Items	Brand Affiliation	Opportunity Seeking	Conversation	Entertainment	Investigation	Purchase Loyalty	Attitudinal Loyalty
Brand Affiliation	1	0.496**	0.258**	0.522**	0.503**	0.282**	0.344**
Opportunity Seeking	0.496**	1	0.282**	0.563**	0.391**	0.252**	0.178**
Conversation	0.258**	0.282**	1	0.296**	0.333**	0.185**	0.184**
Entertainment	0.522**	0.563**	0.296**	1	0.497**	0.333**	0.351**
Investigation	0.503**	0.391**	0.333**	0.497**	1	0.287**	0.351**
Purchase Loyalty	0.282**	0.252**	0.185**	0.333**	0.287**	1	0.551**
Attitudinal Loyalty	0.344**	0.178**	0.184**	0.351**	0.351**	0.551**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 7

Extra questions were analysed in order to add up some relevant insights regarding each generation and their behaviour on social networking platforms.

i. Which are the reasons that drives consumers to interact more in social media?

In order to understand why are consumers using social networks, Table 20 presents some relevant information was obtained through descriptive statistics analysis. Results show that both Millennials and Baby Boomers share the same reasons to interact on social media. In fact, communicating with friends and family is the primary reason, followed by being informed about news and events. Sharing information with their social network is also important for both generations, where posting news, photos or videos are part of their

online behaviours. In addition, getting information about brands, products or even services is also a major reason for both groups to interact and communicate online.

Table 20 – Descriptive statistics on the most important reasons for consumers to interact online

Reasons	MEAN	MEAN _{Baby}
	Millennials	Boomers
To make new friends	0.12	0.15
To communicate with friends and family	0.90	0.78
To feel I belong to a community	0.06	0.03
To participate in debates and discussions	0.09	0.12
To be informed about news and events	0.78	0.67
To get information about brands, products and services	0.51	0.50
To freely express myself	0.08	0.07
To share information with others (Eg.: news, photos, videos, links)	0.56	0.56

ii. Which are the social networking platforms consumers mostly use to interact in social media?

With the purpose of understanding which social networking platforms Millennials and Baby Boomers mostly value, descriptive statistics were analysed. Table 21 reveals that Facebook, Instagram and YouTube are the platforms that Millennials most like to be present in and to enjoy their time online. On the other hand, Facebook is also their favourite social platform, followed by YouTube and Google +.

Table 21 – Descriptive statistics on the social networking platforms preferred by Millennials and Baby Boomers

Social networking platforms	MEAN _{Millennials}	MEAN _{Baby Boomers}
Facebook	6.05	5.95
Instagram	5.48	2.17
YouTube	5.26	3.83
Twitter	1.77	1.33
Snapchat	4.11	1.43
LinkedIn	2.79	2.27
Google +	2.25	3.70
Tumblr	1.69	1.19
Pinterest	1.95	1.71

iii. How much time do consumers spent on using social networking platforms per day?

Just as the previous analysis, descriptives statistics is also performed to understand how much time Millennials and Baby Boomers spent on using their favourite social networking platforms. According to the figures 17 and 18, it is notable that Millennials spent way more time on social media when compared to Baby Boomers. In fact, the older generation reveals that 41.6% of them spent between 30 minutes and 1 hour per day on social networks, whereas the majority of Millennials (26.5%) on average spent between 2h and 3h per day using their social networking platforms.

Figure 17 – Millennials’ Time Spent on SM

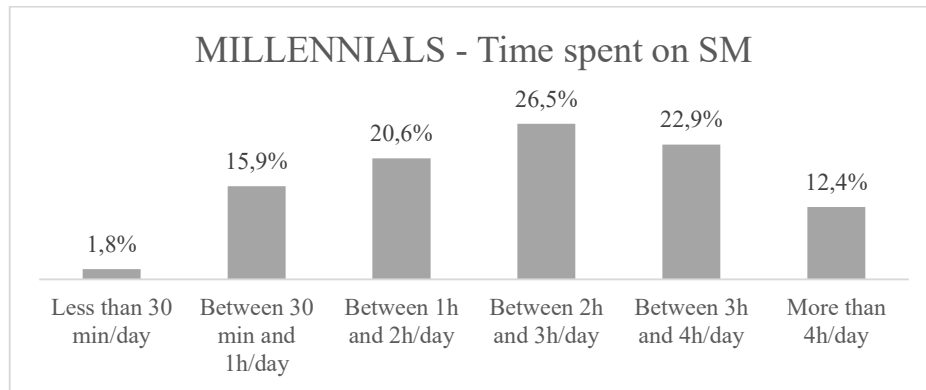
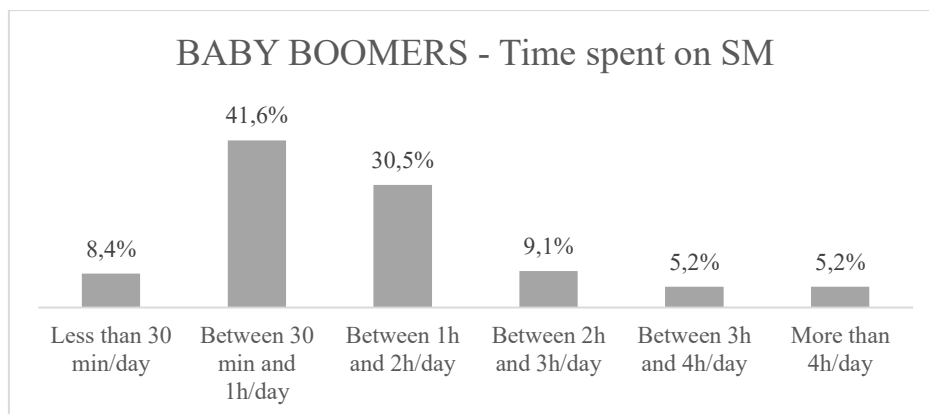


Figure 18 – Baby Boomers’ Time Spent on SM



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