



UNIVERSIDADE CATÓLICA PORTUGUESA

What is engaging content?

Influence of the social media type of message
on consumer engagement

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the degree of Master of Science in Marketing

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To my supervisors, parents, girlfriend, family
& friends for all the support and guidance
during this ride.

Abstract

The process of communicating with consumers has changed dramatically with the rise of social media, as social networking sites have established themselves as a legitimate, direct and free-of-charge communication channel. Considering that content is fundamental to the social media sphere, as it does not depend solely on the brands to be created, it is important to understand the pertinence, significance and impact of brand page content on Facebook.

A brief look at concepts like social media, social networking sites, consumer engagement and content allowed a more congruent selection of the path chosen. By exploring the impact that seven different types of social media content have on consumer engagement regarding Facebook brand page posts, this research aims to provide relevant insights for practitioners via the identification of patterns, links and insights.

In order to achieve these goals, an online survey that encompassed real Facebook brand page posts was administered and provided interesting results. The seven types of content – seasonal, activity, corporate social responsibility, customer service, product awareness, brand awareness and reward – registered different results, proving that the type of content influences consumer engagement. Moreover, corporate social responsibility was the type of content most probable to stimulate consumer engagement, followed by reward. Besides this surprising result, an overall advantage of emotional appealing types of content over informational ones, as well as differences in both age and gender groups were registered.

Keywords: consumer engagement, message, content, social networking sites, Facebook

Table of Contents

Abstract	v
Table of Contents	vii
Figure and Table Index	ix
1. Introduction.....	11
2. Literature Review	14
2.1 Social Media & Social Networking Sites.....	14
2.2 Brands in Social Networking Sites.....	15
2.3 Consumer Engagement	17
2.4 Consumer Engagement Drivers.....	20
2.5 Content	22
3 Research Model and Hypotheses	28
4 Methodology & Data Collection.....	32
5 Results	38
5.1 Sample Characterization	38
5.1.1 Demographic Profile	38
5.1.2 Usage of Facebook Brand Pages.....	39
5.1.3 Attitude and Familiarity regarding IKEA.....	41
5.1.4 Potential Engagement behaviors towards IKEA	41
5.2 Type of Content and Consumer Engagement.....	42
5.3 Moderation of Brand Attitude and Brand Familiarity.....	47
5.4 Demographic Variables and Engagement	48
6 Discussion.....	51
6.1 Managerial Implications.....	55
6.2 Limitations & Further Research	57
Bibliography	59
Appendixes.....	68

Figure and Table Index

Figure 1 - Research Model	28
Table 1 - Facebook behavior scale, adapted from (Kabadayi & Price, 2014)..	34
Table 2 - Brand attitude and brand familiarity scales, adapted from (Machado et al., 2012)	35
Table 3 - Scale used to measure consumer engagement, adapted from (Smith, 2013)	37
Table 4 - Respondent's gender, education and professional situation.....	39
Table 5 - Respondent's Facebook usage data. Output from SPSS.....	40
Table 6 - Brand attitude and brand familiarity means regarding IKEA	41
Table 7 - Potential likelihood of engagement towards IKEA.	42
Table 8 - Attention likelihood analysis by type of content	43
Table 9 - Interest likelihood analysis by type of content.....	44
Table 10 - Like likelihood analysis by type of content.	45
Table 11 - Comment likelihood analysis by type of content.....	45
Table 12 - Share likelihood analysis by type of content.	46

1. Introduction

Having an engaged consumer base is quickly becoming one of the key objectives of many marketing professionals (Dessart, Veloutsou, & Morgan-Thomas, 2015), since several researchers have noted the link between more effective brand-consumer interactions and the increase of sales (Neff, 2007), profits (Voyles, 2007), customer satisfaction (Challagalla, Venkatesh, & Kohli, 2009) and overall firm competitiveness (Kumar et al., 2010). However, we, as consumers, still think and act towards brands as if they were hotel room keys (Lindstrom, 2008), disposing them after consuming the product or using the service. Therefore, in order to achieve an engaged and loyal consumer base, something else must be done. Hence, creating some sort of relationship or attachment with the brand should be critical in order to secure the customer, promote repeat buy and, more importantly, develop fierce brand ambassadors.

Until here, this process seems precise and simple. The problem is that companies are not sure how to communicate in such way that the product, or service, in question grips our mind and heart. They can't engage with us, consumers, authentically or even understand us, as they only focus in catching our attention through the same procedures they've used for years. In part, one can blame marketers or advertisers for this path that marketing communication took, as they follow a simple and straightforward reasoning that is paired with a relaxed attitude: the always-on, above-the-line, media assault has existed for several years, and it has worked until now. However, in the last few years, the way people exchange information and how individuals communicate with each other have changed significantly (Hennig-Thurau et al., 2010) due to the rise of social media services such as Facebook, Instagram, YouTube, Twitter, Yelp, Foursquare or Trip Advisor. The rise of such tools led to a significant shift in

the customer's role in the production process, since consumers don't settle for the traditional perspective of companies having total control over the brand development process, and are becoming increasingly eager to have their say by serving as co-creators of the products and services, enabling positive impacts on consumer relationships and purchase intention (Kim & Ko, 2012).

Despite these changes, we continue to be the same easy-appealing consumers that we once were. It doesn't matter how hard we try to conceal it, when we hear the gasp from an unscrewing bottle cap, our rational way of acting disappears, as we consistently engage in some kind of behavior for which we have no clear-cut explanation. Companies need to discover the new "gasp" in social media so that they can strive and stand out from the overcrowded, ever-present, marketplace created, advertisement clutter as soon as possible. Otherwise they will be one more brand that probably won't last more than three seconds on our thoughts, given that the human attention span is becoming close to resemble that of a goldfish, as Lindstrom (2008) points out.

In order to adapt, evolve and flourish in this new environment, companies have to embrace these changes and work towards fulfilling the new consumer trends within this new sphere called social media. Social media can't function without content, as the content itself is what is shared by the company with their customers and other companies, and is even shared between consumers. Therefore, content undertakes a bigger role than ever before due to the social networking sites' (SNS) role as an agent of change in the way how brand-related content is created, distributed and consumed. SNS conceded some power to shape brand images, that solely belonged to the advertisers, to the consumer's online connections. Hence, the objective of this Master's Final Assignment (MFA) is not only to (1) classify Facebook brand page posts in terms of content, so that a Facebook content typology can be developed, but also (2) to identify patterns, links and the impact of each creative strategy, or

message objective. Furthermore, this research aims to (3) understand the influence of these factors on consumer engagement, so that (4) suggestions and insights can be provided to practitioners on how to develop their social media strategy and how their current strategy is aligned with the consumer perspective

In order to accomplish these objectives, six chapters were established. The first chapter is the introduction, where the motivations to develop this research and its objectives are described. In the second chapter, a literature review on key topics such as social media, social networking sites, consumer engagement and content was developed. Afterwards, in the third chapter, the research model and subsequently formulated hypothesis are presented. In the fourth, the research methodology and the data collection procedures are explained. The fifth chapter regards the presentation of the statistical results, that are discussed during the sixth chapter, exposing the managerial implications, limitations of the research and hints for future one during this process.

2. Literature Review

2.1 Social Media & Social Networking Sites

Despite being perceived as an agent of change and potential threat to marketers, social media is an opportunity source for marketing strategists that want to place, again, the customer on top of the company's priorities (Efthymios, 2014). Social media can substitute traditional marketing tools effectively and economically (Efthymios, 2014) and regards a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Thus, social media is a general description that has sub-ramifications of online "forums" that include, among others: SNS such as Facebook, Instagram or Twitter; sharing sites that rely on creativity like YouTube, Vimeo or SoundCloud; blogs; product or service rating websites from which Yelp! or Trip Advisor stand out; Internet discussing forums like Reddit (Mangold & Faulds, 2009).

Since this research main focus is on the social network Facebook, studying SNS in depth is of great importance. SNS are widely defined as web-based services that allow individuals to construct a public, or semi-public, profile within a bounded system, articulate a list of other users with whom they share a connection, as well as, view and transverse their list of connections and those made by others within the system (Boyd & Ellison, 2008). The connection part of this definition is crucial, as SNS offer unprecedented opportunities for brands to reach their stakeholders (Tsai & Men, 2013), since they aren't exclusively networks of consumers. Moreover, social media promotes and

empowers both consumer-brand networks and networks among brands (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013).

SNS also have an important role on the consumer's evolution towards participation and co-creation, providing an online megaphone with which its users can publish and disseminate personal evaluations of products and services publications (Chen, Fay, & Wang, 2011) that can be read, used and discussed by a growing network of new interactions and relationships, that also participate on social movements of their own interest, besides this shared one (Hajli, 2013; Mangold & Faulds, 2009). This juxtaposition between one's social movements and individual interests shows the raw potential that SNS have as a "many-to-many" mean of communication where liking and sharing can increase the effects of popular cohesion and message diffusion (Chang, Yu, & Lu, 2015). This scale with enhanced dissemination, on which social media can operate, is believed to create synergistic effects that make them a powerful and efficient communication tool (Chang et al., 2015).

2.2 Brands in Social Networking Sites

Fueled by the raw potential and widespread interactive nature of SNS, brands have embraced Facebook as a key marketing channel (Malhotra, Malhotra, & See, 2013). Beyond the creation of the public or semi-public profiles mentioned before, Facebook allows brands to explore certain actions and dynamics, such as creating prize competitions or thematic games, announcing new products/services or special offers, handling customer service issues or creating a direct, mass media, customer-close selling channel (Tsimonis & Dimitriadis, 2014).

Enticing advantages such as fast growth and popularity, that promote a rising viral nature (Tsimonis & Dimitriadis, 2014), product development and marketing intelligence through creativity stimulation and consumer co-creation or feedback (Rohm, Kaltcheva, & Milne, 2013), as well as the possibility to advertise and interact in a mass media distribution channel free of charge (Kirtiř & Karahan, 2011), served as stimuli to increase the time spent developing the SNS strategy. Besides these benefits, Facebook offers a wide range of other potential positive impacts such as: serving as a valuable source of information, as consumers voluntarily upload information onto brand pages, that could enhance the targeting and segmentation of the actual customers (Tsimonis & Dimitriadis, 2014) or that of potential ones (Gironda & Korgaonkar, 2014); promoting consumer engagement and interactions through a regular, direct and familiar communication channel with the users (Tsimonis & Dimitriadis, 2014) that reduces the perceived distance between them and the brand; and, finally, creating product awareness, brand awareness and brand associations via communication in a mass media channel in a more regular fashion that leads to an increase in brand equity, brand loyalty, and sales (Tsimonis & Dimitriadis, 2014).

Marketers have, consequently, started to realize that the future marketing paradigm will be based on openness, cooperation, co-creation and an honest commitment to listening and helping, rather than controlling the customer (Efthymios, 2014), as they are adopting and disseminating the use of SNS brand pages. However, according to Tsai & Men (2013), results indicate that the advantages of the SNS usage are far from being realized. In Portugal, the country that serves as a basis for this research, the majority of the companies that have a Facebook brand page don't use a specific creative strategy approach to it, as stated by Facebook's country manager (Público, 2015), and that needs to be addressed quickly in order to elude potential long haul negative impacts,

since a Facebook brand page perpetuates both the history and culture of the brand who owns it (Azar, Machado, Vacas-de-Carvalho, & Mendes, 2016). On the short term, brands have to be aware of the negative impacts of aggressive advertising, user privacy invasion, lack of e-commerce abilities (Pletikosa & Florian, 2013), as well as the general lack of regulation on social media communication and the excessive openness and sincerity of Facebook discussions (Schivinski & Dabrowski, 2014).

2.3 Consumer Engagement

Consumer Engagement is quickly becoming the Holy Grail of social media and, consequently, the new hot topic in strategic marketing and branding (Leckie, Nyadzayo, & Johnson, 2016) as it is used to describe the nature of the consumer's interactive and co-creative experiences with a brand, product or service in that environment (Brodie, Hollebeek, Juric, & Ilic, 2011; Leckie et al., 2016). Every brand, fan page or organization strives to get a bigger share of customer's attention and engagement (Hanna, Rohm, & Crittenden, 2011; Reza, Laroche, & Richard, 2014) so that they can fight against the increasing immunity and skepticism towards traditional and above-the-line commercial media (Hollebeek, Glynn, & Brodie, 2014).

Due to this recent focus on consumer engagement and social media, literature on consumer engagement is growing by the day, yet there is a lack of consensus regarding the appropriate definitions, forms or dimensions, as well as limited empirical research on its drivers and outcomes (Hollebeek, 2011; Leckie et al., 2016). Hollebeek (2011, p.790), in a perspective that takes the consumer's side of the discussion, described customer engagement as the level of an individual customer's motivational, brand-related and context-dependent

state of mind characterized by specific levels of cognitive, emotional and behavioral activity in direct brand interactions". Sashi (2012, p.267) on the other hand, in a more company sided thinking process, described customer engagement as a tool that "aims to provide superior value to the customers relative to competitors by generating, disseminating and responding to intelligence regarding customer needs while seeking to build trust and commitment in relationships with customers". However, none of these perspectives focuses on the expressions of consumer engagement or was built to define the concept of customer engagement on social media alone. Parent, Plangger, & Bal's (2011) perspective somewhat answers these "gaps", and could serve as a complement to Hollebeek's definition, as they consider consumer engagement the dynamic involvement of a consumer with a brand, product or service which is expressed through many forms, such as the creation of user-generated content in social media or the simple act of commenting or liking on a SNS page (Wallace, Buil, & Chernatony, 2014).

Despite the heterogeneous definitions, interpretations and views on consumer engagement, Brodie et al., (2011) notes that there are some points of parity as consumer engagement is transversally understood as a motivational construct, that captures affective, cognitive and behavioral dimensions of the consumer's mind, with varying intensity, that involves an object (brand, product or service), a subject (consumer) and has a valence or measure (Dessart et al., 2015; Leckie et al., 2016).

Although previous studies on consumer engagement mention specific actions, such as commenting and liking on a SNS brand page or creating user-generated content on social media (Parent et al., 2011; Wallace et al., 2014), it is an engagement myopia to only consider these tangible behaviors as engagement representations in social media. Several authors have categorized and classified users regarding their social media usage patterns and,

consequently, identified user types such as lurkers (Mathwick, 2002) or spectators (Li & Bernoff, 2008) that don't engage in visible actions and whose time in social media is spent observing other people's conducts and contributions on online communities or brand pages (Mathwick, 2002).

Moreover, Muntinga, Moorman, & Smit's (2011) description of usage behavior on social media further acknowledges the existence of consuming-only users. According to the authors, there are three types of categories that describe consumer's actions in social media: consuming brand-related content; contributing to brand-related content and, finally, creating brand-related content.

The first category, "consuming brand-related content", represents the minimum-level of brand-related activeness, as it portrays users who participate without actively contributing to or creating content. This kind of consumers express their participation by viewing product ratings and reviews that others post, watching brand-related content, like videos or pictures, that other people or the companies create or just by reading comments and seeing who liked some SNS brand page post. Hence, this category can be associated with weaker actions of interest like clicking on the names of people that appear in the post, consulting the number of "Likes" obtained by a post or clicking on the post's photo to see it in full size (Oviedo-García, Muñoz-Expósito, Castellanos-Verdugo, & Sancho-Mejías, 2014).

The other two categories, "contributing to brand-related content" and "creating brand-related content" (Muntinga et al., 2011), are connected with the previously mentioned tangible actions of engagement since people who adopt the contributing behavior interact with brand-related content that others have created through comments on posts, pictures and videos, join brand pages on SNS, rate products or engage in brand conversations.

Regarding the third category, “creating brand-related content”, it depicts people who actively produce and publish brand-related content that others consume, like uploading videos, creating weblogs or writing product reviews.

Therefore, consumer engagement is fundamental in SNS communication as it serves not only as a scope extension beyond core purchase situations, but also as a measure that the path taken and the strategy developed are the right ones. Furthermore, consumer engagement can represent the beginning and maintenance of significant, two-way, profitable relationships between brands and consumers (Tsai & Men, 2013). Leckie et al., (2016) also believes that consumer engagement promotes relational outcomes such as consumer retention, positive WOM communication and brand loyalty, via the co-creation or co-adaptation of both consumer and brand values. However, in order to do so, companies must understand what drives consumers to interact with their brand page on a SNS (Tsai & Men, 2013).

2.4 Consumer Engagement Drivers

The motivations that lead consumers to interact with brands have been studied throughout the years, concerning different distribution channels, since understanding the consumer has been of great importance to marketers for a long time. Boyd (2007; as cited in Tsai & Men, 2013), noted that the key motivation for traditional media usage presented by McQuail (1983, as cited in Tsai & Men, 2013) remains applicable to the social media context: entertainment, social integration, personal identity and information.

In a more detailed analysis, one can understand that entertainment reflects the relaxation, enjoyment and emotional relief generated by temporarily escaping our daily routine by using social media (Shao, 2009), while social

integration acknowledges the sense of belonging, the supportive peer groups and the enhanced interpersonal connections that are commonly associated with social media usage (Kaye, 2007). Personal identity describes the individual self-expression, identity management and self-fulfillment (Papacharissi, 2007). Information, on the other hand, regards the information, opinion and advice seeking as well as the information exchange (Kaye, 2007).

In order to better describe consumer motivations to engage in social media, empowerment and remuneration were added to the previous group (Muntinga et al., 2011). Remuneration encompasses the visible trend of participation in online communities to seek rewards, benefits or privileged information (Youcheng & Fesenmaier, 2003), while empowerment regards the use of social media to exert influence and enforce excellence to brands (Youcheng & Fesenmaier, 2003).

Dunne, Lawlor, & Rowley (2010) identified seven gratifications from social networking during their research within girls aged 12-14 and, therefore, part of Generation "Z": communication, friending, identity creation and management, entertainment, escapism, alleviation of boredom, information search and social interaction. One can argue that entertainment, escapism and alleviation of boredom can be considered in the broader category "entertainment". Furthermore, friending, communication and social interaction can also be included in the "social integration" category. That being said, the gratifications discovered by Dunne et al. (2010) would resemble a lot like the classification presented earlier: both have the entertainment, social interaction and personal identity components.

Azar et al. (2016) acknowledged that five key drivers may influence consumer-brand interactions on Facebook. This study is of special interest since the SNS chosen to this research is, also, Facebook. The five motivations found were social influence, trust, reward, search for information and entertainment.

