



UNIVERSIDADE CATÓLICA PORTUGUESA

Consumer engagement with football brands on social media

What drives consumers to engage with
FC Porto on social media?

Final Dissertation presented to Universidade Católica Portuguesa to obtain the
degree of Master of Science in Marketing

by

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March 2018

Acknowledgments

To the FC Porto marketing team for providing my best work experience so far, in particular to Tiago Gouveia for being the leader that I one day hope to be, to Ricardo Oliveira that gratefully assisted me in performing this thesis, to Gonçalo Azevedo for all the help and guidance during my internship in FC Porto. A kind word to my friends Vasconcelos, Ferro, Hélder, Chemega, João Victor, Juvenal, Miguel, Licinio, Israel, Susana, Joana, Carlos and Albuquerque.

To my brother Francisco and sister Carolina, to my parents, and to my grandparents for the support and encouragement given throughout one of the toughest moments in my academic life.

To my girlfriend and best friend Beni that helped me in keeping my focus and for being my work companion. There are no words to express how much of a help she was during this ride.

To my friends Diogo Ferreira, Diogo Fonseca and João Filipe for living with me the amazing journey that Católica provided us.

To Professor Joana César Machado for always being available and helpful. I couldn't have executed this thesis without her patience and guidance throughout the whole process. It was a true pleasure working with Professor Joana.

To my players that gave me countless moments of true happiness. It was a true pleasure being the university's football coach during three amazing years.

Abstract

Facebook, and recently Instagram, are established marketing tools that allow brands to connect and engage with their consumers at a level far beyond the reach of traditional offline marketing. To fine tune their messages on social media, brands need to know their consumers' motivations to engage. However, this information is especially difficult to assemble for sports brands, and, particularly, for football brands. Football consumers are extremely passionate and unpredictable, and, moreover, the core product is highly intangible. Hence, the goal of our research is to understand what are the motivations for FC Porto fans to engage with the brand on Facebook and Instagram. To reach that goal, an online survey was performed and 250 questionnaires were collected. Since the social media strategy followed by FC Porto is developed around the games, we performed a cluster analysis dividing fans into two groups: game-enthusiastic and game-detached. We used Linear Regressions to measure the motivations before and after the clusters analysis. Prior to the clusters analysis, evidence shows the motivations that significantly trigger consumer engagement the most on Facebook are social influence, entertainment, search for information and reward. On Instagram, the most influential motivations are entertainment and reward. After the clusters analysis, evidence shows that consumer engagement on Facebook for cluster n^o1 is triggered by entertainment and social influence, and for cluster n^o2 is triggered by entertainment, social influence and reward. Regarding Instagram, cluster n^o1 is triggered by entertainment, social influence and reward, and cluster n^o2 is triggered by entertainment and reward.

Keywords: Social Media; Social Networking Sites; Motivations; Consumer Engagement; FC Porto; Football Fans; Sports Branding

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1. Introduction

Social media has changed communication landscape and online consumer behavior. With consumers spending more and more time on social media, brand-related interactions and exposure to brand communications are increasingly taking place within this sphere. Thus, social networking sites (SNS) become key players for branding activities (Kaplan & Haenlein, 2010). In fact, SNS have become the best channels to reach customers globally and receive their valuable feedback (Kaz & Karahan, 2011).

The aim of this research is to understand what drives consumers to engage with football brands on SNS. Football, as a sector, has a particularity that few sectors can count on: their fans. In this sector, fans tend to be life-long supporters of the brand and display high levels of loyalty, meaning that is highly unlikely for them to change brands (Tapp, 2004). Having this type of customer base, social media provides several opportunities for football brands to develop and maintain relationships and, more important, to be another source of income (Kriemadis, Terzoudis, & Kartakoullis 2010).

When brands approach this type of fans with the functionalities and tools offered by social media, they can take advantage of innumerable opportunities. Besides, as pointed out by García (2011), football supporters are no longer satisfied with just the promise of a good match at the weekends – in fact, they are seeking for constant engagement and affiliation (Williams & Chinn, 2010; Wallace, Wilson, & Miloch, 2011). Hence, social media can play a critical role in meeting these new needs. Even though their brand affiliation and loyalty may stay the same for their lifetime, fans have a constant need to consume brand-related content – for example, content related to their favorite athlete, favorite coach, or to the transfer market (Wang & Zhou, 2015) – and the content related

to the weekly match is no longer enough. Moreover, as pointed out by Abosag, Roper, & Hund (2012), the more satisfied and fulfilled the consumer is, the more likely he/she is to consume brand extensions. However, it is worth to notice that football fans can have the same preference towards one club but may have different needs and expectations towards it. Football supporters may differ in their consumption of brand-related products, their level of commitment and loyalty, their match day activities, their behavior towards results, and their motivations for sports consumption (Trail et al., 2002; 2003; Tapp & Clowes, 2002; Tapp, 2004; Moutinho, 2008). Therefore, it is mandatory for football brands to pay attention, on a daily basis, to what their fans are looking for, so they can have the most pleased customer base possible and benefit from it. This can only be achieved through daily interaction, specifically, through social media.

This research is going to focus on a specific football brand: FC Porto. The choice of FC Porto is related with the involvement of the author with this brand, as a long-time fan and supporter, and as a former employee during the period of one year. Moreover, FC Porto is one of the most relevant football brands in Portugal and a respected brand in the European football context.

This MFA will try to answer the following research question: “What drives consumers to engage with FC Porto brand on SNS?”. This research will focus on the SNS Facebook and Instagram, since these are the most relevant SNS in Portugal (Marketeer, 2017). The purpose of this study is (1) to identify what are the major motivations for FC Porto fans to engage with the brand on Facebook and Instagram; and (2) to understand the relationship between specific consumer engagement motivations and the different type of FC Porto supporters – in order to provide value information for the FC Porto social media strategy.

We will use Muntinga, Moorman, & Smit (2011), Azar, Machado, Vacas-de-Carvalho, & Mendes (2016), and Enginkaya & Yilmaz (2014) researches in order to measure the motivations for consumer engagement. Regarding our conceptualization of consumer engagement, it will be defined according to Tsai & Men's (2013) study. To segment the different type of football fans, we will follow the segmentation process proposed by Trail, Fink, & Anderson (2002, 2003), together with the guidelines provided by Tiago Gouveia, the FC Porto Marketing Director (see Appendix I).

This thesis will be composed by seven chapters. The first one is the introduction where the author's motivations for this study are described alongside the purpose and goals. The second chapter regards the literature review that is going to be focused on the following critical concepts: social media and social networking sites; sports branding; consumer engagement; motivations for consumer engagement; and football fans. In the third chapter, we will explain the research model. In the fourth chapter, the research methodology will be described as well as the data collection process. The fifth chapter presents the main results of this research, which will be discussed in the sixth chapter. The seventh chapter presents the conclusion together with the limitations of this research and suggestions for further studies.

2. Literature Review

2.1. Social Media & Social Networking Sites

Research shows that there are several definitions of social media. A very simple definition, provided by Kaplan & Haenlein (2010), regards social media as a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of User Generated Content (UGC). Considering a more specific definition, Mangold & Faulds (2009, p. 358) say that social media incorporates a wide range of online, word-of-mouth forums including “blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs), and social networking websites”. Thomas (2010), claims that social media is CRM for millennials, however, they are a more complex marketing tool and may assume a different form in the future. Even though definitions may vary from one author to another, research is unanimous regarding the fact that social media is now a fundamental part of everyone’s everyday life. Its capability for communicating and sharing information has transformed consumer behavior, and hence, companies must give a particular attention to social media (Kaplan & Haenlein, 2010).

The main responsible for the tremendous proliferation of social media are the personal devices, such as smartphones and tablets that facilitated the access to social media. These vehicles facilitate communication without constraints of time and location (Hara, Bonk, & Angeli, 2000). According to Hennig-Thurau et al. (2010), this means that we are no longer just passive recipients of

information, as the flow of information through this new generation of media is multidirectional, interconnected and difficult to predict. As a result, Meng, Stavros & Westberg (2015) point out that managers should view social media as a more contemporary form of word-of-mouth communication within the conventional marketing mix.

We intend to study in depth one particular form of social media, namely SNS (Mangold & Faulds 2009), once the research will focus on two specific SNS: Facebook and Instagram.

According to Ellison & Boyd (2008), SNS are broadly defined as web-based services that allow individuals to create a public, or semi-public, profile within a circled system, develop a list of other users with whom they share a connection, as well as view and access their list of connections and those made by others within the system. These personal profiles can include any type of information, including photos, video, audio files, and blogs (Kaplan & Haenlein, 2010), relationship status and brand preferences (Azar et al., 2016), meaning that SNS are not only networks of consumers, but also “network of consumers and brands and networks among brands” (Gensler, Völckner, Liuthompkins, & Wiertz, 2013; p.249). In fact, SNS allow the creation and strengthening of affective relations or links among members, and between members and the organization or the network brand manager (Dessart, Veloutsou, & Morgan-Thomas, 2015; Koh & Kim, 2004). Dwyer, Hiltz, & Passerini (2007) follow the same conceptualization by saying that the main motivation behind the usage of SNS is communication and maintaining relationships.

Dwyer et al. (2007) present the following list of popular activities performed in SNS that we are going to study in depth when we approach the consumer engagement topic: updating others on activities and whereabouts; sharing photos and archiving events; getting updates on activities by friends;

displaying a large social network; presenting an idealized persona; sending messages privately and posting public testimonials.

Regarding Facebook, founded in 2004, this SNS, according to Facebook (2016), enables its users to stay connected with friends and family, to discover the ever-changing world, and to share and express what matters to them. There are a number of different ways to engage with people on Facebook, the most important of which is the news feed. The news feed displays an algorithmically-ranked series of stories and advertisements individualized according to the profile and interests of each person. As of September 30th, 2017, Facebook is the world's leading SNS with 2.07 billion active users monthly (Facebook, 2017). According to Statistic Brain (2017a), 1.126 billion were mobile Facebook users. Concerning Portugal, as of May 5th, 2017, there were 5.9 million users (aged 13+), meaning that approximately half of the Portuguese population is on Facebook. Of the 5.9 millions of users, 51% are female and 49% are male, and the largest age group present in Facebook is in-between 35 and 44 years old (Napoleon Cat, 2017).

Regarding Instagram, founded in 2010 as a free mobile application, it allows its users to edit and share pictures and videos from their mobile devices in a very user-friendly and fast way (Virtanen, Björk, & Sjöström, 2017). Specifically, it enables people to take photos or videos, customize them with filter effects, and share them with friends and followers in a photo feed or send them directly to friends (Facebook, 2016). According to Statistic Brain (2017b), on July 1st, 2017, there were approximately 715 million users with 52 million photos shared each day. Regarding Portugal, there are 2.7 million users (aged+13). Of the 2.7 million users, 52% are female and 48% are male, and the largest age group present in Instagram is in-between 18 and 24 years old (Napoleon Cat, 2017).

2.2. Brands on Social Media

Social media allow firms to engage with their consumers in a timely and direct way at a relatively low cost with high levels of efficiency (Kaplan & Haenlein, 2010). Furthermore, social media platforms extend the spheres of marketing influence and reach (Hanna, Rohm, & Crittenden, 2011).

According to Thompson, Martin, & Eagleman (2014), new online marketing platforms, such as SNS, provide brands/organizations the possibility of connecting with their consumers/fans at a level far beyond the reach of traditional offline marketing. Whereas traditional media can only deliver one-way messages to consumers, social media is more about building relations and creating a line of dialogue with consumers (Thompson et al. 2014). Social media allows brands to transparently and clearly transmit their identity to their supporters in a much powerful way than through offline interactions (Naylor, Lamberton, & West, 2012).

According to Enginkaya & Yilmaz (2014), nowadays, companies are using social media not only for online and digital advertising, but also for handling customer services, extracting innovation and ideas from their consumers and creating engaged brand communities.

Brands can deepen their connections with consumers through social media. By doing so, brands can reach a wider audience and encourage continuous interaction with their consumers and between consumers (Kaz & Karahan 2011). As stated by Hodge (2010 apud Hensel & Deis, 2010), online groups that are connected with each other on social media are very beneficial for firms

because they provide cross-selling opportunities to distinct groups sharing the same platform.

For brands, social media platforms are now key marketing tools. In fact, due to their particularly low cost and high effectiveness, they are increasingly used by companies (Kaz & Karahan 2011). Furthermore, as Steinman & Hawkins (2010) highlighted, the viral feature of social media makes them a critical marketing instrument, specifically in SNS, such as Facebook, where brand messages can easily reach millions of people. This stimulates brands to carry out their promotions through social media to achieve high levels of attention and participation by consumers, and ultimately, to maximize brand exposure. Indeed, word-of-mouth (WOM) occurs whenever a user likes, comments on, or shares a brand-related content (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011; Swani, Milne, & Brown, 2013). Therefore, it is crucial for companies to identify the type of social media marketing content that appeals to the users' common interests so that the message can reach high levels of likes, comments and shares (Kietzmann et al., 2011).

The social media landscape is transforming consumer-brand interaction. In specific, SNS revolutionized how brand-related content is created, distributed and consumed (Tsai & Men, 2013). There are now an unprecedented number of opportunities for brands to reach their stakeholders, to build strong communities and to develop intimate relationships with their social media users (Tsai & Men, 2013). Indeed, SNS allows organizations to continuously monitor their audiences and to quickly respond to their demands (Yan, 2011).

Besides, according to Yan (2011), the dialogue that SNS allow, helps refresh the organizational memory, and if the engagement is sincere and genuine, it allows organizations to break free from narrow-minded thinking and short organizational memory – which can open the organization's horizons to a whole new level of ideas and positions.

Ultimately, as stated by Yan (2011), brands are strengthened when they are able to stimulate interactions which will allow external audiences and communities to identify with the brand, create positive associations and become more involved with the brand. It is also very important for brands to carefully choose their social media channels according to their audiences and ensure if they demand the level of interaction that the channel provides (Kaplan & Haenlein 2010; Yan 2011).

Regarding Facebook, this SNS offers companies a variety of services for communicating and engaging with customers. Brand fan pages are a particularly interesting marketing tool for companies, where members of the brand page are also connected to their "*friends*", regardless of if they endorse or do not endorse that particular brand (Ellison & Boyd, 2008). Ultimately, brand pages are used for explicit brand communication and as a privileged interaction channel (Azar et al., 2016). Brands' communication on Facebook can be oriented towards: building relationships between the brand and its customers; between community members; between the customer and company; and between the customer and the product (Azar et al., 2016; McAlexander, Schouten, & Koenig, 2002; Muñiz & O'Guinn, 2011).

Facebook pages contain "*Like*" buttons, which allow other network members to express preferences about the brand page. When a member of the Facebook social network "*likes*" a brand, that brand appears on their personal profile page, with a link back to the brand's page (Facebook Developers, 2012). This way, the consumer and brand form a connection and this connection is visible to other members of the consumer's network, not only through the brand page but also through the other members news feed (Chernatony, Buil, & Wallace, 2012).

