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Exploring the relation between Consumer Motivations and Engagement in social media applied to Super Bock brand.

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Dissertation written under the supervision of Professor Carolina Afonso

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Abstract

Title: Exploring the relation between Consumer Motivations and Engagement in social media applied to Super Bock brand.

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This dissertation aims to understand the consumer motivations to interact with Super Bock in social media. Based on Motivations that lead the consumer to interact with brands on social networks, the objective is to understand if they influence Consumer Engagement and to verify if there are differences between gender and age in those Motivations.

This study is exploratory and quantitative; an online questionnaire was developed in which only followers of Super Bock pages in social media, were selected. From the collected data, 149 responses of the questionnaire were used.

Regarding Motivations, the scale developed by Al-Menayes (2011) and the Consumer Engagement scale developed by Muntinga et al., (2011) were used.

Using multivariate data analysis and through regressions, it was verified that there is a relation between Motivations and Engagement. The Motivations that best explain Consumer Engagement are Entertainment & Utility and Altruism.

The results also suggest that there are differences between gender and age, being the main difference between the adult consumers compared to young consumers.

This study contributes to greater knowledge in the field, providing important insights to brand managers and marketers to better understand their consumers and, above all, to understand the Motivations that lead them to interact and how create Engagement more effectively.

Resumo

Título: Explorar a relação entre as Motivações dos Consumidores e o Engagement nas redes sociais aplicado à marca Super Bock.

Autor: Susana Farrajota

Esta dissertação tem como objectivo perceber as Motivações dos consumidores a interagir com a Super Bock nas redes sociais. Com base nas motivações que levam o consumidor a interagir com as marcas nas redes sociais, o objectivo é perceber se estas influenciam o Consumer Engagement e verificar se nestas Motivações, existem diferenças entre género e idade.

Este estudo é exploratório e quantitativo, foi desenvolvido um questionário online em que apenas os seguidores das páginas da Super Bock nas redes sociais foram seleccionados. Dos dados recolhidos, foram utilizadas 149 respostas do questionário.

Relativamente às motivações, foi usada a escala desenvolvida por Al-Menayes (2011) e a escala de Consumer Engagement desenvolvida por Muntinga et al., (2011).

Com recurso a análise de dados multivariada e através de regressões, verificou-se que existe uma relação entre as Motivações e o Engagement. As Motivações que melhor explicam o consumer engagement são o Entretenimento & Utilidade e o Altruísmo.

Os resultados sugerem também que existem diferenças entre géneros e idades, sendo a maior diferença entre o grupo de consumidores adultos comparado com os consumidores jovens. Este estudo contribui para um maior conhecimento na área, facultando importantes insights a gestores de marca e marketers a conhecer melhor os seus consumidores e acima de tudo, a perceber as Motivações que os levam a interagir e como criar Engagement mais eficazmente.

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CHAPTER 1. INTRODUCTION

1.1 Background

The growth of the use of social media, with the boom of networking social platforms and the interaction of brand-consumers, arises the need of understanding the challenges and opportunities that this revolution of Internet has brought to us.

According to Statista (2017), the spread of smartphones increased the mobile social networks likewise the number of users on social media platforms led to a social media marketing growth and brand presence on social platforms. “Social media is redefining how businesses communicate with their costumers”(Shi, Chen, & Chow, 2016) and it is brand’s role to study different behaviors among their public. “The development of Internet technology supported a new dimension of consumer involvement with brands on social media”(Schivinski, Christodoulides, & Dabrowski, 2016). The revolution of Internet turned this world as a fast world suffering from an excess of information, and with the growth of fast consumer goods, brands found more and more difficulties to have the attention of the consumers. “Communication processes, consumption patterns and business approaches were significantly transformed by the online domains and connectivity”(Enginkaya & Hakan, 2014). In order to achieve that, it is mandatory for a company that wants to keep their audience loyal to their brand, to study the market but also to know very well their customers, their needs but even more important their changes during years and decades. Many researchers noticed that with an increment of brand-consumer interactions and engagement, brands profit’s and consumer satisfaction will increase (Rohm, Kaltcheva, Milne, & Milne, 2013). Everything changes so fast, and to have a consumer engaged with a brand for a long time, the brands have to develop strategies to have their attention and obtain engagement and passion by the singularity of the brand. Social network sites (SNSs) are recognized as the principal force of digital media revolution. Facebook and LinkedIn have been substituting email as the principal online activity and main source of information (Tsai, 2013). “Because the advancement of the informational technologies, and especially that of the internet, have modified the acquisition behavior of the consumers, numerous analyses have been done regarding the influence of the online environment on the consumer’s behavior”(Sasu Constantin & Ichim Daniela, n.d.) and that is one of the reasons this study is worthwhile. This dissertation aim is to understand consumer’s motivations to interact with a brand, Super Bock, on social media. Also, better understand the differences between consumers and hence, which role should Super Bock play

to obtain Consumer Engagement. Super Bock is one of the Portuguese brands with more followers and definitely the beer brand with more interaction in all social media platforms. In order to help Super Bock to better understand their consumer's motivations, it is mandatory to look for sociodemographic differences in their consumer behaviors, and that is one focus of this dissertation.

1.2 Problem Statement

Nowadays it is more and more relevant to know better the consumer behavior on social media and their interaction with brands. The research problem of the present is to understand how consumers interact with brands, in this specific study, Super Bock, on social media, their motivations and behaviors, and explore the relationship between motivations and engagement. Also, the objective is to verify sociodemographic differences regarding age and gender.

A lot of studies about the new phenomenon of Consumer Engagement are made, so there are a lot of definitions of the construct. It is known that the numbers of men and women that are active users of social media are more and more equal but the way they use social media are different (Jen-hung & Yi-chun, 2010) and so the motivators from man to women, from young to adult consumers, and their interaction with brands will vary, and that is what this study aims to clarify.

For a company, it is crucial to do a better segmentation, in the process of developing the knowledge about the consumer in order to construct a strategic marketing plan. A brand is constantly in a pursuit of engagement from the consumers' part, and through brand associations, the costumer is more engaged with the brand by experiencing different and unique interactions with each brand (Gladden & Funk, 2002), so it is needed to have knowledge about the real motivators of the consumers.

The problem this thesis strive to understand is which are the motivations behind consumer interaction on social media with brands, and which of them better explain the Consumer Engagement. In order to understand motivations to interact with brands in social networks, Al-Menayes (2014) presented five different motivation dimensions: "Entertainment", "Personal Utility", Information Seeking", "Convenience" and "Altruism". These dimensions were used to understand which motivations are more relevant for consumers to interact with Super Bock in social media. According to Muntiga et al., (2011) to anticipate the consequences, it is mandatory to understand the motivations to engage in brand-related social

media use. In fact, sustains that there are three usage types of engagement with a brand starting with Consuming, Contributing and Creating. Since the measures of consumer engagement in social media are made through the calculation of total number of likes, comments, and shares divided by the total number of followers (Jayasingh & Venkatesh, 2017) and measures Engagement as a whole, was considered more appropriate to study Consumer Engagement as Contributing, considering only this variable for the study. To summarize, the emphasis on the importance of a good digital marketing strategy led the brand managers to have to better understand their consumers and how to create engagement through social media platforms, so the research problem of this dissertation is to study the relation between consumer motivations and engagement on social media applied to Super Bock and lastly, to verify differences between sociodemographic variables such as age and gender.

1.3 Aim

The goal of this thesis is to identify and explore the Motivators of consumers interacting with brands in social media and which motivators impact Consumer Engagement with brands. The brand chosen to analyze the differences between consumers' behaviors from different ages and gender is Super Bock. Since it is the Portuguese beer brand with more followers on all social networking platforms and has a lot of interaction, was the brand indicated to develop a deep study about their consumers. The research questions are the following:

- **RQ1:** What are the main motivations to interact with Super Bock in social media?
- **RQ2a:** Does motivations influence consumer engagement with Super Bock in social media?
- **RQ2b:** Does motivations influence consumer engagement with Super Bock in social media differ between young and old consumers?
- **RQ2c:** Does motivations influence consumer engagement with Super Bock in social media differ between gender?

- **RQ3a:** Which motivations better explain consumer engagement with Super Bock in social media?
- **RQ3b:** Which motivations better explain consumer engagement with Super Bock in social media differ between young and old consumers?
- **RQ3c:** Which motivations better explain consumer engagement with Super Bock in social media differ between gender?

1.4 Research Method

In order to present specific data and take results related to the topic, specifically to the brand chosen, Super Bock, was used primary and secondary data. Primary data is the conceptual information that sustains and conducts the research composed by the most important articles from top journals in the Literature Review.

For a quantitative research is created an online questionnaire for data collection, in which participants were tested about their motivations to interact with Super Bock on Social Media. This questionnaire was addressed to individuals who are Super Bock followers on social media pages. It was distributed by Qualtrics and analyzed in SPSS.

1.5 Managerial and Academic Relevance

Regarding the huge growth of the use of social media, it is urgent for brands to understand the consumer behavior in order to call for attention from new consumers or to maintain them. Marketers need to understand better how to deal with consumers, what types of consumers are there and how to get to them and interact the most (Paulin, Ferguson, & Schattke, 2014).

It is also important to know the consumer motivations, why consumers interact with brands and how. Brands that can recognize the motivators can address specific approaches for different types of consumer behavior in social media.

Different sociodemographic behaviors and different consumption of social media require different strategies to successfully engage customers (Hudson, Huang, Roth, & Madden, 2015). To sum up, the first step a brand manager needs to take is to know if the content posted

in social media is effective. Then, in which way reflects on consumer, what are their motivations to have an online interaction with the brand and what are the patterns that led to an engagement.