Once again, the motivations are in line with the ones presented first, being that the major novelty is the inclusion of trust. According to Azar et al. (2016), this component relates to the fact that consumers perceive social media as a more reliable source of brand information when compared to market or brand-generated content (Mangold & Faulds, 2009) and that SNS evoke higher ratings for “trust on the website” and “trust in other members” when compared to other social media types (Shu & Chuang, 2011). This is quite significant since the higher the trust in a source, the higher the likelihood that the consumer will engage in opinion-giving, opinion-seeking and information exchange behaviors (Shu & Chuang, 2011).

2.5 Content

Creating the perception of popularity and likeability has long been considered fundamental for marketers, and this situation has been enhanced in social media contexts (Swani, Milne, Brown, Assaf, & Donthu, 2015). In order to address this, marketers have gone from promotionally-based only content strategies, towards brand content designed to encourage viewer’s engagement (Swani et al., 2015). This shift marked a clear approximation to the strategic approach called content marketing, that, according to the Content Marketing Institute (2015) focuses on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience (Ahmad, Musa, & Harun, 2016) and, hence, help to drive engagement on social media (Ahmad et al., 2016). Besides this engagement drive, research suggests that brand content popularity affects sales, brand awareness, brand performance, brand loyalty and social media return on investment (Kumar & Mirchandani, 2012).

Characterizing message content, in order to apply it in a quantitative model, has been one of the most significant challenges in social media research (Zhang, Moe, & Schweidel, 2014), considering both the limited empirical research that examines its impact on stakeholder's engagement on social media platforms (Bonsón, Royo, & Ratkai, 2015) and the number of distinct perspectives on content marketing (Ahmad et al., 2016). Therefore, a number of classification schemes have been developed to aid researchers and practitioners to identify various types of message strategies employed in the communication of consumer goods (Laskey, Day, & Crask, 1989).

Simon (1971, as cited in Laskey et al., 1989) developed an elaborated and exhaustive typology of message types, that has been used with some success, by classifying them in ten categories of messages: information, argument, motivation with psychological appeal, repeated assertion, command, brand familiarization, symbolic association, imitation, obligation and habit starting.

Aaker & Norris (1982, as cited in Laskey et al., 1989), proposed a simple, yet meaningful, dichotomy of generalized message types: image/ emotional/ feeling versus informational/ rational/ cognitive. Despite the meaningful dichotomy between emotional and rational, this typology does not provide enough detail to be of great practitioner value as it is intended in this research.

Frazer (1983, as cited in Laskey et al., 1989) also developed a detailed typology of creative strategies: generic, preemptive, unique selling proposition (USP), brand image, positioning, resonance and affective. However, this classification was confusing as the distinction between the preemptive and USP categories, as well as brand image and resonance, were not well defined, which resulted in a low agreement when operationalizing the research.

Vaughn (1983, as cited in Laskey et al., 1989) came up with a two-by-two matrix, commonly known as the Foot, Cone and Belding (FCB) Grid that embraces the major types of creative strategies, where one axis represents

thinking versus feeling and the other axis represents high versus low involvement. This classification stated that communication must contain both rational and emotional elements in order to be effective, opposed to what other studies found.

Laskey et al. (1989) designed a two-stage approach that combined the Aaker and Norris' (1982) dichotomy between informational versus transformational with an adapted Frazer (1983) classification that included some of the previous components (generic, preemptive, USP and brand image), excluded others (positioning, resonance, affective) and added some new ones (comparative, hyperbole, user image and use occasion). With this approach, the authors tried to simplify the categorization process by placing the communication into one of two general categories, informational or transformational, according to the primary focus and structure of the main message. One would then proceed to classify the advertisement into one of the informational sub-categories (comparative, USP, preemptive, hyperbole or generic) or transformational sub-categories (user image, brand image, use occasion and generic).

Gao & Feng (2016) made the distinction between content strategies by classifying them in three categories: (1) brand content only; (2) brand content and brand-extended content; (3) brand content, brand-extended content and social oriented content. This classification resembles more an evolution pattern into a well-developed and carefully thought communication strategy in social media than a distinct classification since the categories include one another.

Shen and Bissell (2013) identified five types of social media content while focusing on a specific SNS vehicle, Facebook: event, product, promotion, entertainment & other. Despite being a coherent classification elaborated from the basic characteristics of post contents and viral marketing rules, the explanation provided to distinguish between categories is scarce and, therefore, creates an obstacle to the perfect application of such typology.

Coursaris, Van Osch, & Balogh (2013) proposed a seven component typology that focuses specifically on Facebook, much like Shen and Bissel (2013) did on their research. The authors identified seven components: brand awareness, corporate social responsibility, customer service, engagement, product awareness, promotional and seasonal. As one can observe, the classification shares some points of parity with the one made by Shen and Bissel (2013), however, the inclusion of the corporate social responsibility and customer service provides a more complete and contemporary overview of what is the logic behind social media message classification, justifying its choice as theoretical background for this research. The detailed explanation of each component of the typology using a total of 23 sub-categories (See Appendix 1) helps guide future researches that wish to follow this blueprint.

1. *Brand awareness* content are posts which build brand presence and attentiveness in the digital consumer market.
2. *Corporate social responsibility* content is depicted by posts that build a brand image of being involved in supporting and strengthening the community, primarily, among socially conscious consumers.
3. *Customer service* content is exemplified by posts that aim to build consumer knowledge about changes regarding the product, service, industry or brand.
4. *Engagement* content concerns posts that build consumer connections, communities and activity through direct interaction with the brand.
5. *Product awareness* content, on the other hand, regards posts which build product knowledge, understanding and existence.

6. *Promotional* content is represented by posts that are designed to stimulate short-term purchases through monetary incentives.
7. *Seasonal* content is illustrated by posts that remind and inform consumers of seasonal and annual events.

In order to avoid ambiguity and ease the operationalization of this research, some changes have been made to Coursaris et al.'s (2013) terminology and, hence, to the typology itself.

The promotional component includes posts that are designed to stimulate short-term purchases through monetary incentives and includes, as sub-categories, deal (posts that include some form of instant reward such as discounts, coupons, time deals or one day specials) and chance (posts that contain incentives for consumers to make a future purchase by offering a potential reward in actions like contests, giveaways or sweepstakes). Since the term “promotion” is quite general and associated with communication as a whole, we consider that the designation “reward” fits this type of content better, since it describes directly the objective of this kind of communication.

The second change regards the engagement component, as it can be mistaken with consumer engagement, the independent variable of this research. Since this type of message content is highly relevant due to its importance in day-to-day brand communications in social media, we cannot exclude it from the analysis. Just by analyzing the sub-categories of this component - assistance (posts that include advice, do-it-yourself tips, recipes, etc), community (posts that encourage consumers to follow the brand’s other social media platforms), likes (posts that specifically point to “like” a communication or message), photos and videos (post which direct to videos or photos posted by the brand), polls (posts that request information or prompts answers from the consumer

through multiple-choice questions), questions (posts that request information or prompts answers from the consumer through fill-in-the-blank or open-ended questions), appreciation (posts that recognize and show gratitude for consumer support) and directional (posts that direct a consumer to something except liking and photos or videos) - one can understand that the utmost goal of this type of message is to create activity in the brand's Facebook page. Hence, the new terminology used to describe this component will be "activity". Therefore, the classification used to categorize content in this research will be an adapted one from Coursaris et al. (2013) that includes the following categories:

1. *Brand awareness,*
2. *Product awareness,*
3. *Corporate social responsibility,*
4. *Reward,*
5. *Activity,*
6. *Seasonal*
7. *Customer service.*

3 Research Model and Hypotheses

The main focus of this research, was to serve as the cornerstone in the clarification of engaging content. In order to so, it was crucial to clearly understand the relationship between the concepts of content and engagement. As the etymology suggests, engaging content is the combination of the two concepts, and introduces the potential positive influence that some type of content can have on the consumer, promoting his/her engagement towards brand-developed publications. Therefore, at first sight, the proposed framework (See Figure 1) is rather simple, as it only considers the influence of the independent variable “type of content” on the dependent variable “consumer engagement”, with the moderating factors of attitude and familiarity towards the brand. The inclusion of the moderating variables is particularly relevant, since the previous opinions, feelings and emotions consumers have regarding the brand, can affect their reactions to brand-related communications.

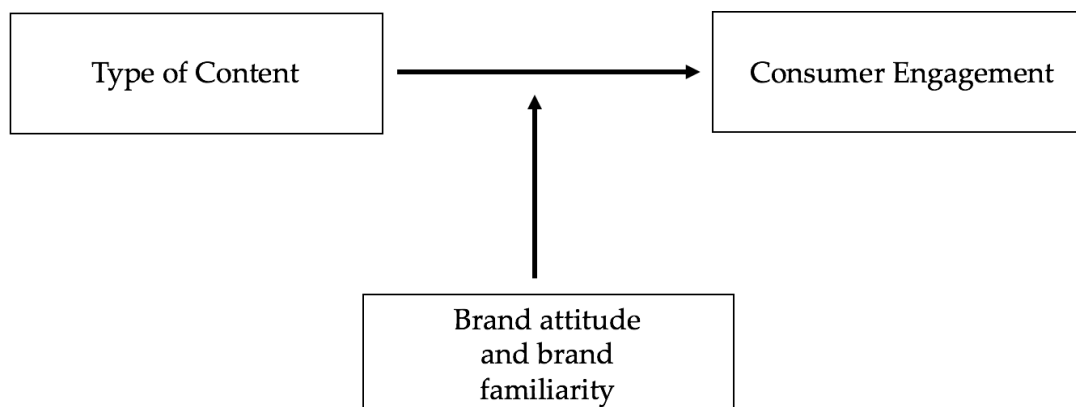


Figure 1 - Research Model

In order to materialize this graphic representation of the research model, and the proposed model itself, two hypotheses were developed:

H1: The type of content influences the degree of consumer engagement in Facebook brand page posts

H2: Brand attitude and brand familiarity moderate the influence of the type of content on consumer engagement in Facebook brand page posts

The independent variable “type of content” includes seven categories that were adapted from Coursaris et al. (2013) typology and previously identified and described in the literature review: brand awareness, product awareness, corporate social responsibility, reward, activity, seasonal and customer service.

On the other hand, “consumer engagement”, as a more complex construct, includes a set of different behaviors such as attention, interest, like, comment and share (see the methodology chapter). Therefore, “consumer engagement” will not be taken as a whole in this analysis. In order to be exhaustive, one test is carried out to analyze the impact of the type of content on each of those five engagement actions. Thus, the following hypotheses relate the type of content with the different engagement behaviors:

H1a: The type of content influences the likelihood of attention in Facebook brand page posts

H1b: The type of content influences the likelihood of interest in Facebook brand page posts

H1c: The type of content influences the likelihood of like in Facebook brand page posts

H1d: The type of content influences the likelihood of comment in Facebook brand page posts

H1e: The type of content influences the likelihood of share in Facebook brand page posts

Besides these hypotheses strictly related with engagement and the type of content, there are other factors that could influence the degree of engagement with Facebook brand page posts, such as age, gender, brand following status and professional situation.

Investigating gender differences in social media usage has been of point of interest in the literature (Correa, Hinsley, & de Zúñiga, 2010; Doorn van et al., 2010; Rohm et al., 2013; Venkatesh, Morris, & Morris, 2000). Considering that this research is also part of such sphere, a hypothesis was articulated to recognize potential differences regarding gender:

H3: The degree of engagement with brand page posts varies accordingly to gender

The difference between millennials and the other age cohorts has been exposed several times in the literature (Godelnik, 2017; Howe & Strauss, 2009; Prensky, 2001), with the former being considered the first digital natives (Prensky, 2001). If millennials have such advantage, a difference regarding their behavior on SNS may exist, hence, a hypothesis was formulated to acknowledge this potential difference:

H4: The degree of engagement with brand page posts varies accordingly to age

Considering that following a brand page on Facebook indicates a previous consumer-brand relationship, it can influence content's impact on consumer engagement. By identifying themselves as followers of the brand, consumers are more likely to be interested in that brand's communication. Therefore, to contemplate this possibility, a hypothesis was outlined:

H5: The degree of engagement with brand page posts varies accordingly to brand following status

Being in different professional situations influences one's behavior, as this variable may indicate disparities between consumers in time availability and stage of life. Thus, a hypothesis to encompass such distinctions was developed:

H6: The degree of engagement with brand page posts varies accordingly to professional situation

Considering this MFA ambition to serve as a cornerstone for future research on this topic, demonstrating that the type of "content" influences "engagement" should be prioritized over the comprehension of the impact of each "content" component on engagement. Moreover, developing an overview that explores the consumer's reaction to the components is crucial, so that potential differences in the engagement behavior can be unveiled.

4 Methodology & Data Collection

In order to operationalize the proposed model, a quantitative approach was adopted. This approach makes it possible to “regard the world as it was made up of observable and measurable facts” (Glesne & Peshkin, 1992, p.6), since it allows to collect information in the shape of numbers (Golafshani, 2003) and, hence, delimits the studied phenomena into measurable categories (Winter, 2000, as cited in Golafshani, 2003). Moreover, this kind of approach offers the possibility to analyze the collected data with statistical procedures and, thus, infer evidence for a theory from a sample of the population and generalize the results from the sample to the population itself (Cresswel, 2013, p.4; Newman & Benz, 1998, p.18).

In order to collect quantitative data, a survey was designed. Since data collected via online tools not only maximizes the response rate, but also yields comparable results to data collected on traditional surveys (Deutskens, de Ruyter, & Wetzels 2006), a self-administered online survey was conducted using Google Forms, an online, cloud-based, survey development tool. Besides maximizing the response rate and yielding comparable results, online surveys can also provide another particular benefit, as they eliminate the interviewer’s variability and interference since the questions are written and always enquired in the same way (Bryman, 2008).

The survey consisted of twenty questions divided into five sections. The first one was dedicated to the use of Facebook. The second was dedicated to the respondent’s behavior and attitude regarding Facebook’s main actions – like, comment and share. The third section aimed to disclose the respondent’s familiarity and attitude towards the brand selected to illustrate the practical part of the survey, IKEA. In the fourth section, the respondents were exposed to

fourteen different brand page posts (See Appendix 2) that were selected in order to depict the content categories adapted from Coursaris et al. (2013) typology: brand awareness, product awareness, corporate social responsibility, reward, activity, seasonal and customer service. Two posts were selected to represent each of the seven categories from IKEA Portugal brand page on Facebook, after a careful observation of every publication between November 2016 and February 2017. Before the final selection, two researchers were asked to validate the adequacy of the selected posts to represent each content type (*researcher triangulation*), so that the final selection featured the best examples. The posts were, then, assorted in an arbitrary order so that an unbiased analysis of the stimuli could be assured. The fifth, and final, section included the demographic data collection.

IKEA was selected to serve as the focal brand for the brand page posts that illustrate the seven content categories due to many factors. First of all, the company founded in 1943, by Ingvar Kamprad, in Älmhult, Sweden, is the world's largest furniture retailer since 2008 (Statista, 2017) operating, as of December 2016, three hundred and eighty-nine stores in forty-eight countries (Inter IKEA Systems B.V., 2017). Despite having furniture retail as the core business, the Swedish multinational group made an effort to evolve and promote a transversal to all ages store space that includes restaurants and snack-bars, Swedish heritage supermarkets and a kid play area. Besides being a brand that is recognized by all ages, the appeal of being the brand with most "likes" on Facebook in Portugal (rankU PT, 2017) played a huge role in the decision. Moreover, IKEA represents a potentially neutral brand since it has no direct and global competitors that enjoy the same reputation, awareness or customer commitment as the Swedish giant.

In order to assess respondent behavior and attitude in terms of liking, commenting and sharing on Facebook (second section of the questionnaire), a

three-item scales adapted from Kabadayi & Price's (2014) research was used (See Table 1). The original research only considered liking and commenting, however, as sharing stills profiles as a strong action of interest and is one of Facebook's most recognizable actions, we have decided to include sharing in Kabadayi and Price's (2014) scale, adapting the same items used to assess the behavior towards the other actions. Respondents were specifically asked about Facebook brand page publications in order to avoid any misdirection with celebrity pages, fan pages or community pages.

Type of Action	Scale Element
Liking	I enjoy liking brand page posts on Facebook
	I regularly like brand page posts on Facebook
	Liking brand page posts is something I do often while on Facebook
Commenting	I enjoy commenting brand page posts on Facebook
	I regularly comment brand page posts on Facebook
	Commenting brand page posts is something I do often while on Facebook
Sharing	I enjoy sharing brand page posts on Facebook
	I regularly share brand page posts on Facebook
	Sharing brand page posts is something I do often while on Facebook

Table 1 - Facebook behavior scale, adapted from (Kabadayi & Price, 2014)

It was important to analyze the attitude and familiarity towards the brand studied due to the impact that respondents' previous opinions, interactions, feelings and emotions might have on their behavior regarding IKEA (third section of the questionnaire). Two scales from Machado, de Lencastre, de Carvalho and Costa (2012) were adapted to measure brand attitude and brand familiarity (See Table 2).

To evaluate brand attitude, we asked the respondents to classify the feelings IKEA evoked using a six-items seven-point semantic differential scale: unpleasant/ pleasant (Chaudhuri & Holbrook, 2001; Grossman & Till, 1998; J.

Kim, Allen, & Kardes, 1996; Machado et al., 2012; Samu, Krishnan, & Smith, 1999); uninteresting/ interesting (Grossman & Till, 1998; Henderson & Cote, 1998; J. Kim et al., 1996; Machado et al., 2012); unfavorable/ favorable (Machado et al., 2012; Milberg, Whan Park, & McCarthy, 1997; Park, Jun, & Shocker, 1996; Simonin & Ruth, 1998); dislike/like (Grossman & Till, 1998; Henderson & Cote, 1998; J. Kim et al., 1996; Machado et al., 2012; Milberg et al., 1997; Park et al., 1996; Pham & Avnet, 2004); bad/ good (Grossman & Till, 1998; Henderson & Cote, 1998; J. Kim et al., 1996; Machado et al., 2012; Pham & Avnet, 2004; Rodrigue & Biswas, 2004; Samu et al., 1999; Simonin & Ruth, 1998) and, finally, negative/ positive (Machado et al., 2012; Simonin & Ruth, 1998). The original scale also included another item, low quality/ good quality (Grossman & Till, 1998; Henderson & Cote, 1998; J. Kim et al., 1996; Machado et al., 2012) but this item was not considered for this research since measuring the perceived quality of the brand and its products was not the aim.

Brand familiarity was measured by using a three-item seven-point semantic differential scale: unfamiliar/ familiar; don't recognize/ recognize well and never heard of/ have heard about it a lot (Machado et al., 2012; Rodrigue & Biswas, 2004; Simonin & Ruth, 1998).

