



UNIVERSIDADE  
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PORTUGUESA

THE IMPACT OF REAL-TIME MARKETING ON CONSUMER  
BEHAVIOR: THE MEDIATING ROLE OF PERCEIVED  
ADVERTISING APPEAL

Dissertation Project submitted to Universidade Católica  
Portuguesa to obtain a Master's Degree in Psychology in  
Business and Economics

By

Francisca Maria Sarmiento Gaspar do Passo Paisana

Faculty of Human Sciences

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## Abstract

Real-Time Marketing (RTM) is a brand communication strategy based on a rapid reaction to a current event or topic of interest. Creatively, the ultimate goal is to capture attention and generate immediate engagement with the audience (Lieb, 2016; Kühn *et al.* 2017; Willemsen *et al.*, 2018), further reinforcing the perceived value of the campaign, leading consumers to develop brand loyalty due to the relevance and emotional connection it provides (Borah *et al.*, 2020; Kallier-Tar & Wiid, 2021). Literature has identified that RTM can increase consumer engagement and the effectiveness of advertising campaigns, especially on social platforms, where interaction ends up being more instantaneous and, in some ways, more valued (Vries *et al.*, 2012; Eismann *et al.*, 2018). While the literature addresses the advantages and practical applications of RTM, this study allows for a comparative analysis between a campaign with RTM and one without it, providing empirical data that helps verify the effectiveness of this strategy in a Portuguese sample. The research analyzes the effects and dimensions of RTM, namely its impact on consumer attitudes toward brands' digital presence, purchase intention, consumer engagement, and perceived advertising appeal, as well as the mediating role of the latter in the relationships between RTM and these dimensions. The study variables demonstrated excellent reliability, with high Cronbach's alpha indices. The data revealed that campaigns with RTM resulted in significantly higher levels of Advertising Appeal compared to traditional campaigns. Furthermore, Advertising Appeal showed significant and positive correlations with Social Network Marketing, Consumer Engagement, and Purchase Intention. Mediation analysis showed that Advertising Appeal significantly mediated the impact of RTM on Social Network Marketing performance, Purchase Intention, and Engagement. This study reveals that the success of RTM depends on perceived advertising appeal, which acts as a key mediator between RTM and dimensions such as consumer attitudes toward brands' digital presence on social media, consumer engagement, and the impact of perceived advertising appeal on brand engagement. and your purchase intention.

**Key-words:** Real-Time Marketing, Media Network Marketing, Purchase Intention, Consumer Engagement, Perceived Advertising Appeal

## **Resumo**

O Marketing em Tempo Real (MTR) é uma estratégia de comunicação de marca que se baseia numa rápida reação a um evento atual ou tópico de interesse. Num tom criativo, o objetivo final é captar a atenção e gerar engajamento imediato com o público (Lieb, 2016; Kühn *et al.* 2017; Willemsen *et al.*, 2018), reforçando ainda mais a percepção de valor na campanha, levando os consumidores a desenvolver fidelidade à marca devido à relevância e à conexão emocional proporcionada (Borah *et al.*, 2020; Kallier-Tar & Wiid, 2021). A literatura tem identificado que MTR pode aumentar o engajamento do consumidor e a eficiência das campanhas publicitárias, especialmente nas plataformas sociais, onde a interação acaba por ser mais instantânea e, de certa forma, mais valorizada (Vries *et al.*, 2012; Eismann *et al.*, 2018). Embora a literatura aborde as vantagens e aplicações práticas do MTR, este estudo permite uma análise comparativa entre uma campanha com MTR e outra sem, fornecendo dados empíricos que ajudam a verificar a eficácia desta estratégia numa amostra portuguesa. A pesquisa analisa os efeitos e dimensões do MTR, nomeadamente o impacto na atitude dos consumidores face à presença digital das marcas, na intenção de compra, no engajamento do consumidor e no apelo publicitário percebido, bem como o papel mediador deste último nas relações entre o MTR e essas dimensões. As variáveis do estudo apresentaram excelente confiabilidade, com altos índices alfa de Cronbach. Os dados revelaram que campanhas com MTR resultaram em níveis significativamente maiores de Apelo Publicitário comparadas às campanhas tradicionais. Além disso, o Apelo Publicitário apresentou correlações significativas e positivas com o Marketing em Redes Sociais, o Engajamento do Consumidor e a Intenção de Compra. A análise de mediação mostrou que o Apelo Publicitário mediou significativamente o impacto do MTR no desempenho do Marketing em Redes Sociais, na Intenção de Compra e no Engajamento. Este estudo revela que o sucesso do RTM depende do apelo publicitário percebido, que atua como mediador-chave entre RTM e dimensões como as atitudes dos consumidores em relação à presença digital das marcas nas redes sociais; o engajamento do consumidor; e a sua intenção de compra.

**Palavras-chave: Marketing em Tempo Real, Marketing Digital, Intenção de Compra, Engajamento do Consumidor, Apelo Publicitário Percebido**

### **Acknowledgement/ Dedication**

My deepest gratitude to my father Nuno, my mother on earth, Ana, my mother in heaven, Fátima, to Pipo, Tomás, João, and the rest of my family and friends, who have always supported me and helped me grow in every dimension of my life.

To my dear advisor, Professor Cláudia Simão- long before a professor in my undergraduate and master's programs- for her tireless and unimaginable guidance, I express my most sincere gratitude.

To Maria Gordo, who left too soon- your light will accompany me forever. This work carries your name in silence.

To those who believed when I doubted- thank you.

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## **List of Abbreviations/Acronyms**

RTM: Real-Time Marketing;

## Chapter 1: Introduction

### 1.1 Background to the Research

Suppose that, after a minor earthquake- one with no casualties or material damage- makes national news, a brand reacts with a quick, humorous post on its social media channels. This post ends up being shared digitally with friends due to its spontaneity and creativity, leading more people to interact with it and perhaps share it. This is a clear example of Real-Time Marketing (RTM), a strategy that is becoming increasingly prevalent in the digital context, Lieb (2016) demonstrating brands' ability to respond in real time to relevant events and connect more deeply with consumers. Therefore, this dissertation aims to investigate the effect of RTM on consumers' attitudes toward a brand, their purchase intentions, engagement, and perceived advertising appeal.

The literature points to the idea that RTM is an advantageous strategy for several reasons: not only because of its organic and dynamic content created by the campaigns (Buhalis & Sinarta, 2019), but also because the interaction between public and brand means authentic engagement (Kietzmann *et al.*, 2011). The more the public connects with the hot topics of the moment, the more consumers tend to create an emotional bond with the brand (Borah *et al.*, 2020).

Creative advertising, according to Darley and Lim (2022), generally produces more favorable cognitive, affective and behavioral responses from the consumer. In addition, improvised marketing interventions, as is the case with the RTM style, can easily become viral and also generate value for the company, through a sense of humor and the creation of the right message at the right time (Borah *et al.*, 2020).

In such a scenario, brands increasingly take advantage of people using the internet and, consequently, social media, so that they can communicate in real time. According to the study carried out by Willemsen *et al.* (2018), these authors found that in communication campaigns that use RTM, there is a significant increase in the likelihood of sharing content via social media when compared to communication campaigns that do not use this strategy. Thus, it is expected that RTM promotes greater user engagement,

generating a perception of immediate relevance. This is achieved through its articulation with trending topics, delivered with impact and agility, in contrast to communication strategies that are less dynamic and not conducted in real time.

Why is the communication strategy so important? It is because companies are also focused on their profit. This profit or sales process considers five factors that contribute to its effectiveness. The product, which encompasses the functional characteristics that respond to a consumer need; The price, which involves not only the costs of the product itself, but also the perception of value and positioning of the brand in the market; The place, which, whether physical or digital, seeks to maximize visibility and accessibility for consumers; The promotion itself, which integrates marketing strategies to publicize them and promote engagement; And, finally, the people, who are the most complex part of the process and who require a deeper and clearer understanding (Kotler *et al.*, 2018).

Digital marketing has a positive effect on consumers' purchasing decisions, being more often perceived as convenient and accessible (Ravindran & Sathyamoorthi, 2019). It is therefore pertinent to investigate which is the mechanism behind the RTM strategy, specifically, how do people interpret RTM communication campaigns that lead to a higher general engagement with the brand.

## **1.2 Problem statement/ Research Gap**

The present research problem is to understand the role of RTM in consumer responses, namely whether this fast and dynamic strategy- demanding speed, adaptability, and coordination from organizations- can influence interaction with the brand, purchase intention, digital engagement, and the perceived advertising appeal.

Although there is a growing acceptance of RTM in business practice, there is still a lack of scholarly research on the results of RTM, which remains fragmented. There is not enough systematic evidence to suggest it leads to alterations in Consumer Behavior, especially in regard to Social Network Marketing, Buying Intent, Consumer Engagement, and Perceived Advertising Appeal.

RTM is also especially challenging to study due to its temporal characteristics because it consists of fast-acting strategies that depend on the context (Kühn *et al.*, 2017).

It is important to acknowledge this gap in the literature, as many organizations are beginning to rely on RTM strategies without being aware of the broader implications dealing with consumer responses. Furthermore, it appears that disruptively RTM is assumed to create positive outcomes, however the psychological mechanisms explaining these outcomes have not been well supported and failing to be examined (Willemsen *et al.*, 2018).

Although literature shows ever-increasing interest in RTM, academic research is still dispersed and underdeveloped. The literature available seems to prioritize short-term social-based measures on consumer engagement- i.e., likes, shares (De Vries *et al.*, 2012; Schivinski *et al.*, 2016), rather than a more significant psychological outcome.

Moreover, little consideration has been given to the mediating role of perceived advertising appeal for RTM's influence on consumer behavior. While research highlights that ad relevance and frequency increase ad effectiveness (Dahlén *et al.*, 2008; Darley & Lim, 2022), it still underexplored the mediating role of perceived advertising appeal as a mechanism influencing consumer engagement or purchasing behavior. Accordingly, the psychological mechanisms behind RTM effectiveness remain somewhat under-developed.

Previous research on social media and consumer engagement (e.g., Moreira, 2022; Santos *et al.*, 2023) noted the importance of examining rapidly changing digital strategies such as like RTM but have only limited experimental or quasi-experimental studies comparing RTM to non-RTM groups.

### **1.3 Research Questions and Objectives**

This study proposes to analyze the impact of RTM on the following dimensions: Social Network Marketing, Purchase Intention, Consumer Engagement and Perceived Advertising Appeal.