1.6 Dissertation Outline

This thesis is composed by five chapters. The first chapter introduces the research topic and the research questions. The second chapter is composed by the literature review that ground all topics that support the research problem and fundament the research questions about the motivations of consumer's interaction with brands in social media. The third chapter describes the methodology and the data collection procedures. The fourth chapter explains data analysis results of the questionnaire and answer to the research questions. If possible answered all research questions, the last chapter concludes the study with all the limitations and recommendations that this study might have and for that reason, future researches regarding this topic are suggested.

CHAPTER 2: LITERATURE REVIEW

2.1 Emergence of Social media

Nowadays it is impressive how social media is an essential part of our life's (Kaplan & Haenlein (2010) and how it changed the way we interact with each other and with brands, Mangold & Faulds (2009) states that social media facilitates our communication and facilitates our life's. "According to Burst Media (2013), 65% of online adults have at least one personal social media account" (Logan, 2014).

Social media has been suffering a lot of changes and growing fast, this revolution is generating new patterns, and it is visible that there are urging different behaviors between the online consumers. Social Media can be defined as "a group of internet based applications that builds on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of User Generated Content" by Kaplan & Haenlein (2010).

Atanassova & Clark (2015) state that "Web 2.0 technologies are the "human approach to interactivity on the web" (Boulos & Wheeler, 2007, p. 3) that enable user-generated dialogue by "fostering a greater sense of community" (p. 3) and "the exchange of experience and ideas". Social media can be composed by blogs and internet forums and enables the "two-way-real-time communication (Atanassova & Clark, 2015).

According to Statista (2017), Facebook is the leader of the social network platforms comprising over 1.94 billion of monthly users. The social networking sites not only enable users to communicate with each other but also give a contribution with user-generated content such as videos and photos (Statista, 2017). Hence, the use of social network platforms (SNS) such as Facebook and Instagram are growing and being more used by adult users, when 74% have at least one social media profile (Pew Research Center, 2015). In addition, Instagram and Facebook are the platforms with more significance regarding the interactions between brand and consumer. In more detail, Statista (2017) states that Instagram have 700 million monthly active users and Facebook have 1.28 billion active users that visited the platform on a daily basis. Social media consumer's behavior is very different and it has been seen that the patterns are changing.

"Social networking sites such as Facebook, YouTube and Twitter offer opportunities for marketers and brand managers to cooperate with consumers to increase the visibility of brands" by Schivinski & Dabrowski (2014). Social media is also defined as online community which has an online space where consumers feel related with each other, can interact with

each other and provide information about any topic that they have in common (Časas & Palaima, 2016). Social media has revolutionized marketing and also changed shopping behavior, consumer empowerment gave voice to consumers and that means that “every customer and his/her conversations should matter for marketers.” (Reza, Laroche, & Richard, 2014). Consumers tend to trust more on other consumers opinion than on brands word. Hence, in order to develop these online consumer relationships, brands should be particularly concerned with the young consumers. Teenagers tend to be an active user of social media and their brand preferences are quite influenced due to the magnitude of their friend’s feedback. Recommendations and product reviews are decisive to influence other consumers (Rohm, Kaltcheva & Milne, 2013) and that is crucial for brands to strive for good spotlights from consumers. A consumer will guide their action and opinion based on information generated by other consumer that he doesn’t even know, instead of a brand that is recognized and trustworthy (Schivinski & Dabrowski, 2017) . One of the other consequences of opinion that consumer builds online is brand awareness that it is low-cost or even free.

2.2 Motivations to interact with brands on social media

Social media is growing, and it is expanding to a universal level of users. Nowadays, every individual need to use networking sites but each group of them has a different purpose. Social media can reach every single need of human communication. The win is in the balance by the lack of face-to-face contact that it is made by social media (Al-Menayes, 2015)

It is truly important to discover the motivations behind consumer’s actions in order to understand “why consumers do what they do” and help the brand managers to improve communication strategies efficiency. (Enginkaya & Yilmaz, 2014)

According to Al-Menayes (2014), the consumers’ main motivations to interact with a brand in social media are Entertainment, Information Seeking, Personal Utility, Convenience and Altruism.

2.2.1 Entertainment

The author refers Entertainment as a motivation that is likely to interactions made due to kill time, to be occupied or because there is some subject that entertains or amuses the consumer. According to Enginkaya & Yilmaz (2014) it is a motivation that shows the affection of the consumer by the brand that leads to the consumer to have fun or enjoy. Some authors defend that Entertainment is the most important motivator that has a strong relation with consumer engagement (Shi et al., 2016)

2.2.2. Information Seeking

Information seeking by consumers is growing in platforms in order to search for information that helps and make them decide what to purchase (Alden, Kelley, Youn, & Chen, 2016).

In terms of the main reasons to join online communities and participate in social networking platforms, the main reason found by some authors is the need of the consumer to have access to information (Oh & Syn, 2015). Information seeking can be seen as search for advice and exchange of information and need for some opinions (Men & Muralidharan, 2015).

The consumers want to reduce their risk of buying something wrong or to make sure that they buy the best choice (Muntiga et al., 2011). Some consumers that search for information are passive and just try to collect the information they need, when others are more active and participate and even create information (Logan, 2014). The opinion of other consumers is seriously taken into account, so some consumers search for other consumers that have already bought some product in order to listen to their opinion and product review, their opinion is trustworthy (Heinonen, 2011) .

2.2.3 Convenience

Is important to define Convenience as: “a reduction in the amount of consumer time and or energy required to acquire, use, and dispose of a product or service relative to the time and energy required by other offerings in the product/service class” (Brown, 1993).

This motivator can be seen as a compensating factor because it facilitates either because it's free or because it's easier than meeting personally or even because consumer can have a response anytime. “Morganosky (1986) defined the convenience-oriented consumer as one who wanted to minimize the expenditure of time and human energy.” (Song, 2015). Seiders,

Voss, & Godfrey, (2007) states that some “frameworks of convenience incorporate time savings, time flexibility, polychronic time use, energy, location, ease of transaction, and task allocation” meaning that convenience meets all factors that might facilitate consumer’s life.

2.2.4 Personal Utility

Personal Utility can be seen as the motivation that leads more rewards or satisfactions to the consumer personal life such as enjoying conversations, joining groups and groups conversations or even to be part of the opinions’ of others. According to Oh & Syn (2015) personal gain is “one kind of tangible benefit, commercially driven, that social media users may expect to obtain by sharing information”. Also it can be used as a channel to promote personal subjects or services and products.

2.2.5 Altruism

Doing something for someone else is the basic perception of Altruism. However, this motivation have already been tested by many researches in motivation studies related to social media. Some studies found that Altruism is one intention that is significant on online environment, more specifically on social media networking platforms. In what concerns Altruism in social media, (UM NAM-HYUN, 2016) sustain that is a behavior that facilitates sharing intentions and also that provokes altruistic behaviors such as share knowledge in social media. Ma & Chan, 2014 defined Altruism as “the voluntary helping actions where one attempts to improve the welfare of others at some cost to oneself” (p.237). “Altruism is the most influential motivation for which people voluntarily gather information and provide it to answer questions from others” by Oh & Syn (2015).

2.3 Consumer Engagement

Despite the amount of studies on consumer’s engagement with brands on social media, some authors believe that this topic is at a premature stage(Godey et al., 2016) .

Consumer Engagement has become an important topic to study and has been seen as a new phenomenon as well as the opportunities that emerge from online communities (Jayasingh & Venkatesh, 2017).

As Internet speeds up the level of communication and how fast it is the attention dedicated to a subject on social media, brands are trying to discover new and better ways to have a sustain relationship with the customer. “Consumer engagement is particularly relevant to the relationship-oriented SNS communications” (Tsai & Men, 2014), many authors enhance the importance of engagement such as Islam & Rahman, 2017 when state “engage or die, has become the current marketing watchword, which emerged with the advent of digital world, especially due to the emergence of social media”.

Many authors tried to defined and theorized around the subject and studies tried to understand what is, in fact, Consumer Engagement and some refer to this as the combination of behavioral responses with an emotional context. Some authors suggest many dimensions of engagement naming three of them as Behavioral, Emotional and Cognitive (Zaglia, 2013). According to Tsai & Men (2014), Consumer Engagement is an essential strategy for brand advantage and to generate consumer relationships that are crucial in this era of social media. Consumer engagement refers to emotional but also psychological dimensions since the consumer can interact and at the same time build a relationship with a brand through the channel of social media tools (Tsai & Men, 2014).

Van Doorn et al., (2010) defended that consumer engagement is the consumer behavior after the purchase act as a result of motivational drivers headed for a brand. Also as important as the study of consumer behavior is to choose the right content to post on social media in order to achieve a bridge between the brand and consumer. For Schivinski & Dabrowski, (2016) it was clear that “different brand related activities on social media may entail different levels of engagement” such as consumption, contribution and finally creation level (Muntinga et al., 2011). The most important platform related to Consumer Engagement is Facebook that continues to score the most engaged users compared with other social networking platforms, conquering 70% of its users that login every day (Pew Research Center, 2015) and seems to be a platform that can potentiate consumer engagement even more. According to Parent, Plangger, & Bal, (2011) the old concept of willingness to pay (WTP) should be substituted by the willingness to participate. They suggest that “in an internet worked, social media-enabled world, this willingness is better reflected as consumer engagement, or active involvement with brand product, service or company through acts like creating content” (Parent et al., 2011). Bowden (2014) states that some definitions of consumer engagement emphasize the cognition and emotion roles in the creation of engagement. Also, that the concept of engagement have been popular due to the number of positive consequences. Lastly, Bowden,

(2014) sustains that engagement may be used to measure the power of consumer-brand relationships in which customers may have created emotional and rational bonds with the brand. For Jayasingh & Venkatesh, (2017) it is very relevant to clarify that in what concerns the measures of engagement, it is calculated by dividing absolute interactions such as likes, comments and shares by the total number of followers. According to Muntinga et al., (2011), there are three types of brand-related activities but they are gradually involved with the brand. Since the ambition of this study is to explore the relation between motivations and consumer engagement in social media, is going to be studied consumer engagement on social media platforms. Since the measures of consumer engagement in social media are made through the calculation of total number of likes, comments and shares divided by the total number of followers (Jayasingh & Venkatesh, 2017) and measures engagement as a whole, was more appropriate to study Consumer Engagement as Contributing, considering only this variable for the study.