Godes & Mayzlin (2009) provide several reasons why brands benefit when users "*like*" their content: it encourages consumer-consumer and consumer-

brand interaction; indicates the popularity of the brand posts by displaying the number of people "*friends*" who like the message; and allows users to provide personal endorsements.

Swani, Milne & Brown (2013) go a little further regarding the relevance of "*liking*" by claiming that is the equivalent to WOM – the flow of communication among consumers about products or services. Indeed, due to the particularities of the Facebook platform, when a user "*likes*" a message, that communication is automatically posted on his/her personal page and is likely to appear in his/her "*friends*" news feed (as previously explained). The positive connotation of the word "*like*" already implies positive WOM and, according to Azar et al. (2016), Facebook users do not want to be associated with brands they do not like.

Some firms even go one step further and use Facebook as a distribution channel (Kaplan & Haenlein, 2010). As stated previously, costs can be reduced through social media when compared to the distribution part necessary in mass media. As pointed out by Dong-Hun (2010), nowadays, social media platforms function as outlets that are accessed free of charge. Moreover, the adaptation of the messages according to the target groups or individuals are available at a much lower cost for the brand.

Regarding Instagram, the use of this SNS as social media tool is a recent phenomenon. As stated by Virtanen et al. (2017), Instagram has only been available to companies for a few years. Therefore, there is a lack of research on this SNS as a marketing tool. Through Instagram, companies are able to interact with their consumers, whenever they endorse the brand, i.e. following, liking and commenting posts, while the brand may also respond by endorsing its followers in return (Miles, 2014; Neher, 2013; Virtanen et al., 2017).

According to Virtanen et al. (2017), when a company is unfamiliar and unknown to consumers, endorsing potential consumers on Instagram may be

very important for creating and building awareness of the company and, desirably, for gaining followers.

Instagram has become a tremendously popular marketing platform among brands due to the growing number of users, but more importantly, because of its characteristics that underscore the trend of visual content in social media marketing – through these characteristics, Instagram enhances companies' visual storytelling rather than just presenting textual information (Neher, 2013; Stelzner, 2016; Virtanen et al., 2017). This trend is related to consumer's increasing preference for images and online visual content – especially because our brains can consume, process and understand information faster through images than plain text (Neher, 2013). This change towards visual storytelling is a major shift that companies must also respond to (Virtanen et al., 2017). This shift occurred due to the following reasons: emergence of smartphone photography; adoption of dedicated smartphone applications; easiness in sharing images with friends, family and the world at large (McNely, 2012; Rainie, Brenner, & Purcell, 2012; Vong, 2012; Ibrahim, 2015; Stuart, Stuart, & Thelwall, 2017;).

2.3. Consumer Engagement

There are several studies on consumer engagement, and we find different conceptualizations regarding it. Ilic, Brodie, Hollebeek, & Juric (2011) define consumer engagement as a psychological state that occurs by virtue of interactive, co-creative experiences with a focal agent/object (i.e., a brand) in a service relationship. According to Bowden (2009), consumer engagement is also a psychological process but it models the underlying mechanisms of brand loyalty for repeat purchase. In Doorn et al.'s (2010) research, consumer

engagement is not a psychological process, as it is related to behaviors that go beyond simple transactions, and is defined as customer's behavioral manifestations that have a brand focus, beyond purchase, resulting from motivational drivers.

Muntinga et al. (2011) present a typology of consumer online brand-related activities (COBRA), which reflect consumer engagement with brands on SNS on three continuous levels. Consumption of brand-related content on SNS, such as viewing videos and pictures on a brand's fan page, reading product reviews, and downloading brand widgets, is regarded as the minimal level of consumer online brand-related activity. User contribution to brand-related content, by responding to content provided by brands' fan pages on SNS, contributing to brand forums or commenting on blogs, pictures or videos that others have created, is regarded as a moderate level of consumer online brand-related activity. User creation of UGC, such as when users post their own product reviews, publish and share videos and pictures on the brand SNS pages that others can consume and contribute to – is regarded as the ultimate level of consumer online brand-related activity.

Tsai & Men (2013) contribute to this topic by providing a classification of consumer-brand engagement on Facebook, according to two levels of engagement. Consuming, which involves watching videos on companies' Facebook pages, viewing pictures on companies' Facebook pages, reading companies' posts, user comments, or product reviews, and liking/joining a companies' Facebook pages, is regarded as the first level of consumer engagement. Contributing, which involves engaging on conversations on companies' Facebook pages, sharing companies' Facebook posts on their personal page, recommending companies' Facebook pages to their personal Facebook contacts, and uploading product-related video, audio, pictures or images, is regarded as the second level of consumer engagement.

Nowadays it is critical for brands to stimulate consumer engagement. As stated by Kabadayi & Price (2014), this new era of engagement created by social media opens up many prospects for brands to extract value from existing and potential customers. Engagement involves consumers' interactive experiences with brands that, eventually, will enrich the overall brand value that consumers receive (Ilic et al., 2011). Brands can now receive feedback and suggestions more easily, allowing them to respond to their consumers, enhance their offerings, handle problems and provide a better service (Kabadayi & Price, 2014). Hence, having an engaged consumer base is quickly becoming one of the key objectives of many marketing professionals (Dessart et al., 2015), and has become an integral part of brands' marketing and public relations campaigns (Kabadayi & Price, 2014).

Regarding UGC, previously introduced by Muntinga et al. (2011), it is understood as the various forms of content made publicly available and created by end users (Kaplan & Haenlein, 2010). According to the Organisation for Economic Co-Operation and Development (OECD, 2007), UGC is defined as: content that is made publicly available over the internet; content that reflects a certain amount of creative effort; and content created outside professional routines and practices. Through UGC, individuals can become vigorous content producers instead of simple passive recipients of information from mainstream media. Moreover, through the Internet, UGC can reach consumers anywhere in the world free of charge and is not limited by subscriptions, unlike newspapers or magazines (Kwak, Kim, & Zimmerman, 2010). UGC is also equivalent to WOM, specifically, to eWOM, that is the flow of online communication among consumers about products or services (Thorson & Rodgers, 2006). According to Sashi (2012), UGC allows consumers to contribute to their favorite brands by helping companies understand their needs, to participate in product

development and delivery, to provide feedback on products and to become product advocates.

For the purpose of this research, we will address consumer engagement based on the Tsai & Men's (2013) research findings.

2.4. Sports Brands on Social Media

As a sector, sports exhibit a number of unique characteristics, as Mullin, Hardy, & Sutton (2000) point out: sports consumer has a remarkably high involvement with the product; consumer demand tends to fluctuate widely; sport is an example of a highly intangible and personalized service (each participant/spectator takes his/her unique set of benefits); sport is generally publicly consumed; customer satisfaction is related to social facilitation; there is little or no control over the product; and sport has almost universal demographic appeal worldwide.

Concerning this subject, there is also a critical factor that should be considered that regards particular characteristics of the sports brands' consumers. Business, in general, desires high levels of loyalty as a result of consumer engagement. However, in sports, loyalty is a very powerful concept within its customers base, since sports fans are very unlikely to change their commitment and lifelong brand loyalty is the norm (Tapp, 2004; Abosag, Roper & Hund, 2012).

Because of the level of commitment of sports fans and supporters, sports brands are in a great position to build a strong brand and enduring

relationships with their consumers (Abosag et al., 2012). Indeed, strong and powerful brands are built on a basis of the trust that arises from the consumer experience (Biscaia, Correia, Ross, Rosado & Maroco, 2013). This is especially true in professional sports such as football, given that the core product (i.e., games) is often intangible, unpredictable and subjective in nature (Gladden, Sutton, & Milne, 1998). Regarding the core product, Mullin et al. (2000) argue that the core product consists of the following: players and coaches; the venue; the equipment used; and the rules of that game – everything else, such as branded merchandise, food, beverage, match day programs, hospitality are considered extensions.

However, as stated in García's (2011) research, to preserve a dedicated mass of fans, the guarantee of a good match by the sports brand is no longer enough. Nowadays, it is critical to develop a more continuous and sustainable relationship, less dependent on sport success and where fans are permanently engaged. According to Wallace, Wilson, & Miloch (2011), social media can play a crucial role in this relationship. Moreover, Williams & Chinn (2010) highlighted that social media is essential for the building of a favorable relationship that encourages repeat consumption of the sport product. This is especially significant due to sport entities' reliance on ticket and merchandising sales for revenue generation.

Furthermore, research is unanimous regarding the fact that, given the existence of this type of fan bases in sports, sports brands are perfectly positioned to use social media and to encourage consumer interaction with the sport product, athletes and team personnel through their social media platforms (Wallace et al., 2011). Social media have also changed the traditional way athletes interact with their fans, and this could be a key role in maintaining relationships with the brands' supporters since it can help athlete fans to fulfill their needs for entertainment, diversion, and information gathering (Wang &

Zhou, 2015). Consequently, social media help in disseminating information about a sports team, and countless fans have come together on blogs, forums and SNS to discuss official and unofficial news concerning the teams they support, and established strong online brand communities (Waters, Burke, Jackson & Buning, 2010).

Furthermore, Rein, Kotler & Ryan (2006) state that the growing commercialization of football has led supporters to see the benefits of their club's branding activities, especially if they wish their club to grow and compete at a higher level. In addition, the more favorable the supporters' perceptions about the brand, the more likely they would be to support brand extensions and other brand strategies, as suggested by Abosag et al. (2012). Thus, social media can play a crucial role for a sports brand, not only in helping it to obtain a secondary income, but also providing a competitive advantage over rivals.

As stated by Kriemadis, Terzoudis & Kartakoullis (2010), clubs can use social media for several purposes: to provide on-line catalogues for their merchandising products; to provide ticket booking; to provide information about ticket availability for matches and offer tickets through online promotions; and to provide information about additional products and services such as corporate hospitality or travel services – Facebook is a SNS that can fulfill these intentions very well. Kriemadis et al. (2010) go further and claim that this experience could be enhanced by the use of graphics and images, and that these services would add an entirely new dimension to the sales process – Instagram is a SNS that could fit perfectly in this strategy.

Thus, by combining the sports consumers' commitment, loyalty and desire for engagement with the services and capabilities of social media, sports brands can obtain significant valuable opportunities.

2.5. Sports Fans

Nonetheless, there are differences between a mere sport's spectator and a sport's fan that are important to notice, even when they share the same preference towards a sports club. Besides, it is important to also understand that for some fans, the motive for sports consumption may not be related to winning (Tapp & Clowes 2002). Spectators will observe a sport's match and then forget about it, while fans will feel high levels of intensity by doing it and will dedicate part of every day to the team or the sport itself (Jones, 1997). According to Moutinho (2008), this high level of fan intensity is described as fandom. To Moutinho (2008), fandom is defined as a relationship or affiliation in which a great deal of emotional connotation and value are originated from group membership. Instead of fandom, Tapp & Clowes (2002) identify these type of fans as "*fanatics*", an example of highly involved football consumers, and, additionally, Bee & Kahle (2006) suggest that such fans display their commitment through repeat ticket purchase and want to demonstrate involvement through exhibiting certain behaviors. Therefore, it is essential for this research's purpose to segment sports fans, in order to clearly understand the motivations of different type of fans to engage with sports brands on social media. Indeed, engagement may vary according to the different levels of involvement, loyalty and commitment of sports' supporters.

Tapp & Clowes (2002) identified five major variables for segmenting the different type of fans. Tapp & Clowes's (2002) research segments fans according to geodemographic and psychographic variables, and, specifically, according to loyalty, supporter's usage levels (value) and supporter needs. Tapp & Clowes's (2002) research uses Stewart & Smith (1997) typology, developed for Australian Rules Football supporters, to segment fans according to their needs: the "*aficionado*" (a fan who seeks quality performance – not team loyal); the "theatre

goer" (a fan who seeks entertainment and wants a close contest); the "passionate *partisan*" (a fan who wants his/her team to win and identifies with team success and losses); the "champ follower" (brand switcher based on winning); the "reclusive *partisan*" (a fan who identifies strongly with the team, but does not often attend games). Regarding other criteria, Tapp & Clowes (2002) conceptualize three types of fans according to their supporter's usage level, which, according to Mullin et al. (2000), is the type of segmentation that is more valuable for sports organizations. Through this segmentation, managers can identify occasional supporters and target them to stimulate more regular support, while more regular supporters can be targeted with loyalty programs (Mullin et al., 2000). Tapp & Clowes's (2002) segmentation according to supporters' value led to the identification of the following segments: the fanatic (attends on average 18 home games plus some or all away games; spends on average £350 per year on tickets and £75 per year on merchandising); the regular supporter (attends between 10 to 18 games; spends on average £350 per year on tickets and £35 per year on merchandising); and the casual supporter (attends 5 games; spends on average £100 per year on tickets and £30 per year on merchandising). However, Tapp & Clowes' (2002) research was made before the social media era. Nowadays, a fan can follow enthusiastically his/her preferred sports brand on social media, engage in every post, watch every match through social media and may not attend any game during the whole season for financial reasons, for example. Hence, he/she may not provide any financial value to the brand, but be a great brand advocate and still provide brand value.

FC Porto Marketing Director, Tiago Gouveia, suggests a segmentation centered on supporters' response to the football brand's core product, which is the match, as one potential criteria. According to Tiago Gouveia, the social media strategy of FC Porto is built around the core product. Every content that

is posted online through Facebook and Instagram aims to create and develop an enthusiastic atmosphere around the next game. Consequently, the segmentation of the supporters that interact with the brand on social media should be done according to the match itself and how supporters act towards it. Therefore, Tiago Gouveia suggested that, in order to segment supporters according to the way they follow the game, the criteria should be the ensuing: by seeing the match in the stadium; by seeing the match on television; by seeing the match through the internet; or not following the match at all. With this type of segmentation, it is possible to consider all different type of fans in respect to one core dimension of the brand's product – the match.

The traditional typology found in past literature segments supporters according to criteria such as being a fan or a spectator. This segmentation may not be the most appropriate any longer due to the different ways consumers can consume sports events currently (live, through television, social media or radio). Besides, it is not possible to find a unanimous segmentation of sports fans because there are a multitude of interdependent values, attitudes, and behaviors to consider (Stewart, Smith & Nicholson, 2003).

Hence, we are going to use Trail et al.'s (2002; 2003) research for the basis of our segmentation, as in this study, supporters are segmented according to the way they consume the sports' match, which is aligned with Tiago Gouveia's segmentation suggestion. According to the findings of Trail et al. (2002; 2003), sports' fans possess several different motives for consuming sports (i.e., attending a match, buying merchandising, watching the match on the television, etc.), and these motives are mainly based on social and psychological needs. The motives proposed (see Figure 1) are the following: achievement, which is related to the way the supporter feels when his/her team wins; aesthetics, which is related to the way the supporter feels towards the attractiveness of the game; drama, which is related to the supporter's need for

close contests; escape, which is related to the supporter's need to get away from his/her day-to-day routine; knowledge, which is related to the supporter's need to learn more about the game; physical skills, which is related to the supporter's satisfaction when seeing his/her team or favorite athlete performing well; social, which is related to the supporter's need to interact with other people during the match; and family, which is related to the supporter's need to spend more time with his/her family.