It is proposed that RTM has a positive effect on Social Network Marketing, as it is expected the immediacy and relevance of the approach promotes increased brand visibility

and interactions within social media platforms (H1). Second, RTM is expected to have a positive effect on Purchase Intention, as timely and engaging communication may push consumers to more quickly move from awareness to intention to purchase (H2). Third, it is expected that RTM will positively affect Consumer Engagement, as it incites active participation, such as, likes, comments, shares, and other engaging formats (H3). More, RTM is also expected to positively influence Perceived Advertising Appeal, as resulting communications will enhance how consumers assess the brand communication with respect to funniness, creativity, feeling relaxed, and overall appeal (H4).

Finally, the hypothesis 5, 6 and 7 proposes that Perceived Advertising Appeal acts as a meaningful mediator in the cause-and-effect relationship between RTM and the three dependent variables: Consumer Engagement, Purchase Intention, and Social Network Marketing

#### **1.4 Significance of the study**

A growing number of professionals working in communication and marketing are seeking to apply this strategy. It is a complex process because it requires speed, adaptation and flexibility from the company's side, and there are also risks associated with the speed of the process, preparation and coordination of the organization (Lieb, 2016).

In addition, there is little literature and empirical studies that explore whether this digital strategy is effective in the Portuguese organizational context and why (Lages & Estima, 2020; Moreira, 2022). More specifically, in a holistic context, we analyze the effects of RTM. First, we consider whether it provokes interaction between the brand and the consumer. Next, we examine its influence on purchase intention. We also assess the likelihood of digital engagement with the brand. Finally, we explore whether this dynamic strategy affects the perceived advertising appeal, in terms of funniness, creativity, relaxed vibes, and attractiveness.

The existing literature on RTM has mostly focused on descriptive approaches, based on case studies and descriptive analyses, limiting the understanding of the effects of RTM (Kühn, 2017; Heresi & Arbaiza, 2022). In this context, this study stands out for adopting

an experimental approach, manipulating the independent variable (RTM vs. non-RTM), which allows testing causal relationships and, thus, fills a relevant methodological gap.

In addition, although several authors recognize the positive effects of RTM, there is still a lack of knowledge regarding the psychological mechanisms that explain this effectiveness. The inclusion of the advertising appeal variable as a mediator contributes to a more in-depth analysis of these mechanisms (Mazerant *et al.*, 2021).

## **1.5 Dissertation Structure Overview**

This dissertation follows a standard structure of six chapters. Chapter 1 introduces the research topic, goals, research questions and the contextual background. Chapter 2 discusses the review of relevant literature as well as the theoretical basis, definitions, prior literature on RTM and the related constructs, and finally, a critical review of literature to support the formulation of the hypotheses. Chapter 3 then focuses on the methodology including, sample, research design, brand, data collection and data analysis. Chapter 4 provides the results including descriptive statistics, correlation analysis and t-tests and also the mediation models. Chapter 5 discusses the findings and relates to the literature details theoretical and practical implications of the research to the literature and limitations and suggestions for future research. Finally, Chapter 6 concludes this dissertation with a summary of key findings and contributions to new knowledge.

## **Chapter 2: Literature Review**

### **2.1 Theoretical Framework**

#### **2.2.1 Real-Time Marketing Strategy**

Adaptation has always been seen as a capacity that has developed continuously throughout human history, and in the business world it has also become a necessary condition for its proper functioning. It is considered an important tool for achieving strategic objectives, such as competitiveness in gaining an advantage over other companies, and flexibility in adapting the offer to consumer needs, and, for example,

effectiveness in responding to change inside and outside the company (Yin & You, 2022). Philip Kotler, the father of modern marketing, also argues that marketing strategies must be fast in order to keep up with the challenges and opportunities of the market, bearing in mind that changes in the environment are quite uncontrollable (Kotler *et al.*, 2018).

The RTM (Real-Time Marketing) strategy has emerged relatively recently, an approach oriented towards an immediate response from brands, where a quick connection and feedback is expected, so that they can achieve an authentic and a strong bond with their potential consumers. (Kiely, 2021). Starting by assigning a clear definition to this concept, RTM is a quick response by the brand to current events, phenomena or news, of which the audience is expected to be aware of the “hot topic” in question. The aim of this strategy is to engage attention, by providing information about the brand, as well as its products and services. It proves to be effective, despite its temporal requirement, not allowing for well-considered and structured planning, as well as any other marketing strategy (Willemsen *et al.*, 2018; Borah *et al.* 2020).

There are campaigns that can, in fact, require more planning. In addition to taking advantage of the opportunity to think outside the box, it is also necessary to respect the brand’s values, mission, and communication line. RTM can therefore be a very relevant strategy, since the use of media is mainly motivated by a need to keep users up to date with daily events as well as their development (Hermida *et al.*, 2012)

The five patterns of successful social media activities, according to Eismann, Wagner, Baccarella and Voigt (2018), contribute to improving and understanding RTM strategies. These patterns - the creation of relevant and personalized content, emotional narrative (storytelling), the use of captivating visual formats, genuine interaction with the public and integrated multichannel campaigns - are in fact aligned with the principles of RTM, which requires agility, contextual relevance and immediate reaction.

The concept of RTM has been gaining increasing attention in the business context, reflecting the efforts of brands to communicate more effectively, responsively and strategically on digital platforms. According to Angell *et al.* (2020), RTM can be defined as the creation of branded content that aligns with current events or trends of high public visibility, with the aim of capitalizing on this media attention. This practice often involves

the technique of newsjacking, that is, the appropriation of news events for promotional purposes (Angell *et al.*, 2020). RTM also extends to cultural events or online trends that, although not newsworthy, have high engagement potential (Kerns, 2014).

The strategic use of social media in this context has become a priority for companies, allowing them to reach consumers “at the right time” (Willemsen *et al.*, 2018), while strengthening their digital presence and streamlining their marketing responses (Felix, Rauschnabel & Hinsch, 2017; Voorveld, 2019).

The RTM effectiveness is explained, in part, by the viral effect of sharing relevant and timely content, which encourages digital word-of-mouth and engages consumers in spontaneous social conversations (Syrdal & Briggs, 2018; Willemsen *et al.*, 2018). The stimulus provided by RTM campaigns thus leads to a greater likelihood of interaction between consumers, functioning as an organic mechanism for propagating the brand message (Boerman *et al.*, 2017).

This effectiveness of RTM can also be understood with the help of persuasion models, such as the Elaboration Likelihood Model (ELM) suggested by Petty and Cacioppo (1986). This theoretical model refers to how certain types of messages, which depend on the involvement of the recipient and the context, will be sufficiently elaborated to cause lasting changes. When customers show high engagement with the brand or the topics being discussed in real time, then there is a higher likelihood they will take the route of central information processing, leading to favorable evaluations. Therefore, RTM is likely to better elicit persuasive responses by allowing topicality and contextual relevance. Thus, there is likely an increased perceived appeal of the advertisement which engages individuals more effectively, leading to greater intention to purchase and more effective marketing effects on social networks.

### **2.2.2 Social Network Marketing**

This phenomenon was first noticed when people realized that social media messages containing RTM content (due to their nature) were shared more often than messages without RTM content because they address current events at the current time (Willemsen *et al.*, 2018). However, some authors defend that some criteria must be taken into account,

e.g. Heresi and Arbaiza (2022) state that, in order to successfully execute an RTM, it is crucial for a brand to have an active and well-defined presence on social media, as these allow it to not only perceive opportunities, but also to react quickly and coherently.

The literature suggests that the choice of events needs to align with the characteristics of the brand (Angell *et al.*, 2020; Setiawan *et al.*, 2022). In other words, the events must represent the brand's reality, keeping everything appropriate and true to the brand, so that communication can stay relevant and authentic. Therefore, RTM is not only contingent on how fast and timely you can respond but also tied to the brand's awareness of context and recognition of when to engage at the right moment.

Therefore, it is essential that brands stay tuned to events, conversations, trends, and social situations in real time so that their participation can appear natural, strategically relevant and capable of informing a positive response from the audience (Lieb (2016).

Kim and Ko (2012) and Husnain and Toor (2017) offers an empirical basis that allows us to understand that well-constructed social network marketing strategies can generate real conversions, as long as they are creative, relevant and in line with the public's interests, very common characteristics of RTM advertising.

According to Felix, Rauschnabel and Hinsch (2017), social network marketing should be considered an interdisciplinary and multifunctional concept, which uses platforms, often in combination with other means, to achieve organizational objectives. According to the authors, while some organizations treat social networks as channels for disseminating information (defensive position), others operate from an exploratory perspective, enjoying the power of building real and lasting relationships with customers, staff, communities and other stakeholders.

In order to contextualize the application of RTM, the case of Burger King's response during the 'Vacunagate' scandal serves as a useful illustration. The scandal in Peru (2021), Germán Málaga, the doctor who was coordinating the clinical trials of Sinopharm, was questioned about why high-ranking government officials, politicians, doctors, and other public figures received doses of the Sinopharm COVID-19 vaccine ahead of the general population. The name of a Chinese-Peruvian businessman, who owned a chifa (type of

restaurant serving Chinese-Peruvian fusion cuisine) and was vaccinated came up. When pressed, Germán Málaga proceeded to explain that this businessman had been in close proximity to the multiple members of the Chinese delegation because they spent so much time in Peru.

To support that claim, Málaga said, jokingly, that the Chinese delegation "had been running out of Burger King" because they were eating it so many times, meaning they really liked eating Chinese food at the chifa. Shortly after, this comment went viral, as it only trivialized an important corruption story but seemingly put Burger King in the center of this public conversation about the scandal (Heresi, S., & Arbaiza, F., 2022)

Utilizing agility and purpose-based decision making, the brand responded with a statement through RTM which was communicated publicly through a social media post that said "*Es imposible cansarse de esto*" ("*It is impossible to get tired of this*") and thus, turned a negative association into a positive humorous affirmation of brand identity.

### **2.2.3 Purchase Intention**

Several studies indicate that social network marketing plays a crucial role in shaping consumers' purchase intentions. More specifically, Husnain and Toor (2017) points to the idea that the greater the exposure and engagement of consumers with brand content on social media, the greater the likelihood that they will want to buy the product. It also includes the point that it is not enough to be present on social media, but also to invest in creative and relevant creation that engages the public.