2.4 Sociodemographic Characteristics

Consumer Motivations to engage on social networks depend on their sociodemographic specific situations, therefore, an understanding of the differences between consumers regarding their age and gender is crucial. The way Internet is used nowadays is more and more affected by age (Dhir & Torsheim, 2016). Young and older online consumers have been showing that their motivations and objectives of using social media are different. It has been proved that it is a matter of age that influences the social network size (Keating, Hendy, & Can, 2016). Also the different genders influence the way consumers interact with social platforms emphasizing that females use social media for their Personal Utility, trying to maintain their relationships and contacts with family (McAndrew & Jeong, 2012; Muscanell & Guadagno, 2012; Tifferet & Vilnai-Yavetz, 2014) and males use social media to their own Convenience and to be seen as engaged in networking. According to the relation between gender and the use of social media, approximately 54% of social media users are female (Edison, 2012). Existing 56% of online women that have Facebook when 49.5% of online men have Facebook (Burst Media, 2013). According to age, young users from 15 to 24 years old are more likely to have a Facebook account to manage their social lives. Half of social media users are between ages of 12 and 34 years old (Edison, 2012). According to Correa et al., (2010) the majority of the users of social network sites are young adults. However, these

social platforms are becoming more popular and are attracting adults, therefore, the number of adult users increased a lot.

2.5 Beer Industry in Portugal:

In 2012, the beer consumption in Portugal was almost 5 million hectoliters. The two brands that have disputed the leadership of the market are Sagres that belongs to Sociedade Central de Cervejas e Bebidas SA and Super Bock from Unicer. These brands own an “oligopoly”, having together almost 90% of the market.

2.5.1 Beer brands on Social Media:

Beer brands discovered that through SNS they can easily communicate to their audience and create bonds with consumer. In Portugal, the majority of beer brands are present on social media specifically on Facebook. Super Bock is the leader of all social networking platforms comparing with Sagres, Carlsberg and Heineken. The Figure 1 below, presents the number of followers of the main official beer brand pages in May, 2016 and it shows that Super Bock is the leader on Facebook , Twitter, Instagram, YouTube and also on news counting for the number of times the brand was mentioned on news.

Marca	Facebook	Twitter	Instagram	YouTube	Notícias
Sagres	265 625	974	1910	2396	1270
Super Bock	636 660	5682	10 144	5848	4895
Heineken	-	235	1552	-	1900
Carlsberg			1 623	226	735

Fonte: Cision

Figure 1 – Beer brands on Facebook, Twitter, Instagram and YouTube.

2.5.2 Company Overview: Unicer

Unicer is the largest Portuguese beverages company, was founded in 1890 the CUF – Companhia União Fabril Portuguesa das Fábricas de Cerveja e Bebidas Refrigerantes. 56% of

the capital is owned by the VIACER group (BPI (25%), Arsopi (28,5%) and Violas (46,5%)) and 44% by the Carlsberg Group. It is a producer and distributor company with a multi brand and multi market strategy with a focus on beer and bottled water but also dedicated to soft drinks, wine and malt production.

Always thinking about customer satisfaction, it is known that due to this concerning of the company about meeting the expectations of consumers, period surveys are conducted in order to better known customers and develop their relations with them.

Unicer turned to an internationalization process, operates in more than 150 countries in the world, it is present in many countries in Europe and it is the largest Portuguese exporter of beverages to Angola and the biggest selling Portuguese beer in the world.

Unicer is a company present in tourism with two properties in the north of Portugal: the Spa Parks of Vidago and Pedras Salgadas. Also has a strong presence in urban culture and lifestyle. Super Bock is particularly more present during summer with the event of Super Bock Super Rock Festival in the month of July in Lisbon. Super Bock is not the only brand of Unicer, there are several brands but the most popular ones are Super Bock and Água das Pedras. Unicer is a market leader since 1992 when started to sponsor some important events in Portugal and stand out in Portuguese market. 1995 was the year of the first edition of Super Bock Super Rock festival and since then it is one of the most important events in the music industry and that might have contributed to their strong presence in young consumers. Some acquisitions were made in 2002 and with that step Unicer claimed that they were not only a beer company but a beverages one.

2.6 Super Bock

Super Bock is one of the most famous brands of Unicer. This year is the anniversary of Super Bock; the brand is celebrating 90 years. It was leader of the market between 1992 and 2009. Super Bock is the brand with more awareness on the streets with their presence on mupis but also very interactive in social media, especially on Facebook. Super Bock has a strong presence in daily lives of their consumers, a unique connection that goes against all traditional barriers between costumer and brand. The main reason behind the success of Super Bock is the innovation in communication. Recently, the strategy of the brand is very ambitious and innovative. The brand is associated with values such as social life and authenticity, with this they focused more on a younger market but still looking for a good feedback from all segments. It is one of the biggest brands in Portugal regarding advertising, taking into account the festival Super Bock Super Bock. In Portugal, from 10 beer consumers, 7 drink Super Bock and from 10 beer consumers, for 5 of them Super Bock is they favorite beer. (Nielsen Omnibus Cerveja Março 2008). The brand is fighting for being transformed in an emotional brand, regarding the 69% of loyalty with the brand. Super Bock is one of the brands with more buzz on social media in Portugal not only against his competitors but with the total of brand pages in social media, especially on Facebook.

Some of the Super Bock key strategies are based on the Digital Marketing through social media platforms such as Facebook, Instagram, Twitter and YouTube.

- 20% of Super Bock posts are related with the topic of “Atualidade” that is supposed to give voice to the brand through events, current news and daily situations about the society at that moment – there are several examples such as most recently the winner Salvador Sobral at Eurovision Song Contest or sending the glasses of Super Bock to the president of the Euro group, after he said that the Portuguese spent everything in drinks and women.
- This type of content, represents 20% of content strategy, represent more than half of monthly engagement of Super Bock in Facebook.

- Other topics related with the domains or campaigns of Super Bock are: Friendship, Music and Football. These are some of the most relevant regarding the strategy of contents of the brand.
- On Instagram, there is a similar strategy but with a major use of UGC (User-Generated Content) that is more aligned with the expectations that consumers have about this social media platform , more visual and careful in photographic terms than Facebook.
- On YouTube, with the video content of the brand, engagement and interaction occurs mostly (slightly above 50%) with male consumers.

Some of the Super Bock data on Facebook:

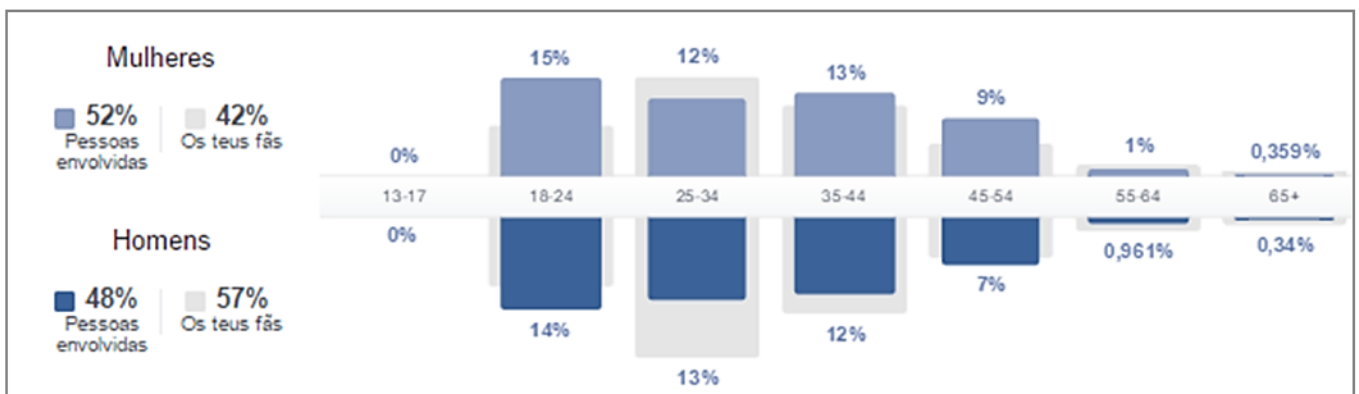


Figure 2 – Followers by gender and age

As seen in Figure 2, the 25-34 years old are the high percentage of followers representing 38% of followers (22% of male and 16% of female). Followed by the interval of 35-44 years old with a percentage of 26% (15 %of male and 11% of female), and then less representative the interval of 18-24 years old representing 19% (11% male and 8% female). Also, it can be seen that regarding gender, the majority of followers are male representing 57% compared to female that represents 42%.