Measurable Objective	Endpoint (1)	Endpoint (7)
Brand Attitude	Unpleasant	Pleasant
	Uninteresting	Interesting
	Unfavourable	Favourable
	Dislike	Like
	Bad	Good
	Negative	Positive
Brand Familiarity	Unfamiliar	Familiar
	Don't Recognize	Recognize Well
	Never heard of	Have heard about it a lot

Table 2 - Brand attitude and brand familiarity scales, adapted from (Machado et al., 2012)

In the fourth section of the survey, respondents were shown fourteen posts representative of the previously identified content categories, in order to assess the probability of their engagement.

The adopted measure for consumer engagement should, not only, be based in the consumer-brand interactions (Oviedo-García et al., 2014), but also include the actions with which the individuals are able to interact with the stimuli that is presented to them (Oviedo-García et al., 2014). Therefore, a scale from Smith (2013) that measured the likelihood of respondents engaging in certain SNS actions (such as like, comment and share) using five-point semantic differential scale (with “very unlikely” and “very likely” as endpoints), served as the foundation for the scale adopted in this research. However, Smith's (2013) scale did not consider the invisible engagement or weak actions of interest identified in the literature review (Li & Bernoff, 2008; Mathwick, 2002; Oviedo-García et al., 2014) that are consistent with Muntinga et al.'s (2011) “consuming brand-related content” category. Hence, two other actions were added to the scale, “catching attention” and “garnering interest”, so that a more in-depth analysis could be made. The first added action illustrates the calling of an element in the publication that makes a consumer stop the feed scrolling routine to observe, in a more careful way, the post. The second action, on the other hand, intends to represent the weak actions of interest, such as clicking on the names of people or brands that are mentioned in the post, consulting the number of “likes” obtained by a post or clicking on the post’s photo to see it in full size (Oviedo-García et al., 2014), and denotes a superior level of engagement in comparison to only catching the attention of the consumer.

Therefore, in this final section, the respondents had to classify the probability of having five different behaviors: (1) catching attention; (2) garnering interest;

(3) liking the post; (4) commenting the post; (5) sharing the post using a seven-point scale running from “not probable” to “extremely probable” (See Table 3).

Introduction	Measurable Actions
<p>We now ask you to classify the probability of interacting with some Facebook brand page posts. Please classify the probability of interaction using the scale that is depicted below the post in which 1 represents “not probable” and 7 “extremely probable”</p>	<p>Catching your Attention Garnering your Interest Like Comment Share</p>

Table 3 - Scale used to measure consumer engagement, adapted from (Smith, 2013)

5 Results

5.1 Sample Characterization

5.1.1 Demographic Profile

A convenience sample of 201 valid questionnaire responses was collected during the first two weeks of March 2017. In this sample, 100 respondents were female (49.8%) and 101 were male (50.2%). The respondent's age varied between 17 and 55, with an average age of 26.75 years. Considering that the questionnaire was in Portuguese, 98% of the respondents were from Portugal (197). The remaining data was collected from only one respondent from each of the following countries: Spain, Sweden, Netherlands and Australia.

The sample had highly educated respondents, as 101 had a college degree (50.2%) and 84 had either a master's degree or a post-graduation (41.8%). There were also two respondents who had a doctorate degree (1%), 11 who completed high school (5.5%) and three that had other, non-disclosed, level of education (1.5%). In what regards the professional situation of the respondents, there was an interesting, three-way, balance between the 91 respondents who are employed (45.3%), the 73 students (36.3%) and the 34 student-workers (16.9%). The remaining three answers account for unemployed respondents (1.5%) (See Table 4).

Gender	N° of Respondents	% of Respondents
Female	100	49.8%
Male	101	50.2%
Education	N° of Respondents	% of Respondents
High School	11	5.5%
College	101	50.2%
Master/ Post-Graduation	84	41.8%
Doctorate	2	1%
Other	3	1.5%
Professional Situation	N° of Respondents	% of Respondents
Student	73	36.3%
Student-Worker	34	16.9%
Employed	91	45.3%
Unemployed	3	1.5%

Table 4 - Respondent's gender, education and professional situation. Output from SPSS

5.1.2 Usage of Facebook Brand Pages

Respondents were also asked if they have a personal Facebook page and the brands they like on the mentioned SNS. 198 respondents had a Facebook profile (98.5%) as opposed to only 3 that did not (1.5%). This data, combined with the question about the approximate number of brand pages liked, helped to surface an expected, yet interesting, insight: everyone who has a Facebook profile likes at least one brand page. Considering that there are only three respondents with 0 liked brand pages (1.5%), one can assume that those answers concern the three people who do not have a Facebook profile, since they are unable to like pages on this SNS. The approximate number of brand pages liked was relatively balanced throughout the remaining 198 respondents as 52 respondents liked between 1-10 brand pages (26%), 51 liked between 11-20 brand pages (25.5%), 36 liked between 21-30 brand pages (18%) and, finally, 58

respondents disclosed that they like more than 30 brand pages (29%) (See Table 5).

Facebook Profile	Nº of Respondents	% of Respondents
Yes	198	98.5%
No	3	1.5%

Brand Page Likes	Nº of Respondents	% of Respondents
0	3	1.5%
1-10	52	26%
11-20	51	25.5%
21-30	36	18%
30+	58	29%

Table 5 - Respondent's Facebook usage data. Output from SPSS

Regarding respondent's behavior and day-to-day patterns on Facebook, it was interesting to unveil that none of the traditional engagement actions (liking, commenting and sharing) accomplished results that could have denoted frequency and pleasantry while using such tools. "Liking" was the most common action, as it scored an average of 3.32 in a composite average of the score obtained in the three items that were adapted from Kabadayi & Price's (2014) scale. Despite not being positive per se, since 7 was the maximum possible, it holds an important advantage over either "commenting" or "sharing" that scored 1.72 and 2.13, respectively.

Despite the fact that everyone who has a Facebook profile likes at least one brand page, and that IKEA was the most followed brand in Portugal on Facebook (rankU PT, 2017), only 42 respondents followed IKEA's brand page (20.9%) before this research's survey, opposed to the 159 respondents who did not follow IKEA (79.1%).

5.1.3 Attitude and Familiarity regarding IKEA

The breakdown of the familiarity and attitude scales (See Table 6), further proved that IKEA fitted the brand selection criteria, exposed during the methodology chapter, since IKEA garnered substantially positive responses in both variables.

Scale	Endpoint (1)	Endpoint (7)	Mean
Brand Attitude	Unpleasant	Pleasant	5.662
	Uninteresting	Interesting	5.667
	Unfavorable	Favorable	5.597
	Dislike	Like	5.726
	Bad	Good	5.448
	Negative	Positive	5.701
Brand Familiarity	Unfamiliar	Familiar	6.189
	Don't Recognize	Recognize Well	6.289
	Never heard of	Have heard about it a lot	6.537

Table 6 - Brand attitude and brand familiarity means regarding IKEA. Output from SPSS

5.1.4 Potential Engagement behaviors towards IKEA

Before examining the influence of content type on consumer engagement, it was important to organize each engagement action according to its probability. In order to provide such results, the likelihood of engaging in each action was calculated by obtaining the mean of each content type's own mean (See Table 7).

Type of Action	Likelihood of Engagement
Attention	3.682
Interest	3.445
Liking	2.603
Sharing	1.680
Commenting	1.594

Table 7 - Potential likelihood of engagement towards IKEA. Output from SPSS

These results corroborate the inclusion of invisible engagement actions, such as attention and interest, in this research. These two actions are the most likely for consumers to engage with by a considerable margin, and, therefore, should be acknowledged when developing Facebook communication. Furthermore, these particular results are aligned with those about consumer's behaviors regarding Facebook brand page in general, presented in section 5.1.2.

5.2 Type of Content and Consumer Engagement

In order to better comprehend the extent of the relationship between content and engagement, that is centerpiece to this research, the collected data was subject to an ANOVA repeated measures analysis. The selection of ANOVA is due to the need to compare more than two means. Each test will entail the comparison of seven means, which correspond to behavior probability of the seven different types of content. Moreover, as all the respondents account for all the computed means (within-subjects analysis), thus ANOVA repeated measures was the appropriate choice. Besides this analysis, *post-hoc* tests were also included in the analysis in order to further understand and validate the results.

The first engagement action to be analyzed is also the least binding one: attention (See Table 8). Results from ANOVA repeated measures confirmed H1a ($F=56.59$; $p<=0.000$). The content type which is more likely to capture the consumer's attention is Corporate Social Responsibility (mean=4.63), followed by Reward (mean=3.99). The third position is assigned to Brand Awareness (mean=3.67) and Activity (mean=3.67), whose means are not statistically different, according to *post-hoc* tests (See Appendix 3). Finally, the last rank goes to Customer Service (mean=3.30), Product Awareness (mean=3.29) and Seasonal (mean=3.24). The results of *post-hoc* tests showed that the difference between these three types of content are not statistically different, suggesting that they have similar (low) potential to catch the attention of consumers on Facebook.

Type of Content	Mean	SD	F	Sig.
CSR	4.627	1.6409		
Reward	3.985	1.6217		
Brand Awareness	3.669	1.6714		
Activity	3.667	1.6892	56,585	0,000
Customer Service	3.301	1.5581		
Product Awareness	3.289	1.5942		
Seasonal	3.239	1.5764		

Table 8 - Attention likelihood analysis by type of content. Output from SPSS

The second action to be thoroughly analyzed was interest. The results obtained via the ANOVA repeated measures analysis (See Table 9), mimic the ones obtained when dissecting attention as the results confirmed H1b ($F=66,24$; $p<=0.00$). Comparably to what happened before, corporate social responsibility (mean=4.51) was the type of content most likely to garner the consumer's interest, followed by reward (mean=3.76). Afterwards, the third position was

occupied by brand awareness (mean=3.47) and activity (mean=3.37) whose means were not statistically different, according to *post-hoc* tests (See Appendix 4). Finally, the same three types of content are in the last ranking - customer service (mean=3.06), product awareness (mean=2.998) and seasonal (mean=2.95) - since their means are not statistically different too.

Type of Content	Mean	SD	F	Sig.
CSR	4.507	1.6458		
Reward	3.761	1.6295		
Brand Awareness	3.473	1.6524		
Activity	3.368	1.6945	66,243	0,000
Customer Service	3.055	1.5409		
Product Awareness	2.998	1.5334		
Seasonal	2.950	1.5322		

Table 9 - Interest likelihood analysis by type of content. Output from SPSS

In what concerns liking, the results obtained (See Table 10) validate H1c (F=64,533; p<=0.000). The content most likely to obtain a like from the consumer is corporate social responsibility (mean=3.64), followed by both activity (mean=2.68) and reward (2.58), since these two means were not statistically different, according to *post-hoc* tests (See Appendix 5). The group that appears ranked afterwards includes brand awareness (mean=2.49) and seasonal (mean=2.39). In the last position of the ranking, the dispute is only between two content types, customer service (mean=2.27) and product awareness (mean=2.17), instead of the three registered in the previous two engagement actions.

Type of Content	Mean	SD	F	Sig.
CSR	3.644	1.8511		
Activity	2.677	1.6658		
Reward	2.577	1.6425		
Brand Awareness	2.490	1.6109	64,533	0,000
Seasonal	2.388	1.5029		
Customer Service	2.274	1.5402		
Product Awareness	2.169	1.4895		

Table 10 - Like likelihood analysis by type of content. Output from SPSS

In the fourth action to be analyzed, the ANOVA repeated measures results (See Table 11) validate H1d ($F=17.498$; $p \leq 0.00$). The results in this action can be divided in three groups. The first one only includes corporate social responsibility (mean=1.93), whose mean was statistically different from all the others, according to *post-hoc* tests (See Appendix 6). Hence, considering that their means are close, the second group encompasses reward (mean=1.64), activity (mean=1.57) and brand awareness (mean=1.54). The final group contains three content types once again, since the results from customer service (mean=1.52), seasonal (mean=1.495) and product awareness (mean=1.47) expose results that are statistically not different.

Type of Content	Mean	SD	F	Sig.
CSR	1.933	1.3736		
Reward	1.642	1.1623		
Activity	1.567	1.0520		
Brand Awareness	1.537	1.1412	17.498	0.000
Customer Service	1.515	0.9707		
Seasonal	1.495	0.9925		
Product Awareness	1.470	0.9323		

Table 11 - Comment likelihood analysis by type of content. Output from SPSS

The last action to be explored was sharing, the third strong action of interest considered in this research (See Table 12). Once again, the hypothesis, H1e, is validated by the results obtained ($F=41.469$; $p\leq 0.000$). The first position, similarly to what happens in the other four actions, belongs to corporate social responsibility (mean=2.31). The group that appears behind, constituted by reward (mean=1.64), activity (mean=1.64) and brand awareness (mean=1.597) does not present statistical difference between the means, according to *post-hoc* tests (See Appendix 7). Finally, the last group includes the least probable content types of obtain a consumer share customer service (mean=1.58), product awareness (mean=1.51) and seasonal (mean=1.49).

Type of Content	Mean	SD	F	Sig.
CSR	2.313	1.5941		
Reward	1.639	1.1813		
Activity	1.637	1.1619		
Brand Awareness	1.597	1.2183	41.469	0.000
Customer Service	1.577	1.0864		
Product Awareness	1.507	0.9956		
Seasonal	1.493	1.0216		

Table 12 - Share likelihood analysis by type of content. Output from SPSS

In an overview fashion, that aimed to sum up the individual action results, one can recognize some trends in the analysis. Without a doubt, corporate social responsibility emerged as the highlight of this analysis as it was ranked first in every action by a large margin. Reward was the content type that came in second, assuring this rank in every action except liking, where activity took its place. The third position was rather close, considering that brand awareness achieved it in the two weak actions of interest and activity surpassed brand awareness in the strong actions of interest. The last three spots remained with

the same three types of content: customer service, product awareness and seasonal. Customer service held the fifth spot most of the time (in four out of five actions) only losing it for seasonal content in liking, whereas product awareness and seasonal varied in the two last spots.

5.3 Moderation of Brand Attitude and Brand Familiarity

As it was mentioned in the Research Model chapter, brand attitude and brand familiarity were regarded as moderating factors prior to the data analysis as earlier opinions, associations, emotions, feelings, experiences or interactions with IKEA had the potential to impact the respondent's reaction to brand-related communications. However, results showed little variability in both variables. Both brand attitude and brand familiarity registered consistently positive ratings which hindered any existing possibility towards coherent and congruently divide the sample into two groups (positive *vs* negative brand attitude; high *vs* low familiarity). Despite being a well-recognized and generally appreciated brand were an integral part of the brand selection condition, the results superseded the original expectations. Therefore, the confirmation of H2 became impracticable due to the inexistence of enough variability of the respondent's profile concerning both brand familiarity and brand attitude.

5.4 Demographic Variables and Engagement

Besides testing the stated hypothesis, it was of the utmost interest to provide a more detailed and specific glance on key engagement differences, such as gender, age, the respondent's IKEA following status and professional situation.

That being said, the first variable whose impact was explored was gender (See Appendix 8). In this respect, it was possible to recognize that women are more likely to engage than men, as they present higher means than men in every category. Thus, it was possible to validate H3. The mainstream difference was registered in three of the five actions considered in this research, attention, interest and like. The only exception concerned the probability of liking seasonal content, whose difference between men and women was non-significant. On the opposite side of the significance spectrum were commenting and sharing, whose mean difference between genders was, in a general fashion, non-significant. Analogously to what happened with the significant differences, there was also an exception in the non-significant actions as sharing corporate social responsibility content was reckoned as significant. There was no significant variance conveyed in two of the seven types of content, customer service and product awareness, probably because they epitomize the most informational sector of this content typology.

In what concerns the age of the respondents, they were divided in two groups - Millennials and Non-Millennials - in order to verify if the widely regarded digital natives (Prensky, 2001) engaged with brand page posts in a distinct manner than older generations like the Baby Boomers and Generation X. Since there is an ongoing discussion that enables a clear-cut division of the age groups, for the effect of this research, the classification adopted to define Millennials was the one by Howe & Strauss (2009) that places a beginning on this generation in 1982. The results of the Independent-Samples T-Test (See

appendix 9) not only validated H4, but also provided insights as interesting as the ones obtained when crossing gender with the individual results. Once again, there is a widespread advantage of one of the groups over the other, with Non-Millennials emerging as more probable to engage with IKEA's brand page posts than Millennials. However, the actions where the difference was significant were commenting and sharing. In the sharing case, the significance of difference between Millennials and Non-Millennials extended to all types of content except on corporate social responsibility. Yet, in commenting, this difference was only significant when factoring either the seasonal or activity types of content. Corporate social responsibility was the only type of content whose difference between Millennials and Non-Millennials was of no-significance, probably indicating that despite Millennials lack of trust in public authorities and established trendsetters, they still factor the importance of working towards the benefit of society.

The last variable to be cross-analyzed with the individual actions was the respondent's IKEA following status (See Appendix 10). Previously to conducting this analysis, it was expected that followers were more likely to react and engage with IKEA's brand page posts as they were defending their own interests, opinions and beliefs since they've identified as followers. As it was expected, there was an universal difference between followers and non-followers where the followers lead in terms of propensity to engage with the chosen posts, validating H5. There was no type of content that was totally non-significant, nevertheless the actions where the difference was significant match those in gender - attention, interest and like - with the only exception being the share behavior regarding activity content. It was expected that IKEA followers would be more susceptible to communications from a brand with whom they have already expressed interest beforehand, than to communications from

brands that they do not know. Professional situation yielded non-significant results (See Appendix 11), not validating H6.

6 Discussion

Social Media are evolving each and every day. The “need” to visit new services from distinct sectors of the social media sphere is chronic, almost obligating consumers to create profiles or to download applications several times per day. Additionally, if we consider the time required to manage previously created or downloaded social media, the consumers are becoming increasingly time-constricted to interact with brands in SNS. The results obtained regarding the respondents’ behavior in terms of likes, comments and shares (where none scored above the neutral 4) are a sign of this inability to manage all of social media’s stimuli.

Therefore, it is imperative for companies to make the most of each interaction with the consumers. Despite these restrictions, it was reassuring to acknowledge that almost all of the respondents (98%) have a Facebook account, particularly when considering the heterogeneous, yet balanced, nature of the sample in several metrics like age (that ranged from 17 to 55), gender (49.8% women and 50.2% men), professional situation (36.3% of students, 16.9% student-workers and 45.3% workers) and education (92% had either a master’s degree, post-graduation or college degree). This data, combined with the fact that everyone who has a Facebook account likes at least one brand page, fiercely suggests that Facebook’s window of opportunity is still open.

