

Everyday Real-Time Marketing

A (G)local Communication Antidote for Increasing
Self-Brand Connection and Brand Usage Intent

Carolina Gomes Martinho Marques dos Santos

Dissertation report presented as partial requirement to
obtain the Master's degree in Information Management with
specialization in Marketing Intelligence

BOOK SPINE

2022	Real-Time Marketing A (G)local Communication Antidote for increasing Self-Brand Connection and Brand Usage Intent	Carolina Gomes Martinho Marques dos Santos	MGI
------	--	--	-----



NOVA Information Management School

Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

**EVERYDAY REAL-TIME MARKETING – A (G)LOCAL COMMUNICATION
ANTIDOTE FOR INCREASING SELF-BRAND CONNECTION AND BRAND
USAGE INTENT**

by

Carolina Gomes Martinho Marques dos Santos

Dissertation presented as partial requirement to obtain the Master's degree in Information Management with specialization in Marketing Intelligence

Advisor: Professor Teodóra Szabó-Douat, PhD

October 2022

AKNOWLEDGEMENTS

“Põe quanto és no mínimo que fazes” is a saying that always guided me through my life and the best definition of the challenge that was to do this Master while working, doing a Musical Theater course and changing jobs. I was tested in all ways possible. While I can’t say it was easy, in the end the most important learning is that we are always able to trust and prove ourselves wrong, no matter as much we doubt something is possible – and even if that “something” is our own being, our own capabilities, our own dreams.

I would like to thank my Mathematics’ High School Professor António Raimundo who – when I was a girl with big dreams about the limit of the sky with no knowledge at all – guided and supported me to reach this huge milestone. It was a long way between almost failing the national assessment in 9th grade and finishing a Master’s in Information Management, but not for a second I forgot your words.

A special thank you to my mother for teaching me the meaning of perseverance and to believe in myself, my father for always pushing me to focus on details that make all the difference, my aunt for the constant challenges to make me better, my grandmother for all the unconditional love, and last but not least my grandfather – wherever he is I know how proud he is about this moment, and I couldn’t have done it without all the strength he always gave me.

Furthermore, a special thank you to all my friends who, in the middle of all the craziness and busy times, were always there for me, who always gave me strength, and never for one second stopped supporting and feeling the proudest of me.

We did it.

ABSTRACT

This study aims to explain how Real-Time Marketing can impact Self-Brand Connection and Brand-Usage Intent, plus validate the impact on Consumer-Brand Engagement, while introducing it as the ultimate antidote for global brands to fight overall preference for local brands. For this, the research will be conducted in Portugal – a country where this type of communication has been rising among international brands.

An experiment with a fictional brand was implemented in two stages: a pre-test with a total of 32 participants randomly assigned to one of the five conditions – representing each type of Real-Time Marketing; further, conclusions on the tested hypothesis were defended on a main study with 104 participants. To analyze the main effects between the independent and dependent variables, multiple analysis of variance (MANOVA) was used, thus PROCESS was used to test moderation and mediation.

The main results showed that respondents exposed to Everyday Real-Time Marketing were more likely to feel a sense of connection with the brand and have an overall preference for it, thus would be more likely to engage with further activities when a topic that resonates their memory and interests is used. On the exploratory research conclusions, the usage humor and product/service placement were the variables that seem to more contribute as antecedents, followed by first-mover advantage. Regarding annoyance, the respondents exposed to Opportunistic and Brand-on-Brand Real-Time Marketing tended to validate more this negative effect.

Overall, the study contributes to literature by explaining which type of this content is more effective, why it is important to invest in specially in the context of internationalization strategies, thus opens to room to further discussion around other topics such as antecedents and possible annoyance effects.