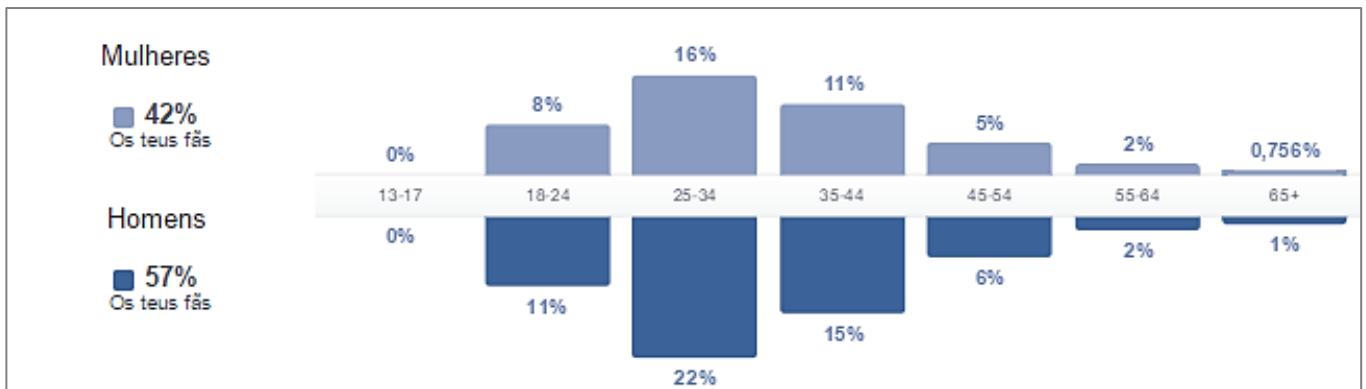


Figure 3 – Engagement by gender and age

Regarding the Figure 3 of Engagement by gender and age , it is seen that different values of percentage of followers are verified comparing to the previous figure. Some conclusions can be found such as:

- Even 25-34 were the majority of followers with 38%, only 25% are engaged and interact with Super Bock.
- Comparing the 34-44 years old where men are less engaged and females are more engaged.
- The major difference is on 18-24 years old, where both genders are very engaged (29%) and female (15%) are more engaged than men (14%).
- Overall, female are more engaged with Super Bock regardless of their age.

2.6.1 Super Bock presence online:

Super Bock has a strong presence in social media platforms like Facebook where the brand tries to create buzz among the consumers. The brand is at 62 top national like rank.

In April 2017, Super Bock counts with 692 908 followers on Facebook, 20.4 million followers on Instagram, 6.197 followers on Twitter and 8.157 followers on YouTube. In these platforms, the most successful one is Facebook page which is the platform used to publish daily or weekly posts with pictures or videos related with current events on society. The key of Super Bock advertisements is the focus on current situations or events that people related to on a daily basis. By talking or referring to a certain topic or viral issue, people will recognize and relate to the subject associated with the brand (Iconosquare, 2017).

Super Bock publishes around 3 posts per day on Facebook, an average of 355 likes, comments and shares per month in a total of 250,893 likes in the page. Super Bock has a weak engagement rate of 2.11% . Like on Facebook, Instagram is used to publish daily or weekly pictures. Super Bock publishes around 10 posts per month on Instagram of a total of 463 pictures. Super Bock has a weak engagement rate of 2.93%, receives on average 355 comments and shares per month (Iconosquare, 2017).

Also, Super Bock Super Rock page is very attractive but this time not only for Super Bock lovers but also for music followers. The Instagram page of the festival has 11.1k followers with an engagement rate of 1.40%. On Twitter, Super Bock is present with 6.197 followers of 4.027 tweets. Also on YouTube, Super Bock has 8.156 subscribers and 9.855.198 views. (Iconosquare, 2017).

To summarize, it can be concluded that Super Bock presence is more significant in Facebook and has quite interaction with consumers. However, the engagement rate is weak on Facebook, on Instagram the engagement rate is higher even with less followers. Also, Super Bock presence on Twitter and YouTube is less significant on YouTube there is no measure of interaction but it reflects on number of views that is significant.

2.7 Research Questions

After collecting insights from this chapter it is considered that might be interesting to explore the relation between Consumer Motivations and Engagement on social media. The previous literature in this chapter suggests the present research questions:

Research Question 1. What are the main Motivations (Entertainment, Convenience, Personal Utility, Information Seeking and Altruism) for consumers to interact with Super Bock in Social media?

Research Question 2.a) Does Motivations (Entertainment, Convenience, Personal Utility, Information Seeking and Altruism) influence Consumer Engagement with Super Bock in social media?

Research Question 2.b) Does Motivations (Entertainment, Convenience, Personal Utility, Information Seeking and Altruism) influence Consumer Engagement with Super Bock in social media differs between age?

Research Question 2.c) Does Motivations (Entertainment, Convenience, Personal Utility, Information Seeking and Altruism) influence Consumer Engagement with Super Bock in social media differ between gender?

Research Question 3.a) Which Motivations (Entertainment, Convenience, Personal Utility, Information Seeking and Altruism) better explain Consumer Engagement with Super Bock in social media?

Research Question 3.b) Which Motivations (Entertainment, Convenience, Personal Utility, Information Seeking and Altruism) better explain Consumer Engagement with Super Bock in social media differ between age?

Research Question 3.c) Which Motivations (Entertainment, Convenience, Personal Utility, Information Seeking and Altruism) better explain Consumer Engagement with Super Bock in social media differ between gender?

2.8 Conclusion and conceptual framework

This dissertation focuses on exploring the relation between consumer Motivations and Engagement on social media and understanding which Motivations better explain the interaction between consumers and brands on social media and how Age and Gender can affect the different behaviors of consumers on social media, their brand interaction and motivators. The brand that is object of this study is Super Bock.

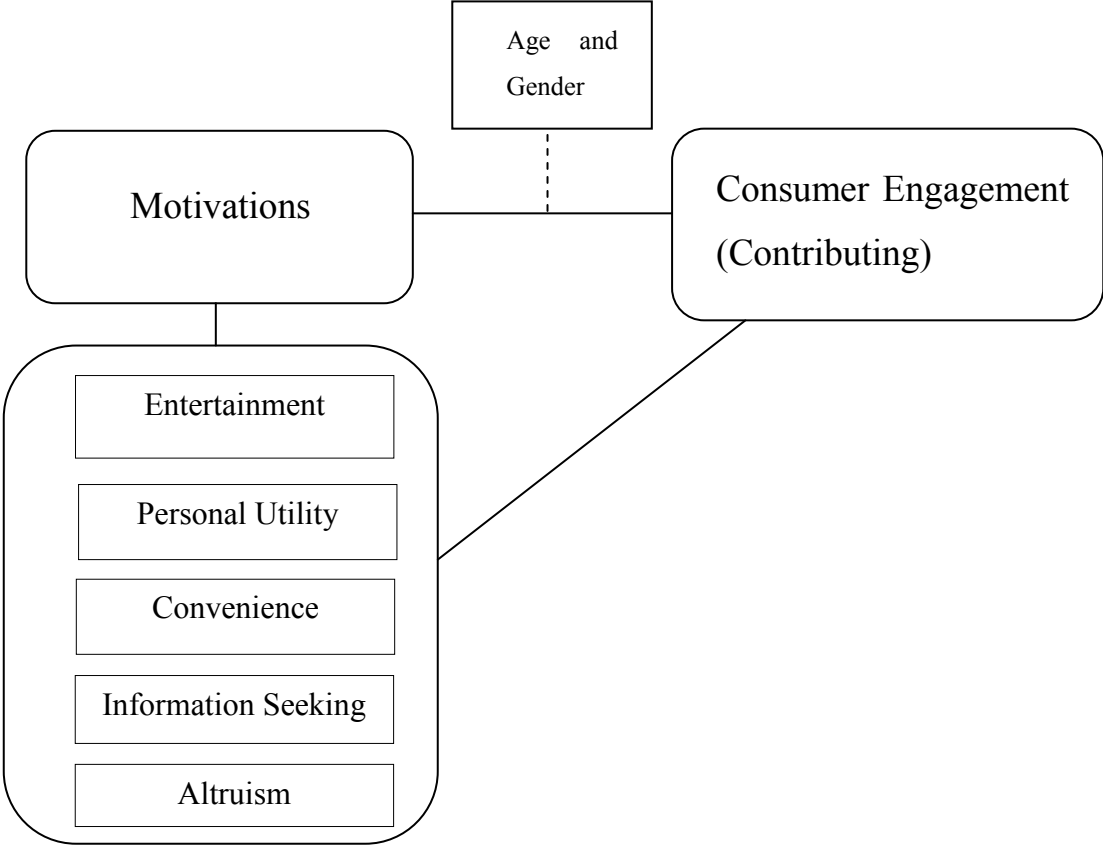


Figure 4- Conceptual Framework

CHAPTER 3: METHODOLOGY

3.1 Research approach

According to Saunders et al., (2009) there are three types of research approaches which are the Exploratory Research, Descriptive Research and Explanatory Research.

Exploratory research is the type of research used when the research problem has not been studied yet and it is better to analyze in a deeper way in order to understand it. This type of research aims to identify and describe the new problem analyzing primary data, usually collected by interviews and focus groups.

The Descriptive Research is the type of research approach that is characterized as the attempt to identify the research problem, to describe specific situations and characteristics of that subject that has been previously studied.

Explanatory research is the type of research approach used when the investigator aims to explain causal relationships between the variables of the study, trying to test these causal relations by formulating and testing hypothesis.

In this dissertation, which is a quantitative study, exploratory and descriptive research approaches were used. Primary data collection and secondary data collection from previous studies were used to analyze the motivations and consumer engagement with brands on social media.

3.2 Research Instrument

3.2.1 Population of the study

Malhotra (1999) defines population as the collection of elements that possess the information that researcher requires or comprises the characteristics for the purpose of the research problem. The population of the present study is composed by individuals of gender, more than 18 years old, Portuguese and Super Bock followers on social media.

3.2.2 Sample of the study

The sample was equal to 260 respondents but only 196 were followers of Super Bock on social media, and from this 196 only 149 were completely done until the end of the survey. Only Portuguese people were considered from consumers of Super Bock, followers of Super Bock on social media, between 18 and 55 years old.

3.2.3 The Survey

The online survey was structured on Internet since the social media networks were the device used to collect data. The draft of the questionnaire can be found on Appendix 1.

The survey was subjected to a pre-test before the official launch and this questionnaire was answered by 25 individuals and the main findings were that the measurement of the two scales was good and consistent, and proved to be adequate for this study.

The online distribution method used for creating the questionnaire was Qualtrics.com and for the consequent analysis of these results SPSS was used.