In order to take advantage of the potential that Facebook can offer, brands need to understand how their communication can impact consumer engagement. The content typology used in this research can be a step in such direction, since it was developed after a comprehensive understanding of previous lines of thought in both social media context and in other areas related with communication like advertising. Furthermore, this typology is suitable for

quantitative researches, like the present one, answering to the challenge identified by Zhang et al. (2014) in the literature review.

By analyzing the results, it is possible to acknowledge that content meaningfully affects consumer engagement, since significant differences were found between types of content in every form of action considered. Hence, before posting anything in the brand's Facebook page, it is crucial to understand the value of each type of content and the engagement output that can be expected.

For instance, corporate social responsibility noticeably stood as the content with the highest probability of engagement across the five actions. Perhaps, consumers have a genuine interest in promoting the greater good and improving the social well-being. Moreover, this type of content has the potential to raise awareness or stimulate discussion about causes that are currently outside the public discussion, as well as to promote successful actions. However, these results can represent some "hygienic" solidarity that pacifies the consumer's conscience instead of acting towards positive changes in society. Despite the transversal preference for this type of content, there were two actions - comment and share - in which the gap between corporate social responsibility and the following type of content dropped to half. This variance can be explained by the general lack of consideration for such actions. Anyway, companies must be aware of the importance of corporate social responsibility for the consumers.

Reward content was a likelier candidate to be the most stimulating type of content, considering that those posts usually signal particular advantages to the ones who follow the brand page. The multi-channel communication that brands adopt when upholding sales, sweepstakes and promotions may impact reward results. Considering that companies are eager to increase sales or promote product/ service testing, they broadcast this type of content in as much channels

as possible, creating a widespread dissemination of the message but taking the sense of exclusivity from the Facebook brand page post as the consumer is exposed to the message beforehand.

The third position was difficult to analyze, since brand awareness had advantage on the invisible engagement actions while activity scored higher in the strong actions of interest. According to the original typology of content (Coursaris et al., 2013), both types of content appealed to the consumer's emotional side and aimed for the company to guarantee some recognition by the social media world. Brand awareness aimed to stimulate presence and attentiveness in the digital market, while activity had the intention to build the sense of community through the direct interaction with the brand. The conclusion, in this case, is that emotionally appealing types of content were favored in comparison to purely informational ones like customer service and product awareness.

Despite appealing to the emotional side, seasonal content did not provide clear conclusions. First of all, it had the lowest score in three of the actions (attention, interest and share) and could not be separated, result-wise, from the informational categories. These results can be mitigated by the inexistence of correspondence between the posts' publication time and the survey's answering period, since the selected posts concerned both Valentine's Day, celebrated in February, and the New Year's Eve Celebration, whilst the questionnaire was active during the first two weeks of March. Therefore, there is some time disconnection that could have negatively impacted this type of content, since the respondents were not absorbed in the holiday spirit, as they answered the survey afterwards.

Nevertheless, seasonal garnered similar scores to pure informational categories, such as product awareness and customer service. Both categories describe information-heavy content that aims to either give information about

any changes in the product, industry or brand (customer service) or build knowledge and notify about product existence and understanding (product awareness). Hence, these two types are not the most engagement-appealing types of content, but, if allied with a direct and powerful channel like the SNS, they can serve as an instrumental information vehicle to reach and update the customer base quickly.

Beyond these conclusions, it is vital to understand how different groups of individuals act towards each type of content. For instance, when splitting the sample by gender, the results acknowledged that women are likelier to engage with a brand page post than men. Despite the higher scores obtained for women, the results were only significant in three actions – attention, interest and like - and two types of content were non-significant, the information-heavy customer service and product awareness. These results should not be undervalued, since they indicate that women are more susceptible to find themselves interested in brand page posts than men. Therefore, brands should care, even more, about the female perspective when developing the SNS communication strategy.

Afterwards, the same type of analysis was done with millennials and non-millennials. This particular breakdown was fueled by the consideration that the younger generation is, not only, over-immersed on their smartphones, but also more tech savvy than many companies (Godelnik, 2017; Young & Hinesly, 2012). The results were surprising at first sight, as they exposed non-millennials' higher scores, with significant difference in two actions - comment and share. This situation can be justified by two elements: millennials lack of trust on the established authority and their instantaneous outcome perspective regarding social media. Millennials fail to believe in traditionally authoritative institutions and notably famous influencers, placing more value on opinions and evaluations made by their peers who have found a voice with the rise of

social media. Thus, winning over a millennial can be a tough challenge, as they require more time to develop and establish brand loyalty. The other explanative element concerns the millennials aspiration to yield immediate results of the social media usage, that is a reflection of their fast-paced and time-constricted way of living that contrasts with the non-millennials' relationship-fostering and moment-appreciating perspective that is linked to a different valuation of time.

The results also revealed, in a clear fashion, that IKEA followers were more likely to engage than non-followers. There were three significant actions in this analysis -attention, interest and like – and only one non-significant type of content – corporate social responsibility. Overall, the results are fairly reasonable, considering that when identifying themselves as an IKEA follower, respondents exposed some of their values and beliefs. Therefore, it is natural for a consumer that follows a brand to be more susceptible to that brand's posts, considering that they already have a previously established relationship.

Finally, despite proving the legitimacy of the claim that content influences consumer engagement, the impact of the moderating factors was inconclusive due to IKEA's remarkably high scores concerning brand attitude and brand familiarity. Despite the inability to obtain two substantial, valid and coherent clusters that recognized the existence of a low familiarity group versus a high familiarity group, in brand familiarity's case, or a negative attitude group vs positive attitude group, in brand attitude's case, both concepts have not been ruled out as hypothetical moderating variables for this research model.

6.1 Managerial Implications

This research had the aim to provide practitioners with suggestions and insights that could stimulate and revamp current social media strategies, while

providing meaningful content, in order to reduce the advertisement clutter which consumers are exposed. Therefore, brands have to acknowledge the impact of the type of content in the overall consumer reaction to their brand page posts. Moreover, companies should also consider the impact of each content in key groups that are included in their target consumers.

Contemplating beyond this, brands have to recognize consumer's preference for socially conscious brands. Corporate social responsibility should not be considered as something that looks good on a company's profile, but as an important opportunity to assure the social well-being. IKEA's initiatives - "Projecto 2ª Vida" and "Better Shelters" - were really valued by consumers, as they aimed to reduce disparities and help the underprivileged population. Furthermore, consumers valued this social well-being over personal gain that is obtainable in reward content.

Another trend observed throughout this research, which should be of practitioner's interest, is the consistent advantage of emotionally appealing content over informational one. Despite reward's second place in every action, emotional content scored higher than the informational categories. Emotional appeals are widely regarded as more exciting than informational ones, meaning that there is the need to change this paradigm in order to obtain better results in those categories. Bringing product awareness, customer service and even reward, closer to emotional-driven SNS post construction, like storytelling, should be a step in the right direction.

Additionally, companies should try to develop social media content that is pleasant to female consumers and friendly to weak actions of interest, since attention and interest, garnered substantially better results than the traditional Facebook interactions. Instead of seeing this situation as a threat to the established SNS communication, brands should look to exploit this situation, molding the brand page posts to encourage link, mention and hashtag clicks or

checking an entire photo gallery. Although simple, these small changes could be fundamental to improve consumer engagement and consumer-brand interactions. Additionally, companies should provide more meaningful and tailored brand page posts that allures more to women than men, as they are more likely to engage with brand page posts on Facebook.

6.2 Limitations & Further Research

Despite every implication and insight that this research could provide, there are some limitations that should be noted. The first one is related to the nature of this project. In order to guarantee that it accomplished its goals of providing meaningful information to practitioners, this research is based on only one SNS (Facebook). Hence, it does not consider other important SNS, such as Twitter or Instagram, where the brand communication may differ, as well as the engagement actions.

Since the posts selected to illustrate the different types of content were collected from IKEA Portugal Facebook page, the survey was developed only in Portuguese. This situation limited the dissemination of the questionnaire to respondents of other nationalities, as speaking Portuguese was a mandatory requirement.

It would be interesting to generalize this investigation to more than one brand from distinct business sectors. Furthermore, more than two posts per type of content should be considered in order to guarantee a more complete overview of the brand's SNS communication. With such results, it would be possible to compare and corroborate the conclusions of this IKEA-based research.

In what regards the moderating variables, brand attitude and brand familiarity, it would be appropriate to test their validity with a more controversial and less welcomed brand that has the potential to garner answers in both sides of the semantic differential scale. Only then the validity of this research model could be confirmed.

Another point of interest that could be pursued is how the seasonal type of content stacks up against the other six categories in a time span previous or during the holiday(s) depicted in the survey. It would be interesting to check if seasonal could reduce the statistical difference to the other emotionally appealing categories or obtain significantly higher scores than product awareness and customer service.

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Appendixes

Appendix 1 – Coursaris et al. (2013) classification

Categories	Subcategories	Definitions Examples
Brand Awareness		Posts that build company presence and attentiveness in digital consumer market
	Promotions	Posts that contain the use of celebrity and/or event sponsorship which mentions brand's name E.g., Wal-Mart public relations event: Jewel performs a special version of "The Supermarket Song," updated to "The Wal-Mart Song," from her new Children's album released in March.
	Heritage	Posts that seek to bring consumer into company's history; trivia and employee spotlights E.g., Delta post provides a photo album displaying uniforms for flight attendants over time; or a Delta post speaking to Delta's commitment to constant improvement ("Keep Climbing")
Corporate Social Responsibility	Operations	Posts that inform consumers about production processes and behind-the-scenes operations E.g., Delta posts a video to show the progress of the JFK airport renovations.
	Awareness	Posts that build a brand image of being involved in supporting and strengthening the community, primarily among socially conscious consumers Posts contain elements that support nonprofit organizations and/or raise awareness of causes E.g., Walmart post advertises Project 7's Save the Earth Fresh Mint Gum. Project 7 donates proceeds from the sale toward planting trees.
Customer Service	Fundraisers	Posts that showcase support for specific charity fundraisers E.g., category designed for posts with a specific fundraiser/charity endorsement such as March of Dimes of St. Jude's Children's Hospital.
	Openings	Posts that aim to build consumer knowledge about product, industry, and brand changes. Posts that contain store opening notifications E.g., Walmart posts about the opening of a new location.
	Outages	Posts that contain service outage notifications E.g., due to an electrical failure, there is a post that McDonald's will not be able to accept credit cards today.
	PSA	Posts that contain a consumer notice even if it was originally posted by another source E.g., Delta posts information about staying safe in the sun by packing sunscreen in 3-ounce flight approved liquid containers.
Engagement		Posts that build consumer connections/ communities through direct interaction with the brand
	Assistance	Posts that include advice, home improvement, cooking, life tips, recipes for the consumer E.g., Walmart posts a dinner recipe made with products sold instore.
	Community	Posts that encourage consumers to follow one of the brand's other social media platforms (e.g., Twitter, YouTube) E.g., Walmart posts about following @WalmartSpecials and Marvel tomorrow on Twitter for a tweetchat event.
	Likes	Posts that specifically point consumer to "Like" a message E.g., Walmart post request consumers "Like" the post if they are a fresh berry fan.
	Photos/Videos	Posts which direct consumers to look at new photo albums and/or videos posted by the brand E.g., the release of Delta's Sky magazine accompanies by photos from the newest issue.
	Polls	Posts that request information or prompts answers from the consumer through multiple-choice questions E.g., when preparing to migrate to Facebook's Timeline layout, McDonald's asked consumers what type of
Product Awareness		photo should be their first cover photo (selection from one of the provided examples).
	Questions	Posts that request information or prompts answers from the consumer through fill-in-the-blank or open-ended questions E.g., Walmart posts the question "What are you planting - veggies or flowers?" with an advertisement for gardening supplies.
	Appreciation	Posts that recognize and show gratitude for consumer support E.g., excited to reach 300,000 Likes in the community, Delta posts a special thank you with a 20% off Sky Club 30-day Membership.
	Directional	Post that direct a consumer to click/do something (except for Liking) E.g., McDonald's instructs consumers to watch a video of Kyle, a rising basketball player introduced by LeBron James.
Promotional	Name Brands	All posts which build product knowledge, understanding, and existence. Posts that mention products sold at the store but are not specifically produced by the posting brand E.g., Walmart advertises that they sell new Philadelphia Indulgence in a post.
	House Brands	Posts that mention products sold and produced by the posting brand E.g., McDonald's posts about their seasonal minty-green Shamrock Shake.
Seasonal	Deal	Posts that are designed to stimulate immediate or near future purchases through monetary incentives. Posts include some form of instant reward for the consumer to make a purchase, such as discounts, coupons, limited time deals, and one-day specials E.g., Delta lets consumers know of their current 20% off selected tickets to to Latin America and the Caribbean with a post.
	Chance	Posts contain incentives for consumers to make a future purchase by offering a potential reward, such as a contest, giveaway, or sweepstakes E.g., McDonald's is giving away a trip to the 2012 London Olympics Games! Share how you and your family enjoy cooking together in this post to be entered to win.
Seasonal		Posts that remind and inform consumers of seasonal and annual events and related products by the brand
	Holiday	Posts that mention or advertise specific holidays such as Valentine's, Christmas, or New Years E.g., Delta posts a Spring Break edition of their Tuesday Travel Tip to pack 3-ounce sunscreen to get through security at the airport.
	Event	Posts that reference a climatic or sports season E.g., McDonald's posts a video to advertise their McCafe Shamrock shake-down. Posts that mention significant timely events that are not holidays, such as Graduation, tax day, Daylight Savings, or Spring Break E.g., Walmart posts a question to ask how consumers are enjoying the warm weather?

Appendix 2 – Survey

Consumer Engagement nas Redes Sociais

Solicita-se a sua colaboração no preenchimento deste questionário, parte integrante de uma dissertação de Mestrado em Marketing na Católica Porto Business School. Esta investigação tem como objectivo compreender a relação dos consumidores com as marcas na rede social Facebook. Todas as respostas são confidenciais e anónimas, sendo que o questionário tem a duração aproximada de 8 minutos. A sua colaboração é essencial para o desenvolvimento deste trabalho. Obrigado, desde já, pela ajuda e disponibilidade demonstrada.

SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Survey 1 - Introductory Text

Consumer Engagement nas Redes Sociais

Redes Sociais

Tem perfil na rede social Facebook?

Sim

Não

Aproximadamente, quantas páginas de marca gosta no Facebook?

0

1-10

11-20

21-30

30+

ANTERIOR **SEGUINTE**

Nunca envie palavras-passe através dos Formulários do Google.

Survey 2 - First Section

Consumer Engagement nas Redes Sociais

Comportamento no Facebook

Por favor indique o seu grau de concordância relativamente às seguintes afirmações, sendo que 1 representa "Discordo Totalmente" e 7 "Concordo Totalmente":

	1 (Discordo Totalmente)	2	3	4	5	6	7 (Concordo Totalmente)
Gosto de por "like" em posts de páginas de marca no Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ponho "like" em posts de páginas de marca no Facebook regularmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gostar de posts de páginas de marca no Facebook é algo que faço com frequência	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de comentar posts de páginas de marca no Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comento posts de páginas de marca regularmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar posts de páginas de marca no Facebook é algo que faço com frequência	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de partilhar posts de páginas de marca no Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilho posts de páginas de marca regularmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar posts de páginas de marca é algo que faço com frequência	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ANTERIOR

SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Survey 3 - Second Section

Consumer Engagement nas Redes Sociais

Atitude e Familiaridade com a Marca

De uma forma geral, como é que caracteriza a marca IKEA em função dos sentimentos que lhe inspira?

	1	2	3	4	5	6	7	
Desagradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradável
	1	2	3	4	5	6	7	
Desinteressante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessante
	1	2	3	4	5	6	7	
Desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorável
	1	2	3	4	5	6	7	
Não Gosto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gosto
	1	2	3	4	5	6	7	
Má	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boa
	1	2	3	4	5	6	7	
Negativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positiva

Survey 4 - Third Section (1/2)

No que respeita à marca IKEA, qual é a sua opinião relativamente aos seguintes indicadores?

	1	2	3	4	5	6	7	
Nada Familiar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Familiar
Não reconheço	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reconheço bem
Nunca ouvi falar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Já ouvi falar muito

Segue, actualmente, a página da IKEA no Facebook?

- Sim
 Não

ANTERIOR

SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Survey 5 - Third Section (2/2)

Consumer Engagement nas Redes Sociais

Classificação de Posts

Nesta secção, iremos pedir-lhe para classificar a probabilidade de interagir com alguns posts da página de Facebook da marca IKEA. Por favor classifique a probabilidade de interagir com a marca utilizando a escala de 1 a 7 que se encontra imediatamente em baixo da imagem, sendo que 1 representa "Nada Provável" e 7 "Extremamente Provável"

Survey 6 - Fourth Section's Introductory Text



Um brinde às próximas refeições à mesa, aos próximos serões no sofá, às próximas boas noites de son(h)o, às próximas conversas de esplanada caseira, aos próximos momentos em boa companhia e até, quem sabe, aos novos elementos da família. No próximo ano, o que importa - mesmo - é darem o vosso brilho à palavra recomeçar. Feliz ano novo!

#IKEAPortugal

FELIZ ANO NOVO

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

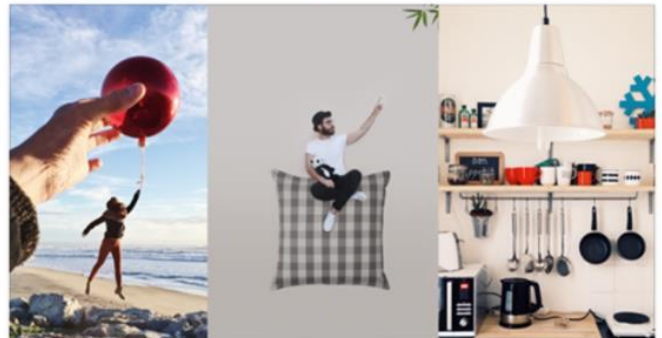
Survey 7 - First post (seasonal)



Para celebrar os mais de 100 mil seguidores que nos acompanham no Instagram, decidimos juntar-nos aos melhores: aos que todos os dias nos inspiram e que nos fazem querer ir sempre mais além. Pedimos-lhes que "ilustrassem" a IKEA com uma imagem e ajudassem a completar #100daysofikeaportugal.

Sigam-nos e celebrem também.

#instagram #decoração #IKEAPortugal



#100daysofIKEAPortugal | Instagram

Página oficial da IKEA Portugal. Campanhas, eventos, ideias, produtos e...