KEYWORDS

Real-Time Marketing; Brand Usage Intent; Self-Brand Connection; Consumer-Brand Engagement; Branded Content Experience; Glocal Marketing

INDEX

1. Introduction.....	11
2. Literature Review.....	13
2.1. “Think global, act local” Mindset.....	13
2.2. The Role of Social Media	14
2.2.1. Social Media Engagement Behavior	16
2.2.2. Uses and Gratification Theory – and why it matters	16
2.2.3. Social Media Content Marketing	17
2.3. Real-Time Marketing.....	18
2.3.1. A Glocal Communication Antidote	19
2.3.2. Antecedents of RTM	20
2.3.3. Types of Real-Time Marketing.....	21
2.3.4. RTM Performance	24
2.4. Branded Content Experience	25
2.5. Consumer-Brand Engagement	26
2.6. Self-Brand Connection	28
2.7. Brand Usage Intent.....	29
3. Conceptual Model.....	30
4. Methodology	31
4.1. Research Approach.....	31
4.2. Sample and Procedure	31
4.3. Experiment – Questionnaire Development.....	32
4.4. Data Measurement and Scales	33

5. Pre-test	35
5.1. Results and Discussion	35
5.2. Exploratory findings	35
5.3. BCE and CBE Constructs	36
5.4. Model Assessment and The Importance of Everyday RTM.....	38
5.5. BCE mediation effect between Everyday RTM and CBE	40
5.6. Moderation of CBE on SBC and BUI.....	42
5.7. Other Findings.....	42
6. Main study	44
6.1. Results and Discussion	44
6.2. Constructs Reliability and Validity	44
6.3. Model Assessment – final conclusions.....	45
6.3. Mediation of BCE construct - Discerning.....	46
6.3. Moderation of CBE on BUI – a new result	47
6.4. Generation as Covariate Between the Mediation effect	48
7. Conclusions and Discussion.....	49
7.1. Theoretical Contributions.....	49
7.2. Managerial Implications	49
7.3. Limitations and Future Research.....	50
8. Bibliography.....	51
9. Appendixes.....	60
Appendix 1 – Pre-Test: Questionnaire Flow.....	60
Appendix 2 – Questionnaire and Experiment	60

Appendix 3- Main study: Questionnaire.....	72
Appendix 4 - Tables	79

LIST OF FIGURES

Figure 1 - The Formation of Glocalization by Dumitrescu & Vinerean (2010).....	14
Figure 2 - Control's RTM publication with the biggest interaction on Social Media in 2019 ..	19
Figure 3 – Control's average content with the biggest interaction in 2019	20
Figure 4 – The Real-Time Marketing Matrix (Kerns, 2014)	21
Figure 5 – Conceptual model and hypothesis	30

LIST OF TABLES

Table 1 - Performance of each type of RTM content (Kerns, 2014)	24
Table 2 - Constructs, Scales and Authors – conceptual model	34
Table 3 – Constructs, Scales and Authors – exploratory questions	34
Table 4 – Pre-test: Sample Demographic Distribution.....	35
Table 5 – Pre-test: Factor Analysis Results.....	37
Table 6 – Pre-test: Construct reliability and validity	38
Table 7 – Pre-test: MANOVA of RTM's exposure on CBE, SBC and BUI.....	39
Table 8 – Pre-test: Multiple analysis of variance of Everyday RTM exposure on CBE, SBC and BUI	40
Table 9 – Pre-test: Evaluation of BCE factors as mediators	41
Table 10 – Pre-test: Moderation effect of CBE on BUI and SBC	42

Table 11 – Pre-test: Accessing Covariate Effect of OE and Generation in the mediating effect of BCE_Discerning in CBE	43
Table 12 – Main study: Sample Demographic Distribution	44
Table 13 – Main study: Construct reliability and validity.....	45
Table 14 – Main study: MANOVA of RTM’s exposure on CBE, SBC and BUI	46
Table 15 – Main study: Evaluation of BCE factors as mediators.....	47
Table 16 – Main study: Moderation effect of CBE on BUI and SBC	47
Table 17 – Accessing Covariate Effect of OE and Generation in the mediating effect of BCE_Discerning in CBE.....	48
Table 18– Frequency of Social Media usage	79
Table 19 – Frequency of Instagram usage : Pre-Test	80
Table 20 – Differences between groups for possible antecedents of RTM: Pre-test	80
Table 21 – Differences in means for possible antecedents of RTM: Pre-Test	80
Table 22 – Differences between experiment exposure on annoyance perception: Pre-Test .	80
Table 23 – Factors influencing annoyance: Pre-test	81
Table 24 – Brands that usually use RTM mentioned by the participants: Pre-test	81
Table 25 – Perceptions on interaction with selected brand: Pre-test	81
Table 26 – Accessing differences between experiment in annoyance perception: Pre-test ..	82
Table 27 – Results from BCE factor analysis	82
Table 28 – Results from CBE factor analysis	83
Table 29 – Results from BUI factor analysis	83
Table 30 – Results from SBC factor analysis.....	83