Internet interactions, particularly through digital word-of-mouth, have been effective in spreading opinions and recommendations (Hennig-Thurau *et al.*, 2004; Goldsmith & Horowitz, 2006; Cheung *et al.*, 2012; Hennig-Thurau *et al.*, 2004). Personal contacts or strangers have a direct impact on purchasing decisions (Cheung *et al.*, 2012). This effect is made possible by social networks, as an interactive recommendation space where consumers can use social proof to evaluate prior experiences and validate their decisions. Engagement in digital spaces is a primary process by which marketers can establish themselves in the marketplace. It encourages the public to engage as an imperative strategy

for companies to achieve brand love as well as positive customer recommendations (Paruthi *et al.*, 2023).

Recent research illustrates the relevant role that RTM and interactive social media campaigns can have on consumer purchase intention. Moreira (2022) demonstrate the effectiveness of RTM, particularly in the context of live stream marketing, where relevant interactivity and instant communication are strategic assets for brands. Their research shows that RTM is beneficial as marketers can provide real-time and instant communication to respond to consumers' questions. These abilities create consumer trust, which results in a favorable effect in purchase intentions.

Additionally, since consumer engagement on social media is a fundamental variable for the success of brand strategies, Schivinski (2016) show that users who interact with content from a given brand have a more positive and consolidated perception of the brand, considerably increasing the likelihood of their purchase intention. This social interaction acts as a catalyst for strengthening the emotional and behavioral bond between the consumer and the brand.

Sidharta, Syah and Saptaningsih (2021) state that communication on social media, whether generated by the company or by consumers themselves, impacts brand image and purchase intention, indicating the importance of content that engages users to strengthen trust and loyalty. In addition, Singh *et al.* (2025) indicate that positive social communication presents a favorable consumer attitude, increasing purchase intention, suggesting that real-time monitoring and engagement allow brands to implement their strategies more quickly, thus increasing the return on investment in digital campaigns. Jiang *et al.* (2024), in turn, emphasize the social presence and interactivity offered on digital platforms, showing that quick responses and quality interactions generate greater engagement and greater trust on the part of the consumer, increasing purchase intention, that is, the combination of relevant content, immediate interactivity and real-time communication enhances the impact of RTM on social media on the purchase decision.

Finally, Husnain and Toor (2017) add credence to RTM and interactive digital marketing strategies that encourage consumer participation with evaluation and comments, therefore strengthening consumer-brand relationships that lead to increased purchase

intentions. Overall, the results of these studies support the effectiveness of RTM and interactive social network marketing strategies that enhance consumer engagement, trust, and purchase intention.

#### **2.2.4 Consumer Engagement**

Several studies have shown that RTM can be an effective strategy for boosting consumer engagement on social media, especially when the content is relevant, timely and aligned with the brand's values and the current context. According to Willemsen *et al.* (2018), RTM can be structured into two main types: predictable moments (such as calendar events) and unpredictable moments (such as viral or unforeseen events), with the latter tending to generate greater word-of-mouth, especially when brands respond creatively and quickly. This idea is reinforced by Santos, Gonçalves and Teles (2023), who show that, in unpredictable situations, congruence between the brand and the moment is critical to fostering engagement, while in predictable contexts, alignment with the consumer's values and interests becomes more decisive.

Consumer engagement, in turn, has been widely studied as a multidimensional construct - affective, cognitive and behavioral dimensions - that goes far beyond simple interaction with content (Gummerus, 2012). In this sense, Schivinski *et al.* (2016) proposes different types of consumer activities that truly influence the perception and value of the brand in social media. The authors suggest different levels and types of engagement: passive consumption (reading posts), contribution (liking, sharing and/or commenting posts) and active content creation related to the brand (text, images and videos).

The literature suggests that, with regards to advertising, the more effective and successful it is, the more it will be shared with people, allowing for greater brand visibility and increased pundency (De Vries *et al.*, 2012). Thus, due to the influence of peers, friends or family, who already have a positive and trustworthy evaluation of a brand, when they share a public brand message, a halo effect ends up being created, and this feeling of trust and credibility is transposed to the brand (Boerman, *et al.*, 2017).

According to Kumar and Pansari (2016) and Paruthi *et al.* (2023), for brand value to be created, consumer engagement must occur, and RTM strategies that enable active

consumer participation to tend to have a greater return on impact and loyalty. This perspective is useful for understanding how RTM can evoke different forms of engagement, depending on the intensity and relevance of the marketing action.

The literature also highlights that consumers with greater prior involvement with the brand tend to react more deeply to RTM messages (Petty & Cacioppo, 1986), processing them with greater attention and generating higher levels of engagement. Thus, the effectiveness of RTM depends not only on the agility and creativity in the response (Kietzmann *et al.*, 2011), but also on the coherence between the message, the brand identity and the target audience profile (Angell *et al.*, 2020). The study by Tafesse (2015) reinforces this view by concluding that publications with a high degree of novelty and consistency are more likely to generate interactions such as likes and shares, which reveals the role of surprise and strategic alignment in the performance of content on social networks.

Thus, it is understood that RTM can function as an engagement origin, but its success is conditioned by multiple contextual and relational factors - such as the type of moment, the content of the message and the level of consumer involvement - reinforcing the need for a strategic and integrated approach for the effective use of RTM.

Authors Gonzalez-Cabañas and Mochón (2016) suggest that advertising that relies on real-time streaming data may be effective in delivering ads at the moment the consumer shows interest or needs them. The ability to tailor the message to the user's behavior and context while browsing can make ads more relevant and personalized. As a result, it is expected that these consumers will perceive these messages as less disruptive and as an added value. This positive perception increases the effectiveness of advertising and the likelihood of generating favorable responses, such as increased purchase intention.

Other authors add that analyses every five minutes already improve the display of ads based on impressions and user profiles; however, they differentiate this method from real-time decisions, which occur instantly, allowing for more accurate personalization and an increase in its impact on the consumer experience and conversion. (Gonzalez-Cabañas & Mochón, 2016).

### 2.2.5 Perceived Advertising Appeal

A review of the literature has found that RTM with characteristics like humor, creativity, relevance, and engagement are more effective, and serve as catalysts of consumer engagement in RTM contexts (Willemsen *et al.*, 2018; Mazerant *et al.*, 2021; Santos *et al.*, 2023).

Darley and Lim (2022) note that, for example, creative advertising, in general, is related to more favorable cognitive, affective, and behavioral processes. For the authors, humor increases attention and recognition, while creativity helps to make the message salient. Relevance refers to the fit between the marketing message and the brand strategy, highlighting the importance of matching consumer needs through engagement efforts, allowing for a greater likelihood of a positive response and subsequent behavior from the audience.

In this sense, several other studies show that creative ads tend to be more memorable, having a positive impact on brand perception and purchase intention (Sheinin *et al.*, 2011) and showing a greater propensity to generate greater deep information processing (Baack & Till, 2008).

Syrdal and Briggs (2018) showed that humorous content and breaking news-characteristics often associated with unpredictable RTM – are particularly engaging, as they better reflect consumers' self-image, especially in terms of interests in politics, sports or local news. Brands that communicate events and trends in a timely manner tend to obtain more relevant engagement, benefiting from the synergy between timing and brand positioning.

Within RTM, creativity should not be perceived as a single concept. For Mazerant *et al.* (2021), it is composed of three dimensions: originality, meaningfulness, and craftsmanship. The study concludes that both originality and craftsmanship positively affect consumers' attitudes toward the message and the brand, although only craftsmanship - understood as the technical competence in constructing the message - presents a statistically significant relationship with purchase intention. This dimension refers to the ability to convey information in a clear, efficient, and visually appealing way, and is essential for the message to be received positively.

In general, advertising creativity has been associated with consumer engagement, motivation to process the message, and depth of cognitive processing, resulting in greater recall and more favorable attitudes toward the brand (Baack & Till, 2008).

At the same time, Sasser, Koslow and Kilgour (2013) developed the Theory of Advertising Creativity, which highlights that the effectiveness of campaigns lies in a balance of the three dimensions outlined: originality, meaning and skill. The authors argue that a creative message will be truly effective when it is innovative, relevant and well-executed. This approach gains special relevance in RTM, as the need for quick action should not be a barrier to the strategic coherence and technical quality of communication.

According to Mazerant *et al.* (2021), creativity well applied in RTM can increase campaign memorability, increase brand action and stimulate digital sharing - factors that potentially increase purchase intention when they act together.

In this way, perceived advertising appeals can be seen not only as reinforcements of the effects of real-time content, but also as mediating mechanisms for consumer engagement, especially when self-performed in relation to the contextual and prior performance requirements of RTM practices.

## **2.3. Key Concepts and Definitions**

### **2.3.1 Emotions and Cognitive Biases**

The success of real-time marketing is strongly associated with how effectively a brand can build real and emotionally meaningful relationships with consumers, as pointed out in research on emotional intelligence in marketing (Chand *et al.*, 2025). Emotions are not simply subjective reactions; they are associated with specific cognitive evaluations that influence choices and ultimately guide consumer behavior (Cohen & Areni, 1991; Heath, 2007). As the author suggests, in this capacity, emotions serve as an intermediate variable between our perception of the content and consumer responses, and emotions impact attention, engagement, and processing of information content.

Studies show that emotions tend to be more meaningful than rationality in forging connections to a brand because they create memories and drive decisions that are not

consciously reasoned. In this way, we should think of emotions not simply as subjective reactions, but as key ingredients of meaning-making, recognition, and engagement with content (Achar *et al.*, 2016; Chand *et al.*, 2025).

This refers to the human tendency to prefer stimuli that are recognizable, even when it is not possible to consciously remember where they come from, which reduces cognitive effort and increases confidence in the decision made (Garcia-Marques & Mackie, 2001; Kahneman, 2011). It functions as an efficient mental shortcut in situations of information overload, as is the case in the context of social networks (Kent & Allen, 1994). Research also shows that familiarity can increase emotional responses, especially when associated with positive or culturally shared memories (Whittlesea & Williams, 2000).

Familiarity assessment is a cognitive process that positively affects emotional experience (Verde *et al.*, 2010). It is a feeling of recognition, which does not necessarily require conscious memory retrieval of a specific evocative moment and is distinct from what is often reported as a feeling of “knownness”, in the sense of an “unknown” without a more specific context (Reder & Ritter, 1992). This feeling can originate from visual, linguistic or contextual stimuli that refer to past experiences, thus creating an emotional bridge between the content and the consumer (Whittlesea & Williams, 2000).

Studies have shown that familiarity with content can increase emotions such as surprise and anger, which in turn affects the quality of the emotional experience (Lee & Hong, 2016). Surprise and familiarity are interdependent, but they are different phenomena. The former is considered a result of broken expectations, while familiarity reinforces a sense of comfort and connection. This distinction is relevant to brands' RTM strategies, playing a role between novelty and recognition to maximize emotional impact and cultural relevance.