We considered that the segmentation criteria suggested by FC Porto Marketing Director should be complemented by other criteria to provide a more in-depth knowledge on FC Porto's supporters. However, we do consider that the focus on supporters' attitude towards the core product, i.e. the match, for the segmentation of fans, is, in fact, relevant and can enrich the findings of this study. After carefully reviewing the literature on this topic, study, we considered that the motivations for fans to consume sports proposed by Trail et al. (2002; 2003) complement well the segmentation criteria proposed by Tiago Gouveia. By adding this variable to our research, we will be able to provide new insights regarding the content published by FC Porto. For instance, if we find that the family motive has a strong connection with a specific motivation for consumer engagement, say reward, then, if FC Porto aims to offer promotions to win tickets, it could publish a picture of a father and a son watching a game on Facebook or Instagram, next to the ticket's promotion, and this may lead to higher levels of consumer engagement.

Figure 1 - Trail et al.'s (2002) definition of motives for sports consumption

Motive	Definition
Vicarious Achievement	The need for social prestige, self-esteem and sense of empowerment that an individual can receive from their association with a successful team.
Acquisition of Knowledge	The need to learn about the team or players through interaction and media consumption.
Aesthetics	The artistic appreciation of the sport due to its inherent beauty.
Social Interaction	The need to interact and socialize with others of like interests to achieve feelings that one is part of a group.
Drama	The need to experience pleasurable stress or stimulation gained from the drama of the event.
Escape	The need to find a diversion from work and the normal, unexciting activity of everyday life.
Family	The opportunity to spend time with one's family doing something everyone enjoys.
Physical Skill of the Participants	The appreciation of the physical skill of the athletes or the well-executed performance of the team.

2.6. Motivations for Consumer Engagement

The consumption of media is a deliberate behavior in which consumers seek content according to their motivations to meet specific needs (Daugherty, Eastin, & Bright, 2008).

In this research, we aim to specifically study the motivations for consumers to engage with a specific football brand on SNS, and, in particular, on Facebook and Instagram. As stated by Muntinga et al. (2011), it is important to understand the motivations behind the use of social media, however, the authors do not specifically address the motivations for engaging with the brand's content. To achieve the purpose of this research, we will use Azar et al.'s (2016) study as the basis for the motivations for engaging with brands on social media. Even though Azar et al.'s (2016) research focus only on the motivations for consumer engagement with brands on Facebook, we will also address the measures that were suggested for Instagram, since both are considered to be SNS and, more important, they can fit the Instagram's features. Furthermore, the definition of consumer engagement on Facebook provided by Tsai & Men (2013) is also going to be adapted to Instagram. Their conceptualization of consumer engagement also works for Instagram, because all the items they propose to measure engagement through Facebook can also be applied to Instagram.

The literature recognizes five main motivations for consumer engagement: social influence, search for information, rewards, conversation and entertainment.

Social Influence

People use brands to create their self-identity (Azar et al., 2016). Indeed, according to Azar et al.'s (2016) research, people engage with a brand not only to interact directly to the brand, but also to make an impression on their friends, to be approved by others and to feel part of a community. This phenomenon is based on approving or disapproving attitudes of others, in respect to our usage and adoption of services or products (Curran & Lennon 2011).

People not only feel the need to be affiliated with the brands which are consistent with their personality, but also to feel integrated and connected with the community built around that brand. Moreover, their engagement is related to the need for meeting like-minded others and interacting with them about the brand (Muntinga et al., 2011; Enginkaya & Yilmaz, 2014).

In the football sector, being part of the community that is built around the football club/brand is absolutely crucial for some fans (Moutinho, 2008).

Search for Information

This motivation reflects consumers' search for reliable and trustworthy information regarding the brand or the brand's product. According to Muntinga et al. (2011), search for information covers sub-motivations such as: asking for relevant events and conditions that are going to take place (for example, searching for ticket prices); seeking opinions or instructions (for example, about football players that were recently purchased); and risk reduction. The sub-motivation risk reduction is conceptualized by Azar et al. (2016) as trust, and the authors point out that consumers often rely in information that is transmitted through the official brand channel instead of other marketer-generated content (sports newspapers, for example). Moreover, trust in the brand or in other members of the brand community can influence consumers' involvement with the brand. We did not consider trust to be a

motivation for engaging with the brand on social media in this research since it works more as a validation factor than as a motivation itself. This is especially true in the football sector, where the passion for the brand is so high that sports fans do not consider the brand's official channel untrustworthy.

Furthermore, consuming brand-related content allows consumers to perceive the environment and involvement that is built around the brand and ultimately, to keep posted of new developments regarding the brand (Muntinga et al., 2011; Azar et al., 2016).

Reward

Opportunity seeking reflects the motivation for engaging with a brand in order to gain benefits from it. This motivation is related to Muntinga et al.'s (2011) concept of remuneration, which highlights that fans may be driven by the prospects of gaining utilitarian rewards (Azar et al., 2016), like money, prizes or other rewards. Enginkaya & Yilmaz's (2014) research highlighted that this motivation is critical to create involvement with the brand. This is especially true for football brands, as the opportunity to obtain tickets or to gain the chance of meeting an athlete may be extremely valuable for consumers. Tsai & Men (2013) also claim that opportunity seeking is the primary reason for using Facebook brand pages.

Conversation

Conversation should be regarded as the need for communicating directly with a brand (Enginkaya & Yilmaz, 2014). The interaction with other members, that are part of the brand community, is included previously in the social influence motivation. This motivation may also significantly explain consumer engagement of football fans. Often fans transmit their dissatisfaction to football brands when the sports' result do not match their expectations. This can be

done through a comment on a specific brand, or brand-related, post or through private messages. Football fans may believe that, through social media, they are able to transmit their opinion or disappointment directly to the brand without any space or time boundaries.

Entertainment

Many people use the Internet to be entertained and relaxed (Azar et al., 2016). According to Enginkaya & Yilmaz's (2014) research, entertainment may explain consumer engagement with brand, or brand-related content, as consumers often interact with content in order to have fun. According to Muntinga et al.'s (2011) research, entertainment covers items such as enjoyment and relaxation. Entertainment is regarded as enjoyment in Curran & Lennon's (2011) research, which showed that this is the motivation with the most relevant influence on users' intention to continue using and recommending SNS. On the other hand, Jahn & Kunz's (2012) research links entertainment with the content itself, stating that this motivation implies that the content is fun and amusing for consumers.

3. Research Model

3.1. Framework

In this research, we aim to understand what drives consumers to engage with FC Porto brand on social media. Even though it is possible to find relevant literature regarding the motivations behind consumer engagement with brands on social media, there still is a lack of research regarding engagement with sports brands. As previously explained, sports fans are passionate, unpredictable and do not have the same needs when consuming sports. We should not assume that every supporter of a specific football club has the same commitment and the same type of relationship with the brand (even though they share the preference for that club), as demonstrated in the literature review. Football supporters may differ in their consumption of brand-related products, their level of commitment and loyalty, their match day activities, their behavior towards results, and their motivations for sports consumption (Trail et al., 2002; 2003; Tapp & Clowes, 2002; Tapp, 2004; Moutinho, 2008).

Therefore, by combining sports brands and their different type of supporters, the goal is not only to just explore what are the motivations for fans to interact with a sports brand through social media, but also to understand in depth what kind of content different type of fans are more likely to engage with. Moreover, this research aims to provide new insights regarding the motivations for engaging with brands on Instagram, which is still a recent marketing tool for companies.

To achieve these purposes, we are going to study a particular football brand, FC Porto. FC Porto is a multisport club – however, for the purpose of this research, we will study FC Porto exclusively as a football club – founded in

1893. It is a Portuguese football club based in the city of Porto, in the north of Portugal. It is one of the most well-succeeded Portuguese clubs and is greatly respected internationally – it's the 9th best club in Europe according the UEFA ranking (UEFA, 2017). Jorge Nuno Pinto da Costa is the president since August 17th of 1982 and the football team plays its home games in Estádio do Dragão.

In order to fulfill the aims of this research, we will follow the research framework presented bellow (see Figure 2). The first goal of this research is to understand the motivations for consumers to engage with FC Porto brand on social media. Moreover, we also aim to understand how these motivations differ between different types of fans. Therefore, we added the segmentation of fans according to their motivations for sports consumption as a moderator, to gain insights on the motivations for consumer engagement of fans that consume sports in different ways. To achieve the purposes of this research, we will do an exploratory study.

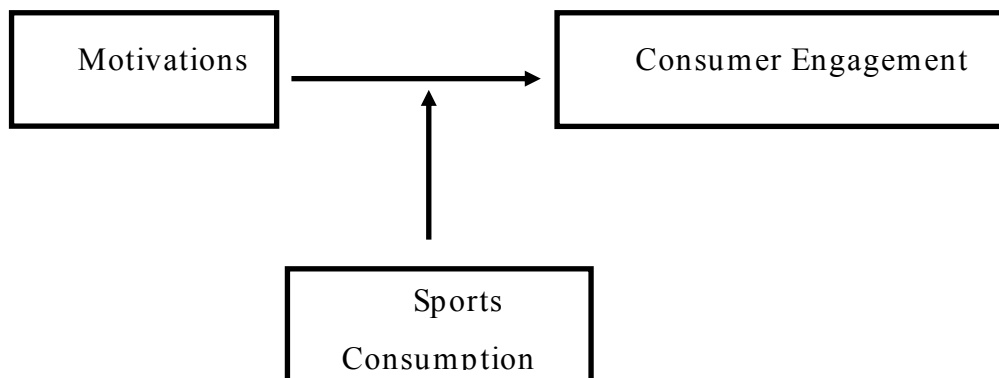


Figure 2 – Research Framework

3.2. Constructs

The motivations that will be addressed in this research were already described in the literature review. Based on Azar et al. (2016) and Enginkaya & Yilmaz's (2014) researches, the motivations that are going to be studied are presented in the following table (see Table 1).

Motivations for Consumer Engagement	
Social Influence	Azar et al. (2016)
Search for Information	Azar et al. (2016)
Entertainment	Azar et al. (2016)
Conversation	Enginkaya & Yilmaz (2014)
Reward	Azar et al. (2016)

Table 1 – Motivations For Consumer Engagement

Regarding consumer engagement, the conceptualization adapted will be based on Tsai & Men's (2013) research, which was already detailed in the literature review. The two dimensions of consumer engagement are presented in the following table (see Table 2).

Consumer Engagement

Consuming	Tsai & Men (2013)
Contributing	Tsai & Men (2013)

Table 2 - Consumer Engagement

Regarding the type of fans, which will be considered as a moderating variable, we will segment fans according to their motivations for sports consumption, based on the findings of Trail et al.'s (2002; 2003) research. As explained in the literature review, Trail et al. (2002; 2003) suggest the segmentation approach presented in the following the table (see Table 3).

Motivations for Sports Consumption	
Achievement	Trail et al. (2002; 2003)
Aesthetics	Trail et al. (2002; 2003)
Drama	Trail et al. (2002; 2003)
Escape	Trail et al. (2002; 2003)
Knowledge	Trail et al. (2002; 2003)
Physical Skills	Trail et al. (2002; 2003)
Social	Trail et al. (2002; 2003)
Family	Trail et al. (2002; 2003)

Table 3 - Sports Consumption

4. Methods

There are several studies regarding what drives consumers to engage with brands on Facebook. However, there is still a lack of research regarding the motivations to engage with brands on Instagram, since the relevance of this SNS as a marketing tool is more recent. Moreover, there is still a lack of research, as well, regarding the motivations for engaging with a football brand on SNS. As pointed out in the literature review, football fans have specific characteristics regarding their football brand consumption that make them very special consumers. Hence, it is important for brands to understand exactly how to reach out to them and how to take advantage of those particular characteristics.

Thus, it is extremely difficult to develop hypotheses or propositions regarding their motivations and, especially, how they act towards Instagram. Therefore, we have decided to develop an exploratory study in order to find new insights that could lead to more specific studies.

Nevertheless, we are going to perform a quantitative analysis, which will be used to infer evidences for theory through the measurement of variables that produce numeric outcomes (Field, 2009). To perform this study, a self-administrated online survey (see Appendix II) was developed through Google Forms. Through online surveys we are able to access groups and individuals that otherwise it would be extremely difficult to reach in a short amount of time and with no costs (Wright, 2005).

The survey was sent to specific people in order to guarantee that only FC Porto supporters answered the survey. This way, we were able to reach the sample required for the purpose of this research, not compromising the survey with respondents that were not FC Porto supporters.

When people entered the survey's site, there was an introductory text where we described the research goals.

The survey consisted of fourteen questions, and was divided in four main parts. The first part of the questionnaire was related with respondents' sports consumption. We started by asking respondents if they are FC Porto members. Then, we asked them how they, usually, watch a FC Porto match (by going to the stadium; by watching it on television or on the internet through streams or Sport TV multiscreen; by following the result through social media; or if they do not see the match at all). We finished this part by asking respondents what their motives to consume sports are. The seven motivations for sports consumption (achievement, aesthetics, drama, escape, knowledge, physical skills, social, family) were all measured through multiple item scales using a seven-point Likert structure, with the endpoints being "strongly disagree" to "strongly agree".

The second part of the questionnaire included questions related with respondents' general use of SNS and of FC Porto SNS pages. We asked respondents how much time they spent, on average, on Facebook and on Instagram. Following, we asked them if they followed the Facebook and Instagram pages of FC Porto. In this case, respondents that did not follow any of FC Porto SNS pages, were directed to the final part of the questionnaire. Finally, we asked respondents about their level of engagement with FC Porto page on Facebook and on Instagram. The two dimensions of consumer-brand engagement (consuming and contributing) were measured through multiple item scales using a seven-point Likert scale, with the endpoints being "never" to "always".

The third part of the questionnaire included questions related to respondents' motivations for engaging with FC Porto on Facebook and on Instagram. The five constructs (social influence, search for information, reward, conversation and entertainment) were also measured by multiple item scales

through a seven-point Likert scale, with the endpoints being “strongly disagree” to “strongly disagree”.

In the last part of the questionnaire, respondents were asked about their sex, age, occupation and place of residence, in order to allow a sociodemographic characterization of our sample.

4.1. Scales

Several of the scales used in this study were already used in studies regarding consumer engagement on Facebook. However, because this research will be focused on a specific football brand and also on Instagram, some changes were required. Following we will present the items that were used to measure each of the constructs studied.

4.1.1. Consumer Engagement

Regarding the measures of consumer engagement that were based on Tsai & Men's (2013) research, we had to do some minor changes in the items used to capture both dimensions of engagement with brands' SNS pages, as in this research we are also studying Instagram, and not only Facebook. We also changed “companies” to “FC Porto” so that we could specifically address FC Porto's SNS pages. Moreover, we decided not to include the item “liking/joining” FC Porto's SNS page (one of the items considered by Tsai & Men (2013) to measure the consuming dimension of consumer engagement), because this question will be asked at the beginning of the questionnaire. If the respondent does not like or follow the FC Porto brand on Facebook or Instagram, then he/she will be directed to the final part of the questionnaire.