LIST OF ABBREVIATIONS AND ACRONYMS

BCE	Branded Content Experience - A cognitive and/or affective state that arises from cultural meanings given to the set of interactions between a customer and a brand related image/video/text on a social media platform (Waqas et al., 2021).
BUI	Brand Usage Intent - Consumers' differential response between a focal brand and an unbranded product when both have the same level of marketing stimuli and product attributes (Yoo & Donthu, 2001).
CBE	Consumer-Brand Experience – Consumer's positively valanced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interactions (Hollebeek et al., 2014).
OE	Openness to Experience – One of the “big 5” personality traits. Reflects the tendency of individuals to be imaginative, curious, courageous, and liberal (Barrick & Mount, 1991).
RTM	Real-Time Marketing - Practice of creating content inspired by a current topic, trend, or event (Kerns, 2014).
SBC	Self-Brand Connection - The commonality between a brand and the self, representing what or who someone would like to be (Escalas & Bettman, 2003).
SMEB	Social Media Engagement Behavior - A customer’s behavioral manifestations that have a social media focus [adapted], beyond purchase, resulting from motivational drivers (Dolan et al., 2016).
UGT	Uses and Gratification Theory - Addresses how individuals choose media that satisfy their needs, allowing them to realize gratifications such as knowledge enhancement, entertainment and relaxation, social interaction and reward or remuneration (Ko et al., 2005).
MANOVA	Multiple Analysis of Variance

1. INTRODUCTION

Even though glocal communication approaches are growing in international marketing strategies, international companies still tend to use centralized strategies to develop their global brands, especially in the context of competing with local brands. This translates into the fact that they tend to have fewer intimate relationships with specific local markets and take longer time to react to possible adaptations (Schuiling, 2004). However, a new form of communication is arising and impacting consumer brand equity through social media (Kerns, 2014).

Real-Time Marketing is a type of social media content marketing that helps brands to connect with their consumers, reach possible ones and create overall awareness by focusing on topics that are relevant for the moment they are communicated. There are four different types – Planned, Everyday, Opportunistic and Watchlist – and a new one rising – Brands on Brands. In his book, Kerns (2014) focused on explaining its influence in engagement, thus deep-diving on the quantitative differences between each. The results showed that Opportunistic and Watchlist contribute more to in-the-moment engagement. A noticeable research gap was then found since Real-Time Marketing has not been extensively studied in previous literature. Even though its influence in engagement on social media is already confirmed, it has not been proven its influence in the decision-making process of consumers by mediating psychological effects that may foster overall preference for brands. Thus, this study will contribute to a new discussion around Real-Time Marketing's influence on consumers' perceptions and attitudes towards brands.

The results will then impact practical applications of marketing strategies of global brands by encouraging the use of Real-Time Marketing as a glocal communication antidote, since it demands being aware and being in the moment to what the audience resonates with. By the means of it, it is expected as a result to validate Real-Time Marketing's influence in Consumer-Brand Engagement (and not just in-the-moment engagement), prove its influence in the boost of Self-Brand Connection and Brand Usage Intent, which ultimately translates into an increase likelihood of overall preference and loyalty – already proved outcomes of these variables. The results will enable generalizations, most specifically to the context of internationalization strategies and how to fasten the positioning of the brands when expanding to new markets. Besides, it will enrich and validate previous findings by proving Real-Time Marketing is an effective communication and strategic tool, thus fostering further research underlining the need of local communication adaptation.

Giving the lack of literature support, an adaptation from Hollebeek (2014) model was used to create the conceptual model around the primary research question to explain how Real-Time Marketing impacts Consumer-Brand Engagement, Brand Usage Intent and Self-Brand Connection and if there are any significant differences between each type in this assessment, plus the mediation effect of Branded Content Experience. The secondary focus was based on exploratory research to validate previous assumptions around possible antecedents and the negative impact of annoyance briefly mentioned by other authors (Kerns, 2014; Håkansson & Bengtsson, 2015).