The time pressure of RTM forces situations that require rapid decisions, which could diminish creativity (Willemsen *et al.*, 2018). The speed required can amplify cognitive biases (i.e., what are called 'activations', or responses often distorted by heuristics, including confirmation bias or affective bias), which cause people to rush decisions and, in some cases, create content that is offensive (Borah *et al.*, 2020). Although delegating content creation to a person with a humorous bone and ability to tap into trends is one way

to avoid this issue, it also needs to find the balance between spontaneity and social responsibility.

One of the central objectives of modern marketing is to create enduring emotional ties. Brands such as i.e., *Jellycat* are promoting emotional marketing because they link their products to emotional experiences, comfort, and nostalgia. This emotional connection translates into greater loyalty and trust, a predisposition to consume and defend the brand (Cohen & Areni, 1991; Ghosh *et al.*, 2022).

The author supports this idea by indicating that the success of RTM is equal to the brand's ability to form bonds with its audience. When brands express themselves in common and emotional themes, they develop a collective culture of identity, therefore, they enhance the engagement of their consumers and influence the purchase intention (Kallier-Tar & Wiid, 2021).

The evolution of social networks allows for more direct and spontaneous communication between brands and consumers (Smith & Chaffey, 2013), facilitating the implementation of RTM strategies. However, for these strategies to be effective, it is essential that brands stay connected to their values and emotions to generate loyalty and engagement with the public (Kotler, 2017).

The literature has suggested that RTM should be viewed as a hybrid model of marketing that incorporates flexibility, speed and context into the larger strategic framework of the brand. Traditional marketing relies on planned and prolonged actions while RTM is characterized by immediacy and timeliness, because it occurs at the moment which cultural events, news, or user-generated conversations descriptively morph into opportunities for the brand to engage.

This notion of immediacy is based on a number of strategies- first is the inherent viral nature of timely and shareable content, wherein the notion of virality is creating a (timely and shareable) emotional response in the consumer, to engage more effectively with the brand-consumer relationship as well as the central routes through which consumers cognitively process, imagery, attention and involvement through which consumers evaluate and share content in the digital sphere.

In this sense, RTM serves both as a communication strategy, and an evoked behavior, and anchors the brand identity by linking the perception regarding digital marketing, consumer engagement, purchase intention, and perceived advertising appeal. The conceptual framework serves as a basis for analyzing specific interventions of RTM, as the immediacy and urgency reveal how intangible concepts can be practically applied.

### **2.3.2 A Case-study in Portugal**

The growing use of RTM in Portugal can be seen in the Control Portugal brand, which implemented this strategy effectively in 2019. For Lages and Estima (2020), RTM has been an important resource in bringing brands closer to consumers, particularly on social media such as Facebook, and its productivity has been validated by RTM's ability to generate high levels of engagement, especially through sharing.

The research was performed by a comprehensive content analysis of the posts made by the brand Control Portugal on Facebook throughout 2019. First, all the posts were categorized into two categories: RTM posts and standard marketing posts, and the most relevant examples were chosen from both categories in a second screening procedure. In the second phase, the levels of engagement were analyzed for each selected post (posts were selected based on social endorsement of likes, comments and shares), to see if the RTM strategies prompted more audience engagement than standard marketing content (Lages & Estima, 2020).

The analysis of the brand showed that the strategy contributed to increasing followers, improving interaction with the public and making communication more interactive and dynamic- fundamental characteristics in the dizzying Portuguese digital context. Furthermore, brands appear to be demonstrating greater adherence to this new marketing (Lages & Estima, 2020) in Portugal, creating a quick and creative approach with their consumers, since opportunity, authenticity and emotion are very determining factors for the success of RTM.

### **2.3.3 A Case-study worldwide**

One of the most iconic and often referred cases of RTM is from the "*Dunk in the Dark*" marketing campaign run by *Oreo* in the 2013 Super Bowl when the stadium

experienced an unexpected blackout. Amid what was surely chaos in the stadium, the Oreo brand all but "*stopped what they were doing*" to post on their social media the words "*Power out? No problem*" with an image of an Oreo cookie on a dark black background that captioned "*You can still dunk in the dark*" (Lieb, 2016). This very timely, relevant and clever communication quickly received more than 18,000 likes and 10,000 shares demonstrating just how... well... sexy, timely and digitally relevant communication can create impact for brands. It has since been recognized as a textbook example of RTM and cited in research articles as a classic case of effective RTM, illustrating that having creativity, relentlessness and creativity in context can allow brands to enhance engagement and visibility, during occasions where attention levels typically skyrocket through audiences.

A paradigmatic case showing the effectiveness of RTM is the viral sensation *#thedress*, which blew up in 2015 when a striped dress photo went viral sparking a massive public debate regarding its colors, with some identifying it as white and gold, while others protested it was blue and black, resulting in unprecedented engagement, memes, and media coverage. Heineken was able to jump on this cultural moment with a brilliant creative that associated its beer with the debate, declaring 'it was definitely white and gold'. This immediate association with a culturally relevant topic achieved engagement in shares per follower, demonstrating the RTM opportunities to increase the reach of consumer engagement with brand communication (Angell *et al.*, 2020)

## 2.4 Overview

RTM is rapidly expanding as a focus of investigation because of its potential for increasing consumer engagement and purchase intention (Chen, 2024; Chae, 2025); however, there may be limitations that demand further investigation in existing research. Most studies provide descriptive analysis or case studies of successful RTM campaigns (Oreo's "Dunk in the Dark") without any systematic experimental control comparing RTM with non-RTM strategies in the context of the Portuguese market. Few studies examined the mediation effect of perceived appeal of the advertising stimuli for consumer experience - prior full-length studies have seen perceived appeal as the measurement outcome rather

than the essential contribution to RTM affecting the effectiveness of social network marketing and consumer behaviors (Darley & Lim, 2022).

In addition, perceived advertising appeal (including dimensions of funniness, creativity, relaxed vibe, and attractiveness) is still considered under-researched within the literature. These gaps indicate the pressing need for a comprehensive study that examines all of the variables in a study with the empirical contributions to prove that RTM can be effective in social network marketing context.

## **2.5 Hypotheses**

Following the theoretical examination, a set of hypotheses were developed to explore the influence of RTM on consumer behavior and digital marketing outcomes. The overall model proposes that RTM has a positive effect on four dimensions: Social network Marketing, Purchase Intention, Consumer Engagement and Perceived Advertising Appeal.

In addition, a second set of hypotheses was set to explore the mediating effect of Perceived Advertising Appeal. It is assumed that this construct acts as a mediator and would further enhance the relationship between RTM and social network marketing, purchase intention and consumer engagement.

H1: RTM (vs. non-RTM) has a positive impact on Social Network Marketing.

H2: RTM (vs. non-RTM) has a positive impact on Purchase Intention.

H3: RTM (vs. non-RTM) has a positive impact on Consumer Engagement.

H4: RTM (vs. non-RTM) has a positive impact on Perceived Advertising Appeal.

H5: Perceived Advertising Appeal significantly mediates the causal relationship between RTM (vs. non-RTM) and Social Network Marketing.

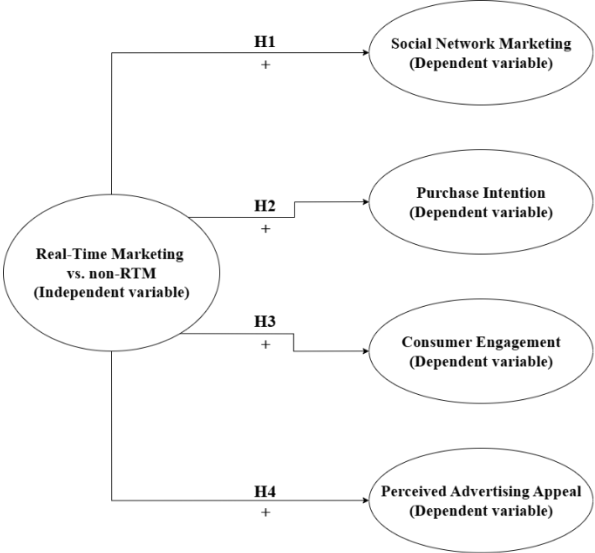
H6: Perceived Advertising Appeal significantly mediates the causal relationship between RTM (vs. non-RTM) and Purchase Intention.

H7: Perceived Advertising Appeal significantly mediates the causal relationship between RTM (vs. non-RTM) and Consumer Engagement.

Overall, the conceptual model provides the boundaries of the research, explicitly identifying the relationships between RTM, consumer behavior and advertising appeal (as shown in Figure 1 and 2).

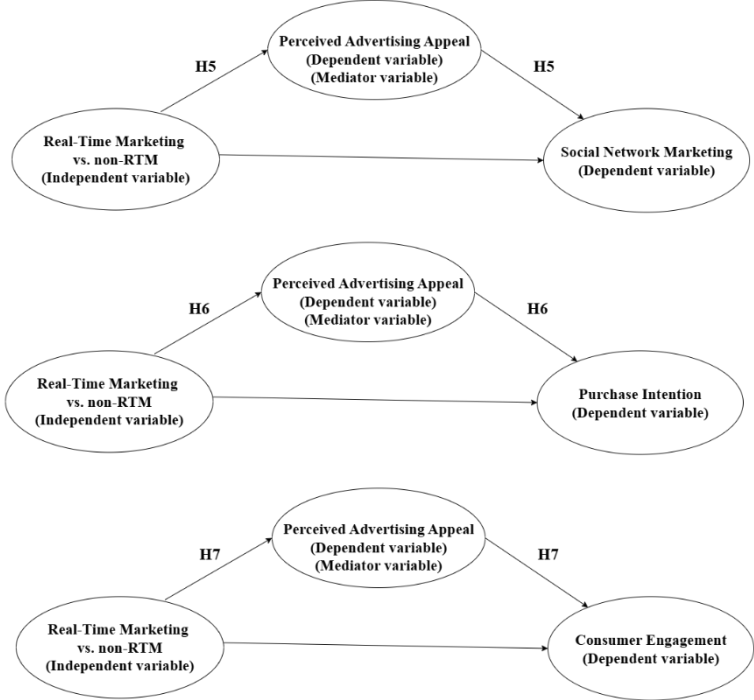
**Figure 1.**

Conceptual framework for hypotheses H1–H4 (direct effects).



**Figure 2.**

Conceptual framework for hypotheses H5–H7 (mediation effects).