The items considered to measure both dimensions of consumer-brand engagement are presented in the tables below (see Table 4 and 5).

Consumer Engagement - Consuming	
Watching videos on FC Porto Facebook's/Instagram's page;	Tsai & Men (2013)
Viewing pictures on FC Porto Facebook's/Instagram's page;	Tsai & Men (2013)
Reading FC Porto Facebook's/Instagram's posts, user comments, or products reviews.	Tsai & Men (2013)

Table 4 - Consumer Engagement – Consuming

Consumer Engagement - Contributing	
Engaging in conversations on FC Porto Facebook's/Instagram's page (e.g., commenting, asking, and answering questions);	Tsai & Men (2013)
Sharing FC Porto Facebook's/Instagram's page posts on my own Facebook page (e.g., video, audio, pictures, texts);	Tsai & Men (2013)
Recommending FC Porto Facebook's/Instagram's page to my Facebook or Instagram connections;	Tsai & Men (2013)
Uploading FC Porto-related video, audio, pictures or images on my Facebook's/Instagram's page.	Tsai & Men (2013)

Table 5 - Consumer Engagement - Contributing

4.1.2. Motivations for Consumer Engagement

The items used to measure the motivations for consumer engagement needed to be adapted to meet the specific goals of this research. One of the main goals is to understand the motivations for consumers to engage with FC Porto brand on its SNS pages. Therefore, we needed to change the word “SNS” to “Facebook” and to “Instagram” in the several items used to measure the different motivations. Moreover, we also needed to address specifically FC Porto brand, and, therefore, we changed “brands” for “FC Porto brand.”

Nearly all the scales used to measure the motivations for consumer engagement were adapted from Azar et al.'s (2016) research, except for the conversation motivation that was not considered in their research. Regarding the conversation motivation, we adapted the scale from Enginkaya & Yilmaz's (2014) research. The authors included this motivation in their research, as some consumers may feel the need to speak directly to the brand, and this might influence their engagement with FC Porto brand on its SNS. We also considered Shu & Chuang's (2011) study in order to complement the items that measure the social influence motivation, as it was crucial to address, in this study, supporters' need for chatting and sharing their opinion with other supporters.

Regarding the entertainment motivation, in order to have a more complete perspective on this motivation, we felt the need to address the content published by FC Porto, and not only items linked with the need of escaping daily life problems. For that propose, we used two items that can be found in Jahn & Kunz's (2012) research, which measure the hedonic value social media users give to their interaction with a brand's Facebook page. The items are presented in the following tables (see Table 6, 7, 8, 9, and 10).

Social Influence	
By interacting with FC Porto on its Facebook/Instagram page, I feel I am part of a community;	Azar et al. (2016)
I interact with FC Porto on its Facebook/Instagram page to state my interests and preferences to my friends;	Azar et al. (2016)
My interaction with FC Porto on its Facebook/Instagram page allows me to increase my social involvement.	Azar et al. (2016)
I interact with FC Porto on its Facebook/Instagram page to share my thoughts online with other users.	Shu & Chuang (2011)

Table 6- Motivations for Consumer Engagement: Social Influence

Search for Information	
My interaction with FC Porto on its Facebook/Instagram page allows me to better understand the brand;	Azar et al. (2016)
I like to interact with FC Porto on its Facebook/Instagram page because it allows me to find out the opinions of other consumers about the brand;	Azar et al. (2016)
My interaction with FC Porto on its Facebook/Instagram page gives me convenient access to information about brands, as the brand's posts appear directly on my news feed.	Azar et al. (2016)

Table 7- Motivations for Consumer Engagement: Search for Information

Entertainment	
I like to interact with FC Porto on its Facebook/Instagram page to occupy my spare time;	Azar et al. (2016)
It is interesting to interact with FC Porto on its Facebook's/Instagram's page.	Azar et al. (2016)
The content on FC Porto's Facebook/Instagram page is fun;	Jahn & Kunz (2012)
The content on FC Porto's Facebook/Instagram page is entertaining;	Jahn & Kunz (2012)

Table 8- Motivations for Consumer Engagement: Entertainment

Conversation	
To me, FC Porto's Facebook/Instagram page is a very convenient tool for customers to transmit their complaints and suggestions to the brands;	Enginkaya & Yilmaz (2014)
I think it is possible to communicate instantly with FC Porto on its Facebook/Instagram page without any time and space boundaries;	Enginkaya & Yilmaz (2014)
Getting in contact with FC Porto company is easy through their Facebook/Instagram page because it is simple and free	Enginkaya & Yilmaz (2014)

Table 9- Motivations for Consumer Engagement: Conversation

Reward	
I interact with FC Porto on its Facebook/Instagram page in order to access discounts and promotions;	Azar et al. (2016)
I like to interact with FC Porto on its Facebook/Instagram page as they offer contests and game from which I can access free products or other special offers.	Azar et al. (2016)

Table 10- Motivations for Consumer Engagement: Reward

4.1.3. Motivations for Sports Consumption

Regarding the different motivations for sports consumption, we adapted the scales used in Trail et al.'s (2002; 2003) research. However, some changes were required. First, Trail et al.'s (2002; 2003) research focuses on basketball and, therefore, we needed to change the items from “basketball” to “football”. Because we are specifically addressing FC Porto, we also had to change “the team” for “FC Porto team”. This way we can segment specifically FC Porto fans according to their football game consumption.

The items are presented in the following tables (see Table 11, 12, 13, 14, 15, 16, 17, and 18).

Achievement	
I feel a personal sense of achievement when FC Porto does well;	Trail et al. (2002; 2003)
I feel like I have won when the FC Porto team wins;	Trail et al. (2002; 2003)
I feel proud when the FC Porto team plays well.	Trail et al. (2002; 2003)

Table 11- Motivations for Sports Consumption: Achievement

Aesthetics	
I appreciate the beauty inherent in a game of football played by FC Porto;	Trail et al. (2002; 2003)
I enjoy the natural beauty of a football game;	Trail et al. (2002; 2003)
I enjoy the gracefulness associated with a FC Porto game.	Trail et al. (2002; 2003)

Table 12- Motivations for Sports Consumption: Aesthetics

Drama	
I enjoy the drama of a FC Porto close game;	Trail et al. (2002; 2003)
I prefer watching a close game rather than a FC Porto-sided game;	Trail et al. (2002; 2003)
I enjoy it when the outcome of a FC Porto game is not decided until the very end.	Trail et al. (2002; 2003)

Table 13- Motivations for Sports Consumption: Drama

Escape	
A FC Porto game provides an escape for me from my day-to-day routine;	Trail et al. (2002; 2003)
Going to FC Porto games is a change of pace from what I regularly do;	Trail et al. (2002; 2003)
A FC Porto game provides a diversion from “life’s little problems” for me.	Trail et al. (2002; 2003)

Table 14- Motivations for Sports Consumption: Escape

Knowledge	
I increase my knowledge about football at FC Porto games;	Trail et al. (2002; 2003)
I increase my understanding of football strategy by watching a FC Porto game;	Trail et al. (2002; 2003)
I can learn about the technical aspects of football by watching a FC Porto game.	Trail et al. (2002; 2003)

Table 15- Motivations for Sports Consumption: Knowledge

Physical Skills	
The athletic skills of the FC Porto players are something I appreciate;	Trail et al. (2002; 2003)
I enjoy watching a well-executed athletic performance by a FC Porto player;	Trail et al. (2002; 2003)
I enjoy a skillful performance by the FC Porto team.	Trail et al. (2002; 2003)

Table 16- Motivations for Sports Consumption: Physical Skills

Social	
I enjoy interacting with other spectators at the FC Porto game;	Trail et al. (2002; 2003)
I enjoy talking with others at FC Porto games;	Trail et al. (2002; 2003)
I enjoy socializing with people sitting near me at FC Porto games.	Trail et al. (2002; 2003)

Table 17- Motivations for Sports Consumption: Social

Family	
FC Porto games provide me an opportunity for me to spend time with my family;	Trail et al. (2002; 2003)
FC Porto games provide me an opportunity for me to spend time with my spouse;	Trail et al. (2002; 2003)
FC Porto games provide me an opportunity for me to spend time with my children;	Trail et al. (2002; 2003)

Table 18- Motivations for Sports Consumption: Family

4.2. Statistic Procedures

In order to explore the data collected through the survey, several statistic procedures were performed. The statistic procedures were performed through the use of SPSS (IBM SPSS).

Initially, we characterized the sample, dividing respondents according to gender, age, occupation, residence, the time they spent online (on Facebook and Instagram), and their level of connection with the FC Porto brand. Afterwards, we proceeded by performing a descriptive analysis of the dependent and

independent variables. A descriptive analysis of the moderating variables was also performed. Next, we performed a reliability analysis in order to test the internal consistency of the scales that were used in this study. To evaluate the scales' reliability, Cronbach's α was employed.

Following, we performed a multiple linear regression on the four relationships studied in this research, prior to the introduction of the moderating effect. This procedure was divided in two analysis: the first one regards the relationship between the motivations and consumer engagement on Facebook, which was further divided into the two types of engagement (consuming and contributing), and the second one regards the relationship between the motivations and consumer engagement on Instagram, again divided into the two types of engagement (consuming and engagement).

Then, we performed a K-Means cluster analysis in order to divide FC Porto fans in two clusters: the ones that are more enthusiastic towards the match, and the ones that are not. Having that information assembled, we again performed the multiple linear regressions in order to find the differences between the motivations for consumer engagement on Facebook and Instagram for each cluster.

5. Results

5.1. Sample

A convenience sample of 250 questionnaires was collected.

Regarding the population of this study, 54 respondents (21.6%) were female and 196 respondents (78.4%) were male. The age gap predominant in this study is in-between the ages of 15 and 24 with 111 respondents (44.4%) – see Table 19 and 20.

Gender	Female	21.6%
	Male	78.4%

Table 19 - Social Demographic Characteristics: Gender. Source: Output from SPSS

Age	Less than 15	0.4%
	15-24	44.4%
	25-34	22.8%
	35-44	13.2%
	45-54	15.6%
	55-65	3.2%
	More than 65	0.4%

Table 20 - Social Demographic Characteristics: Age. Source: Output from SPSS.

Regarding the occupations of the sample, there is a predominance of students (29.6%), professionals of marketing, communication and sales (10.8%), as well as layers, jurists and judges (10.8%), and managers or entrepreneurs (10.0%). 11.6% of the respondents had other occupations that were not regarded in the questionnaire (see Table 21).

Occupation	Architect/Designer	1.2%
	Administrative	2.0%
	Lawyer/Jurist/Judge	10.8%
	Consultant/Certified	3.2%
	Economist	4.4%
	Healthcare Professional	2.4%
	Student	29.6%
	Engineer	4.4%
	Manager/Entrepreneur	10.0%
	IT Professional	1.6%
	Marketing/Communication/Sales	10.8%
	Professor/Researcher	4.4%
	Phycologist	0.8%
	Retired	0.8%
	Unemployed	2.0%
Others	11.6%	

Table 21 - Social Demographic Characteristics: Occupation. Source: Output from SPSS.

The district with more respondents was Porto with 87.2%, followed by Lisboa with 5.2%. There are also respondents from Aveiro (2.4%), Braga (2.8%), Santarém (0.4%), Setúbal (0.4%), Vila Real (0.4%), and outside from Portugal (0.4%) (see Table 22).

Residence	Aveiro	2.4%
	Braga	2.8%
	Lisboa	5.2%
	Porto	87.2%
	Santarém	0.4%
	Setúbal	0.4%
	Vila Real	0.4%
	Outside Portugal	1.2%

Table 22 - Social Demographic Characteristics: Residence. Source: Output from SPSS.

In order to verify the level of the commitment and enthusiasm towards FC Porto by the respondents, we asked them about their membership and how they usually watched the FC Porto games.

59.6% were members and 40.4% were not (see Table 23). Regarding the way they watch the FC Porto games, the majority of the respondents go to the stadium or watch them on television (46.8% and 43.2%, respectively). A minority watches them on the internet (7.2%), follows the result through social media (1.2%), or does not see the games at all (1.6%) – see Table 24.

FC Porto Member	Yes	59.6%
	No	40.4%

Table 23 - Sample Characteristics: FC Porto Members. Source: Output from SPSS

	In which way do you usually watch the FC Porto games?	
	Frequency	Percentage
On the stadium	117	46.8%
On television	108	43.2%
On the internet	18	7.2%
Following through SM	3	1.2%
I don't see them.	4	1.6%

Table 24 - Sample Characteristics: FC Porto games. Source: Output from SPSS.

Next, respondents were asked how much time they spend, on average, on Facebook and on Instagram (see Table 25). Regarding Facebook, 64.0% of the respondents did not spend more than one hour on it, while 23.4% of the respondents spent more than one or two hours per day on Facebook. Regarding Instagram, the answers were more equivalent. The higher percentages of time

spent on Instagram can be found in “Less than 30m” with 25.2% of answers, followed by “Between 1h and 2h” with 24.4%.

In addition, we considered the item “Don’t use” in order to exclude questionnaires that were not usable for this study. At this point, we excluded 9 answers regarding Facebook and 36 regarding Instagram because respondents did not use that SNS and, therefore, they cannot be considered in the relationships that we aim to find.

Time	Time Spent on Facebook		Time Spent on Instagram	
	Frequency	Percent	Frequency	Percent
Less than 30m	84	33.6%	63	25.2%
Between 30m and 1h	76	30.4%	45	18.0%
Between 1h and 2h	51	20.4%	61	24.4%
More than 2h	30	12.0%	45	18.0%
Don't use	9	3.6%	36	14.4%

Table 25 - Sample Characteristics: Time Spent on Facebook and Instagram. Source: Output from SPSS.

In order to completely exclude every answer that would not be usable for our study, we asked respondents if they followed the FC Porto’s Facebook and Instagram pages. Regarding the FC Porto’s Facebook page, 201 of the 241 (80.4% of the 250 questionnaires) respondents did follow it, as for the Instagram’s page, 161 of 214 (64.4% of the 250 questionnaires) respondents did follow it as well.

Thus, for the purposes of this research, we had 201 usable questionnaires to measure the motivations for consumer engagement on Facebook, and 161 questionnaires to measure the motivations for consumer engagement on Instagram (see Table 26).

	Follow FC Porto Facebook's Page		Follow FC Porto Instagram's Page	
	Frequency	Percentage	Frequency	Percentage
Don't Use	9	3.6%	36	14.4%
Yes	201	80.4%	161	64.4%
No	40	16.0%	53	21.2%

Table 26 - Sample Characteristics: Follow FC Porto's SNS. Source: Output from SPSS.

5.2. Descriptive Analysis

Prior to the analysis of the relationships previously proposed, a brief descriptive analysis of the answers was performed.

Regarding the sports consumption variable, only one motivation for sports consumption had an average value below the average of the scale ($\mu_{\text{aggregated}}=4$), namely "family" ($\mu_{\text{aggregated}}=3.82$) – see Table 26. However, it is important to notice that $\mu=4$ is considered the neutral value of the Likert-scale used, which means that this result may be explained by the fact that most respondents are between 15 and 24 years, and, hence, may not have children or be married yet. On the other hand, "achievement" and "physical skills" are the only motivations with an average value above 6 ($\mu_{\text{aggregated}}=6.06$ and $\mu_{\text{aggregated}}=6.05$, respectively) – see Table 27.