2. LITERATURE REVIEW

2.1. “THINK GLOBAL, ACT LOCAL” MINDSET

Global marketing is a strategy that “aims to maximize standardization, homogenization, and integration of marketing activities across markets throughout the world” (Kotler et al., 2009). For example, Nike trainers, Levi's' jeans and Coca-Cola have all crossed global borders.

On the other hand, there is Local Marketing – which “involves customizing marketing strategies for different regions of the world according to cultural, regional and national differences to serve specific target markets” (Vignali, 2001, p. 2).

The debate on which is the best strategy has been ongoing:

- Ohmae (1989) stated that “large companies must become more global if they hope to compete. They must change from companies that treat their foreign operations as secondary, to companies that view the entire world as a single borderless market”.
- Czinkota & Ronnenken (1995) believe that multinational companies should have to find out how they must adjust an entire marketing strategy, including how they sell and distribute, in order to fit in with new market demands, hence “altering and adjusting the marketing mix determinants are essential and vital to suit local tastes, meet special needs and consumers' non-identical requirements” (Czinkota & Ronnenken, 1995).

The source of truth is that none of these statements are unrealistic. Instead, they represent the so called “global-local” dilemma - which lead to several authors studying the impact of local adaptation to understand global advertising performance (Dow 2005; Calantone et al. 2006; Okazaki et al. 2006; Wong & Merrilees 2007) plus the emerging concept of “think global, act local”. More recently, a study by Kotler et al. (2009) defended that most marketing advertisement activities will be more successful when adapted to local conditions and circumstances in the specific market.

This then corroborates the fact mentioned by Taylor (1991) that defended that firms must ensure that their structure fits in with its international environment, while at the same time, have the internal flexibility required to implement its strategic goal.

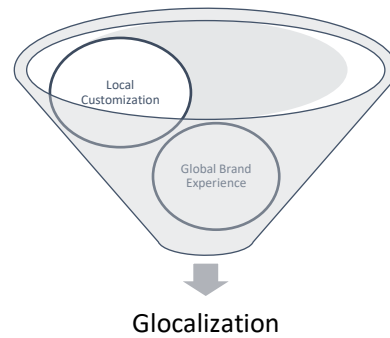


Figure 1 - The Formation of Glocalization by Dumitrescu & Vinerean (2010)

This symbiosis is the pillar of Glocal Marketing, which attempts to fill the gap between local culture, preference, and the globalization of marketing activities since, in the end, consumers want both global and local brands – brands that make them feel part of a broader international community, but also brands that root them in their home culture and represent their preferences (Dumitrescu & Vinerean, 2010).

This translates into the fact that firms must develop a glocal strategy, by utilizing their global experiences and then customizing and tailoring their services and products in such a way that would appeal to local markets for many marketing dimensions, such as product adaptation, branding, or, most specifically approached in this dissertation, communication.

As it has been observed in the last decades, a key accelerator for a “glocalized” communication strategy is Social Media.

2.2. THE ROLE OF SOCIAL MEDIA

Social Media has undoubtedly been the key change and tool to connect and communicate with consumers (Jucaitytė & Maščinskienė, 2014), plus has enhanced the opportunity for glocalization strategies. In 2019 and 2020, internet users already spent in average 145 minutes per day (approximately 2.4 hours) on social media (Tankovska, 2021).

This translates itself into an increasing opportunity for brands to take advantage of. According to Dailey (2009) there are a number of benefits for companies that apply successfully social media in their activities such as increased levels of brand awareness, stronger relationship with the organization's customers and supporters, encouraging the use of new communication channels, facilitating the management of company's reputation, and enhancing the competitive position.

Safko and Brake (2009, p.6) defined social media as “activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media”. Plus, these ongoing interactions provide undoubtable opportunities for companies to, in a cost-effective way, increase brand awareness, boost brand recognition and recall, and increase brand loyalty (Gunelius, 2011). Thus, a study by McKee (2010) concluded that social media helps companies to build strong brand loyalty through networking, conversation, and community building.