## **Chapter 3: Methodology**

### **3.1 Sample**

The sample for this study consisted of 186 individuals of Portuguese nationality, of which 108 participants (58.1%) identified as women, 76 (40.9%) identified as men, and 2 (1.0%) did not respond.

Participants' age ranged from 18 to 66 years of age - the majority of participants were aged between 20 and 29, with 69 individuals (38.2%) falling into this age group. For the 50 to 59 age group there were 55 participants (29.7%). Out of the total participants, 33 (17.8%) were between the ages of 40 and 49. Seventeen participants (9.1%) ranged from 30 to 39 years of age, while considerably fewer, seven participants (3.2%) reported being between the ages of 18 and 19. Only 6 people (3.1%) reported ages between 60 and 66 years.

In terms of educational level, 163 of the participants (87.6%) completed higher education, 15 (8.1%) completed high school and only 8 (4.3%) reported education below high school.

With regards to frequency of social networks use, 154 (82.8%) reported using them every day, 21 (11.3%) reported using them several times a week, 3 (1.6%) reported using them once a week, and 8 (4.3%) stated that they rarely used them.

The experiment followed a quantitative method design. The data collection method followed a convenience sampling approach, as the questionnaire was shared via social networks, such as Instagram, WhatsApp and LinkedIn, and later a snowball sampling was obtained.

These methods were preferred as the digital network facilitates the collection of the target population that would be participating using social media, as well as being a method with very low monetary cost associated.

### 3.2 Research Design

The current dissertation follows an experimental methodology, aiming at analyzing whether different types of marketing strategies impact consumer behavior. Specifically, I looked at the effect of presence of the RTM (Real-Time Marketing) strategy (vs. non-RTM) on consumer behavior (social marketing, consumer purchase intention, consumer and engagement).

In this survey experiment, participants were randomly distributed between two independent groups: The control group, where participants were exposed to a non-RTM campaign ( $N = 93$ ). The campaign was composed of two basic advertisements to encourage the purchase of the product, only announcing the qualities of the products. In the experimental group, participants ( $N = 93$ ) were exposed to an RTM campaign, promoting a "hot topic" of the moment.

The experiment had a total of 4 different campaigns for two different brands: Two campaigns for Mimosa and two campaigns for Tupperware. For each brand, one campaign was with a non-RTM strategy and the other campaign was with an RTM strategy. For example, for the Mimosa brand, a campaign with RTM (experimental group) and another campaign without the use of this strategy (control group) were elaborated. The choice of two different brands was to ensure the validity of the data collected. Therefore, Tupperware and Mimosa brands followed the same model, with a campaign with RTM (experimental group) and another campaign without the use of this strategy (control group).

The experimental design followed a between-subjects design, in which each participant was randomly assigned to only one of the four campaigns. The use of two brands- each with a campaign with RTM and one without RTM- was intended to increase the external validity of the study. By verifying the effect of RTM within the scope of different brands, it was possible to assess whether the results remained consistent, as well as allowing a more solid generalization of the observed effects, mitigating the risk that the results are due to particular characteristics of a single brand.

To make the experimental material for the campaign more vivid and realistic, it was crucial that the topic had public visibility. The viral success of Bad Bunny's song “DTMF” was widely reported in media outlets specializing in the music industry, such as Billboard (2024), which highlighted streaming metrics and social media impact in a few days, consolidating a viral phenomenon even in TikTok's Billboard Top 50 ranking. Thus, the phrase from the song's chorus was creatively used to advertise *Tupperware* and *Mimosa* products.

**Figure 3.**

*Campaign materials used in the experiment. Figures 3a and 3b correspond to RTM campaigns, whereas Figures 3c and 3d correspond to non-RTM campaigns.*



### 3.2.1 Brand selection

To accurately and independently assess the effect of RTM on consumer behavior, it was essential that the selected brands did not use this strategy. If they had regularly used this type of communication strategy in the past, there would be a risk that participants had already formed a connection with the brand, creating a confound to assess the phenomenon accurately.

Two distinct brands were selected: Mimosa, a brand of the Portuguese company Lactogal Produtos Alimentares S.A., and Tupperware, an American brand of the company *Tupperware Brands Corporation*. This choice was based on the criterion of these brands not using any RTM strategy as a brand communication strategy, as well as on a different and discrepant perception of the relevance of brands for Portuguese consumers (Marketeer, 2024).

According to the *2024 Consumer Study*, conducted by AMINT for Superbrands Portugal and published in *Marketeer* (May 9, 2024), Mimosa is one of the most relevant brands to Portuguese consumers, being a very well-known and trusted brand. Similarly, Tupperware is also recognized globally for its strong brand trust, being associated as a brand, along with the safety, honesty, and reliability of the product (Tupperware Brands Corporation, 2024). As such, both Mimosa and Tupperware are trusted brands who are seen as reliable brands that have established consumer confidence.

### 3.3 Instruments/ Materials

The instruments used included scales that had been previously adapted and validated in earlier studies, to minimize error and ensure reliability in the measures of the constructs social network marketing, consumer engagement, and consumer purchase intention (Husnain & Toor, 2017). For the present study, all scales were translated to Portuguese and further adjusted to the specific context of this study, considering consumer behavior in relation to social network marketing campaigns.

***Social Network Marketing:*** It is a construct measuring how people perceive global digital marketing. It was measured using a scale adapted from Kim and Ko (2012) and Ahmed and Zahid (2014) and refers to the strategic use of social platforms to promote brands and facilitate consumer engagement. This type of marketing is not limited to advertising products or services but also seeks to build closer relationships with the public. The scale used in this study measures the degree to which marketing actions on social networks are recognized, the emotional reactions to them in consumers and the perception of their influence on purchase intentions.

The items were according to the Likert scale, that is, there were five prepositions in which the participant had to choose one. That is, for instance, for the item "*I would use social networks to increase my knowledge about the products and services of this brand.*", participants would have to answer taking into account "On a scale of 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree", how would you rate the following statements in relation to the brand you just viewed". The internal consistency of the scale was assessed using Cronbach's alpha coefficient, with a value of  $\alpha = 0.90$ , indicating very good reliability of the items.

**Consumer Purchase Intention:** The construct was measured following research by McKnight and Chervany (2002), Wang and Chang (2013), and Yoo and Donthu (2001), in order to identify the likelihood that a consumer will purchase a product or service in the future. The scale used in this study measures this intention using two items which measure the individual's plan, interest, and predisposition to purchase, such as, "*I plan to purchase*" or "*I would purchase*". This instrument enables the quantification of the strength of the purchase intention and serves as a relevant predictor of consumer behavior. Its application is important for assessing marketing and customer relationship effectiveness while studying the ability of a social media campaign to drive engagement.

The Likert scale was also applied to all items. As an example, "*Following this brand's social networks would probably increase my interest in buying their products and services.*", participants would have to answer considering "On a scale of 1 to 5, where 1 is 'strongly disagree' and 5 is 'strongly agree', how would they imagine their purchase intentions from the brand they just viewed". The reliability of the scale items was verified through internal consistency, using Cronbach's alpha coefficient, with a value of  $\alpha = 0.93$ , which indicates very good reliability.

**Consumer Engagement:** The scale was adjusted by Weman (2011), and Gummerus, Liljander, Weman, and Pihlström (2012), and is used to measure levels (physical, cognitive and emotional) of consumer involvement with a product or service. More specifically, this measure will assess the extent to which the consumer is present and involved in the exchanges they make with the brand, regarding the consumer's attention, emotion, response, and connection. Thus, this instrument is applied to measure their engagement with the brand and its product, but also their level of awareness, cognization, and emotional involvement with it.

The items also followed a Likert scale. For example, the item "*I would regularly visit this brand's pages on social networks to keep up with the news.*", participants had to answer using a scale from 1 to 5, with 1 being 'strongly disagree' and 5 being 'strongly agree' to indicate their level of agreement.

To assess the scale's internal consistency, it was calculated Cronbach's alpha coefficient,  $\alpha = 0.89$ , indicating a very good reliability of the items.

***Perceived Advertising Appeal:*** This construct measures the individual and subjective evaluation of an advertisement. It tests elements of an ad such as its funniness, creativity, relaxed vibe, and attractiveness. For each of these characteristics, participants were asked to select the level they considered the most appropriate: "Not at all", "Little", "Moderately", "A lot" and "Extremely".

Internal consistency of the scale was assessed through Cronbach's alpha coefficient, with a value of  $\alpha = 0.88$  indicating that the items had very good reliability.

***Sociodemographic:*** The questionnaire included items measuring participants' nationality, gender, age, educational level, and social media use frequency. All participants were of Portuguese nationality. The gender identification included responding male, female, and not stating. The participants provided their age, as an open-ended response, creating a broad range of ages that help improve the detail of the sample. The educational level of participants included pre-school education to higher education, as well as secondary education in the secondary and post-secondary non-tertiary education. The frequencies measured the reported frequency of social media use from daily use of social media to infrequent.

### **3.3.2 Procedure**

At an early stage, participants were required to read the consent form and to agree to the terms before proceeding to the experiment. It was mentioned that the estimated time to complete the study would be approximately 7 minutes, however no time restrictions were imposed. Each participant was randomly exposed to one of four types of advertising campaigns (the Tupperware brand with RTM presence vs. the Tupperware brand without RTM presence vs. the Mimosa brand with RTM presence vs. the Mimosa brand without RTM presence).

Participants who were exposed to the RTM campaigns were faced with a request for attention to a fictitious campaign that associated the Tupperware/Mimosa brand with the theme of the song "*Debí tirar más fotos*" by Bad Bunny". Participants who were exposed to the non-RTM campaigns were asked to pay attention to the fact that this was a fictitious

campaign of the Tupperware/Mimosa brand. Participants had no time constraint to observe the campaign.

After viewing the stimulus, participants answered the instruments by the following order: Social network marketing, purchase intention, engagement intention and perceived advertisement appeal. To finish the experiment, the participants provided their socio-demographic data and were thanked for their participation.

### **3.4 Data Analysis Strategy**

The data was also processed using the statistical tool SPSS, to calculate frequencies, averages and analyze the cause-effect relationship between the RTM strategy (Independent Variable) and the behavior itself of consumers, whether in terms of Consumer Engagement, Purchase Intention, Social Network Marketing and even Perceived Advertising Appeal (Dependent Variables).

Data was analyzed using SPSS software (version 30.0.0.0). The analysis followed two main levels: a comparison test between independent groups (experimental vs. control group) and a mediation analysis, following the PROCESS macro model for SPSS, used to analyze the mediating effect of Perceived Advertising Appeal between the independent variable (RTM vs. non-RTM) and Social Network Marketing, Purchase Intentions, Consumer Engagement.