Sports Consumption	N	Minimum	Maximum	Mean	Std. Deviation
Achievement	250	1	7	6,06	1,30
Aesthetics	250	1	7	5,86	1,31
Drama	250	1	7	4,48	1,46
Escape	250	1	7	5,12	1,75
Knowledge	250	1	7	4,75	1,69
Physical Skills	250	1	7	6,05	1,19

Social	250	1	7	5,16	1,68
Family	250	1	7	3,82	1,87

Table 27 - Sports Consumption (Descriptive). Source: Output from SPSS.

Regarding consumer engagement with FC Porto's Facebook page, it is interesting to see that fans are much more consumers of content than contributors ($\mu_{\text{aggregated}}=4.90 > \mu_{\text{aggregated}}=3.16$) – see Table 28.

Consumer Engagement (FB ¹)	N	Minimum	Maximum	Mean	Std. Deviation
Consuming	201	1	7	4,90	1,59
Contributing	201	1	7	3,16	1,69

Table 28 - Consumer Engagement on Facebook (Descriptive). Source: Output from SPSS.

Concerning the motivations for consumer engagement with the FC Porto's Facebook page, the "entertainment" motivation performed the higher average ($\mu_{\text{aggregated}}=4.41$). On the other hand, there are two motivations that performed below average, which are "social Influence" ($\mu_{\text{aggregated}}=3.88$) and "reward" ($\mu_{\text{aggregated}}=2.83$) – see Table 29.

Motivations (FB)	N	Minimum	Maximum	Mean	Std. Deviation
Social Influence	201	1	7	3,88	1,78
Search For Information	201	1	7	4,01	1,78
Entertainment	201	1	7	4,41	1,62
Conversation	201	1	7	4,28	1,69
Reward	201	1	7	2,83	1,83

Table 29 - Motivations For Consumer Engagement on Facebook (Descriptive). Source: Output from SPSS.

¹ Facebook

Regarding consumer engagement with FC Porto’s Instagram page, the difference between consuming and contributing is even higher in respect to Facebook ($\mu_{\text{aggregated}}=5.61 > \mu_{\text{aggregated}}=3.59$) – see Table 30.

Consumer Engagement (IG²)	N	Minimum	Maximum	Mean	Std. Deviation
Consuming	161	1	7	5,61	1,50
Contributing	161	1	7	3,59	2,00

Table 30 - Consumer Engagement on Instagram (Descriptive). Source: Output from SPSS.

Considering the motivations to engage with FC Porto’s Instagram page, every motivation, except for “reward” ($\mu_{\text{aggregated}}=3.32$), performed above average, being “entertainment” the motivation that had the highest average value ($\mu_{\text{aggregated}}=4.89$) – see Table 31.

Motivations (IG)	N	Minimum	Maximum	Mean	Std. Deviation
Social Influence	161	1	7	4,13	1,88
Search For Information	161	1	7	4,47	1,85
Entertainment	161	1	7	4,89	1,65
Conversation	161	1	7	4,23	1,85
Reward	161	1	7	3,32	2,07

Table 31 – Motivations For Consumer Engagement on Instagram (Descriptive). Source: Output from SPSS.

Nonetheless, each item’s mean can be found in the Appendix III.

5.3. Reliability Analysis

² Instagram

Having assembled all the data required for this research, the analysis of the scales were performed in order to evaluate and ensure their quality and reliability.

Therefore, to evaluate the scales' reliability, Cronbach's α was employed, through the use of SPSS. According to Field (2009), values above 0.70 are considered acceptable. Moreover, if the Cronbach's α is higher than 0.9 the scale is excellent; if between 0.8 and 0.9 the scale is good; if between 0.7 and 0.8 the scale is reasonable; if between 0.6 and 0.7 the scale is weak; and if lower than 0.6 the scale is unacceptable (Hill & Hill, 2012). The results obtained after performing this evaluation were positive and proved the reliability of the previous constructs. The Cronbach's α evaluation was performed for every scale. The results ranged between 0.762 and 0.959, which confirms the consistency and reliability of the scales.

Regarding the scales used for measuring the motivations for sports consumption (N=250), Table 32, below, shows that the items "aesthetics" ($\alpha=.901$), "escape" ($\alpha=.917$), "knowledge" ($\alpha=.958$), "physical skills" ($\alpha=.913$), and "social" ($\alpha=.958$) have an excellent level of internal consistency. Concerning the other items, "achievement" ($\alpha=.889$) has a good level of internal consistency, as for "drama" ($\alpha=.762$) and "family" ($\alpha=.797$), they have a moderate level of consistency.

Items	Nº of Items	Cronbach's Alpha
Achievement	3	,889
Aesthetics	3	,901
Drama	3	,762
Escape	3	,917
Knowledge	3	,958
Physical Skills	3	,913

Social	3	,958
Family	3	,797

Table 32 - Sports Consumption (Items' Reliability). Source: Output from SPSS.

Considering consumer engagement on Facebook (N=201), “consuming” ($\alpha=.903$) has an excellent level of internal consistency, and “contributing” ($\alpha=.882$) has a good level of consistency, as shown in the Table 33.

Items	Nº of Items	Cronbach's Alpha
Consuming (FB)	3	,903
Contributing (FB)	4	,882

Table 33 - Consumer Engagement on Facebook (Items' Reliability). Source: Output from SPSS.

In what regards the items used to measure the motivations for consumer engagement on Facebook (N=201), the “social influence” motivation ($\alpha=.910$), the “entertainment” motivation ($\alpha=.907$) and the “reward” motivation ($\alpha=.902$) have an excellent level of internal consistency, while the “conversation” motivation ($\alpha=.892$) and the “search for information” motivation ($\alpha=.889$) have a good level of internal consistency – see Table 34.

Items	Nº of Items	Cronbach's Alpha
Social Influence (FB)	4	,910
Search For Information (FB)	3	,889
Entertainment (FB)	4	,907
Conversation (FB)	3	,892
Reward (FB)	2	,902

Table 34 - Motivations for Consumer Engagement on Facebook (Items' Reliability). Source: Output from SPSS.

Considering consumer engagement on Instagram (N=161), “contributing” ($\alpha=.920$) has an excellent level of internal consistency, and “consuming” ($\alpha=.898$) has a good level of consistency, as shown, below, in Table 35.

Items	Nº of Items	Cronbach's Alpha
Consuming (IG)	3	,898
Contributing (IG)	4	,920

Table 35 - Consumer Engagement on Instagram (Items' Reliability). Source: Output from SPSS.

In what regards the items used to measure the motivations for consumer engagement on Instagram (N=161), all the motivations have an excellent level of internal consistency ($\alpha>.900$), as displayed in Table 36.

Items	Nº of Items	Cronbach's Alpha
Social Influence (IG)	4	,970
Search For Information (IG)	3	,911
Entertainment (IG)	4	,937
Conversation (IG)	3	,914
Reward (IG)	2	,959

Table 36 - Motivations for Consumer Engagement on Instagram (Items' Reliability). Source: Output from SPSS.

5.4. Relationships between Motivations and Consumer Engagement on Facebook

In order to understand the relationship between the motivations and consumer engagement on Facebook, a multiple linear regression was performed.

In Table 37, we present the relationship between the independent variables (motivations) and the dependent variable (consumption of content on FC Porto's Facebook page). According to the results, the model is statistically significant ($F(5;195)=41.892$; $p=.000$) and explains 51.8% of the variance in the consumption of content on FC Porto's Facebook page. The analysis of the regression coefficients shows that the "social influence" motivation and the "entertainment" motivation are the only variables that have a significant impact on the dependent variable (because $p<.05$). Regarding the "social influence" motivation ($t=2.123$; $p=.035$), even though it has a positive influence on the consumption of content on the FC Porto's Facebook page, that impact is fairly low ($\beta=.199$). Concerning the "entertainment" motivation ($t=5.980$; $p=.000$), evidence shows it has a positive and moderate impact on the consumption of content on FC Porto's Facebook page ($\beta=.587$).

The other three motivations do not have a significant impact on the consumption of content ($p>.05$).

Independent Variables	B	Std. Error	Beta	t	Sig.	R ²
Social Influence	,178	,084	,199	2,123	,035	,518
Search For Information	-,014	,092	-,015	-,148	,882	
Entertainment	,576	,096	,587	5,980	,000	
Conversation	-,022	,076	-,023	-,286	,775	
Reward	-,003	,059	-,004	-,059	,953	
Dependent Variable: Consuming (FB)						

Table 37 - Multiple Linear Regression between motivations and consumer engagement (consuming) on Facebook. Source: Output from SPSS.

In Table 38, we present the relationship between the independent variables (motivations) and the dependent variable (contributing to FC Porto's Facebook page). According to the results, the model is statistically significant

($F(5;195)=37.818$; $p=.000$) and explains 49.2% of the variance in the contribution to FC Porto's Facebook page. Evidence shows that the "social influence" motivation, the "reward" motivation, and the "search for information" motivation are the variables that have a significant impact on the dependent variable (because $p<.05$). The "social influence" motivation ($t=4.756$; $p=.000$) has a positive and moderate impact on contributing to FC Porto's Facebook page ($\beta=.458$). On the other hand, the "reward" motivation ($t=2.373$; $p=.019$) has a positive but low impact on fans' contribution to FC Porto's Facebook page ($\beta=.165$). The "search for information" motivation ($t=2.077$; $p=.042$) also has a positive but low impact on the dependent variable ($\beta=.217$).

The other two motivations do not have a significant impact on fans' contribution to FC Porto's Facebook page ($p>.05$).

Independent Variables	B	Std. Error	Beta	t	Sig.	R ²
Social Influence	,435	,092	,458	4,756	,000	,492
Search For Information	,206	,101	,217	2,044	,042	
Entertainment	-,015	,105	-,014	-,142	,887	
Conversation	-,067	,083	-,067	-,811	,418	
Reward	,153	,064	,165	2,373	,019	
Dependent Variable: Contributing (FB)						

Table 38 - Multiple Linear Regression between motivations and consumer engagement (contribution) on Facebook. Source: Output from SPSS.

5.5. Relationships between Motivations and Consumer Engagement on Instagram

In order to understand the relationship between the motivations and consumer engagement on Instagram, a multiple linear regression was performed.

In Table 39, we present the results regarding the relationship between the independent variables (motivations) and the dependent variable (consumption of content on FC Porto's Instagram page). According to the results, the model is statistically significant ($F(5;155)=33.663$; $p=.000$) and explains 52.1% of the variance in the consumption of content on FC Porto's Instagram page. The analysis of the regression coefficients shows that the "entertainment" motivation is the only variable that has a significant impact on the dependent variable (because $p<.05$). Evidence shows that the "entertainment" motivation ($t=5.553$; $p=.000$) has a positive and moderate impact on the dependent variable ($\beta=.543$).

No other motivation has a significant influence on the consumption of content on the FC Porto's Instagram page (because $p>.05$).

Independent Variables	B	Std. Error	Beta	t	Sig.	R ²
Social Influence	,016	,083	,020	,195	,845	,521
Search For Information	,113	,108	,140	1,043	,299	
Entertainment	,493	,089	,543	5,553	,000	
Conversation	,021	,080	,026	,260	,795	
Reward	,029	,061	,040	,481	,631	
Dependent Variable: Consuming (IG)						

Table 39 - Multiple Linear Regression between motivations and consumer engagement (consuming) on Instagram. Source: Output from SPSS.

Table 40 shows the results in respect to the relationship between the independent variables (motivations) and the dependent variable (contributing to FC Porto's Instagram page). According to the results of this test, the model is statistically significant ($F(5;155)=38.820$; $p=.000$) and explains 55.6% of the variance in the contribution to the FC Porto's Instagram page. Evidence shows that the "social influence" and the "reward" motivations are the only variables

that have a significant impact on the dependent variable (because $p < .05$). The “social influence” motivation ($t=2.111$; $p=.036$) has a positive but relatively low impact on fan’s contribution to FC Porto’s Instagram page ($\beta=.212$). On the other hand, the “reward” motivation ($t=5.024$; $p=.000$) has a positive and moderate impact on their contribution to FC Porto’s Instagram page ($\beta=.406$).

The other three variables are not statistically relevant (because $p > .05$).

Independent Variables (IG)	B	Std. Error	Beta	t	Sig.	R ²
Social Influence	,226	,107	,212	2,111	,036	,556
Search For Information	,051	,139	,047	,366	,715	
Entertainment	,046	,114	,038	,405	,686	
Conversation	,147	,103	,136	1,431	,155	
Reward	,392	,078	,406	5,024	,000	
Dependent Variable: Contributing (IG)						

Table 40 - Multiple Linear Regression between motivations and consumer engagement (contributing) on Instagram. Source: Output from SPSS.

5.6. Cluster Analysis – Sports Consumption

One of the goals of this study was to find if the way that FC Porto fans consume sports had impact on their motivation for consumer engagement. This way, we would be able to relate the content that is published in FC Porto’s SNS with one (or more) of the motives for sports consumption, which would allow FC Porto to be able to communicate differently to different fans and, therefore, maximize consumer engagement.

However, with the results obtained in the survey, we were not able to categorize fans according to the eight types of motives for sports consumption, due to the lack of differences between the different groups. Nevertheless, we

did find that consumers that presented higher values in one category were more likely to present, as well, higher values in the other seven categories. This means that respondents that answered above the average ($\mu=4$) in one category, were more likely to answer above the average in the other categories. Consequently, we were not able to observe differences between each category. The size of the sample was also another reason that did not enable us to identify the differences expected.

Hence, we decided to perform a K-Means cluster analysis in order to divide FC Porto fans into two clusters covering all sports' consumption motivations, instead of dividing fans in eight categories – see Table 41. For this cluster analysis, we only considered the fans that follow FC Porto on Facebook, on Instagram, or on both SNS.

Cluster nº1 groups fans that are more involved, passionate and committed to the core product, i.e. the game. They were enthusiastic in respect to all motives for sports consumption and presented higher averages regarding the items that were used to measure the way they consumed sports. We will designate them as game-enthusiastic.

Cluster nº2 groups fans that are less involved and committed to the core product. Even though they presented values above average for of the motives for sports consumption and may have a solid connection with FC Porto, they show less enthusiasm towards the game, when compared to the fans that belong to cluster nº1. We will designate them as game-detached.

Sports Consumption	Cluster	
	1 (game-enthusiastic)	2 (game-detached)
μ Achievement	6,61	4,95
μ Aesthetics	6,42	4,69
μ Drama	4,86	3,61
μ Escape	5,92	3,22

μ Knowledge	5,45	3,21
μ Physical Skills	6,53	5,27
μ Social	5,81	3,72
μ Family	4,31	2,55
μ aggregated	5,74	3,90
N	166	48

Table 41 - Sports Consumption: K-Means Cluster Analysis. Source: Output from SPSS.