3.2.4 The measures

All the measures used on this research study were adapted from previous studies. The two scales used in this research study are Motivations and Consumer Engagement.

The motivation to interact with a brand in social media scale adopted was developed by Al-Menayes (2014). This scale has 5 dimensions and 18 items.

Consumer Engagement scale adopted was developed by Muntinga, Moorman, and Smit, (2011). The author states that there are 3 levels of engagement and 9 items, however the objective of this study is only to consider one of the levels, Contributing therefore it will be the only dimension considered in the study analysis with 5 items. For respondents to better classify their opinion about the sentences on which question, the Likert Scale was used, where 1 represents “strongly disagree” and 7 represents “strongly agree”.

CHAPTER 4: RESULTS

4.1 Data Collection and analysis

Data collection was made during three weeks during the month of April 2017. 260 participants started the questionnaire, but only 196 were participants that follow Super Bock in social media. Therefore, 149 questionnaires were answered until the end of the survey so these questionnaires incomplete were eliminated from the sample. The total sample for data analysis considered was 149 participants that follow Super Bock in social media. Data collected was analyzed with the program SPSS –Statistical Package for Social Sciences.

4.1.1 Sample characterization

In order to better understand how the sample is characterized, the demographic dimensions of the participants of the questionnaire were analyzed.

The final sample of the questionnaire, regarding gender, consisted of 51% of male participants and 49% of female participants.

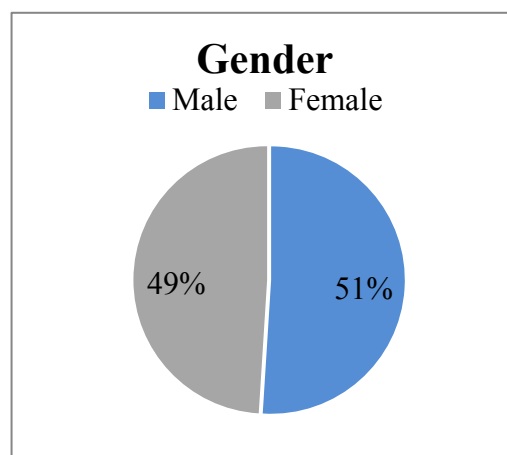


Figure5 – Sample's gender

Regarding age, there was a clear majority of the participants (65, 1%) that have between 18 years old and 24 years old, 18, 8% of the participants have the following generation between 25 years old and 34 years old.

7, 4% are between 35 years old and 44 years old and 6, 7% are between 45 years old and 54 years old. Only 2, 0% represented more than 55 years old.

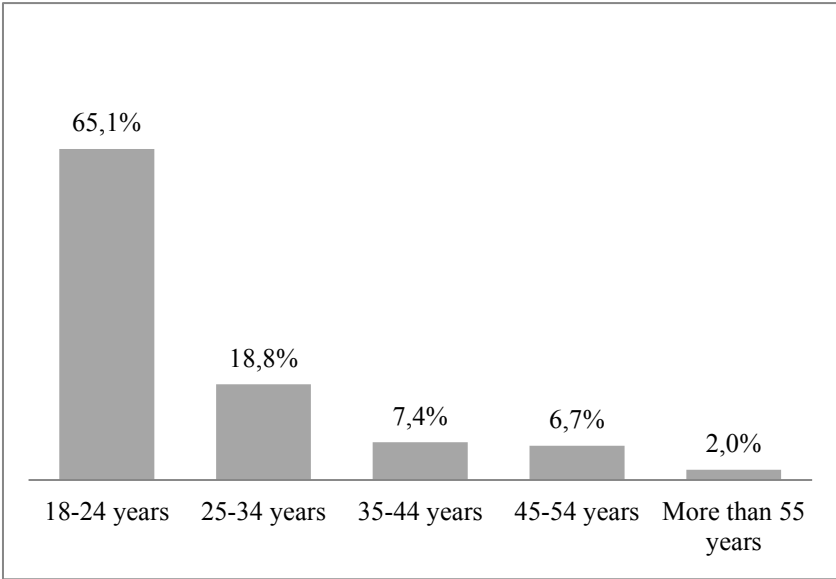


Figure 6 - Sample's Age

Regarding Education level, the most common education background of the participants is to have a bachelor degree (53, 0%) and 34, 2% have a master degree. Only 12, 1% have a high school graduation and representing only 0, 7% very few participants have a PhD.

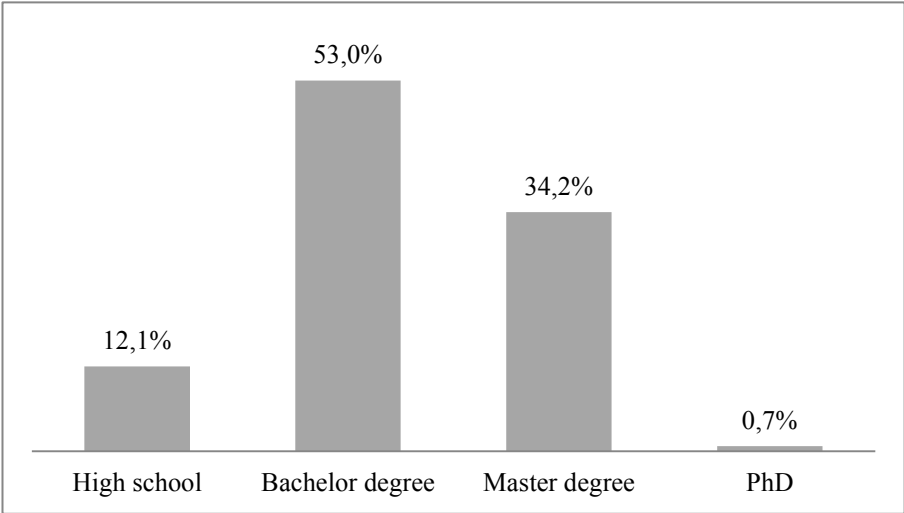


Figure 7 – Sample's Educational Level

Regarding occupation, the majority of the participants are students (38,9%) but 34,2% are employed. 18, 8% are working students and 8,1% are unemployed.

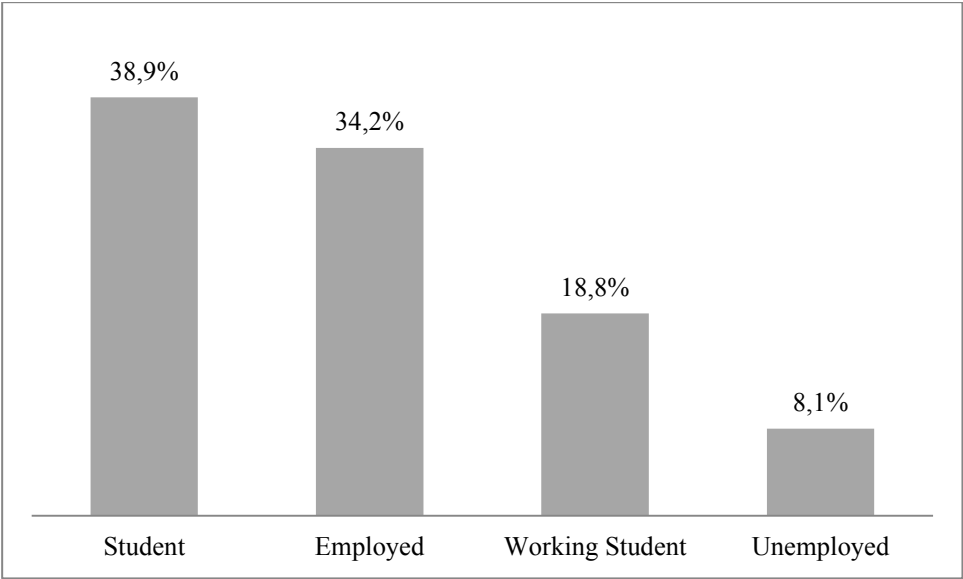


Figure 8 – Sample’s Occupation

Regarding monthly income, the majority of the participants have a household income between 500 -1500 Euros (23,5%), 22,8% of the sample have between 1501 - 2500 Euros and 20, 8% have more than 4500 Euros. 20,1% have a net income between 2501 - 3500 Euros and 12, 8% have between 3501- 4500 Euros.

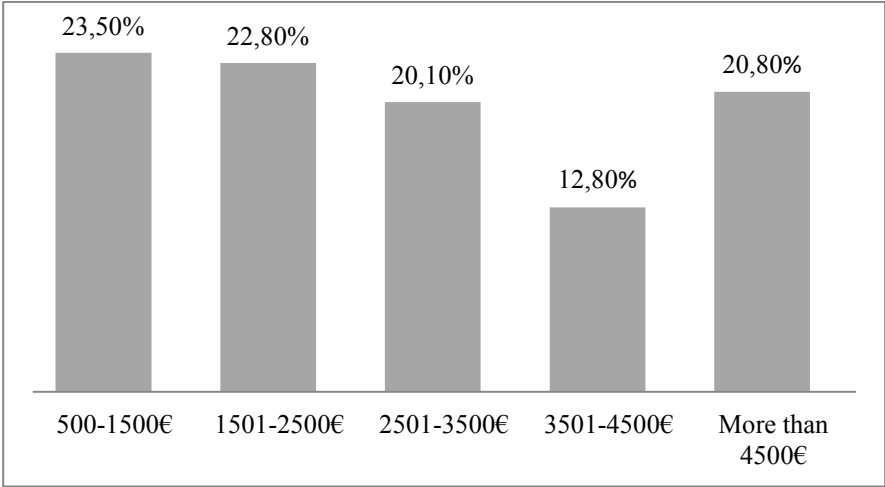


Figure 9 – Sample’s monthly income

4.1.2. Data Screening: Univariate Outliers and Multivariate Outliers

The first step before the analysis is data cleaning process in order to have a better quality of the data in this dissertation study. By doing univariate analysis it is possible to identify uncommon values within the 27 variables of the initial data. This confirmation of the presence of univariate outliers in the variables, all variables were converted into standardized z-scores. In order to confirm, the z-scores that are higher than 3, 29 and smaller than -3, 29 indicate outliers. From the results obtained, there were no univariate outliers found.