INSTAGRAM

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 8 - Second post (activity)

IKEA
January 31 at 6:33pm · 🌐

Conheçam o novo Projeto 2.ª Vida: agora, podem trocar os móveis de que não precisam e dar-lhes uma nova vida numa nova casa. Afinal, ser sustentável também passa por aqui.

Sabam tudo no link.

#sustentabilidade #segundavida #IKEAPortugal



Projeto 2.ª Vida | IKEA Portugal

Esta é uma forma prática e rápida de trocarmos os vossos móveis IKEA e de lhes...

SECURE.IKEA.COM

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 9 - Third post (corporate social responsibility)

IKEA shared Revista Marketeer's post.
February 14 at 6:50pm · 🌐

Estamos cada vez mais perto do Sul (e com novidades em primeira mão): a nova loja IKEA Loulé abre a 30/03/2017!

#IKEAPortugal #IKEALoulé

Revista Marketeer
February 14 at 5:31pm · 🌐 Like Page

À atenção dos leitores da região do Algarve



Ikea Loulé abre no próximo mês | Marketeer

As famílias do Algarve já podem marcar na agenda o dia 30 de Março.

MARKETEER.PT

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 10 - Fourth post (customer service)



Se não sabem o que oferecer neste Natal, ofereçam um mundo de possibilidades. O Cartão Presente IKEA pode ser carregado com o valor que quiserem e põe os presentes à escolha de quem o recebe.

Saibam mais no link: http://bit.ly/CartãoPresente_IKEA

#presentes #Natal #IKEAPortugal



Cartão Presente IKEA

Passem cartão à surpresa e surpreendam alguém neste Natal.

IKEA.COM

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 11 - Fifth post (product awareness)



Cláudio Valente, HR Manager da IKEA Portugal e parte da família IKEA desde 2011, abre-nos as portas de uma empresa com vontade de fazer melhor e diferente a cada dia.

Saibam tudo no link.

#recursoshumanos #IKEAPortugal



«A IKEA já é um sítio fantástico para trabalhar!» | Human Resources

O ambiente de abertura, transparência e dinamismo é um dos grandes trunfos da...

HRPORTUGAL.PT

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 12 - Sixth post (brand awareness)



Corredor sim, corredor sim... há saldos até 70% na IKEA, só até 18/01/2017.

Escolham aqui a vossa loja e aproveitem as melhores oportunidades: http://bit.ly/IKEA_jan17... See More



	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 13 - Seventh post (reward)



Se um roupeiro diz muito sobre nós, queremos saber tudo o que diz o PAX d' A Maria Vaidosa, um dos rostos (e closets) mais famosos do país.

Saibam aqui mais sobre os roupeiros PAX/KOMPLEMENT: http://bit.ly/IKEARoupPAX_Jan17

#amariavaidosa #decoração #IKEAPortugal



	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 14 - Eight post (brand awareness)



IKEA

February 13 at 3:07pm · 🌐

Visitem as lojas IKEA Braga, IKEA Loures e IKEA Matosinhos, no dia 14/02/17, e celebrem o Dia dos Namorados de uma forma inesquecível: dirijam-se ao espaço infantil SMÅLAND e usem a nossa megafonia para surpreender alguém com uma declaração.

Deixem o amor falar para toda a gente ouvir!

#diadosnamorados #escutaamor #IKEAPortugal



	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 15 - Ninth post (seasonal)



IKEA

January 24 at 7:30pm · 🌐

As pessoas mais importantes do mundo merecem a maior inspiração do universo: preparem-se para a maior aventura da vossa vida com as nossas sugestões (e promoções, claro).

#bebês #decoreção #IKEAPortugal



A IKEA dos bebés - IKEA

IKEA dos Bebés: crescer é um assunto sério. Pelo menos, para a IKEA. Por isso, aproveitem os produtos, as ideias e as promoções para acompanhar, da melhor...

IKEA.COM

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 16 - Tenth post (activity)



Chegou a nova Loja online IKEA: a partir de agora, vão poder comprar sem sair do lugar. Disponível para todo o país, incluindo Açores e Madeira.

Vejam o vídeo e sigam todos os passos.

Saibam mais aqui: http://bit.ly/LojaOnlineIKEA_Fev17... See More



	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 17 - Eleventh post (customer service)



"Better Shelter", abrigo para refugiados desenvolvido e produzido numa parceria entre a IKEA Foundation, o Alto Comissariado das Nações Unidas para os Refugiados e a Better Shelter, ganhou o prémio Beazley Design do Ano, do Museu de Design em Londres.

Segundo a jurada Jana Scholze, este abrigo "resolve uma das questões do momento: fornecer abrigo numa situação excepcional, seja causada por violência ou por desastre".

Saibam mais aqui:

www.ikeafoundation.org/better-shelter

#IKEAFoundation #IKEAPortugal



Abrigo para sem-abrigo eleito melhor design de 2016

Criado pela IKEA e pelas Nações Unidas, o "Better Shelter" ganhou o prémio...

TVI24.IOL.PT

	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 18 - Twelfth post (corporate social responsibility)

IKEA
January 17 at 6:22pm · 🌐

O novo ano começou com novos sabores. Já provaram o novo peito de frango com cuscuz no nosso Restaurante?

Saibam mais aqui: http://bit.ly/RestIKEA_jan17

#restaurante #IKEAFood #IKEAPortugal



	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 19 - Thirteenth post (product awareness)

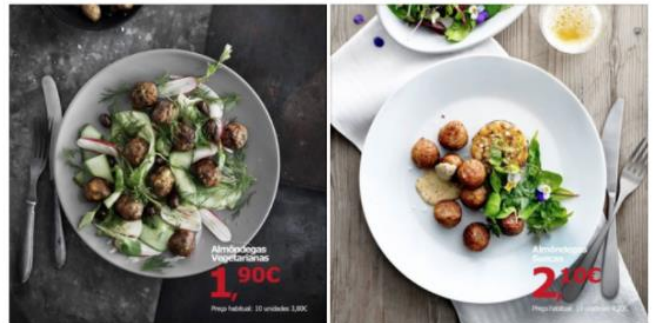
IKEA added 2 new photos.
February 3 at 12:54pm · 🌐

Todo o sabor por apenas metade do preço.

Visitem o nosso restaurante às sextas-feiras e aproveitem a promoção nas almôndegas suecas e vegetarianas:

http://bit.ly/RestIKEAAfragide_Fev17

http://bit.ly/RestIKEABraga_Fev17... See More



	1 (Nada Provável)	2	3	4	5	6	7 (Extremamente Provável)
Captar a minha atenção	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gerar o meu Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colocar "Like" no Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar o Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey 20 - Fourteenth post (reward)

Consumer Engagement nas Redes Sociais

Dados Demográficos

Idade

A sua resposta

Género

- Masculino
- Feminino

Nacionalidade

A sua resposta

Educação

- Ensino Básico
- Ensino Secundário
- Licenciatura
- Pós Graduação/ Mestrado
- Doutoramento
- Outra:

Situação Profissional

- Estudante
- Trabalhador-Estudante
- Empregado
- Desempregado

ANTERIOR

SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Survey 21 - Fifth section

Consumer Engagement nas Redes Sociais

Obrigado pela sua colaboração

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ANTERIOR

SUBMETER

Survey 22 - Final notes

Appendix 3 – Attention and Consumer Engagement

Tests of Within-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
ContentType	Sphericity Assumed	297,763	6	49,627	56,585	,000
	Greenhouse-Geisser	297,763	5,275	56,449	56,585	,000
	Huynh-Feldt	297,763	5,435	54,790	56,585	,000
	Lower-bound	297,763	1,000	297,763	56,585	,000
Error(ContentType)	Sphericity Assumed	1052,451	1200	,877		
	Greenhouse-Geisser	1052,451	1054,982	,998		
	Huynh-Feldt	1052,451	1086,924	,968		
	Lower-bound	1052,451	200,000	5,262		

(I) ContentType	(J) Content Type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1 Seasonal	2	-,428*	,088	,000	-,698	-,158
	3	-1,388*	,108	,000	-1,721	-1,056
	4	-,062	,089	1,000	-,336	,211
	5	-,050	,086	1,000	-,313	,214
	6	-,430*	,095	,000	-,723	-,137
	7	-,746*	,096	,000	-1,041	-,451
2 Activity	1	,428*	,088	,000	,158	,698
	3	-,960*	,095	,000	-1,251	-,669
	4	,366*	,094	,003	,077	,655
	5	,378*	,089	,001	,105	,651
	6	-,002	,089	1,000	-,275	,270
	7	-,318*	,087	,006	-,585	-,052
3	1	1,388*	,108	,000	1,056	1,721

CSR	2	,960*	,095	,000	,669	1,251
	4	1,326*	,103	,000	1,009	1,643
	5	1,338*	,100	,000	1,031	1,645
	6	,958*	,107	,000	,628	1,287
	7	,642*	,094	,000	,353	,931
4 Customer Service	1	,062	,089	1,000	-,211	,336
	2	-,366*	,094	,003	-,655	-,077
	3	-1,326*	,103	,000	-1,643	-1,009
	5	,012	,085	1,000	-,249	,274
	6	-,368*	,088	,001	-,640	-,096
	7	-,684*	,102	,000	-,998	-,370
5 Product Awareness	1	,050	,086	1,000	-,214	,313
	2	-,378*	,089	,001	-,651	-,105
	3	-1,338*	,100	,000	-1,645	-1,031
	4	-,012	,085	1,000	-,274	,249
	6	-,381*	,094	,001	-,669	-,092
	7	-,697*	,067	,000	-,903	-,490
6 Brand Awareness	1	,430*	,095	,000	,137	,723
	2	,002	,089	1,000	-,270	,275
	3	-,958*	,107	,000	-1,287	-,628
	4	,368*	,088	,001	,096	,640
	5	,381*	,094	,001	,092	,669
	7	-,316*	,099	,035	-,621	-,011
7 Reward	1	,746*	,096	,000	,451	1,041
	2	,318*	,087	,006	,052	,585
	3	-,642*	,094	,000	-,931	-,353
	4	,684*	,102	,000	,370	,998
	5	,697*	,067	,000	,490	,903
	6	,316*	,099	,035	,011	,621

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Appendix 4 – Interest and Consumer Engagement

Tests of Within-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
ContentType	Sphericity Assumed	368,395	6	61,399	66,243	,000
	Greenhouse-Geisser	368,395	5,314	69,320	66,243	,000
	Huynh-Feldt	368,395	5,477	67,268	66,243	,000
	Lower-bound	368,395	1,000	368,395	66,243	,000
Error(ContentType)	Sphericity Assumed	1112,248	1200	,927		
	Greenhouse-Geisser	1112,248	1062,885	1,046		
	Huynh-Feldt	1112,248	1095,304	1,015		
	Lower-bound	1112,248	200,000	5,561		

Pairwise Comparisons						
(I) ContentType	(J) ContentTy pe	Mean Difference (I- J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1 Seasonal	2	-,418*	,083	,000	-,674	-,162
	3	-1,557*	,110	,000	-1,895	-1,220
	4	-,104	,089	1,000	-,378	,169
	5	-,047	,091	1,000	-,326	,231
	6	-,522*	,094	,000	-,813	-,232
	7	-,811*	,100	,000	-1,119	-,503
2 Activity	1	,418*	,083	,000	,162	,674
	3	-1,139*	,100	,000	-1,447	-,832
	4	,313*	,094	,021	,024	,603
	5	,371*	,095	,003	,079	,662
	6	-,104	,089	1,000	-,378	,169
	7	-,393*	,098	,002	-,694	-,092

3 CSR	1	1,557*	,110	,000	1,220	1,895
	2	1,139*	,100	,000	,832	1,447
	4	1,453*	,105	,000	1,129	1,777
	5	1,510*	,106	,000	1,184	1,836
	6	1,035*	,102	,000	,720	1,350
	7	,746*	,098	,000	,443	1,049
4 Customer Service	1	,104	,089	1,000	-,169	,378
	2	-,313*	,094	,021	-,603	-,024
	3	-1,453*	,105	,000	-1,777	-1,129
	5	,057	,088	1,000	-,214	,329
	6	-,418*	,091	,000	-,699	-,137
	7	-,706*	,105	,000	-1,029	-,384
5 Product Awareness	1	,047	,091	1,000	-,231	,326
	2	-,371*	,095	,003	-,662	-,079
	3	-1,510*	,106	,000	-1,836	-1,184
	4	-,057	,088	1,000	-,329	,214
	6	-,475*	,096	,000	-,770	-,181
	7	-,764*	,074	,000	-,992	-,535
6 Brand Awareness	1	,522*	,094	,000	,232	,813
	2	,104	,089	1,000	-,169	,378
	3	-1,035*	,102	,000	-1,350	-,720
	4	,418*	,091	,000	,137	,699
	5	,475*	,096	,000	,181	,770
	7	-,289	,101	,103	-,601	,024
7 Reward	1	,811*	,100	,000	,503	1,119
	2	,393*	,098	,002	,092	,694
	3	-,746*	,098	,000	-1,049	-,443
	4	,706*	,105	,000	,384	1,029
	5	,764*	,074	,000	,535	,992
	6	,289	,101	,103	-,024	,601
Based on estimated marginal means						
*. The mean difference is significant at the ,05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

Appendix 5 – Like and Consumer Engagement

Tests of Within-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
ContentType	Sphericity Assumed	290,649	6	48,441	64,533	,000
	Greenhouse-Geisser	290,649	4,796	60,608	64,533	,000
	Huynh-Feldt	290,649	4,928	58,983	64,533	,000
	Lower-bound	290,649	1,000	290,649	64,533	,000
Error(ContentType)	Sphericity Assumed	900,780	1200	,751		
	Greenhouse-Geisser	900,780	959,110	,939		
	Huynh-Feldt	900,780	985,537	,914		
	Lower-bound	900,780	200,000	4,504		

Pairwise Comparisons						
(I) ContentType	(J) ContentT ype	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1 Seasonal	2	-,289*	,072	,002	-,511	-,066
	3	-1,256*	,111	,000	-1,596	-,916
	4	,114	,084	1,000	-,145	,373
	5	,219	,080	,146	-,028	,466
	6	-,102	,079	1,000	-,346	,142
	7	-,189	,084	,523	-,446	,068
2 Activity	1	,289*	,072	,002	,066	,511
	3	-,968*	,098	,000	-1,270	-,665
	4	,403*	,084	,000	,146	,660
	5	,507*	,075	,000	,277	,738
	6	,187	,075	,288	-,044	,417
	7	,100	,080	1,000	-,147	,346
3 CSR	1	1,256*	,111	,000	,916	1,596
	2	,968*	,098	,000	,665	1,270

	4	1,371*	,107	,000	1,040	1,701
	5	1,475*	,108	,000	1,142	1,808
	6	1,154*	,104	,000	,834	1,474
	7	1,067*	,100	,000	,759	1,375
4 Customer Service	1	-,114	,084	1,000	-,373	,145
	2	-,403*	,084	,000	-,660	-,146
	3	-1,371*	,107	,000	-1,701	-1,040
	5	,104	,075	1,000	-,125	,334
	6	-,216	,075	,087	-,446	,013
	7	-,303*	,082	,006	-,557	-,050
5 Product Awareness	1	-,219	,080	,146	-,466	,028
	2	-,507*	,075	,000	-,738	-,277
	3	-1,475*	,108	,000	-1,808	-1,142
	4	-,104	,075	1,000	-,334	,125
	6	-,321*	,078	,001	-,560	-,082
	7	-,408*	,062	,000	-,598	-,218
6 Brand Awareness	1	,102	,079	1,000	-,142	,346
	2	-,187	,075	,288	-,417	,044
	3	-1,154*	,104	,000	-1,474	-,834
	4	,216	,075	,087	-,013	,446
	5	,321*	,078	,001	,082	,560
	7	-,087	,080	1,000	-,334	,160
7 Reward	1	,189	,084	,523	-,068	,446
	2	-,100	,080	1,000	-,346	,147
	3	-1,067*	,100	,000	-1,375	-,759
	4	,303*	,082	,006	,050	,557
	5	,408*	,062	,000	,218	,598
	6	,087	,080	1,000	-,160	,334
Based on estimated marginal means						
*. The mean difference is significant at the ,05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

Appendix 6 - Comment and Consumer Engagement

Tests of Within-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
ContentType	Sphericity Assumed	30,635	6	5,106	17,498	,000
	Greenhouse-Geisser	30,635	4,151	7,381	17,498	,000
	Huynh-Feldt	30,635	4,250	7,209	17,498	,000
	Lower-bound	30,635	1,000	30,635	17,498	,000
Error(ContentType)	Sphericity Assumed	350,150	1200	,292		
	Greenhouse-Geisser	350,150	830,141	,422		
	Huynh-Feldt	350,150	849,931	,412		
	Lower-bound	350,150	200,000	1,751		

Pairwise Comparisons						
(I) ContentType	(J) Content Type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1 Seasonal	2	-,072	,041	1,000	-,199	,055
	3	-,438*	,075	,000	-,669	-,207
	4	-,020	,046	1,000	-,162	,122
	5	,025	,046	1,000	-,116	,166
	6	-,042	,046	1,000	-,183	,098
	7	-,147	,059	,298	-,329	,036
2 Activity	1	,072	,041	1,000	-,055	,199
	3	-,366*	,064	,000	-,561	-,170
	4	,052	,046	1,000	-,089	,193
	5	,097	,040	,367	-,028	,222
	6	,030	,040	1,000	-,094	,153
	7	-,075	,050	1,000	-,228	,078

3 CSR	1	,438*	,075	,000	,207	,669
	2	,366*	,064	,000	,170	,561
	4	,418*	,067	,000	,211	,625
	5	,463*	,068	,000	,252	,673
	6	,396*	,067	,000	,189	,602
	7	,291*	,064	,000	,094	,488
4 Customer Service	1	,020	,046	1,000	-,122	,162
	2	-,052	,046	1,000	-,193	,089
	3	-,418*	,067	,000	-,625	-,211
	5	,045	,040	1,000	-,079	,168
	6	-,022	,043	1,000	-,155	,110
	7	-,127	,053	,360	-,289	,036
5 Product Awareness	1	-,025	,046	1,000	-,166	,116
	2	-,097	,040	,367	-,222	,028
	3	-,463*	,068	,000	-,673	-,252
	4	-,045	,040	1,000	-,168	,079
	6	-,067	,048	1,000	-,215	,081
	7	-,172*	,046	,005	-,313	-,030
6 Brand Awareness	1	,042	,046	1,000	-,098	,183
	2	-,030	,040	1,000	-,153	,094
	3	-,396*	,067	,000	-,602	-,189
	4	,022	,043	1,000	-,110	,155
	5	,067	,048	1,000	-,081	,215
	7	-,104	,059	1,000	-,285	,076
7 Reward	1	,147	,059	,298	-,036	,329
	2	,075	,050	1,000	-,078	,228
	3	-,291*	,064	,000	-,488	-,094
	4	,127	,053	,360	-,036	,289
	5	,172*	,046	,005	,030	,313
	6	,104	,059	1,000	-,076	,285
Based on estimated marginal means						
*. The mean difference is significant at the ,05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