Therefore, the crucial shift happens when the strategy goes from “trying to sell” to “making connections with the consumers” (Gordhamer, 2009), by attempting to show who the company really is based on sincerity and transparency (Erdoğan & Çiçek, 2012).

Social media has also an advantage to easily recognize consumers who are paying more attention to the brand and engaging with it on a personal level (Appel et al., 2020; Bazi et al., 2020) while providing real-time information and knowing the consumers better, due to the information marketers attain from consumers-to-brand and consumers-to-consumers interfaces – factors that are particularly beneficial for companies in creating brand value (Felix et al., 2017; Zollo et al., 2020). A study by Erdoğan & Çiçek (2012) shows that content relevance is one of the most important factors for a successful social media strategy - which enhances again the importance of companies to keep themselves updated about what are their target audience’s interests, activities, and values.

The potential for generating awareness and interest through viral or rapid spreading of product and service experiences and opinions is also a strong valuable outcome of the correct usage of Social Media (Berger & Milkman, 2012). However, there is always a down-side effect to be taken into consideration: Fournier and Avery (2011) warned brands to be cautious about social media involvement, because the brands might be “uninvited crashers” of social media - implying that building brand relationships via social media is more complicated than simply encouraging more interactions.

Despite the excessive usage and information overload, users filter out the content that is not relevant to them and only engage with specific branded content (Brito, 2011). Plus, further research shows, that when they engage with their favorite brands using social media, they have stronger relationships with those brands compared with consumers who do not interact with their favorite brands using social media (Hudson et al., 2016).

2.2.1. Social Media Engagement Behavior

Social media has drastically impacted how branded content is designed, disseminated, and consumed (Appel et al., 2020) and transferred the power to consumers' online content away from marketers in shaping the brand image (Nijssen & Ordanini, 2020). When used strategically for marketing activities, social media plays a vital role in accessing customers and establishing an individual relationship with them (Appel et al., 2020; Dwivedi et al., 2020).

Companies are paying more and more attention to what consumers seek and how they can best leverage and communicate with them via Social Media, since they can also create social media content and boost its relevance through their contributions, comments and likes (Dolan et al., 2016). The interactive capabilities of social media provide a conceptual parallel to the 'engagement' concept by providing access to online content and facilitating communication, which helps to connect consumers and organizations (de Valck et al., 2009; Van Laer et al., 2013).

Social Media Engagement Behavior (SMEB) is a construct proposed by Dolan et al. (2016), which categorizes various levels of intensity of engagement. The same authors defined it "as a customer's behavioral manifestations that have a social media focus [adapted], beyond purchase, resulting from motivational drivers" (2016). This construct consists of discrete levels of behavioral intensity, including lower intensity and more passive engagement behaviors (i.e. consuming), moderately active engagement behaviors (i.e. contributing), and highly active engagement behaviors (i.e. creating).

Besides, "shares" are the interaction metric with the most importance, since sharing a post is something very rare among users (Mendelsohn, 2012). This is because the publication becomes visible on their profiles enabling all their friends to interact. Whereas a "like" is a simple and quick action with no impact on users' profiles. It is through the act of sharing that results the word-of-mouth on social networks, something much desired by all brands.

2.2.2. Uses and Gratification Theory – and why it matters

Uses and Gratification Theory (UGT) is a theory developed to explain why and how individuals use media to satisfy specific needs (Katz & Foulkes, 1962). The theory addresses how individuals choose to engage with media that fulfills their needs, allowing them to achieve gratifications such as knowledge enhancement, entertainment and relaxation, social interaction and reward or remuneration (Ko et al., 2005). UGT was one of the first theories developed that considered the audience in media choice,

suggesting that individuals actively search for, identify with, and use media to fulfill specific gratification needs (Ku et al., 2013).

Swanson (1987) first advocated the need to understand the role of message content. Further research studies about UGT defended that audience members seek and find different gratifications within media content, affecting the propensity and attitude of consumption towards the content (Smock et al., 2011). Plus, an UGT perspective has been used to predict specific behaviors that result from consumers' motivations for using social media platforms (Smock et al., 2011).