4.1.3. Internal Consistency and Reliability

In order to evaluate Internal Consistency of the scales used, Cronbach's alpha was assessed. According to DeVellis, (1991) values between 0,80 and 0,90 are very good, between 0,70 and 0,80 are good, between 0,65 and 0,70 are acceptable and any value below 0,60 is unacceptable.

Scales	Dimensions	Initial number of items	Cronbach's alpha	Cronbach's alpha if Item deleted	Final number of items
Motivations	Entertainment	5	0,977	-	5
	Personal Utility	4	0,950	-	4
	Information Seeking	4	0,917	-	4
	Convenience	3	0,894	-	3
	Altruism	2	0,938	-	2
Motivations as a construct		18	0,972	-	18
Consumer Engagement (Contributing)		5	0,869	-	5

Table 1- Scale's Reliability analysis

On this table, it is demonstrated that all dimensions have high levels of consistency in all items which is very good since all alphas are greater than 0, 90. For that reason, in this case it was not necessary to delete an item in order to improve alpha.

4.1.4 Principal Component Analysis (PCA)

Principal Component Analysis was performed to assess the dimensionality of the constructs and verify if all factors are aggregated around the right component. PCA was performed with a Varimax rotation and was asked a fixed number of factors.

PCA results with 5 eigenvalues above one, demonstrated that 81, 263% of the total variance is explained. (Appendix 7: Table 21).

On Appendix 5 table 19 , it is seen that Entertainment and Personal Utility are both on Factor 1 and also one item from Information Seeking (E1,E2,E3,E4,E5,PU1,PU2,PU3,PU4 and IS1). For this reason, are considered from here, as one dimension: Entertainment & Utility.

The same happened with Information Seeking and Convenience (IS2, IS3, C1, C2, and C3) and from here, were considered as one dimension: Information & Convenience.

The variable Altruism (A1 and A2) were in Factor 5.

Also Consumer Engagement (Contributing) with 5 items was dispersed between two factors. Three items were on Factor 3 (CE11-3; CE11-4; CE11-5) so were considered from here on as a variable named Consumer Engagement (Contributing) and 2 items were on Factor 1 (CE11-1; CE11-2) that were eliminated.

Internal Consistency of the new variables was assessed as per table 2:

Dimensions	Initial number of items	Cronbach's alpha	Final number of items
Motivations			
Entertainment & Utility	10	0,978	10
Information and Convenience	6	0,937	6
Altruism	2	0,938	2
Consumer Engagement			
Consumer Engagement (Contributing)	3	0,840	3

Table 2- New Scale's Reliability

Entertainment & Personal Utility loaded both on Factor 1. For this reason, these two dimensions are combined into one dimension named: Entertainment and Utility. The alpha of Entertainment and Utility is considered very good (0,978). Information Seeking & Convenience are both on Factor 2. For this reason, these two dimensions are now considered as one dimension: Information and Convenience. The alpha of Information and Convenience is considered very good (0,937).

Consumer Engagement (Contributing) is the new variable since two items were eliminated, with an alpha considered good of (0,840).

In relation to Kaiser-Meyer-Olkin measure, was assessed a value of 0,946. KMO vary between 0 and 1 and refers to the strength among variables, in this case the value is high which is really good. The results can be found in Appendix 6; Table 20.

4.1.5 Correlation analysis

Pearson Correlations measures the strength of the relationship between variables. As can be seen on Appendix 3; Table 14: the variables are positively significant and highly correlated.

4.2 In-depth analysis

4.2.1 Research Questions

The findings obtained in the online questionnaire are here presented in order to answer to the research questions of this dissertation:

Research Question 1: What are the Consumer's main Motivations to interact with Super Bock in Social media?

	Minimum	Maximum	Mean	S. Deviation
Entertainment & Utility	1	7	3,140	2,095
Information & Convenience	1	7	4,136	1,982
Altruism	1	7	2,194	1,607

Table 3- Descriptive Statistics of Motivations

The Consumer Motivations to interact with Super Bock are Information & Convenience ($\bar{X} = 4,136$) and Entertainment & Utility ($\bar{X} = 3,140$).

Research Question 2a: Does Motivations (Entertainment & Utility, Information & Convenience and Altruism) influence Consumer Engagement with Super Bock in social media?

Dependent Variable: Consumer Engagement			
Independent Variable	Standardized β	T	p -value
Motivations	0,669	10,912	0,000
Adjusted R ²	0,444		
F (1,147)	119,073		

Table 4- Linear Regression for Motivations

In order to analyze if Motivations influence Consumer Engagement was performed a Linear Regression (Table 4). Results demonstrate that is verified and significant, since $F_{(1,147)} = 119,073$. The model presents an adjusted R^2 of 0,444 meaning that 44% of the variable is explained by this model. Motivations have a $\beta = 0,669$ and a p -value of 0,000 which demonstrates its significance and confirms the research question 2a, the variable Motivations influence Consumer Engagement with Super Bock on social media. (Table 4)

Research Question 2b: Does Motivations (Entertainment & Utility, Information & Convenience and Altruism) influence Consumer Engagement with Super Bock in social media differ between age?

	Mean YoungAdults	SD YoungAdults	Mean Adults	SD Adults	Sig (2tailed)
Entertainment & Utility	2,49	1,71	4,34	2,22	0,000
Information & Convenience	3,62	1,88	5,09	1,80	0,000
Altruism	2,01	1,38	2,54	1,91	0,075

Table 5 – Independent Sample t-Test for Motivations to interact with brands (age)

In this case, Levene’s test is statistically significant. It is possible to point that there is a significant difference between the two groups variance for Motivations variables. Concerning Altruism, Levene’s test revealed a p -value higher than 0,005 concluding that there is not a significant difference between the two groups’ variances. So it is possible to assume that there is a significant difference between these two groups concerning Entertainment & Utility with a p -value of 0,000 and Information & Convenience with a p -value of 0,000, concluding that there is a difference between young (18-24 years old) and adults (25-55 years old) consumers in the way they interact with Super Bock on Social media. There is a difference between young and adults in the motivations (Entertainment & Utility, Information & Convenience and Altruism) that influence Consumer Engagement with Super Bock in social media (Table 5).

Research Question 2.c) Does Motivations (Entertainment & Utility, Information & Convenience and Altruism) influence Consumer Engagement with Super Bock in social media differ between gender?

	Mean Male	SD Male	Mean Female	SD Female	<i>p</i> -value
Entertainment & Utility	3,23	1,98	3,04	2,21	0,584
Information & Convenience	4,26	1,84	4,00	2,11	0,412
Altruism	2,42	1,74	1,95	1,42	0,070

Table 6- Independent Sample t-Test for Motivations to interact with brands (gender)

There is no evidence of relationship between Motivations and gender. Entertainment and Utility (*p*-value of 0,584), Information & Convenience (*p*-value of 0,412), Altruism (*p*-value of 0,070) are not significant so there is no difference between Motivations and gender (Table 6).

Research Question 3a: Which Motivations (Entertainment & Utility, Information & Convenience and Altruism) better explain Consumer Engagement with Super Bock in social media?

To find which Motivations explain Consumer Engagement, a Linear Regression was performed. Concerning motivation dimensions, adjusted R^2 is high representing 47, 9% which means the percentage of the variance that is explained by the model. From the Motivations (Entertainment & Utility, Information & Convenience and Altruism) the ones that better explain Consumer Engagement with Super Bock in social media are Entertainment & Utility with a $F_{(3,145)} = 44,456$ $\beta = 0,496$ and a *p*-value of 0,000, which proves that the influence on Consumer Engagement is positive. Also Altruism with a $F_{(3,145)} = 44,456$ $\beta = 0,241$ and a *p*-value of 0,000 proves the significance and influence on Consumer Engagement is positive. Information Seeking is not significant since the *p*-value is 0,524. (Table 7)

Dependent Variable: Consumer Engagement			
Independent Variable	Standardized β	T	<i>p</i>-value
Entertainment & Utility	0,496	4,916	0,000
Information & Convenience	0,064	0,638	0,524
Altruism	0,241	3,562	0,000
Adjusted R²	0,468		
F_(3,145)	44,456		

Table 7- Linear Regression for independent variables

Research Question 3b) Which Motivations (Entertainment & Utility, Information & Convenience and Altruism) better explain Consumer Engagement with Super Bock in social media differ between age?

For Male consumers, Entertainment & Utility explain Consumer Engagement with a $\beta = 0,440$ and a *p*-value of 0,002. Also, Altruism with a $\beta = 0,349$ and a *p*-value of 0,001 (Table 8).

Dependent Variable: Consumer Engagement			
Independent Variables	Standardized β	T	<i>p</i>-value
Entertainment & Utility	0,440	3,286	0,002
Information & Convenience	0,028	0,215	0,830
Altruism	0,349	3,550	0,001
Adjusted R²	0,481		
F_(3,72)	24,151		

Table 8- Standardized and significance of Motivations in Consumer Engagement (Male)

For Female consumers, Entertainment & Utility explain Consumer Engagement with a $\beta = 0,538$ and a *p*-value of 0,001. (Table 9)

Dependent Variable: Consumer Engagement			
Independent Variables	Standardized β	T	<i>p</i>-value
Entertainment & Utility	0,538	3,473	0,001
Information & Convenience	0,089	0,576	0,566
Altruism	0,149	1,555	0,125
Adjusted R²	0,445		
F_(3,69)	20,228		

Table 9- Standardized and significance of Motivations in Consumer Engagement (Female)

Research Question 3c: Which Motivations (Entertainment & Utility, Information & Convenience and Altruism) better explain Consumer Engagement with Super Bock in social media differ between gender?