Appendix 7 – Share and Consumer Engagement

Tests of Within-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
ContentType	Sphericity Assumed	97,915	6	16,319	41,469	,000
	Greenhouse-Geisser	97,915	3,398	28,815	41,469	,000
	Huynh-Feldt	97,915	3,464	28,267	41,469	,000
	Lower-bound	97,915	1,000	97,915	41,469	,000
Error(ContentType)	Sphericity Assumed	472,228	1200	,394		
	Greenhouse-Geisser	472,228	679,610	,695		
	Huynh-Feldt	472,228	692,779	,682		
	Lower-bound	472,228	200,000	2,361		

Pairwise Comparisons						
(I) ContentType	(J) ContentType	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1 Seasonal	2	-,144*	,043	,021	-,277	-,011
	3	-,821*	,091	,000	-1,100	-,542
	4	-,085	,048	1,000	-,231	,062
	5	-,015	,044	1,000	-,149	,119
	6	-,104	,050	,793	-,258	,049
	7	-,147	,054	,156	-,314	,020
2 Activity	1	,144*	,043	,021	,011	,277
	3	-,677*	,085	,000	-,939	-,414
	4	,060	,051	1,000	-,097	,216
	5	,129	,045	,093	-,009	,268
	6	,040	,044	1,000	-,095	,175
	7	-,002	,055	1,000	-,171	,166

3 CSR	1	,821*	,091	,000	,542	1,100
	2	,677*	,085	,000	,414	,939
	4	,736*	,089	,000	,461	1,012
	5	,806*	,085	,000	,545	1,067
	6	,716*	,086	,000	,452	,981
	7	,674*	,087	,000	,406	,942
4 Customer Service	1	,085	,048	1,000	-,062	,231
	2	-,060	,051	1,000	-,216	,097
	3	-,736*	,089	,000	-1,012	-,461
	5	,070	,043	1,000	-,062	,201
	6	-,020	,051	1,000	-,177	,137
	7	-,062	,056	1,000	-,235	,110
5 Product Awareness	1	,015	,044	1,000	-,119	,149
	2	-,129	,045	,093	-,268	,009
	3	-,806*	,085	,000	-1,067	-,545
	4	-,070	,043	1,000	-,201	,062
	6	-,090	,052	1,000	-,249	,070
	7	-,132	,047	,116	-,276	,013
6 Brand Awareness	1	,104	,050	,793	-,049	,258
	2	-,040	,044	1,000	-,175	,095
	3	-,716*	,086	,000	-,981	-,452
	4	,020	,051	1,000	-,137	,177
	5	,090	,052	1,000	-,070	,249
	7	-,042	,056	1,000	-,214	,129
7 Reward	1	,147	,054	,156	-,020	,314
	2	,002	,055	1,000	-,166	,171
	3	-,674*	,087	,000	-,942	-,406
	4	,062	,056	1,000	-,110	,235
	5	,132	,047	,116	-,013	,276
	6	,042	,056	1,000	-,129	,214
Based on estimated marginal means						
*. The mean difference is significant at the ,05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

Appendix 8 – Gender and Engagement

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Attention (Seasonal)	Female	100	3,580	1,6948	,1695
	Male	101	2,901	1,3766	,1370
Interest (Seasonal)	Female	100	3,270	1,6929	,1693
	Male	101	2,634	1,2863	,1280
Like (Seasonal)	Female	100	2,535	1,6457	,1646
	Male	101	2,243	1,3391	,1332
Comment (Seasonal)	Female	100	1,500	1,1146	,1115
	Male	101	1,490	,8602	,0856
Share (Seasonal)	Female	100	1,500	1,1304	,1130
	Male	101	1,485	,9068	,0902
Attention (Activity)	Female	100	4,070	1,7115	,1712
	Male	101	3,267	1,5757	,1568
Interest (Activity)	Female	100	3,740	1,7631	,1763
	Male	101	3,000	1,5460	,1538
Like (Activity)	Female	100	2,945	1,7850	,1785
	Male	101	2,411	1,5007	,1493
Comment (Activity)	Female	100	1,605	1,1749	,1175
	Male	101	1,530	,9188	,0914
Share (Activity)	Female	100	1,725	1,3073	,1307
	Male	101	1,550	,9963	,0991
Attention (CSR)	Female	100	5,160	1,4769	,1477
	Male	101	4,099	1,6310	,1623
Interest (CSR)	Female	100	5,095	1,4834	,1483
	Male	101	3,926	1,5975	,1590
Like (CSR)	Female	100	4,135	1,9001	,1900
	Male	101	3,158	1,6732	,1665
Comment (CSR)	Female	100	2,005	1,4728	,1473
	Male	101	1,861	1,2711	,1265
Share (CSR)	Female	100	2,540	1,7432	,1743
	Male	101	2,089	1,4043	,1397
Attention (Customer Service)	Female	100	3,515	1,5658	,1566
	Male	101	3,089	1,5287	,1521
Interest (Customer Service)	Female	100	3,240	1,5234	,1523
	Male	101	2,871	1,5438	,1536
Like (Customer Service)	Female	100	2,460	1,5854	,1585

	Male	101	2,089	1,4788	,1472
Comment (Customer Service)	Female	100	1,560	1,0737	,1074
	Male	101	1,470	,8597	,0855
Share (Customer Service)	Female	100	1,615	1,2141	,1214
	Male	101	1,540	,9478	,0943
Attention (Product Awareness)	Female	100	3,385	1,6343	,1634
	Male	101	3,193	1,5556	,1548
Interest (Product Awareness)	Female	100	3,035	1,5312	,1531
	Male	101	2,960	1,5422	,1535
Like (Product Awareness)	Female	100	2,160	1,4990	,1499
	Male	101	2,178	1,4775	,1470
Comment (Product Awareness)	Female	100	1,410	,8773	,0877
	Male	101	1,530	,9844	,0980
Share (Product Awareness)	Female	100	1,490	,9974	,0997
	Male	101	1,525	,9984	,0993
Attention (Brand Awareness)	Female	100	4,175	1,6039	,1604
	Male	101	3,168	1,5910	,1583
Interest (Brand Awareness)	Female	100	3,940	1,6656	,1666
	Male	101	3,010	1,5099	,1502
Like (Brand Awareness)	Female	100	2,800	1,8035	,1803
	Male	101	2,183	1,3336	,1327
Comment (Brand Awareness)	Female	100	1,610	1,3325	,1333
	Male	101	1,465	,9145	,0910
Share (Brand Awareness)	Female	100	1,710	1,4428	,1443
	Male	101	1,485	,9393	,0935
Attention (Reward)	Female	100	4,250	1,5883	,1588
	Male	101	3,723	1,6194	,1611
Interest (Reward)	Female	100	4,030	1,5999	,1600
	Male	101	3,495	1,6225	,1614
Like (Reward)	Female	100	2,830	1,7295	,1729
	Male	101	2,327	1,5189	,1511
Comment (Reward)	Female	100	1,630	1,1604	,1160
	Male	101	1,653	1,1699	,1164
Share (Reward)	Female	100	1,725	1,2976	,1298
	Male	101	1,554	1,0533	,1048

Independent Samples Test												
		Levene's Test for Equality of Variances		t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference			
									Lower	Upper		
Attention (Seasonal)	Equal variances assumed	5,398	,021	3,119	199	,002	,6790	,2177	,2497	1,1083		
	Equal variances not assumed			3,116	190,226	,002	,6790	,2179	,2492	1,1088		
Interest (Seasonal)	Equal variances assumed	10,400	,001	3,002	199	,003	,6363	,2119	,2184	1,0543		
	Equal variances not assumed			2,998	184,761	,003	,6363	,2122	,2176	1,0550		
Like (Seasonal)	Equal variances assumed	8,136	,005	1,382	199	,168	,2924	,2115	-,1247	,7096		
	Equal variances not assumed			1,381	190,354	,169	,2924	,2117	-,1252	,7101		
Comment (Seasonal)	Equal variances assumed	1,583	,210	,071	199	,944	,0099	,1404	-,2669	,2867		
	Equal variances not assumed			,070	186,109	,944	,0099	,1405	-,2673	,2871		
Share (Seasonal)	Equal variances assumed	,990	,321	,103	199	,918	,0149	,1445	-,2701	,2998		
	Equal variances not assumed			,103	189,276	,918	,0149	,1446	-,2705	,3002		
Attention (Activity)	Equal variances assumed	,460	,498	3,460	199	,001	,8027	,2320	,3451	1,2602		
	Equal variances not assumed			3,458	197,313	,001	,8027	,2321	,3449	1,2604		
Interest (Activity)	Equal variances assumed	2,405	,123	3,165	199	,002	,7400	,2338	,2789	1,2011		
	Equal variances not assumed			3,163	195,143	,002	,7400	,2340	,2785	1,2015		
Like (Activity)	Equal variances assumed	3,547	,061	2,297	199	,023	,5341	,2325	,0756	,9926		
	Equal variances not assumed			2,295	192,643	,023	,5341	,2327	,0751	,9931		
Comment (Activity)	Equal variances assumed	2,331	,128	,506	199	,613	,0753	,1487	-,2179	,3685		
	Equal variances not assumed			,506	187,228	,614	,0753	,1489	-,2184	,3690		
Share (Activity)	Equal variances assumed	4,275	,040	1,071	199	,285	,1755	,1638	-,1476	,4986		
	Equal variances not assumed			1,070	185,023	,286	,1755	,1641	-,1482	,4992		
Attention (CSR)	Equal variances assumed	1,072	,302	4,833	199	,000	1,0610	,2195	,6281	1,4939		
	Equal variances not assumed			4,835	197,437	,000	1,0610	,2194	,6283	1,4937		
Interest (CSR)	Equal variances assumed	,895	,345	5,376	199	,000	1,1693	,2175	,7404	1,5982		
	Equal variances not assumed			5,378	198,189	,000	1,1693	,2174	,7405	1,5980		
Like (CSR)	Equal variances assumed	1,875	,172	3,868	199	,000	,9766	,2525	,4787	1,4744		
	Equal variances not assumed			3,866	195,365	,000	,9766	,2526	,4783	1,4748		
Comment (CSR)	Equal variances assumed	1,608	,206	,740	199	,460	,1436	,1940	-,2389	,5262		
	Equal variances not assumed			,740	194,263	,460	,1436	,1941	-,2393	,5265		
Share (CSR)	Equal variances assumed	9,716	,002	2,020	199	,045	,4509	,2232	,0108	,8910		
	Equal variances not assumed			2,018	189,599	,045	,4509	,2234	,0102	,8916		
Attention (Customer Service)	Equal variances assumed	,041	,840	1,951	199	,052	,4259	,2183	-,0045	,8563		
Interest (Customer Service)	Equal variances not assumed			1,951	198,771	,052	,4259	,2183	-,0046	,8564		
	Equal variances assumed	,210	,647	1,704	199	,090	,3687	,2164	-,0579	,7954		
Like (Customer Service)	Equal variances not assumed			1,704	198,998	,090	,3687	,2163	-,0579	,7953		
	Equal variances assumed	1,150	,285	1,715	199	,088	,3709	,2162	-,0555	,7973		
Comment (Customer Service)	Equal variances not assumed			1,715	197,752	,088	,3709	,2163	-,0557	,7975		
	Equal variances assumed	2,885	,091	,654	199	,514	,0897	,1371	-,1807	,3601		
Share (Customer Service)	Equal variances not assumed			,653	189,127	,514	,0897	,1373	-,1811	,3605		
	Equal variances assumed	2,172	,142	,491	199	,624	,0754	,1536	-,2274	,3782		
Attention (Product Awareness)	Equal variances not assumed			,490	187,088	,624	,0754	,1537	-,2279	,3787		
	Equal variances assumed	,064	,800	,853	199	,395	,1919	,2250	-,2518	,6357		
Interest (Product Awareness)	Equal variances not assumed			,853	198,302	,395	,1919	,2251	-,2520	,6358		
	Equal variances assumed	,163	,687	,344	199	,731	,0746	,2168	-,3529	,5021		
Like (Product Awareness)	Equal variances not assumed			,344	198,998	,731	,0746	,2168	-,3529	,5021		
	Equal variances assumed	,014	,908	-,087	199	,931	-,0182	,2099	-,4322	,3958		
Comment (Product Awareness)	Equal variances not assumed			-,087	198,881	,931	-,0182	,2100	-,4322	,3958		
	Equal variances assumed	2,047	,154	-,910	199	,364	-,1197	,1316	-,3792	,1397		
Share (Product Awareness)	Equal variances not assumed			-,910	196,838	,364	-,1197	,1315	-,3790	,1396		
	Equal variances assumed	,128	,721	-,247	199	,805	-,0348	,1408	-,3124	,2429		
Attention (Brand Awareness)	Equal variances not assumed			-,247	198,984	,805	-,0348	,1408	-,3124	,2429		
	Equal variances assumed	,037	,848	4,467	199	,000	1,0067	,2254	,5623	1,4511		
Interest (Brand Awareness)	Equal variances not assumed			4,467	198,935	,000	1,0067	,2254	,5623	1,4511		
	Equal variances assumed	,774	,380	4,149	199	,000	,9301	,2242	,4880	1,3722		
Like (Brand Awareness)	Equal variances not assumed			4,147	196,716	,000	,9301	,2243	,4877	1,3725		
	Equal variances assumed	9,384	,002	2,759	199	,006	,6168	,2236	,1759	1,0577		
Comment (Brand Awareness)	Equal variances not assumed			2,755	182,314	,006	,6168	,2239	,1750	1,0586		
	Equal variances assumed	3,531	,062	,898	199	,370	,1447	,1611	-,1730	,4623		
Share (Brand Awareness)	Equal variances not assumed			,896	175,152	,371	,1447	,1614	-,1738	,4631		
	Equal variances assumed	8,692	,004	1,311	199	,191	,2249	,1716	-,1135	,5632		
Attention (Reward)	Equal variances not assumed			1,308	169,900	,193	,2249	,1719	-,1145	,5642		
	Equal variances assumed	,241	,624	2,330	199	,021	,5272	,2263	,0810	,9734		
Interest (Reward)	Equal variances not assumed			2,330	198,983	,021	,5272	,2263	,0811	,9734		
	Equal variances assumed	,271	,604	2,353	199	,020	,5350	,2273	,0867	,9832		
Like (Reward)	Equal variances not assumed			2,354	198,997	,020	,5350	,2273	,0867	,9832		
	Equal variances assumed	3,453	,065	2,193	199	,029	,5033	,2295	,0506	,9559		
Comment (Reward)	Equal variances not assumed			2,191	195,229	,030	,5033	,2297	,0503	,9562		
	Equal variances assumed	,030	,864	-,143	199	,887	-,0235	,1644	-,3476	,3007		
Share (Reward)	Equal variances not assumed			-,143	198,999	,887	-,0235	,1644	-,3476	,3007		
	Equal variances assumed	2,952	,087	1,023	199	,307	,1705	,1666	-,1580	,4991		
	Equal variances not assumed			1,022	190,180	,308	,1705	,1668	-,1585	,4996		

Appendix 9 – Age and Engagement

Group Statistics					
	Age (Binned)	N	Mean	Std. Deviation	Std. Error Mean
Attention (Seasonal)	Millenials	168	3,205	1,5489	,1195
	Non-Millenials	33	3,409	1,7251	,3003
Interest (Seasonal)	Millenials	168	2,887	1,4982	,1156
	Non-Millenials	33	3,273	1,6821	,2928
Like (Seasonal)	Millenials	168	2,345	1,4844	,1145
	Non-Millenials	33	2,606	1,5996	,2785
Comment (Seasonal)	Millenials	168	1,411	,8760	,0676
	Non-Millenials	33	1,924	1,3870	,2414
Share (Seasonal)	Millenials	168	1,369	,8895	,0686
	Non-Millenials	33	2,121	1,3808	,2404
Attention (Activity)	Millenials	168	3,649	1,6538	,1276
	Non-Millenials	33	3,758	1,8838	,3279
Interest (Activity)	Millenials	168	3,342	1,6616	,1282
	Non-Millenials	33	3,500	1,8750	,3264
Like (Activity)	Millenials	168	2,646	1,6437	,1268
	Non-Millenials	33	2,833	1,7926	,3121
Comment (Activity)	Millenials	168	1,497	,9765	,0753
	Non-Millenials	33	1,924	1,3353	,2325
Share (Activity)	Millenials	168	1,491	,9811	,0757
	Non-Millenials	33	2,379	1,6537	,2879
Attention (CSR)	Millenials	168	4,658	1,6343	,1261
	Non-Millenials	33	4,470	1,6907	,2943
Interest (CSR)	Millenials	168	4,545	1,6212	,1251
	Non-Millenials	33	4,318	1,7802	,3099
Like (CSR)	Millenials	168	3,664	1,8495	,1427
	Non-Millenials	33	3,545	1,8848	,3281
Comment (CSR)	Millenials	168	1,860	1,3279	,1024
	Non-Millenials	33	2,303	1,5559	,2709
Share (CSR)	Millenials	168	2,217	1,5376	,1186
	Non-Millenials	33	2,803	1,8025	,3138
Attention (Customer Service)	Millenials	168	3,250	1,5104	,1165
	Non-Millenials	33	3,561	1,7843	,3106
Interest (Customer Service)	Millenials	168	2,997	1,4900	,1150