5.7. Relationships between Motivations and Consumer Engagement on Facebook for the different Clusters

In order to understand the relationship between the motivations and consumer engagement on Facebook, after the clusters analysis, a multiple linear regression was performed.

In Table 42, we present the relationship between the independent variables (motivations) and the dependent variable (consumption of content on the FC Porto's Facebook page) for cluster n^o1 and n^o2. According to the results, both models are statistically significant ($F_1(5;149)=23.079$, $p_1=.000$; $F_2(5;40)=8.558$ $p_2=.000$), and they explain 42.4% and 54.8%, respectively, of the variance in the consumption of content on FC Porto's Facebook page.

The analysis of the regression coefficients shows that, for cluster n^o1 and cluster n^o2, the "entertainment" motivation is the only variable that has a significant impact on the dependent variable ($t_1=5.018$, $p_1=.000$; $t_2=2.328$, $p_2=.025$). Moreover, evidence shows that the "entertainment" motivation has a positive and moderate effect on the consumption of content on FC Porto's Facebook Page for cluster n^o1 and for cluster n^o2 ($\beta_1=.556$; $\beta_2=.479$).

No other motivation has a significant impact on the consumption of content, for the two clusters ($p>.05$).

N	Cluster	Independent Variables	B	Std. Error	Beta	t	Sig.	R2
155	1 (game-enthusiastic)	Social Influence	0,173	0,090	0,208	1,934	0,055	0,424
		Search For Information	-0,064	0,102	-0,074	-0,625	0,533	
		Entertainment	0,530	0,106	0,556	5,018	0,000	
		Conversation	-0,032	0,082	-0,038	-0,391	0,696	
		Reward	0,019	0,061	0,025	0,315	0,753	
46	2 (game-detached)	Social Influence	0,373	0,245	0,258	1,523	0,136	0,548
		Search For Information	0,167	0,218	0,143	0,768	0,447	
		Entertainment	0,570	0,245	0,479	2,328	0,025	
		Conversation	0,017	0,205	0,014	0,085	0,933	
		Reward	-0,234	0,245	-0,136	-0,956	0,345	

Dependent Variable: Consuming (FB)

Table 42 - Multiple Linear Regression between motivations and consumer engagement (consuming) on Instagram with Clusters. Source: Output from SPSS.

Table 43 presents the findings regarding the relationship between the independent variables (motivations) and the dependent variable (contributing to the FC Porto's Facebook page) for cluster n°1 and n°2. According to the results, both models are statistically significant ($F_1(5;149)=21.936$, $p_1=.000$; $F_2(5;40)=9.691$ $p_2=.000$), and they explain 43.6% and 51.7%, respectively, of the variance in the contribution to FC Porto's Facebook page.

The analysis of the regression coefficients shows that, for cluster n°1, "social influence" motivation triggers the contribution to FC Porto's Facebook page ($p<.05$). Evidence shows that the impact of the "social influence" motivation ($t=4.027$; $p=.000$) is positive and moderate ($\beta=.429$). No other motivation has a significant impact on the contribution FC Porto's Facebook page of cluster n°1 ($p>.05$).

As for cluster nº2, “reward” and “social influence” are the motivations that significantly influence contribution ($p < .05$). Evidence shows that the “reward” motivation ($t = 3.203$; $p = .003$) has a positive and moderate influence on the dependent variable ($\beta = .469$), and that the “social influence” motivation ($t = 2.128$; $p = .040$) has a positive but relatively low impact on it ($\beta = .372$). No other motivations has a significant impact on cluster nº2’s contribution to FC Porto’s Facebook page ($p > .05$).

N	Cluster	Independent Variables	B	Std. Error	Beta	t	Sig.	R2
155	1 (game-enthusiastic)	Social Influence	0,428	0,106	0,429	4,027	0,000	0,436
		Search For Information	0,237	0,121	0,231	1,955	0,052	
		Entertainment	0,017	0,125	0,015	0,139	0,890	
		Conversation	-0,105	0,097	-0,103	-1,077	0,283	
		Reward	0,134	0,073	0,148	1,850	0,066	
46	2 (game-detached)	Social Influence	0,411	0,193	0,372	2,128	0,040	0,517
		Search For Information	-0,007	0,172	-0,008	-0,039	0,969	
		Entertainment	-0,250	0,193	-0,276	-1,297	0,202	
		Conversation	0,250	0,162	0,270	1,545	0,130	
		Reward	0,618	0,193	0,469	3,203	0,003	
Dependent Variable: Contributing (FB)								

Table 43 - Multiple Linear Regression between motivations and consumer engagement (contributing) on Facebook with Clusters. Source: Output from SPSS.

5.8. Relationships between Motivations and Consumer Engagement on Instagram for the different Clusters

In order to understand the relationship between the motivations and consumer engagement on Instagram, after the clusters analysis, a multiple linear regression was performed.

Table 44 shows the results in regard to the relationship between the independent variables (motivations) and the dependent variable (consumption of content on the FC Porto’s Instagram page) for cluster nº1 and nº2. According

to the results, both models are statistically significant ($F_1(5;125)=19.797$, $p_1=.000$; $F_2(5;24)=9.328$, $p_2=.000$), and they explain 44.2% and 66.0%, respectively, of the variance in the consumption of content on FC Porto's Instagram page.

The analysis of the regression coefficients shows that, both for cluster nº1 and cluster nº2, the "entertainment" motivation is the only variable that has a significant impact on the dependent variable ($t_1=4.412$, $p_1=.000$; $t_2=3.033$, $p_2=.006$). In both cases, evidence shows that the "entertainment" motivation has a positive and moderate effect on the consumption of content on FC Porto's Instagram page ($\beta_1=.501$; $\beta_2=.581$). The other four motivations do not have a significant impact on the consumption of content for any cluster ($p>.05$).

N	Cluster	Independent Variables	B	Std. Error	Beta	t	Sig.	R2
131	1 (game-enthusiastic)	Social Influence	-0,009	0,089	-0,013	-0,106	0,916	0,442
		Search For Information	0,082	0,119	0,113	0,690	0,491	
		Entertainment	0,418	0,095	0,501	4,412	0,000	
		Conversation	0,003	0,086	0,004	0,035	0,972	
		Reward	0,079	0,062	0,127	1,269	0,207	
30	2 (game-detached)	Social Influence	0,120	0,213	0,098	0,563	0,579	0,660
		Search For Information	0,362	0,236	0,357	1,532	0,139	
		Entertainment	0,640	0,211	0,581	3,033	0,006	
		Conversation	0,065	0,178	0,084	0,475	0,639	
		Reward	-0,353	-0,176	-0,352	-2,013	0,056	
Dependent Variable: Consuming (IG)								

Table 44 - Multiple Linear Regression between motivations and consumer engagement (consuming) on Instagram with Clusters. Source: Output from SPSS.

In Table 45, we present the relationship between the independent variables (motivations) and the dependent variable (contributing to the FC Porto's Instagram page) for cluster nº1 and nº2. According to the results, both models are statistically significant ($F_1(5;125)=28.073$, $p_1=.000$; $F_2(5;24)=5.263$, $p_2=.002$), and they explain 52.9% and 52.3%, respectively, of the variance in the contribution to FC Porto's Instagram page.

The analysis of the regression coefficients shows that, for cluster n^o1, the “reward” and the “social influence” motivations are the triggers for the contribution to FC Porto’s Instagram page ($p < .05$). Evidence shows that the impact of the “reward” motivation ($t = 4.099$; $p = .000$) is positive and fairly low ($\beta = .377$), and that the “social influence” motivation ($t = 1.975$; $p = .050$) has a positive but smaller impact on the dependent variable ($\beta = .230$). No other motivation has a significant impact on cluster n^o1’s contribution to FC Porto’s Instagram page ($p > .05$).

Regarding cluster n^o2, evidence shows that the “reward” motivation triggers the contribution to FC Porto’s Instagram page. Results show that the “reward” motivation ($t = 2.286$; $p = .031$) has a positive and moderate impact on the dependent variable ($\beta = .473$). No other motivation has a significant impact on the contribution to FC Porto’s Instagram page of cluster n^o2 ($p > .05$).

N	Cluster	Independent Variables	B	Std. Error	Beta	t	Sig.	R2
131	1 (game-enthusiastic)	Social Influence	0,245	0,124	0,230	1,975	0,050	0,529
		Search For Information	-0,044	0,167	-0,039	-0,262	0,794	
		Entertainment	0,064	0,132	0,050	0,481	0,631	
		Conversation	0,222	0,120	0,205	1,844	0,068	
		Reward	0,357	0,087	0,377	4,099	0,000	
30	2 (game-detached)	Social Influence	0,168	0,251	0,138	0,668	0,510	0,523
		Search For Information	0,254	0,277	0,253	0,916	0,369	
		Entertainment	-0,051	0,248	-0,047	-0,206	0,839	
		Conversation	-0,028	0,209	-0,028	-0,133	0,895	
		Reward	0,471	0,206	0,473	2,286	0,031	
Dependent Variable: Contributing (IG)								

Table 45 - Multiple Linear Regression between motivations and consumer engagement (contributing) on Instagram with Clusters. Source: Output from SPSS.

6. Discussion

Social media, in particular SNS, are critical marketing tools for marketers and managers to involve consumers with their brands. Moreover, brands can communicate directly with their consumers through SNS and obtain their feedback immediately, without any time and space boundaries (Kaplan & Haenlein, 2010).

Before analyzing the motivations that trigger consumer engagement with FC Porto's SNS, it is important to highlight that FC Porto fans are much more consumers of content than contributors, in respect to FC Porto's Facebook and Instagram page. Even though it is relevant that FC Porto fans regularly consume the messages communicated by FC Porto, the lack of contribution may lead to less feedback and suggestions, which may result in a lower level of interaction between consumers and brand. Consequently, it may be more difficult for FC Porto to adjust and enhance their offerings, to handle problems and, ultimately, to provide a better service, which should be one of the advantages of a higher level consumer engagement, as stated by Kabadayi & Price (2014).

According to Yan (2011), brands are strengthened when they are able to stimulate interactions which will allow external audiences and communities to identify with the brand, create positive associations and become more involved with the brand. Therefore, to fine tune their messages and increase their reach, it is important for brands to precisely understand consumers' needs/wants, motivations and habits. This knowledge should allow brands to stimulate a greater consumer-brand interaction. Indeed, as shown by the results, there are some motivations that significantly trigger consumer engagement and others that do not. Furthermore, within the motivations that influence consumer

engagement, some are more relevant than others. By understanding these motivations, FC Porto should be in a much better position to adapt its publications, both on Facebook and Instagram, in order to obtain high levels of consumer engagement.

FC Porto fans consume the content published on the FC Porto's Facebook page for two main reasons: social influence and entertainment. However, the social influence motivation has a low impact on consumption, as previously explained. Nevertheless, we can say that FC Porto fans consume the brand's content in order to stay involved with the brand and the brand's community. Though, the major motivation that triggers consumption is clearly entertainment. Additionally, after analyzing the means of the different items, we can conclude that FC Porto fans consume content, mainly because they feel it is interesting to interact with the brand, that the content is fun and is entertaining. Hence, in order to achieve high levels of this type of consumer engagement, FC Porto's content should be entertaining and amusing, because, for fans, it may no longer be enough to feel they are involved in the FC Porto community.

Regarding fans' contribution to FC Porto's Facebook page, there are three motivations that trigger this dimension of engagement: social influence, reward and search for information. FC Porto fans feel that by interacting with the brand, they are part of a community and are able to state their interests and preference to their friends, to increase their social involvement, and, more important, to share their thoughts online with other users. This is especially true among sport fans due to their passion regarding their preferred club/brand (Mullin, Hardy, & Sutton, 2000; Tapp, 2004; Abosag, Roper & Hund, 2012; Moutinho, 2008; Tapp & Clowes, 2002). That passion may lead FC Porto fans to actively express their opinion to others inside the brand's community, since their own identity is closely related to the club they support, as shown in the

literature. The reward motivation also has a positive impact on the fans' contribution to the FC Porto's Facebook page, even though its influence is not so strong, as previously explained. This could mean that FC Porto fans appreciate contests or promotions, however, they may consider that they are not sufficiently appealing for them to devote a significant effort contributing to the related content. Regarding search for information, even though it has a low impact it still triggers the contribution to the FC Porto's Facebook page. This means that FC Porto fans find FC Porto's Facebook page a good place to have access to convenient information about the brand. The reason for the impact not being considerably higher may be linked with the intangibility of the product, meaning that, finding opinions of other consumers about the brand or about the brand's products may not be that relevant, because, as stated by Mullin et al. (2000), each participant/spectator takes his/her unique set of benefits.

Regarding Instagram, since it is a recently established marketing tool, it is also critical for managers to understand if the type of communication should be similar to the one used for Facebook, as these two SNS have different characteristics and different publics, as the literature shows. It is very important for brands to carefully choose their social media channels according to their audiences and ensure if they demand the level of interaction that the channel provides (Kaplan & Haenlein, 2010; Yan, 2011). In this line of thought, different communication channels may require different levels and forms of interaction. Our results also point on that direction since the relationships between the motivations to interact and the different types of consumer-brand engagement are different for Facebook and Instagram. These findings were within our expectations because of Instagram's characteristics. Instagram underscores the trend of visual content in social media marketing, which enhances companies' visual storytelling rather than just presenting textual information (Neher, 2013; Stelzner, 2016; Virtanen et al., 2017). Hence, it is possible to say that both SNS

serve different purposes and it is important for FC Porto to understand that the content published in Facebook may not be suitable for Instagram, if the brand aims to stimulate high levels of consumer engagement, as the results point out.

Regarding the consumption of content on FC Porto's Instagram page, it is clear that FC Porto fans are driven by only one motivation, namely, entertainment. They feel that the content published in FC Porto's Instagram page is entertaining, fun and interesting. The entertainment motivation was also a relevant determinant of the consumption of content on the brand's Facebook page, however, for Instagram, social influence does not have any significant effect on this type of consumer engagement. This means that, on Instagram, FC Porto fans are much more focused on finding interesting and exciting content to consume than on feeling they are part of a community or on increasing their brand's social involvement.

Concerning the contribution to FC Porto's Instagram page, the results are similar to the ones found for Facebook, however, the motivations have different levels of impact. Both social influence and reward trigger the contribution to the Instagram's page, but the level of impact found for the reward motivation is much higher than the one found for the social influence. This means that the contribution to the FC Porto's Instagram may be connected to the need to feel part of a community or to express the fans' thoughts online, though the level of consumer engagement will be much higher if the content is related to a promotion or a contest.

The cluster analysis should allow the adaption of FC Porto's SNS messages to two relevant groups of fans. Indeed, as evidence shows, the consumer engagement of the two different groups is triggered by different motivations. The cluster analysis divided the fans according to their level of enthusiasm and involvement towards FC Porto games, and allowed us to study the motivations of the different clusters to engage with FC Porto brand on its SNS. According to

the findings, fans were divided into game-enthusiastic and game-detached. The analysis of the relationships between motivations and consumer-brand engagement for these two type of fans was particularly important since it provides relevant insights for the development of a social media strategy that aims to create an effervescent atmosphere around the games.