In the context of social media, a brand's primary goal is to attract an audience by providing value, or gratification, through its content. The design of the content itself should therefore be focused in creating value for individual consumers to build a stronger level of engagement (Malthouse et al., 2013). Constructs based on the theoretical underpinnings of UGT - such as the need for social interaction, the need for entertainment, the need information seeking and sharing, and the desire for reward or remuneration - have been explored in recent literature that has investigated consumer choices of online and social media (Whiting & Williams, 2013; Cvijikj & Michahelles, 2013; Muntinga et al., 2011).

Furthermore, UGT was used by Dolan et al. (2019) to develop a categorization of social media content, focusing on understanding the motivations of individuals seeking and interacting with a specific type of content.

2.2.3. Social Media Content Marketing

Social Media Content is in its essence a type of Digital Content Marketing - which is defined as "the creation and dissemination of relevant, valuable brand-related content to current or prospective customers on digital platforms to develop their favorable brand engagement, trust, and relationships instead of directly persuading consumers to purchase" (Hollebeek & Macky, 2019).

Dolan et al. (2019), based on the theoretical foundations of UGC, developed a categorization of social media content grouped into rational versus emotional message appeals. The two main rational appeals are informative content (De Vries et al., 2012; Cvijikj & Michahelles, 2013) and remunerative content (Cvijikj and Michahelles, 2013) – and two main emotional appeals are entertaining content (De Vries et al., 2012; Taylor et al., 2011) and relational content (Muntinga et al., 2011; Lee et al., 2013).

In line with UGT, these four content types gratify customer motives for social media use, resulting in different outcomes of SMEB – as previously mentioned, either more passive, balanced, or active social media consumption.

2.3. REAL-TIME MARKETING

Previous research state that 67% of the companies on the list of Fortune 100 that operate in real time, increase their share values stock above the S&P 500 index, one of the most representative stock index in US market (Meerman Scott, 2012). Thus, as the speed of the global environment grows with the introduction of internet, companies have no further excuses to not use this tactic in every business sphere – including in marketing strategies.

Real-Time Marketing (RTM) - sometimes mentioned in literature as Real-Time Content Marketing - is defined as the latest evolution of the brand in generating tactics that move at the speed of consumer conversations (Kotlyar, 2013). Thus, in essence it does not become a new concept, but how marketers recognize an opportunity to do marketing and respond effectively towards it (Sánchez & Restrepo, 2016).

Rob Garner (2013) also points that RTM is “a way of thinking and philosophy that requires business to meet the demands of an always-on digital world”. It is about time, existing in time and applying social media as the key to be part of the ongoing conversations which endure around the brand as they occur (Nguyen, 2015). In his e-book, , David Meerman Scott (2010) explains the phenomenon as something that happens over minutes, not days or months. He explains how the internet has compressed time and rewarded speed and that it is up to the brands to follow. There is no longer time to plan your market campaign for months because what was relevant when you started pitching ideas with your team will already have gone out of date by the day the campaign is running.

Kerns in his book *Trendology* (2014) enhances RTM’s definition as a “practice of creating content inspired by a current topic, trend or event”. It is about generating content live - for example, for a big event like the Olympic Games or based on a factor or happening that is generating impact/buzz (Terra, 2017). Besides, it is linked with organic generation of Electronic Word-Of-Mouth (Tadic et al., 2019) – one of the most relevant SMMA as previously mentioned.

RTM is then a communication tool that allows brands to keep and build their relevance, reaching not only its target audience but other potential consumers. It goes beyond a creative advertisement message, since it provides its own brand style and real-time engagement to obtain an increase in online

and offline reputation and ultimately sales (Sánchez & Restrepo, 2016). According to the same authors, the most important Real-Time Marketing benefit, whatever the brand is (profit or nonprofit), whatever its size, country of origin, is to give brand value and brand equity – given that values such as "remarkable", "interesting" and "worth listening" are now highly considered by consumers. We can also infer its classification according with the Social Media Content Marketing as entertaining and relational content – focusing then on the emotional appeal gratification for its users (Dolan et al. 2019).

Besides, it can be an easy tool to fight (or at least decrease) the dilemma mentioned in the beginning of this dissertation – companies can keep their global products/service strategy and use this methodology to invest in a local and successful approach.

2.3.1. A Glocal Communication Antidote

Control is an Italian condom brand that regularly uses this digital marketing content strategy on their Social Media Activities – being almost always inspired either by targeted and predicted topics relevant to their audience or by trending conversations within Portugal.