For consumers with an age between **18 and 24** years old, only Entertainment & Utility explain Consumer Engagement with a $\beta = 0,410$ and a *p*-value of 0,003.

Dependent Variable: Consumer Engagement			
Independent Variables	Standardized β	T	<i>p</i>-value
Entertainment & Utility	0,410	3,100	0,003
Information & Convenience	0,002	0,016	0,988
Altruism	0,269	2,663	0,009
Adjusted R²	0,343		
F_(3,93)	17,705		

Table 10 – Standardized β and significance of Motivations in Consumer Engagement (18-24 years old)

For consumers with an age between **25 and 55** years old, Entertainment & Utility ($\beta = 0,369$ and a p -value of 0,039) and Altruism ($\beta = 0,287$ and a p -value of 0,012) explain Consumer Engagement.

Dependent Variable: Consumer Engagement			
Independent Variables	Standardized β	T	p-value
Entertainment & Utility	0,369	2,124	0,039
Information & Convenience	0,205	1,189	0,240
Altruism	0,287	2,619	0,012
Adjusted R²	0,439		
F_(3,48)	14,302		

Table 11- Standardized β and significance of Motivations in Consumer Engagement (25-55 years old)

CHAPTER 5: CONCLUSIONS

5.1 Academic Implications

This research purpose was to understand the consumer motivations to interact with Super Bock on social media and their consumer engagement. Hence, the main findings, limitations and suggestions for future researches are presented in this chapter.

The scales used in this research revealed very good levels of internal consistency, which imposes that the model is very suitable to analyze the research questions previously formulated and also it was a proper model since there was a good correlation between variables.

Since Social media is a more recent topic, little research have been done concerning the motivations, behavior and consequent consumer engagement of consumers regarding their age. It is very important for brand managers to develop their knowledge about different behaviors of different audience so to study the differences between ages is original and worth. Regarding first research question, results showed that the Consumer Motivations to interact with Super Bock are Information & Convenience and Entertainment& Utility.

The main findings were that Motivations (Entertainment & Utility, Information & Convenience and Altruism) influence Consumer Engagement and that motivations explain by 67% Consumer Engagement. Results showed that only Entertainment & Utility and Altruism are the motivations that better explain Consumer Engagement. Was also found that among this motivations, there was a difference regarding age, between young and adults, 18-24 and 25-55 years old, respectively. The motivations differ between young and adult consumers, when for young consumers, only Entertainment & Utility explain Consumer Engagement and for adult consumers, Entertainment &Utility and Altruism explain Consumer Engagement. Also regarding gender, for male consumers Entertainment & Utility and Altruism explain Consumer Engagement, when for female consumers only Entertainment & Utility explain Consumer Engagement. With these, Super Bock can address to each consumer adapted to the motivations.

5.2 Managerial implications

The present research contributes with insights about the relation between motivations to interact with brands on social media and the relation with consumer engagement.

Different social-demographic behaviors and different consume of social media requires different strategies to successfully engage customers (Hudson et al., 2015). As it was seen, consumers that are followers of Super Bock on Facebook are different from the consumers that are engaged with Super Bock and interact on Facebook brand pages. So, my contribution for Super Bock brand managers is important since they can better understand the different behavior but even more important, their motivations, and do better segmentation strategies on social media platforms. Brand managers and marketers of Super Bock know that regarding their domains or campaigns of Super Bock that are mainly: Friendship, Music and Football they are mainly related to Entertainment, which is the consumer motivation that makes consumers interact with Super Bock on social media. In addition to this, Information & Convenience is other motivation that leads to interaction, showing that consumers interact with Super Bock in order to search for information about the brand, some promotion or event in case of Festival Super Bock Super Rock.

Brand managers can address specifically to male/female consumers taking into account that their interaction and motivations are different between them. To male consumers should be addressed a strategy focusing on Entertainment (Football and music) but also on Altruism (for example appealing to Friendship), however to female consumers should be focused more also on Entertainment. The challenge of having all generations of consumers of a beer brand passes by focusing on young consumers with a lot of Entertainment and adults with content related and that promotes Entertainment &Utility and Altruism.

5.3 Limitations and future research

Although this study was carefully prepared, there were some unavoidable limitations. Despite the limitations, this research contributes to a better understanding of the relation between Motivations and Consumer Engagement; a comprehension of behavioral patterns and characteristic differences from ages. First, one of the major limitations found in this study were concerning data collection and small population group. Since the audience that this study approaches is very specific, obtaining data results was challenging due to the small sample of brand fans, which results in little significant results in the study. Due to limited time, were verified a lot of respondents but not half of them were under the conditions required of being followers of the Super Bock's brand page on social media, that was provided with the filter question in the beginning of the questionnaire and disabled them to answer the entire survey so, the amount of respondents were very low. Given time constraints and due to the lack of receptiveness of brands in accepting to put the questionnaire of the study in their pages of fans, it is, a priori, very difficult to have contact with the targeted audience of the study. So, for future research's in order to obtain deep results it is a suggestion that an approach to the digital brand manager could be useful and also the effort to publish the questionnaire in brand fan pages and ask for their permission.

Another limitation of the study was that since the questions were adapted from the scale used by the authors, was not possible to change anything or create, they were just translated and adapted to the study and brand. However, many of the respondents gave feedback during the filling of the survey stating that they found the questions very repetitive and some difficulty in distinguish their intention because of the similarities.

In addition, regarding gender there were balanced representations between male and female but regarding age there was an imbalanced representation of ages with the majority of respondents with 18-24 years old (65%) when is compared with 25-55 years old (35%).

Lastly, it would be very interesting to have also a qualitative approach with an interview of Super Bock's brand manager to get more insights, deep understanding of the strategy and his perspective about the topics studied.

Appendices

Appendix 1- Questionnaire

Q1 No âmbito da minha tese de Mestrado pela Católica Lisbon School of Business and Economics, este questionário tem como principal objectivo analisar as motivações dos consumidores a usar e interagir com a marca Super Bock nas redes sociais, e em que medida estas motivações estão relacionadas com o envolvimento com a marca nas redes sociais. Todos os dados recolhidos neste questionário são confidenciais e anónimos e serão apenas utilizados neste estudo académico. Este questionário levará cerca de 5 minutos a ser respondido e é muito importante que o acabe. Obrigada pela sua colaboração!

Q2 Segue a Super Bock nas redes sociais?

- Sim (1)
- Não (2)

Condição: Não Está selecionado. Avançar para: Fim do inquérito.

Q3 Se sim, em quais?

- Facebook (1)
- Youtube (2)
- Instagram (3)
- Twitter (4)
- Snapchat (5)
- Whatsapp (6)

Q4 O conjunto de questões que se segue pretende avaliar as suas motivações para interagir com a Super Bock nas redes sociais. Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Discordo totalmente e 7- Concordo totalmente

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Nem concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Quando estou nas redes sociais, costumo ir à página da Super Bock para passar o tempo. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock quando não tenho nada para fazer (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock para ocupar o meu tempo (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

porque me entretém (4) Quando estou nas redes sociais, costumo ir à página da Super Bock porque gosto (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q5 Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Discordo totalmente e 7- Concordo totalmente

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Nem concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Quando estou nas redes sociais, costumo ir à página da Super Bock para participar em conversas (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock para me juntar a grupos (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<p>costumo ir à página da Super Bock porque gosto de responder a perguntas de outros seguidores (3)</p> <p>Quando estou nas redes sociais, costumo ir à página da Super Bock para ler a opinião dos outros (4)</p>	○	○	○	○	○	○	○
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Q6 Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Discordo totalmente e 7- Concordo totalmente

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Nem concordo nem discordo (4)	Concordo em parte (5) (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Quando estou nas redes sociais, costumo ir à página da Super Bock para pesquisar (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock para ter informação gratuitamente (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock pesquisar por informação	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<p>específica (3)</p> <p>Quando estou nas redes sociais, costumo ir à página da Super Bock para ficar a par do que se passa (4)</p>	○	○	○	○	○	○	○
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Q7 Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Discordo totalmente e 7- Concordo totalmente

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Nem concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Quando estou nas redes sociais, costumo ir à página da Super Bock porque acedo a informação gratuita (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock porque é mais fácil do que me informar pessoalmente (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Super Bock porque os outros me podem responder a qualquer momento (3)							
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Q8 Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Discordo totalmente e 7- Concordo totalmente

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Nem concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Quando estou nas redes sociais, costumo ir à página da Super Bock para ajudar os outros com a minha opinião (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando estou nas redes sociais, costumo ir à página da Super Bock para encorajar os outros a ajudarem com a sua opinião (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 De entre as seguintes plataformas, por favor indique as que mais utiliza e com que frequência, numa escala compreendida entre 1 - Nunca e 7 – Sempre

	Nunca (1)	Muito raramente (2)	Raramente (3)	Algumas vezes (4)	Frequentemente (5)	Muito frequentemente (6)	Sempre (7)
Facebook (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 O conjunto de questões que se segue pretende avaliar com que frequência participa nestas actividades nas redes sociais. Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Nunca e 7- Sempre

	Nunca (1)	Muito raramente (2)	Raramente (3)	Algumas vezes (4)	Frequentemente (5)	Muito frequentemente (6)	Sempre (7)
Ver fotografias da página da Super Bock (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ler posts, comentários de outros utilizadores da página da Super Bock (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ver videos da página da Super Bock (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Nunca e 7- Sempre

	Nunca (1)	Muito raramente (2)	Raramente (3)	Algumas vezes (4)	Frequentemente (5)	Muito frequentemente (6)	Sempre (7)
Gostar ou seguir páginas da marca Super Bock (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comentar os vídeos, imagens ou posts da marca Super Bock (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Envolver-me em conversas na página da Super Bock (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partilhar posts da Super Bock na minha própria página (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recomendar a página da Super Bock na minha própria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Indique em que medida cada uma das seguintes frases melhor traduz a sua opinião, numa escala compreendida entre 1- Nunca e 7- Sempre

	Nunca (1)	Muito raramente (2)	Raramente (3)	Algumas vezes (4)	Frequentemente (5)	Muito frequentemente (6)	Sempre (7)
Carregar vídeos, audios ou imagens relacionada s com a Super Bock (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Como conheceu a Super Bock?