Regarding Facebook, the consumption of content, for cluster nº1 and for cluster nº2, is linked with the level of entertainment that the content provides. The results are pointing out that, even if the two groups have different attitudes towards the game, their share the same need for content that is funny, interesting and provide them a pleasurable way of occupying the spare time. This is especially important since fans are much more consumers than contributors, as evidence shows. Hence, in order to stimulate fans to consistently consume the content that is published on Facebook, it is important that this content is exciting.

Regarding the contribution to FC Porto's Facebook page, game-enthusiastic fans are motivated by social influence, whereas, game-detached fans are motivated by social influence and reward. Even though results obtained before the cluster analyses shows that the search for information significantly influences contribution, none of the clusters appears to be motivated by it. These results are aligned with the clusters analysis, since the group that is game-detached is more prone to engage only when they have something to win, because their natural enthusiasm towards the brand and involvement with the atmosphere around the games may be limited. Moreover, the impact that social influence has for this cluster may indicate that, even though their commitment towards the club is reduced, when compared to game-enthusiastic fans, they still feel the need to be a part of the brand community. This occurs probably because they do not want to feel left out, given the relevance that football has for the Portuguese culture and society. On the other hand, the

group that is game-enthusiastic shows a higher need to be a part of FC Porto's community, and to be involved in the environment created around FC Porto, and to share their thoughts within that community – which was within our expectations.

Concerning Instagram, the results found for the consumption of content on FC Porto's Instagram page are similar to those found prior to the cluster analysis and are also aligned with Instagram's characteristics. Both groups consume content because they consider it funny, amusing and entertaining. Since Instagram is a much more visual SNS than Facebook, these results are within our expectations. Moreover, results are pointing out that, when it comes to consuming content instead of contributing, entertainment factor is very important for fans, not only on Instagram but also on Facebook.

Regarding the contribution to FC Porto's Instagram page, evidence shows that the fans that are game-enthusiastic also feel the need to be a part of the brand community and the environment around the club that is built on the Instagram page. The impact of social influence on Instagram is considerably smaller than on Facebook, meaning that the brand's community may be concentrated on that SNS. However, because this group appears to be extremely passionate towards FC Porto, they may want to be involved in every channel that is club-related. Evidence also shows this group appreciates contests and promotions published on Instagram. Regarding game-detached fans, the results are similar to the ones found on Facebook. This group only tends to engage with FC Porto's Instagram when they have something to win in return, which was within our expectations.

Nevertheless, it is also very important to point out that the conversation motivation does not significantly influence any consumer-brand engagement, before and after the cluster analysis. This fact should be taken in consideration by FC Porto's marketers, since the brand's consumers may feel they are not

able to communicate directly with the brand. This could lead to the creation of a detachment between consumers and the brand that may be extremely harmful for the brand's relationship with its customers. As stated by Tsai & Men (2013), there are now an unprecedented number of opportunities for brands to reach their stakeholders, build strong communities and develop intimate relationships with their social media users, through SNS. This distance between consumers and the brand may limit the range of opportunities that FC Porto should and could have on social media.

To conclude, evidence shows that, if the brand's purpose is to approach the fans as a whole, to maximize the levels of consumer-brand engagement on Facebook, the content should serve the purpose of entertaining fans, creating opportunities for their social influence and offer rewards and incentives. Nevertheless, social influence plays an even more critical role in the engagement of the fans that are game-enthusiastic. However, to increase the engagement and involvement of the fans that are game-detached, FC Porto should publish content related to promotions or contents. On the other hand, to ensure high levels of consumer engagement on Instagram, the content published should always be entertaining, as this motivation plays a key role for both groups of fans. Moreover, as evidence shows, Instagram should be FC Porto's primary channel for performing contests and promotions, which should also generate maximum levels of consumer engagement in this platform.

7. Conclusion

7.1. Managerial Implications

After reviewing the literature and analyzing the results of this study, it is clear that Facebook and Instagram should serve different purposes and strategies. This means that the content published in both channels should not be exactly (or always) the same.

The sense of brand community and the need for sharing thoughts online with other users are much more present in Facebook than Instagram. Facebook should serve as the FC Porto institutional channel where the brand community should be much more concentrated. Moreover, FC Porto fans turn to the Facebook page when searching for information, meaning, that the communication should be more formal. Therefore, the content published in FC Porto's Facebook page should be aligned with those characteristics: it should encourage fans to share their opinions and thoughts and reinforce their sense of community. It is also important that FC Porto centers its communications that are related to information about the core product or other brand products on Facebook, since this is the channel that fans are more likely to use when they need to search for information. This way, not only the levels of engagement should increase, but also the levels of contribution.

On the other hand, Instagram requires different types of content. First of all, because the fans that are present in this channel are younger than the ones on Facebook, the level of formality should not be the same. It is extremely important that the content published on Instagram is funny, amusing and entertaining, because that is, according to our results, what fans desire the most in FC Porto's Instagram page. Given the characteristics of Instagram, this SNS

fits perfectly with content that is related to promotions, discounts or contents. Instagram's content should be informal and adjusted to a younger age audience, if the brands aims to trigger high levels of consumer engagement. In order to achieve that, FC Porto needs to acknowledge the type of content that younger generations are consuming online and adjust the content published to those trends.

Moreover, the levels of contribution to brand-related content on both channels should also be higher when fans feel that they are able to communicate and interact directly with the brand, which does not happen, according to our results. Evidence points out that fans may feel that there are barriers that difficult their direct communication with FC Porto. Nevertheless, it is important to point out that FC Porto fans are much more consumers than contributors by nature.

In order to develop a more effective social media strategy, FC Porto should not look at their consumers as a whole, because this is will not allow the brand to extract the maximum value of their fan/customer base. Mullin et al. (2000) claimed that, sports organizations should segment their fans according to their value (how much they would spend per season), because this would allow managers to identify occasional supporters and target them to stimulate more regular support, while more regular supporters can be targeted with loyalty programs. Dividing fans into two groups, according to their enthusiasm towards the game, should allow FC Porto to adapt a more effective strategy. Even though the segmentation method used in this study is different, the guidelines suggested by Mullin et al. (2000) could fit FC Porto's social media strategy. By targeting different groups with different proposals, FC Porto should be able to extract the maximum value of each group. In addition, by stimulating the fans that are game-detached to be more involved with the game, the brand should be able to increase their level of enthusiasm, and to

turn them into more committed supporters. This could be extremely beneficial for FC Porto's social media strategy, because, this way, both groups would be able to experience the atmosphere created around the game. As a result, the value that could be extracted from FC Porto fans should be much more significant if the brand uses two approaches instead of a single one.

Hence, our major managerial suggestion is for FC Porto to consider developing two different value proposals for two different groups of fans to achieve maximum levels of consumer engagement, instead of contemplating their online consumers as a whole. According to our findings, if FC Porto decides to take that path, the best way to maximize the levels of consumer engagement with those who are game-detached (since FC Porto's social media strategy is built around the match day, as explained in the literature review), should be through contests and promotions providing fun and amusing content. These fans appear to be much more social media-disconnected than the others, meaning, that the best way to stimulate their engagement may be to make them feel they can have something to win in return.

Nevertheless, even if the natural commitment of the group that is game-enthusiastic towards the club may result in regular levels of consumer engagement, this group still has a strong need to feel they are part of the brand's community and that they are involved in the club's environment. Therefore, it is important for FC Porto to consider these findings when developing a valuable proposal for this group of fans which maintains and increases their enthusiasm with the game.

7.2. Limitations and Future Research

Football fans are extremely passionate and, even though their level of loyalty towards one football club is most likely to never change, their relation with the club is subject to changes throughout time based on the football results. This means their motivations for consumer engagement or enthusiasm towards the game is likely to change according to the way the season unrolls. Even though FC Porto football season is going considerably well (at this period of time), the survey was shared during a time where the club suffered a loss against Paços de Ferreira. Due to their passion, football fans' disposition towards FC Porto can immediately change for worst after a loss, and, therefore, that defeat may (or may not) have had impact in the survey's results. It is also important to notice that FC Porto's social media strategy is strongly conditioned by the sports' results. For example, if some funny and entertaining content is planned to be published after a specific game, if the football team fails to win the game, that content is no longer appropriate to be distributed through Facebook or Instagram because the fans' mood would lead to a negative engagement. One of the hints for further researches is to study the impact of a loss on a sports brand's social media strategy and to discover ways to get around that negative consumer engagement generated by poor results. Moreover, the levels of engagement change considerably according to the game that FC Porto may have ahead. For example, the level of engagement reaches its peaks in Champions League's games or in games against SL Benfica or SC Sporting, and reaches lower levels in weeks where no games are played. That kind of fluctuation and variations were not considered in this study.

Regarding sports consumption, the variables that could fit the segmentation purposes are countless. There is, in particular, one important segmentation criteria that was not considered in this study, and that may have a strong impact on FC Porto's social media strategy, which is related to the people that are fans of specific players. This kind of fans are not so passionate towards the

club as they are towards an athlete, but they are still very important for FC Porto's brand because they allow the club to have exposure on other cities and countries. For example, the second biggest community on FC Porto Facebook's page is Algeria because of the athlete Yacine Brahimi. Spanish fans are also a relevant community for FC Porto because of Iker Casillas. A cluster analysis considering these different variables should impact the results obtained in this study. Hence, this could be an important suggestion for future researches that regards football fans. Other suggestion for future researches could also be to study the impact that athletes may have on a sports brand's social media strategy.

As detailed in the literature review, Instagram is a recent established marketing tool and, because of that, there is still a lack of guidance and direction regarding it. Therefore, the scales that were used to measure the motivations and consumer engagement were all adapted from previous studies that measured those two variables on Facebook. Even though all the scales used were carefully analyzed and adapted to fit Instagram's characteristics and features, these scales may not be the most appropriate, since Instagram can serve different purposes and strategies when compared to Facebook. Additionally, the scales used for consumer engagement, that were also adapted from Facebook studies, did not contemplate the Instagram's feature "*Instastories*", which is also a relevant tool that brands can use and take advantage of another style of communication and engage audience within the brand's Instagram. Furthermore, after the cluster analysis, the number of respondents considered to analyze the relationships between the motivations and consumer engagement on Instagram was small, which weakens the results (even though the models were statistically significant). Hence, it would be relevant to replicate this study with a bigger sample of Instagram users, because measuring the main motivations for consumer engagement on

Instagram with a bigger sample should lead to more relevant and significant results. Because of its increasing importance as a marketing tool, it is very important to develop and validate scales that are appropriate according to Instagram's characteristics and audiences.

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Appendices

Appendix I – Interview Structure

Question 1	Would you agree that the core product of a football team is the match day?
Question 2	How would you describe your social media strategy?
Question 3	Can you recognize that FC Porto has a diverse type of supporters/consumers?
Question 4	Is it possible for you to identify different type of supporters/consumers through social media? If so, how?
Question 5	Is it possible to segment FC Porto fans/consumers according to their spending in brand-related content? If so, how?
Question 6	How would you segment FC Porto fans/consumers?
Question 7	Which criteria would you use?
Question 8	Do you communicate to the different segments of fans/consumers or do you transmit the same message to all of them?

Table 46 - Tiago Gouveia (FC Porto Marketing Director) Interview Structure

Appendix II – Online Survey

The survey was performed in Portuguese.

O que te motiva a interagir com a marca FC Porto no Facebook e no Instagram?

O meu nome é Frederico Ferreira e este estudo faz parte do meu Trabalho Final de Mestrado em Marketing, na Universidade Católica Portuguesa - Porto. O objetivo do estudo é entender, entre outros aspetos, as motivações para interagir com o FC Porto nas redes sociais. O questionário está dividido em três partes: a forma como vê o jogo de futebol, a forma como interage com a marca FC Porto nas redes sociais, e as suas motivações para interagir com a marca FC Porto no Facebook e no Instagram.

O questionário é breve e as suas respostas serão uma grande ajuda para o meu trabalho. Todas as respostas serão confidenciais e apenas serão usadas para os fins da minha tese. Desde já agradeço a sua contribuição!

É sócio/a do FC Porto?

Por favor selecione apenas uma das opções.

- Sim
- Não

De que forma é que acompanha, mais vezes, os jogos do FC Porto?

Por favor selecione apenas uma das opções.

- Vou ao estádio.
- Vejo na televisão.
- Vejo pela internet.
- Sigo pelas redes sociais.
- Não vejo os jogos.

Figure 3 - Online Survey (1)

Por favor indique qual é o seu grau de concordância com as seguintes afirmações.

Utilize uma escala de 1 a 7, em que 1 significa "Discordo Totalmente" e 7 "Concordo Totalmente".

	1	2	3	4	5	6	7
Eu sinto realização pessoal quando o FC Porto joga bem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto que ganho quando o FC Porto ganha.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto-me orgulhoso/a quando a equipa do FC Porto joga bem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto da beleza inerente ao jogo de futebol disputado pelo FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto da beleza natural de um jogo de futebol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto da graciosidade associada a um jogo disputado pelo FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto do drama de um jogo renhido disputado pelo FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu prefiro ver um jogo renhido do que um jogo dominado pelo FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 4 - Online Survey (2)

<p>Eu gosto quando o resultado final de um jogo disputado pelo FC Porto só é decidido nos minutos finais.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Um jogo disputado pelo FC Porto providencia-me uma forma de escapar à minha rotina diária.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Ir a um jogo disputado pelo FC Porto é uma forma positiva de mudar o ritmo de vida que tenho geralmente.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Um jogo disputado pelo FC Porto permite-me esquecer dos "pequenos problemas da vida".</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Eu aumento o meu conhecimento sobre o futebol ao ver um jogo disputado pelo FC Porto.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 5 - Online Survey (3)

Eu posso aprender sobre os aspetos técnicos do futebol ao ver um jogo disputado pelo FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu aprecio as qualidades dos jogadores do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de ver uma performance competente de um jogador do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de ver uma performance competente da equipa do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de interagir com outros espectadores nos jogos do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de falar com outros espectadores nos jogos do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de socializar com as pessoas que estão sentadas à minha volta num jogo do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 6 - Online Survey (4)

Um jogo disputado pelo FC Porto é uma oportunidade perfeita para mim de passar tempo com a minha família.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Um jogo disputado pelo FC Porto é uma oportunidade perfeita para mim de passar tempo com o meu/a minha marido/mulher.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Um jogo disputado pelo FC Porto é uma oportunidade perfeita para mim de passar tempo com os meus filhos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 7 - Online Survey (5)

Quanto tempo passa, em média, no Facebook por dia?

Por favor selecione apenas uma das opções.

- Menos de 30 minutos.
- Entre 30 minutos a 1 hora.
- Entre 1 hora a 2 horas.
- Mais de 2 horas.
- Não uso.

Segue a página de Facebook do FC Porto?

Por favor selecione apenas uma das opções.

- Sim.
- Não.

Figure 8 - Online Survey (6)

Com que frequência tem as seguintes interações com a página de Facebook do FC Porto?

Utilize por favor uma escala de 1 a 7, em que 1 significa "Nunca" e 7 "Sempre".