Figure 2 - Control's RTM publication with the biggest interaction on Social Media in 2019

During 2019, approximately half of this brand's content on Facebook was based on trending topics and events (Lages & Estima, 2020). An example can be observed in Figure 2, where this digital marketing content had a reach of 6.5k likes, 539 comments and 3.9k shares – being the brand's content with more engagement in 2019. The scope of it is really simple: a football team won by 10-0 a match, and the brand related it with its scope – the translation can be "10 in one afternoon, it's too much...".

On the other hand, the best performing average brand content – presented in Figure 3 - had a reach of 1.9k likes, 71 comments and 148 shares. The scope of this content is a brand partnership between a candy brand – which has as main advertising strategy that it stops consumers from coughing - and

the translation is “After a night of screaming, take a Dr. Bayard”. However, the difference in terms of performance is unmarkable.



Figure 3 – Control’s average content with the biggest interaction in 2019

The effectiveness of this communication type into spreading Electronic WOM and boosting engagement is undoubtable. Lages & Estima (2020) performed an in-depth study about a specific publication and concluded that RTM content of this brand has 85% more shares and 67% more comments than regular marketing content. On the other hand, regular branded content has 85% more likes. Relating this to the SMEB concept mentioned before, this means this type of content contributes more to higher levels of active engagement by the means of contribution and creation.

2.3.2. Antecedents of RTM

The speed of RTM, however, implies reactivity, attention, and momentum to make sure the content (and the company) leverages from the hype of the news (Scott, 2010). The preconceptual idea is that it should contain funny, insightful, or clever content to receive positive response from the audience (Kerns, 2014) – which we can accept as truth since it also is the secret ingredients of Control’s successful strategy. However, despite these hints left by the author, the antecedents that lead to its success - and, on the other hand, the criteria that when not respected will prevent it - and their possible relevancy have not been extensively discussed nor quantified.

Håkansson & Bengtsson (2015) approached this thematic in their research about RTM’s effect on brands in social media in a qualitative approach by doing expert interviews with marketing professionals from different fields to give a broader perspective – including a CEO, a Professor, Sales Manager, Digital Marketing Manager, and a columnist from the New York Times. These were also briefly mentioned with different terms by Kerns (2014).

From these interviews, the main outcomes (and, therefore, possible antecedents of a good RTM strategy) extracted were 1) product/service reference, 2) relevancy towards the brand, 3) sentiment coherence, 4) authenticity, 5) momentum and 6) humor. In this dissertation – to complement and validate these insights, plus understand which ones are more crucial from the users perspective, these components were also evaluated by the respondents to provide results for a possible future in-depth analysis as a recommendation for other studies.

2.3.3. Types of Real-Time Marketing

In reality, the Real-Time Marketing example presented above is actually just one of the different types of this content strategy that can be used.

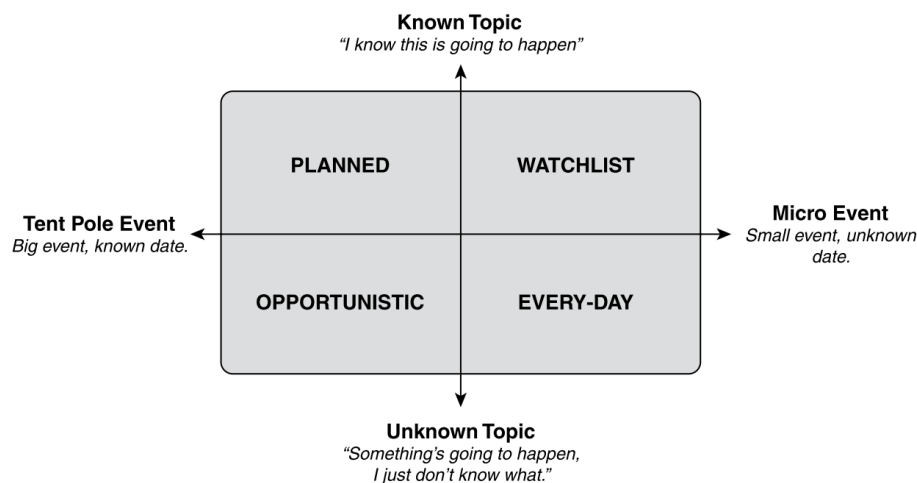


Figure 4 – The Real-Time Marketing Matrix (Kerns, 2014)

As observed in Figure 4, there are four types of this communication strategy which are differentiated by topic predictability and event type (Kerns, 2014). Based on this, we could say the content used by Control is an example of Opportunistic Real-Time Marketing.