Service)	Non-Millennials	33	3,348	1,7743	,3089
Like (Customer Service)	Millennials	168	2,217	1,5061	,1162
	Non-Millennials	33	2,561	1,6991	,2958
Comment (Customer Service)	Millennials	168	1,446	,8687	,0670
	Non-Millennials	33	1,864	1,3421	,2336
Share (Customer Service)	Millennials	168	1,420	,8675	,0669
	Non-Millennials	33	2,379	1,6299	,2837
Attention (Product Awareness)	Millennials	168	3,301	1,5584	,1202
	Non-Millennials	33	3,227	1,7901	,3116
Interest (Product Awareness)	Millennials	168	2,991	1,5099	,1165
	Non-Millennials	33	3,030	1,6721	,2911
Like (Product Awareness)	Millennials	168	2,119	1,4582	,1125
	Non-Millennials	33	2,424	1,6111	,2805
Comment (Product Awareness)	Millennials	168	1,420	,8862	,0684
	Non-Millennials	33	1,727	1,1187	,1947
Share (Product Awareness)	Millennials	168	1,402	,8691	,0670
	Non-Millennials	33	2,045	1,3771	,2397
Attention (Brand Awareness)	Millennials	168	3,664	1,6673	,1286
	Non-Millennials	33	3,697	1,7182	,2991
Interest (Brand Awareness)	Millennials	168	3,482	1,6378	,1264
	Non-Millennials	33	3,424	1,7505	,3047
Like (Brand Awareness)	Millennials	168	2,479	1,6031	,1237
	Non-Millennials	33	2,545	1,6741	,2914
Comment (Brand Awareness)	Millennials	168	1,479	1,0838	,0836
	Non-Millennials	33	1,833	1,3788	,2400
Share (Brand Awareness)	Millennials	168	1,482	1,1132	,0859
	Non-Millennials	33	2,182	1,5452	,2690
Attention (Reward)	Millennials	168	4,051	1,6311	,1258
	Non-Millennials	33	3,652	1,5536	,2705
Interest (Reward)	Millennials	168	3,827	1,6433	,1268
	Non-Millennials	33	3,424	1,5366	,2675
Like (Reward)	Millennials	168	2,560	1,6423	,1267
	Non-Millennials	33	2,667	1,6661	,2900
Comment (Reward)	Millennials	168	1,595	1,1240	,0867
	Non-Millennials	33	1,879	1,3348	,2324
Share (Reward)	Millennials	168	1,509	1,0603	,0818
	Non-Millennials	33	2,303	1,5204	,2647

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Attention (Seasonal)	Equal variances assumed	1,116	,292	-,678	199	,499	-,2037	,3006	-,7965	,3890
	Equal variances not assumed			-,630	42,733	,532	-,2037	,3232	-,8556	,4482
Interest (Seasonal)	Equal variances assumed	,855	,356	-,1325	199	,187	-,3858	,2912	-,9600	,1884
	Equal variances not assumed			-,1226	42,552	,227	-,3858	,3148	-,10209	,2492
Like (Seasonal)	Equal variances assumed	,583	,446	-,911	199	,363	-,2608	,2863	-,8254	,3037
	Equal variances not assumed			-,866	43,503	,391	-,2608	,3011	-,8678	,3462
Comment (Seasonal)	Equal variances assumed	9,301	,003	-,2762	199	,006	-,5135	,1859	-,8801	-,1469
	Equal variances not assumed			-,2048	37,168	,048	-,5135	,2507	-,10215	-,0056
Share (Seasonal)	Equal variances assumed	18,428	,000	-,4010	199	,000	-,7522	,1876	-,11221	-,3823
	Equal variances not assumed			-,3009	37,381	,005	-,7522	,2500	-,12585	-,2458
Attention (Activity)	Equal variances assumed	2,606	,108	-,337	199	,736	-,1088	,3223	-,7444	,5269
	Equal variances not assumed			-,309	42,237	,759	-,1088	,3519	-,8188	,6012
Interest (Activity)	Equal variances assumed	,976	,324	-,488	199	,626	-,1577	,3233	-,7952	,4797
	Equal variances not assumed			-,450	42,441	,655	-,1577	,3507	-,8652	,5497
Like (Activity)	Equal variances assumed	,358	,550	-,590	199	,556	-,1875	,3177	-,8140	,4390
	Equal variances not assumed			-,557	43,216	,581	-,1875	,3368	-,8667	,4917
Comment (Activity)	Equal variances assumed	3,005	,085	-,2152	199	,033	-,4272	,1985	-,8187	-,0358
	Equal variances not assumed			-,1748	38,994	,088	-,4272	,2444	-,9215	,0670
Share (Activity)	Equal variances assumed	26,156	,000	-,4174	199	,000	-,8877	,2127	-,13071	-,4683
	Equal variances not assumed			-,2982	36,544	,005	-,8877	,2977	-,14911	-,2843
Attention (CSR)	Equal variances assumed	,655	,419	,601	199	,549	,1880	,3129	-,4291	,8052
	Equal variances not assumed			,587	44,538	,560	,1880	,3202	-,4570	,8331
Interest (CSR)	Equal variances assumed	2,043	,155	,722	199	,471	,2265	,3138	-,3922	,8452
	Equal variances not assumed			,678	43,056	,502	,2265	,3342	-,4474	,9004
Like (CSR)	Equal variances assumed	,000	,985	,335	199	,738	,1182	,3533	-,5784	,8148
	Equal variances not assumed			,330	44,941	,743	,1182	,3578	-,6024	,8389
Comment (CSR)	Equal variances assumed	1,245	,266	-,1701	199	,090	-,4429	,2603	-,9562	,0704
	Equal variances not assumed			-,1529	41,648	,134	-,4429	,2896	-,10275	,1416
Share (CSR)	Equal variances assumed	1,766	,185	-,1943	199	,053	-,5858	,3015	-,11802	,0087
	Equal variances not assumed			-,1746	41,638	,088	-,5858	,3355	-,12629	,0914
Attention (Customer Service)	Equal variances assumed	2,145	,145	-,1047	199	,296	-,3106	,2966	-,8955	,2743
	Equal variances not assumed			-,936	41,485	,355	-,3106	,3317	-,9803	,3591
Interest (Customer Service)	Equal variances assumed	2,572	,110	-,1199	199	,232	-,3515	,2931	-,9294	,2265
	Equal variances not assumed			-,1066	41,327	,292	-,3515	,3296	-,10169	,3140
Like (Customer Service)	Equal variances assumed	1,076	,301	-,1172	199	,243	-,3433	,2930	-,9211	,2344
	Equal variances not assumed			-,1080	42,447	,286	-,3433	,3178	-,9844	,2978
Comment (Customer Service)	Equal variances assumed	9,214	,003	-,2281	199	,024	-,4172	,1829	-,7779	-,0565
	Equal variances not assumed			-,1717	37,435	,094	-,4172	,2430	-,9095	,0751
Share (Customer Service)	Equal variances assumed	33,492	,000	-,4896	199	,000	-,9591	,1959	-,13455	-,5728
	Equal variances not assumed			-,3290	35,639	,002	-,9591	,2915	-,15506	-,3677
Attention (Product Awareness)	Equal variances assumed	1,871	,173	,241	199	,810	,0733	,3043	-,5267	,6733
	Equal variances not assumed			,220	42,058	,827	,0733	,3340	-,6007	,7474
Interest (Product Awareness)	Equal variances assumed	,803	,371	-,134	199	,894	-,0392	,2927	-,6164	,5379
	Equal variances not assumed			-,125	42,861	,901	-,0392	,3135	-,6716	,5931
Like (Product Awareness)	Equal variances assumed	,681	,410	-,1080	199	,281	-,3052	,2825	-,8624	,2520
	Equal variances not assumed			-,1010	42,915	,318	-,3052	,3022	-,9146	,3042
Comment (Product Awareness)	Equal variances assumed	1,754	,187	-,1742	199	,083	-,3076	,1766	-,6559	,0406
	Equal variances not assumed			-,1491	40,259	,144	-,3076	,2064	-,7247	,1094
Share (Product Awareness)	Equal variances assumed	15,456	,000	-,3489	199	,001	-,6437	,1845	-,10075	-,2799
	Equal variances not assumed			-,2586	37,159	,014	-,6437	,2489	-,11479	-,1394
Attention (Brand Awareness)	Equal variances assumed	,065	,798	-,104	199	,917	-,0333	,3190	-,6624	,5959
	Equal variances not assumed			-,102	44,640	,919	-,0333	,3256	-,6892	,6226
Interest (Brand Awareness)	Equal variances assumed	,059	,808	,184	199	,855	,0579	,3154	-,5641	,6799
	Equal variances not assumed			-,176	43,702	,861	,0579	,3299	-,6071	,7229
Like (Brand Awareness)	Equal variances assumed	,165	,685	-,216	199	,830	-,0663	,3075	-,6726	,5400
	Equal variances not assumed			-,209	44,291	,835	-,0663	,3166	-,7042	,5716
Comment (Brand Awareness)	Equal variances assumed	2,305	,131	-,1637	199	,103	-,3542	,2164	-,7809	,0725
	Equal variances not assumed			-,1393	40,126	,171	-,3542	,2542	-,8678	,1595
Share (Brand Awareness)	Equal variances assumed	13,626	,000	-,3079	199	,002	-,6997	,2272	-,11477	-,2516
	Equal variances not assumed			-,2478	38,780	,018	-,6997	,2824	-,12709	-,1284
Attention (Reward)	Equal variances assumed	,312	,577	1,295	199	,197	,3991	,3083	-,2088	1,0069
	Equal variances not assumed			1,338	46,935	,187	,3991	,2983	-,2010	,9992
Interest (Reward)	Equal variances assumed	,808	,370	1,302	199	,195	,4031	,3097	-,2076	1,0139
	Equal variances not assumed			1,362	47,533	,180	,4031	,2960	-,1922	,9985
Like (Reward)	Equal variances assumed	,038	,845	-,342	199	,733	-,1071	,3134	-,7252	,5109
	Equal variances not assumed			-,339	45,065	,737	-,1071	,3165	-,7446	,5303
Comment (Reward)	Equal variances assumed	1,137	,287	-,1283	199	,201	-,2835	,2210	-,7193	,1522
	Equal variances not assumed			-,1143	41,381	,259	-,2835	,2480	-,7843	,2172
Share (Reward)	Equal variances assumed	14,548	,000	-,3637	199	,000	-,7941	,2184	-,12247	-,3635
	Equal variances not assumed			-,2867	38,339	,007	-,7941	,2770	-,13547	-,2335

Appendix 10 – Following Status and Engagement

Group Statistics					
	Following IKEA	N	Mean	Std. Deviation	Std. Error Mean
Attention (Seasonal)	No	159	3,050	1,5201	,1206
	Yes	42	3,952	1,5996	,2468
Interest (Seasonal)	No	159	2,764	1,4505	,1150
	Yes	42	3,655	1,6435	,2536
Like (Seasonal)	No	159	2,170	1,3534	,1073
	Yes	42	3,214	1,7535	,2706
Comment (Seasonal)	No	159	1,434	,8825	,0700
	Yes	42	1,726	1,3169	,2032
Share (Seasonal)	No	159	1,425	,9091	,0721
	Yes	42	1,750	1,3491	,2082
Attention (Activity)	No	159	3,384	1,6460	,1305
	Yes	42	4,738	1,4109	,2177
Interest (Activity)	No	159	3,063	1,6175	,1283
	Yes	42	4,524	1,4814	,2286
Like (Activity)	No	159	2,387	1,4797	,1174
	Yes	42	3,774	1,8812	,2903
Comment (Activity)	No	159	1,469	,8925	,0708
	Yes	42	1,940	1,4659	,2262
Share (Activity)	No	159	1,491	,9371	,0743
	Yes	42	2,190	1,6746	,2584
Attention (CSR)	No	159	4,409	1,6448	,1304
	Yes	42	5,452	1,3516	,2086
Interest (CSR)	No	159	4,289	1,6472	,1306
	Yes	42	5,333	1,3689	,2112
Like (CSR)	No	159	3,434	1,8064	,1433
	Yes	42	4,440	1,8220	,2811
Comment (CSR)	No	159	1,818	1,1952	,0948
	Yes	42	2,369	1,8579	,2867
Share (CSR)	No	159	2,198	1,4626	,1160
	Yes	42	2,750	1,9762	,3049
Attention (Customer Service)	No	159	3,063	1,4667	,1163
	Yes	42	4,202	1,5814	,2440
Interest (Customer Service)	No	159	2,805	1,4253	,1130
	Yes	42	4,000	1,6117	,2487
Like (Customer Service)	No	159	2,013	1,3120	,1040

Service)	Yes	42	3,262	1,9167	,2957
Comment (Customer Service)	No	159	1,459	,9174	,0728
	Yes	42	1,726	1,1380	,1756
Share (Customer Service)	No	159	1,494	1,0063	,0798
	Yes	42	1,893	1,3138	,2027
Attention (Product Awareness)	No	159	3,053	1,4932	,1184
	Yes	42	4,179	1,6668	,2572
Interest (Product Awareness)	No	159	2,770	1,4083	,1117
	Yes	42	3,857	1,6939	,2614
Like (Product Awareness)	No	159	1,928	1,2614	,1000
	Yes	42	3,083	1,8803	,2901
Comment (Product Awareness)	No	159	1,434	,8825	,0700
	Yes	42	1,607	1,1017	,1700
Share (Product Awareness)	No	159	1,459	,9379	,0744
	Yes	42	1,690	1,1840	,1827
Attention (Brand Awareness)	No	159	3,396	1,5682	,1244
	Yes	42	4,702	1,6640	,2568
Interest (Brand Awareness)	No	159	3,204	1,5418	,1223
	Yes	42	4,488	1,6802	,2593
Like (Brand Awareness)	No	159	2,242	1,4219	,1128
	Yes	42	3,429	1,9304	,2979
Comment (Brand Awareness)	No	159	1,478	1,0037	,0796
	Yes	42	1,762	1,5509	,2393
Share (Brand Awareness)	No	159	1,481	1,0233	,0812
	Yes	42	2,036	1,7193	,2653
Attention (Reward)	No	159	3,761	1,6166	,1282
	Yes	42	4,833	1,3510	,2085
Interest (Reward)	No	159	3,528	1,5914	,1262
	Yes	42	4,643	1,4787	,2282
Like (Reward)	No	159	2,333	1,4644	,1161
	Yes	42	3,500	1,9475	,3005
Comment (Reward)	No	159	1,560	1,0348	,0821
	Yes	42	1,952	1,5294	,2360
Share (Reward)	No	159	1,563	1,1163	,0885
	Yes	42	1,929	1,3774	,2125

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Attention (Seasonal)	Equal variances assumed	1,597	,208	-3,383	199	,001	-.9021	,2666	-1,4278	-.3763
	Equal variances not assumed			-3,284	61,980	,002	-.9021	,2747	-1,4512	-.3530
Interest (Seasonal)	Equal variances assumed	1,932	,166	-3,440	199	,001	-.8906	,2589	-1,4011	-.3801
	Equal variances not assumed			-3,198	58,959	,002	-.8906	,2785	-1,4478	-.3334
Like (Seasonal)	Equal variances assumed	7,766	,006	-4,166	199	,000	-1,0445	,2507	-1,5388	-.5501
	Equal variances not assumed			-3,588	54,568	,001	-1,0445	,2911	-1,6279	-.4610
Comment (Seasonal)	Equal variances assumed	9,676	,002	-1,705	199	,090	-.2922	,1714	-.6302	,0457
	Equal variances not assumed			-1,360	51,118	,180	-.2922	,2149	-.7237	,1392
Share (Seasonal)	Equal variances assumed	9,703	,002	-1,847	199	,066	-.3255	,1762	-.6729	,0219
	Equal variances not assumed			-1,477	51,235	,146	-.3255	,2203	-.7677	,1168
Attention (Activity)	Equal variances assumed	3,022	,084	-4,878	199	,000	-1,3544	,2777	-1,9020	-.8069
	Equal variances not assumed			-5,336	73,321	,000	-1,3544	,2538	-1,8603	-.8486
Interest (Activity)	Equal variances assumed	,576	,449	-5,295	199	,000	-1,4609	,2759	-2,0050	-.9168
	Equal variances not assumed			-5,574	69,110	,000	-1,4609	,2621	-1,9838	-.9380
Like (Activity)	Equal variances assumed	7,761	,006	-5,089	199	,000	-1,3870	,2725	-1,9244	-.8496
	Equal variances not assumed			-4,430	55,115	,000	-1,3870	,3131	-2,0145	-.7596
Comment (Activity)	Equal variances assumed	14,057	,000	-2,623	199	,009	-.4719	,1799	-.8267	-.1172
	Equal variances not assumed			-1,991	49,299	,052	-.4719	,2370	-.9481	,0043
Share (Activity)	Equal variances assumed	37,675	,000	-3,573	199	,000	-.6999	,1959	-1,0862	-.3136
	Equal variances not assumed			-2,603	47,978	,012	-.6999	,2689	-1,2405	-.1593
Attention (CSR)	Equal variances assumed	2,904	,090	-3,786	199	,000	-1,0436	,2756	-1,5871	-.5000
	Equal variances not assumed			-4,242	76,316	,000	-1,0436	,2460	-1,5335	-.5537
Interest (CSR)	Equal variances assumed	3,060	,082	-3,776	199	,000	-1,0440	,2765	-1,5893	-.4987
	Equal variances not assumed			-4,204	75,493	,000	-1,0440	,2484	-1,5387	-.5493
Like (CSR)	Equal variances assumed	,169	,681	-3,206	199	,002	-1,0065	,3139	-1,6256	-.3874
	Equal variances not assumed			-3,190	63,937	,002	-1,0065	,3155	-1,6369	-.3762
Comment (CSR)	Equal variances assumed	14,411	,000	-2,340	199	,020	-.5514	,2357	-1,0162	-.0867
	Equal variances not assumed			-1,826	50,298	,074	-.5514	,3019	-1,1578	,0550
Share (CSR)	Equal variances assumed	12,582	,000	-2,011	199	,046	-.5519	,2745	-1,0932	-.0106
	Equal variances not assumed			-1,692	53,433	,097	-.5519	,3263	-1,2061	,1024
Attention (Customer Service)	Equal variances assumed	,182	,670	-4,405	199	,000	-1,1395	,2587	-1,6496	-.6294
	Equal variances not assumed			-4,215	60,932	,000	-1,1395	,2703	-1,6800	-.5989
Interest (Customer Service)	Equal variances assumed	,321	,572	-4,700	199	,000	-1,1950	,2543	-1,6964	-.6936
	Equal variances not assumed			-4,374	59,035	,000	-1,1950	,2732	-1,7416	-.6484
Like (Customer Service)	Equal variances assumed	13,491	,000	-4,942	199	,000	-1,2493	,2528	-1,7479	-.7508
	Equal variances not assumed			-3,985	51,573	,000	-1,2493	,3135	-1,8786	-.6201
Comment (Customer Service)	Equal variances assumed	4,662	,032	-1,592	199	,113	-.2671	,1678	-.5979	,0638
	Equal variances not assumed			-1,405	55,857	,166	-.2671	,1901	-.6479	,1137
Share (Customer Service)	Equal variances assumed	5,795	,017	-2,136	199	,034	-.3991	,1868	-.7676	-.0307
	Equal variances not assumed			-1,832	54,353	,072	-.3991	,2179	-.8359	,0376
Attention (Product Awareness)	Equal variances assumed	1,277	,260	-4,237	199	,000	-1,1251	,2655	-1,6488	-.6015
	Equal variances not assumed			-3,974	59,532	,000	-1,1251	,2831	-1,6916	-.5586
Interest (Product Awareness)	Equal variances assumed	1,965	,163	-4,256	199	,000	-1,0867	,2553	-1,5902	-.5832
	Equal variances not assumed			-3,823	56,847	,000	-1,0867	,2842	-1,6559	-.5175
Like (Product Awareness)	Equal variances assumed	13,188	,000	-4,720	199	,000	-1,1557	,2449	-1,6385	-.6728
	Equal variances not assumed			-3,766	51,141	,000	-1,1557	,3069	-1,7717	-.5396
Comment (Product Awareness)	Equal variances assumed	3,343	,069	-1,071	199	,285	-.1732	,1617	-.4920	,1456
	Equal variances not assumed			-.942	55,661	,350	-.1732	,1838	-.5415	,1952
Share (Product Awareness)	Equal variances assumed	6,333	,013	-1,342	199	,181	-.2314	,1724	-.5713	,1086
	Equal variances not assumed			-1,173	55,324	,246	-.2314	,1973	-.6266	,1639
Attention (Brand Awareness)	Equal variances assumed	,406	,525	-4,740	199	,000	-1,3062	,2756	-1,8496	-.7627
	Equal variances not assumed			-4,578	61,612	,000	-1,3062	,2853	-1,8765	-.7358
Interest (Brand Awareness)	Equal variances assumed	,577	,449	-4,709	199	,000	-1,2837	,2726	-1,8213	-.7461
	Equal variances not assumed			-4,478	60,492	,000	-1,2837	,2866	-1,8570	-.7104
Like (Brand Awareness)	Equal variances assumed	8,152	,005	-4,439	199	,000	-1,1864	,2672	-1,7134	-.6594
	Equal variances not assumed			-3,725	53,309	,000	-1,1864	,3185	-1,8252	-.5477
Comment (Brand Awareness)	Equal variances assumed	7,693	,006	-1,438	199	,152	-.2839	,1975	-.6733	,1055
	Equal variances not assumed			-1,126	50,414	,266	-.2839	,2522	-.7904	,2225
Share (Brand Awareness)	Equal variances assumed	22,648	,000	-2,663	199	,008	-.5546	,2082	-.9652	-.1440
	Equal variances not assumed			-1,999	48,921	,051	-.5546	,2774	-1,1121	,0030
Attention (Reward)	Equal variances assumed	2,077	,151	-3,948	199	,000	-1,0723	,2716	-1,6079	-.5367
	Equal variances not assumed			-4,382	75,092	,000	-1,0723	,2447	-1,5598	-.5848
Interest (Reward)	Equal variances assumed	,419	,518	-4,095	199	,000	-1,1146	,2722	-1,6513	-.5778
	Equal variances not assumed			-4,275	68,268	,000	-1,1146	,2607	-1,6348	-.5943
Like (Reward)	Equal variances assumed	6,422	,012	-4,267	199	,000	-1,1667	,2734	-1,7059	-.6275
	Equal variances not assumed			-3,621	53,850	,001	-1,1667	,3222	-1,8126	-.5207
Comment (Reward)	Equal variances assumed	14,899	,000	-1,961	199	,051	-.3926	,2002	-.7875	,0022
	Equal variances not assumed			-1,571	51,320	,122	-.3926	,2499	-.8942	,1089
Share (Reward)	Equal variances assumed	4,671	,032	-1,794	199	,074	-.3657	,2038	-.7676	,0362
	Equal variances not assumed			-1,588	56,022	,118	-.3657	,2302	-.8269	,0955