#### **3.4.1 Preliminary Analyses**

Before performing the inferential statistical analyses, the composite variables corresponding to the four main dimensions of the study were aggregated and averaged: Social Network Marketing, Purchase Intentions, Consumer Engagement and Advertising Appeal. Each of these variables was measured with multiple items on the questionnaire scale, as adapted from the literature.

For each dimension, the total score of each participant was calculated as the arithmetic mean of the corresponding items. That is, for the Social Network Marketing variable, the eight items that comprised it were aggregated by mean, resulting in a single continuous score per participant; the same was done for the

Purchase Intention variable, aggregating seven items that comprised it; for the Consumer Engagement variable, its six items; and finally, for the Perceived Advertising Appeal variable, the four items that appeared in the matrix.

A Pearson correlation analysis was also performed a priori between the dependent variables of the study (Social Network Marketing, Purchase Intentions, Consumer Engagement and Advertising Appeal) in order to verify the existence of linear relationships between the constructs.

### **3.4.2 Independent Samples t-Test**

To test hypotheses 1-4, which all assumed differences that expected to explore differences between RTM and non-RTM groups, results were analyzed using an independent sample t-test. This t-test was used to compare the means of the dependent variables (Social Network Marketing, Purchase Intentions, Consumers Engaged and Advertising Appeal) for each group.

To support the analysis of the independent samples t-test the effect size (Cohen's d) was also calculated, which can be interpreted as the practical significance of the differences in outcomes between the experimental (RTM exposed) and control (non-RTM) groups.

### **3.4.3 Mediation**

To test hypotheses 5-7, the PROCESS add-on for SPSS, developed by Andrew F. Hayes (version 4.3.1), was used. It is a widely recognized tool for analyzing mediating and moderating effects in regression models (Hayes, 2013). Perceived Advertising Appeal was tested as the mediator between the experimental condition (RTM vs. non-RTM) and the dependent variables (Consumer Engagement, Purchase Intention, and Social Network Marketing). In this study, model 4 of the PROCESS was applied, which corresponds to the simple mediation model. This model tested whether the effect of an independent variable, in this case the type of campaign (RTM vs. non-RTM), on a dependent variable, namely Social Network Marketing, Purchase Intentions, and Consumer Engagement was mediated by Perceived Advertising Appeal.

### **3.5 Ethical considerations**

The present research was conducted in accordance with the recommended ethical standards. The questionnaire included the Informed Consent Form, in which the participants were informed that their collaboration was entirely voluntary, including that they could leave the experiment at any time, without any type of penalty or consequence. It was also mentioned and guaranteed that the anonymity of the answers obtained would be maintained, and the data would be treated confidentially and used exclusively for research purposes, to safeguard the privacy of the participants.

A very succinct explanation of the nature and context of the study was given at the beginning of the study. The protection of the rights of participants and respect for fundamental ethical principles, such as informed consent, confidentiality and verification of the minimum age to participate, were also ensured.

## **Chapter 4: Results**

### **4.1 Correlation Analysis**

The results revealed positive and statistically significant correlations, as shown in Table 1. The Advertising Appeal variable showed a moderate and positive association with Social Network Marketing ( $r = .68, p < .001$ ); it also correlated strongly and positively with Consumer Engagement ( $r = .54, p < .001$ ) and Purchase Intentions ( $r = .52, p < .001$ )- see Table 1 in Appendix A.

### **4.2 Independent Samples t-Test Analyses**

In order to test hypotheses 1-4, independent samples t-tests were performed, comparing the results of participants exposed to RTM campaigns (experimental group) with those exposed to non-RTM campaigns (control group). Of the four tests performed, only the Advertising Appeal variable showed a statistically significant difference between the groups, as described below.

**Table 2.**

*Independent-samples t test for perceived advertising appeal by campaign type (RTM vs. non-RTM)*

| Variables                    |                         | Z    | Sig. | t     | df  | p (two-tailed) |
|------------------------------|-------------------------|------|------|-------|-----|----------------|
| Social Network Marketing     | Equal variances assumed | 0.01 | 0.92 | 0.93  | 184 | 0.35           |
| Purchase Intention           | Equal variances assumed | 4.50 | 0.36 | -2.36 | 184 | 0.02           |
| Consumer Engagement          | Equal variances assumed | 1.40 | 0.24 | -1.01 | 184 | 0.31           |
| Perceived Advertising Appeal | Equal variances assumed | 0.70 | 0.41 | 4.23  | 184 | <0.001         |

As shown in Table 2, the results of the independent samples t-test revealed that participants in the experimental group who had access to the RTM campaign reported significantly higher levels of Advertising Appeal ( $M = 3.45$ ,  $SD = 0.78$ ;  $t(184) = 4.23$ ,  $p < .001$ ) compared to participants who did not have access to the RTM campaign ( $M = 2.94$ ,  $SD = 0.85$ ;  $t(184) = 4.23$ ,  $p < .001$ ).

The effect size, calculated using Cohen's  $d$ , was  $d = 0.62$ , 95%  $CI$  [0.33, 0.91], which represents a moderate to large effect (Cohen, 1988). This value indicates that exposure to RTM campaigns has a relevant and substantial impact on consumers' perception of an ad's attractiveness, in terms of "Fun", "Creative", "Relaxed" and "Captivating".

For all the other variables the differences between groups were not statistically significant; social network marketing, being  $t(184) = 0.93$ ,  $p = 0.35$ , purchase intentions being  $t(184) = -2.36$ ,  $p = 0.02$ , and consumer engagement being  $t(184) = -1.01$ ,  $p = 0.31$ .

### 4.3 Mediation Analysis

Hypothesis 5 predicted that Perceived Advertising Appeal would significantly mediate the relationship between campaign type (RTM vs. non-RTM) and Social Network Marketing.

In this analysis, the results confirmed that campaign type (RTM vs. non-RTM) produced a positive and significant indirect effect on Social Network Marketing, through Perceived Advertising Appeal,  $b = 0.40$ ,  $BootSE = 0.01$ , 95%  $CI [0.21, 0.61]$ ,  $p < 0.05$ .

The type of campaign (RTM vs. non-RTM) positively affected how participants perceived the campaign as appealing ( $b = 0.51$ ,  $SE = 0.12$ ,  $t(185) = 4.23$ ,  $p < .001$ , 95%  $CI [0.27, 0.75]$ ). RTM campaigns were considered as more appealing than non-RTM campaigns. Consequently, this perceived advertising appeal also produced a significant and positive effect on social network marketing, indicating that the more the RTM campaign was perceived as appealing the more participants agreed that these campaigns are important to build stronger relationships with the public.

Overall, these findings support hypothesis 5, which indicates that the effect of an RTM campaign on Social Network Marketing is due, in part, to an indirect effect on Perceived Advertising Appeal.

Hypothesis 6 suggested that Perceived Advertising Appeal serves as a significant mediator of the causal relationship between campaign type (RTM vs non-RTM) and Purchase Intention.

A positive and significant indirect effect of campaign type (RTM vs non-RTM) on Purchase Intention through Perceived Advertising Appeal,  $b = 0.36$ ,  $BootSE = 0.085$ , 95%  $CI [0.20, 0.53]$ ,  $p < .05$  was found.

The type of campaign (RTM vs. non-RTM) positively affected how participants perceived the campaign as appealing ( $b = 0.51$ ,  $SE = 0.12$ ,  $t(185) = 4.23$ ,  $p < .001$ , 95%  $CI [0.27; 0.75]$ ). RTM campaigns were considered as more appealing than non-RTM campaigns. Consequently, perceived advertising appeal positively and significantly predicted purchase intention, indicating that greater perceived appeal translates also into

greater intention to purchase the brand's products or services ( $b = 0.36$ ,  $BootSE = 0.08$ , 95%  $CI [0.20, 0.53]$ ,  $p < .05$ ).

This evidence supports hypothesis 6, suggesting that the impact of RTM campaigns on Purchase Intention may be indirect through whether individuals find or not the advertisement appealing.

Hypothesis 7 argued that Perceived Advertising Appeal acted as a significant mediator of the relationship between campaign type (RTM vs. non-RTM) and Consumer Engagement. A positive and significant indirect influence of campaign type (RTM vs. non-RTM) on Consumer Engagement emerged, mediated by Perceived Advertising Appeal,  $b = 0.41$ ,  $BootSE = 0.10$ , 95%  $CI [0.22, 0.61]$ .

Similarly, the type of campaign (RTM vs. non-RTM) positively affected how participants perceived the campaign as appealing ( $b = 0.51$ ,  $SE = 0.12$ ,  $t(185) = 4.23$ ,  $p < .001$ , 95%  $CI [0.27; 0.75]$ ). RTM campaigns were considered as more appealing than non-RTM campaigns. Consequently, the fact that the ad is perceived as appealing positively and significantly predicts consumer engagement ( $b = 0.41$ ,  $BootSE = 0.10$ , 95%  $CI [0.22, 0.61]$ ,  $p < 0.05$ ). These results support hypothesis 7, suggesting that RTM campaigns promote greater engagement, and that this relationship is mediated by an increase in the perception of the ad as appealing.

It is worth mentioning that the influence of the different brands (Mimosa vs. Tupperware) on all dependent variables (perceived advertising appeal, social network marketing, purchase intention and consumer engagement) was tested, and none of the values presented were statistically significant (all  $ts < 1$ , all  $ps > .418$ ), therefore, the different brands did not cause different reactions from a consumer behavior perspective.

## Chapter 5: Discussion

### 5.1 Interpretation of findings

This research investigated whether RTM (vs. non-RTM) impacts dimensions of consumer behavior and whether the perceived advertising appeal construct acts as a mediator between RTM and consumer behavior. Results showed a significant difference between conditions only for perceived advertising appeal, with RTM participants showing higher levels of perceived advertisement appeal. The direct effect of campaign type on Social Network Marketing, Purchase Intention, and Consumer Engagement were not statistically significant.

However, mediation analyses showed a significant indirect effect of campaign type (RTM vs. non-RTM) on Social Network Marketing, Purchase Intention, and Consumer Engagement, through Perceived Advertising Appeal, supporting hypotheses H5-H7. The results suggest that RTM increases the perceived attractiveness of ads, and it is this evaluation of attractiveness that drives judgments about the relevance of social media campaigns, purchase intention, and engagement. Thus, the effect of RTM is primarily indirect, operating through the psychological pathway of perceived advertising appeal.