- Redes Sociais (1)
- Televisão (2)
- Festival Super Bock Super Rock (3)
- Supermercado (4)
- Amigos (5)

Q14 Indique qual a sua relação com a cerveja Super Bock

- Nunca provei (1)
- Provei e não gostei (2)
- Provei e gostei (3)
- Provei e é a minha cerveja preferida (4)
- Só bebo esta cerveja (5)

Q15 Com que frequência consome cerveja Super Bock?

- Nunca (1)
- Raramente (2)
- Uma vez ou mais por mês (3)
- Uma vez ou mais por semana (4)
- Todos os dias (5)

Q22 Como classifica a interação da marca Super Bock com o consumidor , nas redes sociais?

- Muito má (1)
- Má (2)
- Nem boa nem má (3)
- Boa (4)
- Extremamente boa (5)

Q23 Como classifica a publicidade e criatividade da marca Super Bock?

- Muito má (1)
- Má (2)
- Nem boa nem má (3)
- Boa (4)
- Extremamente boa (5)

Q16 Por favor indique o seu sexo:

- Masculino (1)
- Feminino (2)

Q17 Por favor indique a sua idade:

- 18-24 (1)
- 25-34 (2)
- 35-44 (3)
- 45-54 (4)
- Mais de 55 (5)

Q18 Por favor indique a sua escolaridade:

- 3º ciclo (1)
- Secundário (2)
- Licenciatura (3)
- Mestrado (4)
- Doutoramento (5)

Q19 Por favor indique a sua ocupação:

- Estudante (1)
- Trabalhador (2)
- Trabalhador-estudante (3)
- Desempregado (4)
- Reformado (5)

Q20 Por favor indique o rendimento mensal líquido do seu agregado familiar (total):

- 500-1500 € (1)
- 1501-2500 € (2)
- 2501-3500 € (3)
- 3501-4500 € (4)
- Mais de 4500 € (5)

Q21 Por favor, indique se teve alguma dificuldade no preenchimento deste questionário e se tem alguma sugestão. Muito obrigada!

Appendix 2

Motivations Scale (Al-Menayes , 2011)		
Items		
Variables	Original	Translated and adapted
Entertainment	I use it to kill time	Quando estou nas redes sociais, costumo ir à página da Super Bock para passar o tempo
	When I have nothing else to do	Quando estou nas redes sociais, costumo ir à página da Super Bock quando nao tenho nada para fazer
	To occupy my time	Quando estou nas redes sociais, costumo ir à página da Super Bock para ocupar o meu tempo
	Because it entertains me	Quando estou nas redes sociais, costumo ir à página da Super Bock porque me entretém
	Because I enjoy using it	Quando estou nas redes sociais, costumo ir à página da Super Bock porque gosto
Personal Utility	To join conversations	Quando estou nas redes sociais, costumo ir á página da Super Bock para participar em conversas
	To join groups	Quando estou nas redes sociais, costume ir à página da Super Bock para me juntar a grupos
	I enjoy answering questions	Quando estou nas redes sociais, costume ir à página da Super Bock porque gosto de responder a perguntas de outros seguidores
	To listen other's opinion	Quando estou nas redes sociais, costume ir à página da Super Bock para ler a opinião dos outros
Information	For research and homework	Quando estou nas redes sociais,

Seeking		costumor ir à página da Super Bock para pesquisar
	To get free information	Quando estou nas redes sociais, costumo ir à página da Super Bock para ter informação gratuitamente
	To search for information	Quando estou nas redes sociais, costumo ir à página da Super Bock pesquisar por informação específica
	To know what's going on	Quando estou nas redes sociais, costume ir à página da Super Bock para ficar a par do que se passa
Convenience	Because it's free	Quando estou nas redes sociais, costumo ir à página da Super Bock porque acedo a informação gratuita
	It's easier than meeting	Quando estou nas redes sociais, costumo ir à página da Super Bock porque é mais fácil do que me ir informar pessoalmente
	Others can answer anytime	Quando estou nas redes sociais, costumo ir à página da Super Bock porque os outros podem responder a qualquer momento
Altruism	To help others	Quando estou nas redes sociais, costumo ir à página da Super Bock para ajudar os outros com a minha opinião
	To encourage others do work	Quando estou nas redes sociais, costumo ir à página da Super Bock para encorajar os outros a ajudar com a sua opinião

Table 12 – Motivation's Scale

Consumer Engagement Scale (Muntinga et al., 2011)		
Items		
Variable	Original	Translated and adapted
Consuming	Viewing pictures on Super Bock pages	Ver fotografias da página da Super Bock
	Reading Super Bock posts, user comments, or product reviews	Ler posts, comentários de outros utilizadores da Super Bock
	Watching videos on Super Bock pages	Ver vídeos da página da Super Bock
Contributing	Liking/Joining(e.g., becoming a fan of or following) Super Bock pages	Gostar ou seguir páginas da marca Super Bock
	Commenting on Super Bock videos, pictures and posts	Comentar os vídeos, imagens ou posts da marca Super Bock
	Engaging conversations on Super Bock pages	Envolver-me em conversas na página da Super Bock
	Sharing Super Bock posts on my own Facebook page (e.g., videos , audios, pictures)	Partilhar posts da Super Bock na minha própria página
	Recommending Super Bock pages to my contacts	Recomendar a página da Super Bock na minha própria página
Creating	Uploading product-related videos, audios, pictures or images	Carregar vídeos , audios ou imagens relacionadas com a Super Bock

Table 13– Consumer Engagement Scale

Appendix 3

Items	Entertainment & Utility	Information & Convenience	Altruism	Consumer Engagement (Contributing)
Entertainment & Utility	1	0,797**	0,446**	0,500**
Information & Convenience	0,797**	1	0,431**	0,475**
Altruism	0,446**	0,431**	1	0,479**
Consumer Engagement (Contributing)	0,500**	0,475**	0,479**	1

** correlation is significant at 0,01

Table 14- Pearson Correlation

Appendix 4

Entertainment and Utility (Al-Menayes , 2011)				
Item	Mean	S.Deviation	Cronbach's alpha	Mean of aggregate dimension
E1	3,17	2,364	0,978	3,140
E2	3,13	2,240		
E3	3,09	2,266		
E4	3,32	2,343		
E5	3,70	2,362		
PU1	2,80	2,266		
PU2	2,72	2,233		
PU3	2,63	2,185		
PU4	3,32	2,411		
IS1	3,54	2,241		

Table15–Entertainment and Utility (Descriptives and Reliability)

Information and Convenience (Al-Menayes , 2011)				
Item	Mean	S.Deviation	Cronbach's alpha	Mean of aggregate dimension
IS2	4,19	2,267	0,937	4,13
IS3	4,34	2,186		
IS4	4,29	2,240		
C1	4,10	2,333		
C2	4,46	2,274		
C3	3,44	2,329		

Table 16- Information and Convenience (Descriptives and Reliability)

Altruism(Al-Menayes , 2011)				
Item	Mean	S.Deviation	Cronbach's alpha	Mean of aggregate dimension
A1	2,11	1,560	0,938	2,195
A2	2,28	1,748		

Table 17- Altruism (Descriptives and Reliability)

Consumer Engagement (Contributing) (Al-Menayes , 2011)				
Item	Mean	S.Deviation	Cronbach's alpha	Mean of aggregate dimension
CE11-3	2,66	2,101	0,840	2,56
CE11-4	2,88	1,971		
CE11-5	2,14	1,782		

Table 18- Consumer Engagement- Contributing (Descriptives and Reliability)

Appendix 5

Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
E1	0,761				
E2	0,797				
E3	0,813				
E4	0,756				
E5	0,660				
PU1	0,853				
PU2	0,856				
PU3	0,822				
PU4	0,647				
IS1	0,645				
IS2		0,771			
IS3		0,754			
IS4		0,742			
C1		0,811			
C2		0,829			
C3		0,524			
A1					0,898
A2					0,908
CE11-1	0,505				
CE11-2	0,638				
CE11-3				0,676	
CE11-4				0,851	
CE11-5				0,725	

Table 19 - Principal Component Analysis (PCA)

Appendix 6

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,945
Bartlett's Test of Sphericity	Approx. Chi-Square	3586,267
	df	153
	Sig.	0,000

Table 20- KMO and Bartlett's test

Appendix 7

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14,422	62,703	62,703	14,422	62,703	62,703	8,225	35,760	35,760
2	1,765	7,674	70,377	1,765	7,674	70,377	5,275	22,936	58,696
3	1,478	6,425	76,803	1,478	6,425	76,803	2,850	12,391	71,087
4	1,026	4,460	81,263	1,026	4,460	81,263	2,340	10,176	81,263
5	,694	3,018	84,281						
6	,528	2,294	86,575						
7	,440	1,911	88,486						
8	,364	1,581	90,067						
9	,342	1,486	91,553						
10	,272	1,184	92,737						
11	,252	1,094	93,831						
12	,219	,952	94,784						
13	,195	,847	95,631						
14	,168	,731	96,362						
15	,146	,637	96,998						
16	,134	,581	97,579						
17	,112	,488	98,067						
18	,107	,467	98,534						
19	,102	,444	98,978						
20	,080	,346	99,324						
21	,066	,286	99,610						
22	,060	,259	99,869						
23	,030	,131	100,000						

Extraction Method: Principal Component Analysis.

Tabel 21- Total Variance Explained

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