Appendix 11 – Professional Situation and Engagement

		N	Mean	Std. Deviation	Std. Error
Attention (Seasonal)	Student	73	3,363	1,5098	,1767
	Student Worker	34	3,015	1,5787	,2707
	Employed	91	3,253	1,6353	,1714
	Unemployed	3	2,333	1,5275	,8819
	Total	201	3,239	1,5764	,1112
Interest (Seasonal)	Student	73	2,959	1,5740	,1842
	Student Worker	34	2,794	1,5132	,2595
	Employed	91	3,022	1,5219	,1595
	Unemployed	3	2,333	1,5275	,8819
	Total	201	2,950	1,5322	,1081
Like (Seasonal)	Student	73	2,452	1,5482	,1812
	Student Worker	34	2,426	1,7283	,2964
	Employed	91	2,319	1,3955	,1463
	Unemployed	3	2,500	1,5000	,8660
	Total	201	2,388	1,5029	,1060
Comment (Seasonal)	Student	73	1,500	1,0138	,1187
	Student Worker	34	1,353	,7128	,1222
	Employed	91	1,527	1,0471	,1098
	Unemployed	3	2,000	1,7321	1,0000
	Total	201	1,495	,9925	,0700
Share (Seasonal)	Student	73	1,445	1,0526	,1232
	Student Worker	34	1,338	,7041	,1208
	Employed	91	1,571	1,0764	,1128
	Unemployed	3	2,000	1,7321	1,0000
	Total	201	1,493	1,0216	,0721
Attention (Activity)	Student	73	3,658	1,6747	,1960
	Student Worker	34	3,809	1,5375	,2637
	Employed	91	3,687	1,7490	,1833
	Unemployed	3	1,667	1,1547	,6667
	Total	201	3,667	1,6892	,1191
Interest (Activity)	Student	73	3,315	1,7027	,1993
	Student Worker	34	3,559	1,6458	,2822
	Employed	91	3,396	1,7103	,1793
	Unemployed	3	1,667	1,1547	,6667
	Total	201	3,368	1,6945	,1195
Like	Student	73	2,726	1,6605	,1943

(Activity)	Student Worker	34	2,765	1,7763	,3046
	Employed	91	2,659	1,6447	,1724
	Unemployed	3	1,000	,0000	,0000
	Total	201	2,677	1,6658	,1175
Comment (Activity)	Student	73	1,575	1,0661	,1248
	Student Worker	34	1,485	,9002	,1544
	Employed	91	1,610	1,1126	,1166
	Unemployed	3	1,000	,0000	,0000
	Total	201	1,567	1,0520	,0742
Share (Activity)	Student	73	1,610	1,1219	,1313
	Student Worker	34	1,456	1,0471	,1796
	Employed	91	1,747	1,2458	,1306
	Unemployed	3	1,000	,0000	,0000
	Total	201	1,637	1,1619	,0820
Attention (CSR)	Student	73	4,678	1,5374	,1799
	Student Worker	34	4,632	1,6981	,2912
	Employed	91	4,621	1,6953	,1777
	Unemployed	3	3,500	2,2913	1,3229
	Total	201	4,627	1,6409	,1157
Interest (CSR)	Student	73	4,582	1,5344	,1796
	Student Worker	34	4,485	1,6674	,2859
	Employed	91	4,484	1,7167	,1800
	Unemployed	3	3,667	2,5166	1,4530
	Total	201	4,507	1,6458	,1161
Like (CSR)	Student	73	3,808	1,7710	,2073
	Student Worker	34	3,662	1,9295	,3309
	Employed	91	3,516	1,8980	,1990
	Unemployed	3	3,333	2,0817	1,2019
	Total	201	3,644	1,8511	,1306
Comment (CSR)	Student	73	1,822	1,2920	,1512
	Student Worker	34	1,985	1,6213	,2780
	Employed	91	1,967	1,3329	,1397
	Unemployed	3	3,000	1,7321	1,0000
	Total	201	1,933	1,3736	,0969
Share (CSR)	Student	73	2,205	1,4810	,1733
	Student Worker	34	2,279	1,8057	,3097
	Employed	91	2,401	1,6197	,1698
	Unemployed	3	2,667	1,5275	,8819
	Total	201	2,313	1,5941	,1124
Attention (Customer)	Student	73	3,226	1,5024	,1758
	Student Worker	34	3,221	1,6615	,2849

Service)	Employed	91	3,418	1,5763	,1652
	Unemployed	3	2,500	1,5000	,8660
	Total	201	3,301	1,5581	,1099
Interest (Customer Service)	Student	73	3,007	1,4422	,1688
	Student Worker	34	3,015	1,6072	,2756
	Employed	91	3,143	1,5974	,1674
	Unemployed	3	2,000	1,7321	1,0000
	Total	201	3,055	1,5409	,1087
Like (Customer Service)	Student	73	2,267	1,5791	,1848
	Student Worker	34	2,397	1,6596	,2846
	Employed	91	2,264	1,4913	,1563
	Unemployed	3	1,333	,5774	,3333
	Total	201	2,274	1,5402	,1086
Comment (Customer Service)	Student	73	1,425	,9599	,1123
	Student Worker	34	1,515	,7735	,1326
	Employed	91	1,604	1,0555	,1106
	Unemployed	3	1,000	,0000	,0000
	Total	201	1,515	,9707	,0685
Share (Customer Service)	Student	73	1,390	,9510	,1113
	Student Worker	34	1,515	,9002	,1544
	Employed	91	1,769	1,2345	,1294
	Unemployed	3	1,000	,0000	,0000
	Total	201	1,577	1,0864	,0766
Attention (Product Awareness)	Student	73	3,377	1,5541	,1819
	Student Worker	34	3,426	1,7326	,2971
	Employed	91	3,220	1,5745	,1650
	Unemployed	3	1,667	1,1547	,6667
	Total	201	3,289	1,5942	,1124
Interest (Product Awareness)	Student	73	3,034	1,4345	,1679
	Student Worker	34	3,088	1,8442	,3163
	Employed	91	2,978	1,4961	,1568
	Unemployed	3	1,667	1,1547	,6667
	Total	201	2,998	1,5334	,1082
Like (Product Awareness)	Student	73	2,164	1,4143	,1655
	Student Worker	34	2,441	1,9375	,3323
	Employed	91	2,099	1,3626	,1428
	Unemployed	3	1,333	,5774	,3333
	Total	201	2,169	1,4845	,1047
Comment (Product Awareness)	Student	73	1,438	,9202	,1077
	Student Worker	34	1,279	,7092	,1216
	Employed	91	1,582	1,0173	,1066

	Unemployed	3	1,000	,0000	,0000
	Total	201	1,470	,9323	,0658
Share (Product Awareness)	Student	73	1,438	,9572	,1120
	Student Worker	34	1,338	,7357	,1262
	Employed	91	1,643	1,1088	,1162
	Unemployed	3	1,000	,0000	,0000
	Total	201	1,507	,9956	,0702
Attention (Brand Awareness)	Student	73	3,699	1,6473	,1928
	Student Worker	34	3,574	1,8387	,3153
	Employed	91	3,747	1,6200	,1698
	Unemployed	3	1,667	1,1547	,6667
	Total	201	3,669	1,6714	,1179
Interest (Brand Awareness)	Student	73	3,500	1,6667	,1951
	Student Worker	34	3,353	1,8071	,3099
	Employed	91	3,555	1,5802	,1656
	Unemployed	3	1,667	1,1547	,6667
	Total	201	3,473	1,6524	,1166
Like (Brand Awareness)	Student	73	2,562	1,6498	,1931
	Student Worker	34	2,529	1,8004	,3088
	Employed	91	2,456	1,5305	,1604
	Unemployed	3	1,333	,5774	,3333
	Total	201	2,490	1,6109	,1136
Comment (Brand Awareness)	Student	73	1,493	1,1562	,1353
	Student Worker	34	1,412	1,1042	,1894
	Employed	91	1,637	1,1621	,1218
	Unemployed	3	1,000	,0000	,0000
	Total	201	1,537	1,1412	,0805
Share (Brand Awareness)	Student	73	1,486	1,1755	,1376
	Student Worker	34	1,441	1,1727	,2011
	Employed	91	1,764	1,2766	,1338
	Unemployed	3	1,000	,0000	,0000
	Total	201	1,597	1,2183	,0859
Attention (Reward)	Student	73	4,116	1,5889	,1860
	Student Worker	34	4,176	1,6417	,2815
	Employed	91	3,863	1,6074	,1685
	Unemployed	3	2,333	2,3094	1,3333
	Total	201	3,985	1,6217	,1144
Interest (Reward)	Student	73	3,863	1,6314	,1909
	Student Worker	34	3,971	1,6466	,2824
	Employed	91	3,648	1,5977	,1675
	Unemployed	3	2,333	2,3094	1,3333

	Total	201	3,761	1,6295	,1149
Like (Reward)	Student	73	2,651	1,6929	,1981
	Student Worker	34	2,779	1,8917	,3244
	Employed	91	2,456	1,5030	,1576
	Unemployed	3	2,167	2,0207	1,1667
	Total	201	2,577	1,6425	,1159
Comment (Reward)	Student	73	1,555	1,1042	,1292
	Student Worker	34	1,529	1,0220	,1753
	Employed	91	1,742	1,2458	,1306
	Unemployed	3	2,000	1,7321	1,0000
	Total	201	1,642	1,1623	,0820
Share (Reward)	Student	73	1,562	1,2526	,1466
	Student Worker	34	1,471	,9040	,1550
	Employed	91	1,780	1,2252	,1284
	Unemployed	3	1,167	,2887	,1667
	Total	201	1,639	1,1813	,0833

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Attention (Seasonal)	Between Groups	5,311	3	1,770	,709	,548
	Within Groups	491,726	197	2,496		
	Total	497,037	200			
Interest (Seasonal)	Between Groups	2,444	3	,815	,344	,794
	Within Groups	467,058	197	2,371		
	Total	469,502	200			
Like (Seasonal)	Between Groups	,825	3	,275	,120	,948
	Within Groups	450,907	197	2,289		
	Total	451,731	200			
Comment (Seasonal)	Between Groups	1,549	3	,516	,520	,669
	Within Groups	195,446	197	,992		
	Total	196,995	200			

Share (Seasonal)	Between Groups	2,312	3	,771	,735	,532
	Within Groups	206,427	197	1,048		
	Total	208,739	200			
Attention (Activity)	Between Groups	12,730	3	4,243	1,498	,216
	Within Groups	557,937	197	2,832		
	Total	570,667	200			
Interest (Activity)	Between Groups	10,196	3	3,399	1,187	,316
	Within Groups	564,061	197	2,863		
	Total	574,256	200			
Like (Activity)	Between Groups	8,902	3	2,967	1,071	,363
	Within Groups	546,078	197	2,772		
	Total	554,980	200			
Comment (Activity)	Between Groups	1,364	3	,455	,407	,748
	Within Groups	219,979	197	1,117		
	Total	221,343	200			
Share (Activity)	Between Groups	3,494	3	1,165	,861	,462
	Within Groups	266,494	197	1,353		
	Total	269,988	200			
Attention (CSR)	Between Groups	4,005	3	1,335	,492	,688
	Within Groups	534,510	197	2,713		
	Total	538,515	200			
Interest (CSR)	Between Groups	2,597	3	,866	,316	,814
	Within Groups	539,141	197	2,737		
	Total	541,739	200			
Like (CSR)	Between Groups	3,749	3	1,250	,361	,781
	Within Groups	681,567	197	3,460		
	Total	685,316	200			
Comment (CSR)	Between Groups	4,515	3	1,505	,795	,498
	Within Groups	372,829	197	1,893		
	Total	377,343	200			

Share (CSR)		Between Groups	1,964	3	,655	,255	,858
		Within Groups	506,290	197	2,570		
		Total	508,254	200			
Attention (Customer Service)		Between Groups	3,792	3	1,264	,517	,671
		Within Groups	481,748	197	2,445		
		Total	485,540	200			
Interest (Customer Service)		Between Groups	4,266	3	1,422	,595	,619
		Within Groups	470,632	197	2,389		
		Total	474,898	200			
Like (Customer Service)		Between Groups	3,182	3	1,061	,443	,722
		Within Groups	471,268	197	2,392		
		Total	474,450	200			
Comment (Customer Service)		Between Groups	2,119	3	,706	,747	,525
		Within Groups	186,337	197	,946		
		Total	188,455	200			
Share (Customer Service)		Between Groups	7,035	3	2,345	2,017	,113
		Within Groups	229,020	197	1,163		
		Total	236,055	200			
Attention (Product Awareness)		Between Groups	9,536	3	3,179	1,256	,291
		Within Groups	498,728	197	2,532		
		Total	508,264	200			
Interest (Product Awareness)		Between Groups	5,726	3	1,909	,810	,490
		Within Groups	464,522	197	2,358		
		Total	470,249	200			
Like (Product Awareness)		Between Groups	5,062	3	1,687	,763	,516
		Within Groups	435,686	197	2,212		
		Total	440,749	200			
Comment (Product Awareness)		Between Groups	3,121	3	1,040	1,201	,311
		Within Groups	170,700	197	,866		
		Total	173,821	200			

Share Awareness)	(Product	Between Groups	3,763	3	1,254	1,271	,286
		Within Groups	194,476	197	,987		
		Total	198,239	200			
Attention Awareness)	(Brand	Between Groups	12,959	3	4,320	1,559	,201
		Within Groups	545,790	197	2,771		
		Total	558,749	200			
Interest Awareness)	(Brand	Between Groups	10,943	3	3,648	1,343	,262
		Within Groups	535,157	197	2,717		
		Total	546,100	200			
Like Awareness)	(Brand	Between Groups	4,546	3	1,515	,580	,629
		Within Groups	514,434	197	2,611		
		Total	518,980	200			
Comment Awareness)	(Brand	Between Groups	2,455	3	,818	,625	,600
		Within Groups	258,015	197	1,310		
		Total	260,470	200			
Share Awareness)	(Brand	Between Groups	5,319	3	1,773	1,198	,312
		Within Groups	291,539	197	1,480		
		Total	296,858	200			
Attention (Reward)		Between Groups	12,054	3	4,018	1,540	,205
		Within Groups	513,901	197	2,609		
		Total	525,955	200			
Interest (Reward)		Between Groups	9,523	3	3,174	1,199	,311
		Within Groups	521,515	197	2,647		
		Total	531,037	200			
Like (Reward)		Between Groups	3,626	3	1,209	,444	,722
		Within Groups	535,929	197	2,720		
		Total	539,555	200			
Comment (Reward)		Between Groups	2,276	3	,759	,558	,643
		Within Groups	267,933	197	1,360		
		Total	270,209	200			

Share (Reward)	Between Groups	3,885	3	1,295	,927	,429
	Within Groups	275,214	197	1,397		
	Total	279,100	200			