Importantly, this pattern illustrates the indirect-only mediation described in Zhao *et al.* (2010): the independent variable (RTM) influences the outcomes only indirectly through the mediator, even when the direct paths are barely significant and/or even negligible. This corroborates the view that RTM is effective, not just because of its timing, but because it enhances the perception of appeal, and appeals activate positive consumer responses.

Dahlén *et al.* (2008) argue that creative ads generate more curiosity, recall and liking, ultimately leading to more favorable reactions from consumers. In the context of RTM, which is strongly marked by agility, creativity becomes an even more important factor, depending not only on timing but on the ability to create surprise, emotional evolution and the possibility of identification with the public, especially in saturated contexts, such as social networks. In addition, Kirmani (1990) points out that, in competitive contexts, the

creative way of communicating a message serves as a sign of brand effort and competence, leading consumers to consider that the brand is capable, intelligent and committed.

According to Syrdal and Briggs (2018), the creative use of humor results in a strongly positive impact on consumer attitudes towards advertisements, as well as towards the brand. Park and Lee (2014) argue that narratives with affection and emotionally engaging stories favor affective engagement. Both positions support the view that an RTM, to be effective, depends on a creative, intelligent and emotionally resonant design. Furthermore, Ang *et al.* (2007) argue that creativity in advertising acts as a “positive disruptor”, capturing attention, provoking memorization and activating positive associations in relation to the brand.

Real-Time Marketing can be legitimately linked to the use of advertising narratives, since both aim to promote consumer engagement with brands through emotional connections and almost instantaneous reactions. Storytelling, when applied to real-time strategies, enables brands to align with current events, in the construction of narratives that touch the audience, developing emotional connections. As Park and Lee (2014) show, the use of advertising storytelling can generate empathy by making consumers identify with situations and characters, which can be enhanced in scenarios of high temporality. However, it is necessary to consider that the perception of excessively manipulative intentions can compromise the effectiveness of RTM, which highlights the need for standards of authenticity, context, and meaning.

In other words, hypotheses H1, H2 and H3 were refuted, indicating that RTM, by itself, does not lead to greater advertising effectiveness in these domains. This conclusion, in turn, partially agrees with the observations of Angell *et al.* (2020) and Lieb (2016), who state that RTM has its true potential in the way the message is perceived and integrated into the public discourse and not only in the timing. Thus, RTM is considered efficient only when seen as creative, relevant and engaging, with how, not when, being the true spectrum of its communicational effectiveness. In this sense, it can be highlighted the confirmation of hypotheses H4, which confirms that RTM affects perceived advertising appeal.

Moreover, the H5-7 were also corroborated, which highlight the central role of the perceived advertising appeal as a mechanism explaining the relationship between RTM and Social Network Marketing, Purchase Intention and Consumer Engagement. That is, RTM has an indirect impact on consumer behavior, and the form of advertising will strongly influence effects on consumer behavior, validating its importance in shaping the communication process.

According to Kühn, Petzold and Heidenreich (2017), RTM only has an effect when consumers accept and confirm the association between time, creativity and cultural context. This recognition is what transforms the brand's presence from a real fact into a symbolic and communicative value. Moreover, the finding also reinforces the arguments of Willemsen *et al.*, by showing that aligning the brand message with unpredictable and publicly relevant events can strengthen audience engagement, provided that the attraction of the brand message is perceived as appealing. These findings echo the journalism literature (Hermida *et al.*, 2012) that unexpected, emotionally relevant or socially significant content tends to generate greater sharing and engagement.

An unexpected but revealing aspect of the results obtained was that RTM alone showed limited direct effectiveness for variables traditionally related in the context of digital marketing - that is, connection between the consumer and the brand, the consumer's engagement and the purchase intention. This evidence may indicate that the contemporary consumer - hyperconnected and saturated with advertising stimuli - has adopted faster and more effective methods of cognitive filtering, which drastically reduce the impact of strategies that are not considered to have true value or differentiation. In this sense, it is important to consider that RTM, even without a real-time response dynamic, could lead to perceptions of opportunism when the brand is unable to show an authentic connection with the event being commented on. Such perceptions could devalue emotional effectiveness and may even generate distrust, which would nullify the full potential impact of the content.

Fisher and Smith (2011) have already warned that control is no longer exclusively with the brand, as the interpretation and active participation of consumers are the most relevant factors. In other words, what a brand intends to say may not be what the public

actually perceives- and it is precisely in this gap in meaning that many RTM efforts can fail

The outcomes of this research can also be interpreted from the viewpoint of the elaboration likelihood model (ELM), which was developed by Petty and Cacioppo (1986). The model posits that the effectiveness of the persuasive message is based upon the motivation and ability of the individual to process the message. Within the model, persuasion can take place via the central route, which focuses on the strength of the argument, or the peripheral route, which focuses on the superficial cues such as the perceived expertise of the communicator and the perceived attractiveness.

Since RTM strategies often work in environments with dispersed attention- such as social networks, where consumers attention has become increasingly limited and costly (Teixeira, 2014)- it is possible to assume that consumers activate peripheral processing in many cases. Thus, when RTM is perceived as attractive, creative or emotionally resonant, it becomes an effective peripheral cue, positively influencing consumer behavior, even if there is no in-depth analysis of the content.

This theoretical perspective allows us to elucidate why the variable "Perceived Advertising Appeal" emerged as a significant mediator in this study, highlighting the importance of the perception of communication quality in contexts of low cognitive motivation.

In addition, the results fit with research on advertising creativity and RTM as Mazerant *et al.* (2021), showed that meaningfulness and craftsmanship in RTM content has a major influence on consumer attitude. Willemsen *et al.* (2018) document the effectiveness of responding to unexpected change is reliant on the contextual relevance of the brand's reaction. Felix, Rauschnabel, and Hinsch (2017), demonstrate that social media marketing requires integrated, interdisciplinary approaches; the perceived advertising appeal as a mediator, refines the frameworks by taking content quality into account and connecting it with behavioral outcomes.

## 5.2 Implications for theory

The results of this study contribute to theoretical development by showing that explanatory models of RTM should include mediators such as perceived advertising appeal. This situation challenges simplistic models that assume a direct relationship between timeliness and outcomes. Instead, the main findings of this research validate frameworks such as the Information Processing Model and the Emotional Appeal Theory, which emphasize that persuasion and effectiveness depend on how messages are perceived, elaborated, and emotionally processed by consumers (Heath, 2007).

In particular, the findings revealed an indirect-only mediation (Zhao, Lynch, & Chen, 2010), indicating that RTM is not effective at encouraging engagement or purchase as inherent actions, but rather is effective because it has the ability to *naturally* increase appeal, making it effective. This suggests perceived advertising appeal as a process variable between strategic agility and consumers using it and adds to theories of digital marketing to incorporate processes that inform our understanding of psychological mechanisms.

Lastly, this study contributes to the discussion on social Network marketing. By demonstrating that appeal is a necessary link between RTM content and consumer behavior, we can safely assume that models of Social Network Marketing should more explicitly consider a linkage of perceptual constructs (i.e., appeal and authenticity) and traditional engagement measures (i.e., likes and shares).

## 5.3 Practical Implications/Managerial Recommendations

For executives and marketing professionals, these results suggest that RTM should be viewed based on the quality and relevance of the message, not just its immediate timeliness. It is crucial to develop content that offers strong advertising appeal, through creativity, humor, cultural and emotional relevance.

At the management level, this comes with some recommendations. First, brands should ensure that they select events that align well with the brand-event fit, as RTM is shown to be most effective when the campaigns relate to the brand's identity and values

(Heresi and Arbaiza, 2022). Thus, developing guidelines to decide on events is important to avoid opportunism and maintain coherence.

Second, concepts of appeal should be foremost, which refers to assigning both meaningfulness and craftsmanship: contextually-triggered and executed well messages are likely to generate more engagement than those based on speed alone (Mazerant *et al.*, 2021). Templates and predesigned formats could prove valuable in supporting fast execution without sacrificing the quality.

Furthermore, companies should build social listening, and an agile governance structure. An ability to examine trends and have a rapid decision-making process in place may afford brands the opportunity to react in real time, while lowering the risk to their reputation (Willemssen *et al.*, 2018).

Lastly, beyond simply measuring the number of engagements, evaluations after each campaign should also analysis experiences related to appeal, humor and relevancy to capture a more informative perspective on the aspects of the psychological mechanisms that raise purchase intention and engagement.

#### **5.4 Limitations of the study**

This study has some limitations that should be considered when interpreting its results and generalizing them. First, the very nature of RTM, which is based on the exploration of current and ephemeral topics (buzz topics), may have introduced temporal bias into the analysis, given that these topics have a short cycle of relevance. As a result, it is possible that the campaign used was no longer recognized by participants as a current campaign during the data collection period, thus participants could not only disregard it, but also interpret it as decontextualized or meaningless.

In addition, some of the participants may have had previous contact with similar campaigns, which may compromise the authenticity of the observed effect of RTM in this study. This previous exposure may have influenced the perception and judgment of the campaigns, making it difficult to accurately determine the reactions attributed exclusively to the experimental intervention carried out.

## 5.5 Future Research Directions

Future research could examine how different RTM formats (i.e., videos, memes, stories, etc.) affect advertising appeal and, in turn, engagement and purchase intention. It could also be interesting to investigate moderators, such as age, culture, level of brand involvement, or product type, to determine in which contexts RTM is more effective.

Longitudinal studies might assess the durability of RTM effects via perceived appeal as well as other potential mediators such as brand trust, authenticity, or interactivity. Future research should also examine platform-specific dynamics (Instagram vs. TikTok vs. X) and optimal timeframes for engagement.

Another interesting line of research is risks and ethics in RTM. Examining how opportunism, sensibility around social issues, or controversial appropriations can backfire would improve theoretical and managerial understanding of RTM as an opportunity and reputational risk.

## Chapter 6: Conclusion

### 6.1 Summary of the main Findings

Although RTM is generally understood as a communication activity based on creativity, spontaneity, humor and the ability to react to real-time phenomena (Kühn *et al.*, 2017), the results of this study reveal that they, by themselves, do not have a positive impact on consumer attitudes. Contrary to expectations, RTM did not demonstrate significant direct effects on social network marketing, purchase intention and engagement. However, RTM did produce a direct effect on perceived advertising appeal.

This indicates that the value of real-time conversation depends less on its immediacy and responsiveness, and more from how consumers perceive, assess and process the advertisement emotionally. In other words, the power of RTM to change consumer behavior depends on the appeal of the advertisement - specifically whether it is seen as funny, creative, relevant or meaningful to the consumer.