	1	2	3	4	5	6	7
Ver fotografias ou imagens na página de Facebook do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ler publicações da página de Facebook do FC Porto, os comentários de outros utilizadores ou opiniões sobre produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistir a vídeos na página de Facebook do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participar em conversas na página de Facebook do FC Porto (comentar, perguntar e/ou responder a questões).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar as publicações do FC Porto na sua página pessoal do Facebook (como vídeos, músicas, imagens).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 9 - Online Survey (7)

Recomendar a página de Facebook do FC Porto a outros amigos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publicar vídeos, música, imagens ou fotografias sobre o FC Porto ou os seus produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Por favor diga qual é o seu grau de concordância com as seguintes afirmações.</p> <p>Utilize uma escala de 1 a 7, em que 1 significa "Discordo Totalmente" e 7 "Concordo Totalmente".</p>							
	1	2	3	4	5	6	7
Ao interagir com a marca FC Porto no Facebook sinto-me parte de uma comunidade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interajo com a marca FC Porto no Facebook para afirmar os meus interesses e as minhas preferências aos meus amigos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interagir com a marca FC Porto no Facebook permite-me aumentar o meu envolvimento social.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 10 - Online Survey (8)

Interajo com a marca FC Porto no Facebook para partilhar os meus pensamentos online a outros utilizadores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha interação com a marca FC Porto no Facebook permite-me entender melhor a marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de interagir com a marca FC Porto no Facebook porque permite-me encontrar a opinião de outros utilizadores em relação à marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha interação com a marca FC Porto no Facebook dá-me informação conveniente em relação à marca, porque os posts aparecem no meu feed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de interagir com a marca FC Porto no Facebook para ocupar o meu tempo livre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É interessante interagir com a marca FC Porto no seu Facebook.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 11 - Online Survey (9)

O conteúdo publicado na página de Facebook do FC Porto é divertido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O conteúdo publicado na página de Facebook do FC Porto proporciona-me entretenimento.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mim, a página de Facebook do FC Porto é uma ferramenta conveniente para os utilizadores expressarem as suas queixas e sugestões diretamente à marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acho que é possível comunicar imediatamente com a marca FC Porto no Facebook.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É mais fácil entrar em contacto com a marca FC Porto na sua página do Facebook porque é simples e gratuito.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interajo com a marca FC Porto no Facebook para ter acesso a descontos e promoções.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 12 - Online Survey (10)

Gosto de interagir com a marca FC Porto no Facebook, porque realiza concursos e passatempos onde posso ganhar produtos ou ofertas especiais.

Figure 13 - Online Survey (11)

Quanto tempo passa, em média, no Instagram por dia?
Por favor selecione apenas uma das opções.

Menos de 30 minutos.

Entre 30 minutos a 1 hora.

Entre 1 hora a 2 horas.

Mais de 2 horas.

Não uso.

Segue a página de Instagram do FC Porto?
Por favor selecione apenas uma das opções.

Sim.

Não.

Figure 14 - Online Survey (12)

Com que frequência tem as seguintes interações com a página de Instagram do FC Porto?

Utilize por favor uma escala de 1 a 7, em que 1 significa "Nunca" e 7 "Sempre".

	1	2	3	4	5	6	7
Ver fotografias ou imagens na página de Instagram do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ler publicações da página de Instagram do FC Porto, os comentários de outros utilizadores ou opiniões sobre produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistir a vídeos na página de Instagram do FC Porto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participar em conversas na página de Instagram do FC Porto (comentar, perguntar e/ou responder a questões).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar as publicações do FC Porto na sua página pessoal do Facebook (como vídeos, músicas, imagens).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 15 - Online Survey (13)

Recomendar a página de Instagram do FC Porto a outros amigos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publicar vídeos, música, imagens ou fotografias sobre o FC Porto ou os seus produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Por favor diga qual é o seu grau de concordância com as seguintes afirmações.</p> <p>Utilize uma escala de 1 a 7, em que 1 significa "Discordo Totalmente" e 7 "Concordo Totalmente".</p>							
	1	2	3	4	5	6	7
Ao interagir com a marca FC Porto no Instagram sinto-me parte de uma comunidade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interajo com a marca FC Porto no Instagram para afirmar os meus interesses e as minhas preferências aos meus amigos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interagir com a marca FC Porto no Instagram permite-me aumentar o meu envolvimento social.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 16 - Online Survey (14)

<p>Interaço com a marca FC Porto no Instagram para partilhar os meus pensamentos online a outros utilizadores.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>A minha interaçã com a marca FC Porto no Instagram permite-me entender melhor a marca.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Eu gosto de interagir com a marca FC Porto no Instagram porque permite-me encontrar a opiniã de outros utilizadores em relaçaõ à marca.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>A minha interaçã com a marca FC Porto no Instagram dá-me informaçaõ conveniente em relaçaõ à marca, porque os posts aparecem no meu feed.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Eu gosto de interagir com a marca FC Porto no Instagram para ocupar o meu tempo livre.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>É interessante interagir com a marca FC Porto no seu Instagram.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 17 - Online Survey (15)

O conteúdo publicado na página de Instagram do FC Porto é divertido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O conteúdo publicado na página de Instagram do FC Porto proporciona-me entretenimento.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mim, a página de Instagram do FC Porto é uma ferramenta conveniente para os utilizadores expressarem as suas queixas e sugestões diretamente à marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acho que é possível comunicar imediatamente com a marca FC Porto no Instagram.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É mais fácil entrar em contacto com a marca FC Porto na sua página do Instagram porque é simples e gratuito.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interajo com a marca FC Porto no Instagram para ter acesso a descontos e promoções.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 18 - Online Survey 16

Gosto de interagir com a marca FC Porto no Instagram, porque realiza concursos e passatempos onde posso ganhar produtos ou ofertas especiais.

Figure 19 - Online Survey (17)

Sexo *
Por favor selecione apenas uma das opções.

Masculino

Feminino

Idade *
Por favor selecione apenas uma das opções.

Menos de 15 anos.

15 - 24 anos.

25 - 34 anos.

35 - 45 anos.

46 - 55 anos.

56 - 65 anos.

Mais de 65 anos.

Profissão *
Por favor selecione apenas uma das opções.

Selectionar ▼

Residência *
Por favor indique o distrito onde reside.

Selectionar ▼

Figure 20 - Online Survey (18)

Appendix III – Statistical Procedures

Items Means

Consuming (FB)	Items' Mean
Consuming 1	5,11
Consuming 2	4,67
Consuming 3	4,91

Table 47 - Facebook Consuming (Items' Means). Source: Output from SPSS.

Contributing (FB)	Items' Mean
Contributing 1	2,65
Contributing 2	3,20
Contributing 3	3,23
Contributing 4	3,55

Table 48 - Facebook Contributing (Items' Means). Source: Output from SPSS.

Social Influence (FB)	Items' Mean
Social Influence 1	4,62
Social Influence 2	3,89
Social Influence 3	3,62
Social Influence 4	3,39

Table 49 - Motivation for Consumer Engagement on Facebook: Social Influence (Items' Means). Source: Output from SPSS.

Search For Information (FB)	Items' Mean
Search For Information 1	3,89
Search For Information 2	3,84
Search For Information 3	4,32

Table 50 - Motivation for Consumer Engagement on Facebook: Search For Information (Items' Means). Source: Output from SPSS.

Entertainment (FB)	Items' Mean
Entertainment 1	3,65
Entertainment 2	4,33
Entertainment 3	4,80
Entertainment 4	4,87

Table 51 - Motivation for Consumer Engagement on Facebook: Entertainment (Items' Means). Source: Output from SPSS.

Conversation (FB)	Items' Mean
Conversation 1	4,37
Conversation 2	4,10
Conversation 3	4,38

Table 52 - Motivation for Consumer Engagement on Facebook: Conversation (Items' Means). Source: Output from SPSS.

Reward (FB)	Items' Mean
Reward 1	2,78
Reward 2	2,90

Table 53 - Motivation for Consumer Engagement on Facebook: Reward (Items' Means). Source: Output from SPSS.

Consuming (IG)	Items' Mean
Consuming 1	5,94
Consuming 2	5,26
Consuming 3	5,64

Table 54 - Instagram Consuming (Items' Means). Source: Output from SPSS.

Contributing (IG)	Items' Mean
Contributing 1	3,28
Contributing 2	3,37
Contributing 3	3,75
Contributing 4	3,96

Table 55 - Instagram Contributing (Items' Means). Source: Output from SPSS.

Social Influence (IG)	Items' Mean
Social Influence 1	4,58
Social Influence 2	4,24
Social Influence 3	3,96
Social Influence 4	3,74

Table 56 - Motivation for Consumer Engagement on Instagram: Social Influence (Items' Means). Source: Output from SPSS.

Search For Information (IG)	Items' Mean
Search For Information 1	4,53
Search For Information 2	4,20
Search For Information 3	4,7

Table 57 - Motivation for Consumer Engagement on Instagram: Search For Information (Items' Means). Source: Output from SPSS.

Entertainment (IG)	Items' Mean
Entertainment 1	4,41
Entertainment 2	4,83
Entertainment 3	5,13
Entertainment 4	5,17

Table 58 - Motivation for Consumer Engagement on Instagram: Entertainment (Items' Means). Source: Output from SPSS.

Conversation (IG)	Items' Mean
Conversation 1	4,20
Conversation 2	4,15
Conversation 3	4,34

Table 59 - Motivation for Consumer Engagement on Instagram: Conversation (Items' Means). Source: Output from SPSS.

Reward (IG)	Items' Mean
Reward 1	3,22
Reward 2	3,42

Table 60 - Motivation for Consumer Engagement on Instagram: Reward (Items' Means). Source: Output from SPSS.

Achievement	Items' Mean
Achievement 1	5,74
Achievement 2	6,02
Achievement 3	6,41

Table 61 – Sports Consumption: Achievement (Items' Means). Source: Output from SPSS.

Aesthetics	Items' Mean
Aesthetics 1	5,90
Aesthetics 2	5,89
Aesthetics 3	5,78

Table 62 - Sports Consumption: Aesthetics (Items' Means). Source: Output from SPSS.

Drama	Items' Mean
Drama 1	5,70
Drama 2	4,10
Drama 3	3,63

Table 63 - Sports Consumption: Drama (Items' Means). Source: Output from SPSS.

Escape	Items' Mean
Escape 1	5,17
Escape 2	5,25
Escape 3	4,94

Table 64 - Sports Consumption: Escape (Items' Means). Source: Output from SPSS.

Knowledge	Items' Mean
Knowledge 1	4,66
Knowledge 2	4,71
Knowledge 3	4,88

Table 65 - Sports Consumption: Knowledge (Items' Means). Source: Output from SPSS.

Physical Skills	Items' Mean
Physical Skills 1	5,70
Physical Skills 2	6,15
Physical Skills 3	6,30

Table 66 - Sports Consumption: Physical Skills (Items' Means). Source: Output from SPSS.

Social	Items' Mean
Social 1	5,22
Social 2	5,14
Social 3	5,11

Table 67 - Sports Consumption: Social (Items' Means). Source: Output from SPSS.

Family	Items' Mean
Family 1	4,40
Family 2	3,36
Family 3	3,71

Table 68 - Sports Consumption: Family (Items' Means). Source: Output from SPSS.

ANOVAs

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	261,771	5	52,354	41,892	,000 ^b
Residual	243,702	195	1,250		
Total	505,473	200			
a. Dependent Variable: Consuming (Facebook)					
b. Predictors: (Constant), Reward, Search For Information, Conversation, Social Influence, Entertainment					

Table 69 - Motivations for Consumer Engagement (Consuming) on Facebook: ANOVA. Source: Output from SPSS.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	281,376	5	56,275	37,818	,000 ^b
Residual	290,171	195	1,488		
Total	571,547	200			
a. Dependent Variable: Contributing (Facebook)					
b. Predictors: (Constant), Reward, Search For Information, Conversation, Social Influence, Entertainment					

Table 70 - Motivations for Consumer Engagement (Contributing) on Facebook: ANOVA. Source: Output from SPSS.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	186,552	5	37,310	33,663	,000 ^b
Residual	171,795	155	1,108		
Total	358,346	160			
a. Dependent Variable: Consuming (Instagram)					
b. Predictors: (Constant), Reward, Entertainment, Social Influence, Conversation, Search For Information					

Table 71 - Motivations for Consumer Engagement (Consuming) on Instagram: ANOVA. Source: Output from SPSS.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	355,610	5	71,122	38,820	,000 ^b
Residual	283,976	155	1,832		
Total	639,586	160			
a. Dependent Variable: Contributing (Instagram)					
b. Predictors: (Constant), Reward, Entertainment, Social Influence, Conversation, Search For Information					

Table 72 - Motivations for Consumer Engagement (Contributing) on Instagram: ANOVA. Source: Output from SPSS.

ANOVA ^a						
Cluster	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190,500	5	38,100	23,079	,000 ^b
	Residual	245,978	149	1,651		
	Total	436,477	154			
2	Regression	38,284	5	7,657	8,558	,000 ^b
	Residual	35,788	40	0,895		
	Total	74,072	45			
<i>a. Dependent Variable: Consuming (Facebook)</i>						
<i>b. Predictors: (Constant), Reward, Search For Information, Conversation, Social Influence, Entertainment</i>						

Table 73 - Motivations for Consumer Engagement (Consuming) on Facebook with Clusters: ANOVA. Source: Output from SPSS.

ANOVA ^a						
Cluster	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128,984	5	25,797	21,936	,000 ^b
	Residual	175,224	149	1,176		
	Total	304,208	154			
2	Regression	69,778	5	13,956	9,691	,000 ^b
	Residual	57,604	40	1,440		
	Total	127,382	45			
<i>a. Dependent Variable: Contributing (Facebook)</i>						
<i>b. Predictors: (Constant), Reward, Search For Information, Conversation, Social Influence, Entertainment</i>						

Table 74 - Motivations for Consumer Engagement (Contributing) on Facebook with Clusters: ANOVA. Source: Output from SPSS.

ANOVA ^a						
Cluster	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,757	5	19,151	19,797	,000 ^b
	Residual	120,925	125	0,967		
	Total	216,682	130			
2	Regression	60,813	5	12,163	9,328	,000 ^b
	Residual	31,294	24	1,304		
	Total	92,107	29			
a. Dependent Variable: Consuming (Instagram)						
b. Predictors: (Constant), Reward, Search For Information, Conversation, Social Influence, Entertainment						

Table 75 - Motivations for Consumer Engagement (Consuming) on Instagram with Clusters: ANOVA. Source: Output from SPSS.

ANOVA ^a						
Cluster	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	264,735	5	52,947	28,073	,000 ^b
	Residual	235,759	125	1,886		
	Total	500,494	130			
2	Regression	47,248	5	9,450	5,263	,002 ^b
	Residual	43,088	24	1,795		
	Total	90,335	29			
a. Dependent Variable: Contributing (Instagram)						
b. Predictors: (Constant), Reward, Search For Information, Conversation, Social Influence, Entertainment						

Table 76 - Motivations for Consumer Engagement (Contributing) on Instagram with Clusters: ANOVA. Source: Output from SPSS.