## 6.2 Contribution to Knowledge

By emphasizing the mediating role of perceived advertising appeal, this research provides a contribution to the previous research on digital marketing and consumer behavior, as it promotes a more complex, multidimensional and real understanding of the meaning of RTM in advertising effectiveness (Mazerant *et al.*, 2021; Willemsen *et al.*, 2018).

The results obtained here challenge a more simplistic view, by showing that the effectiveness of RTM does not lie exclusively in its temporality or responsive nature, but in the way these messages are perceived, evaluated and emotionally processed by the audience (Fisher & Smith, 2011; Voorveld, 2019).

This means that the mechanism through which RTM creates a positive impact, seems to be when the consumer perceives symbolic value in the message - whether through humor, creativity, relevance or emotional connection (Syrdal & Briggs, 2018; Dahlén *et al.*, 2008). This aligns with their previous research, which argues that response to digital advertising may depend to a lesser extent on broadcasting strategy and to a greater extent on the consumer's subjective and experiential interpretation (Fisher & Smith, 2011; Voorveld, 2019).

Thus, this research reinforces the importance of testing more complex psychosocial models, by including different mediating variables, for evaluating advertising effectiveness in digital environments. This suggestion is based on the current's dissertation findings that the perceived appeal of the message plays the role of a psychological mediator between the RTM strategy and its real effects on engagement, purchase intention and brand marketing perception.

By and large, the understanding of how RTM works is expanded, shifting the focus from "when" to "how", and developing a more consumer-centered perspective guided by affective and cognitive perceptions, which should guide future practices and research in the area of RTM (Willemsen *et al.*, 2018; Mazerant *et al.*, 2021).

### **6.3 Final Remarks and Overall Conclusions**

The content must be strategically designed to enhance perceived advertising appeal. When effectively applied, this appeal acts as a psychological factor that provokes curiosity, emotional identification and aesthetic appreciation of the message, key elements for activating consumer behavior. Therefore, RTM must be structured not only as an isolated timing action, but as an integrated communication strategy that combines timeliness with creativity, cultural relevance and emotional connection with the consumer. This concept considerably increases the chances of the message being perceived as significant and consequently generating the desired marketing and behavioral results.

Overall, the insights gained support the assertion that RTM is not successful simply because it is fast, but because it integrates timing, context and creative execution to achieve greater perceived appeal. It is this appeal that provokes engagement, purchase intention and a stronger appreciation of the role of social media in the brand-audience relationship.

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## Appendices

### Appendix A: Descriptive Statistics and Correlations

**Table 1.**

*Means, standard deviations, and Pearson's correlations for the dependent variables*

| Variables                       |         | Descriptives |      | Correlations |       |       |   |
|---------------------------------|---------|--------------|------|--------------|-------|-------|---|
|                                 |         | Me<br>an     | SD   | 1            | 2     | 3     | 4 |
| 1. Social Network Marketing     | RTM     | 3.31         | 0.94 | —            |       |       |   |
|                                 | Non-RTM | 3.18         | 0.94 |              |       |       |   |
| 2. Purchase Intention           | RTM     | 3.24         | 1.03 | .71**        | —     |       |   |
|                                 | Non-RTM | 3.58         | 0.91 |              |       |       |   |
| 3. Consumer Engagement          | RTM     | 2.94         | 1.03 | .73**        | .70** | —     |   |
|                                 | Non-RTM | 3.11         | 1.22 |              |       |       |   |
| 4. Perceived Advertising Appeal | RTM     | 3.45         | 0.78 | .68**        | .52** | .54** | — |
|                                 | Non-RTM | 2.94         | 0.85 |              |       |       |   |

**\*\*** $p < 0.01$

## **Appendix B: Survey Instrument**

### **Consentimento Informado**

#### **Introdução**

No ambiente digital contemporâneo, o marketing em tempo real (RTM) surgiu como uma estratégia que permite às marcas interagir diretamente com o público, tirando partido de momentos e temas relevantes em tempo real.

#### **Objetivo e contributo**

Este estudo procura explorar de que forma esta abordagem influencia o comportamento do consumidor. Para tal, foram criados anúncios fictícios que ajudam a compreender o efeito da comunicação da marca.

A sua colaboração será bastante importante. As suas respostas serão anónimas, voluntárias e poderá sempre desistir do questionário a qualquer momento, sem qualquer penalização.

Este estudo tem uma duração de aproximadamente 7 minutos.

#### **Informações de contacto**

Se tiver quaisquer perguntas ou dúvidas sobre este estudo ou se surgir algum problema, contacte: [s-fmpaisana@ucp.pt](mailto:s-fmpaisana@ucp.pt)

#### **Declaração de consentimento**

- Tenho pelo menos 18 anos de idade.
- Concordo voluntariamente em participar neste estudo.
- Compreendo que sou livre de abandonar o estudo em qualquer altura sem justificar a minha decisão.
- Confirmo que li e compreendi o acima exposto e concordo livremente em participar neste estudo.

- ☐ Confirmo que li, compreendi e concordo livremente em participar neste estudo.
- ☐ Não concordo em participar neste estudo
- 

*Fictional Campaigns that appeared to each participant randomly (1, 2, 3 or 4):*

1. MIMOSA RTM

Atenta esta campanha fictícia que associa a marca Mimosa ao tema da música "*Debí tirar más fotos...*" de Bad Bunny.

2. TUPPERWARE RTM

Atenta esta campanha fictícia que associa a marca Tupperware ao tema da música "*Debí tirar más fotos...*" de Bad Bunny.

3. MIMOSA NON-RTM

Atenta esta campanha fictícia da marca Mimosa:

4. TUPPERWARE NON-RTM

Atenta esta campanha fictícia da marca Tupperware:

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Marketing nas Redes Sociais

Numa escala de 1 a 5, em que 1 é “discordo totalmente” e 5 é “concordo totalmente”, de que forma classificaria as seguintes afirmações em relação à marca que acabou de visualizar:

- Utilizaria as redes sociais para aumentar os meus conhecimentos sobre os produtos e serviços desta marca.
- Ficaria satisfeito(a) com o marketing nas redes sociais desta marca.
- Imagino que o marketing das redes sociais desta marca seria muito atrativo.

- Acompanharia as redes sociais desta marca por ser divertido.
  - Imagino que os conteúdos apresentados nas redes sociais desta marca seriam interessantes.
  - As redes sociais desta marca permitiriam a partilha de informações com outras pessoas.
  - Seria possível conversar ou trocar opiniões com outras pessoas através das redes sociais desta marca.
  - Seria fácil dar a minha opinião nas redes sociais desta marca.
- 

### Intenção de Compra

Numa escala de 1 a 5, em que 1 é “discordo totalmente” e 5 é “concordo totalmente”, de que forma é que imaginaria as suas intenções de compra da marca que acabou de visualizar:

- Acompanhar as redes sociais desta marca poderia ajudar-me a tomar decisões mais informadas antes de adquirir os seus bens e serviços.
  - Acompanhar as redes sociais desta marca provavelmente aumentaria o meu interesse na compra de seus produtos e serviços.
  - É muito provável que eu considerasse comprar produtos ou serviços desta marca, caso fossem recomendados pelos meus amigos nas redes sociais.
  - Se seguisse esta marca nas redes sociais, é provável que me sentisse mais inclinado(a) a comprar os seus produtos online.
  - Tencionaria adquirir produtos promovidos nas redes sociais desta marca, caso passasse a segui-la nos media.
  - Seria provável que eu comprasse produtos comercializados nas redes sociais desta marca, dependendo do meu envolvimento com o conteúdo.
  - Se seguisse esta marca nas redes sociais, esperaria considerar a compra dos produtos que ela promove online.
-

### Envolvimento com a Marca

Numa escala de 1 a 5, em que 1 é “discordo totalmente” e 5 é “concordo totalmente”, de que forma classificaria as seguintes afirmações:

- Visitava regularmente as páginas desta marca nas redes sociais para acompanhar as novidades.
  - Leria com frequência as publicações desta marca nas redes sociais para me manter informado(a).
  - Utilizaria frequentemente a opção “gosto” nas publicações desta marca para demonstrar o meu apreço.
  - Deixaria comentários nas publicações desta marca nas redes sociais, interagindo com o conteúdo.
  - Seguiria esta marca nas redes sociais, caso despertasse o meu interesse, para obter informações como lançamentos de novos produtos.
  - Se eu seguisse esta marca nas redes sociais, isso poderia aumentar a minha confiança nela.
- 

### Ligação Emocional à Marca

#### Conexão emocional

Numa escala de 0 a 10, em que 0 significa “Nada familiar” e 10 “Muito familiar”, como classificaria a sua conexão emocional com a marca?

#### Aumento da familiaridade

Sente que este estilo de campanha publicitária aumenta a sua familiaridade com a marca?

☐ Sim

☐ Não

#### Como classificaria esta publicidade?

(Indique a sua opinião em relação a cada um dos seguintes itens):

Esta publicidade é...

- Divertida
- Criativa
- Descontraída
- Cativante

(Escala de 1 = Nada | 5 = Extremamente)

---

### Dados Demográficos

Género:

- ☐ Masculino
- ☐ Feminino
- ☐ Outro
- ☐ Prefiro não responder

Idade: \_\_\_\_\_

Nacionalidade:

- ☐ Portuguesa
- ☐ Outra (especificar): \_\_\_\_\_

Grau de escolaridade:

- ☐ Educação Pré-escolar
- ☐ Ensino Básico
- ☐ Ensino Secundário
- ☐ Ensino Pós-secundário não superior
- ☐ Ensino Superior

Com que frequência utiliza as redes sociais?

- ☐ Nunca
- ☐ Raramente

- ☐ Uma vez por semana
- ☐ Várias vezes por semana
- ☐ Diariamente

Quais são as suas principais redes sociais?

- ☐ Instagram
- ☐ Facebook
- ☐ TikTok
- ☐ Twitter/X
- ☐ LinkedIn
- ☐ WhatsApp
- ☐ Outra (especificar): \_\_\_\_\_

## **Appendix C: Informed Consent**

### **“Consentimento Informado**

Leia atentamente as informações abaixo:

#### **Introdução**

No ambiente digital contemporâneo, o marketing em tempo real (RTM) surgiu como uma estratégia que permite às marcas interagir diretamente com o público, tirando partido de momentos e temas relevantes em tempo real.

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- Confirmo que li e compreendi o acima exposto e concordo livremente em participar neste estudo.”