The biggest difference (specially in effort, reactivity, and planning) is between Known and Unknown Topics and Brand-To-Brand versus Brand-To-Consumer RTM. Brand-To-Consumer means brand are producing content exclusively targeting an interest audience that is expected to engage with is, while Brand-To-Brands is the concept of interacting with other brands – a concept more in depth explained later on in this dissertation, since it represents an increasing trend (Kerns, 2014, p. 21).

RTM for Known Topics means marketers can plan it ahead of time, which cuts off the excuse that you might not be able to engage with your audience - for example, brands know when a football derby

night is. RTM for Unknown Topics can't be predicted, which pushes for more reactivity and effort – but ultimately seems to produce better results in terms of audience engagement.

Let's then disclose each and understand the relevance of each based on quantitative research further developed by Kerns (2014) in its book *Trendology*.

Planned RTM:

It represents a combination of known topics and known events. For example, Valentine's Day, New Year's Eve are or a big game where two players from opposing teams dislike each other, a famous actor has been snubbed for an Oscar consistently over the past few years, etc.

It is a content type that can be anticipated for marketers and is the one where it's possible to easily leverage when we are aware of the topics that will happen either way. A simple mechanism that easily works without any trouble.

Opportunistic RTM:

Includes micro-trends that pop up within larger events or the stories and topics that people are talking about as they are all discussing the same tent-pole event. For example, the Super Bowl blackout of 2013 belongs in the Opportunistic RTM quadrant—it revolved around a foreseeable event (the Super Bowl) with lots of attention, but a topic (the blackout) that no one could have seen coming. In the case of Portugal, when two giant football clubs with huge rivalry play against each other, something will happen for sure.

Brand-To-Brand RTM:

Brand-To-Brand RTM is a new form of communication that tends to happen mostly, but not exclusively, during big events. This is when brands decide to call each other out on a social network, and it can take many different forms. It can include:

- mentioning or calling out another brand as part of the content,
- making fun of another brand's real-time activities, but usually in a lighthearted manner
- recognizing other brands during the tent-pole event for good RTM content

Brands that use this communication approach with others that are typically also doing Brand-To-Consumer RTM at the same time, since it could prove to be kind of awkward if the other brands aren't

responding. Ultimately, the goal of Brand-To-Brand communication is still about engaging consumers, but also getting them involved in the “back room” conversations between brands.

Everyday RTM:

The bottom right quadrant is the “Wild West” of RTM— trends that occur that no one could have predicted. This includes trending topics that appear out of the blue, and everything else that surprises us each and every day. The high-speed and flow of micro-trends in this quadrant leaves many marketers scratching their heads on how to identify, quickly triage, and act on breaking stories - especially when, according with Neylon, there are daily on average 8.900+ distinct twitter trending topics worldwide (Neylon, K., 2021).

Plus, even if it's strange to see a brand chiming in on a breaking news subject that has nothing to do with its business model - the practice works really well. As brands become more connected with their consumers, this shift just makes sense. Today's consumer seems to find it easier to connect to a brand that has a voice and isn't afraid to use it. It is impossible to have a conversation with someone who never takes a chance or has no core set of beliefs that he or she wants to express, that isn't talking about what you're interested in and is always changing the subject to his or her own agenda. One could even say, you can have a conversation with that person, but it won't be a long conversation.

Watchlist RTM:

The top right quadrant is where known topics meet everyday life. Kerns (2014) refers to this as the “Bieber Quadrant” - where we know that certain events will happen around a known topic, like a celebrity or political figure who is known to a large proportion of your audience, but we just don't know all the details around the topic, including what it is (which celebrities will get in trouble this week?) or when it will happen. And not only that, but you also know that when something does happen, the world (or at least your audience) will take notice, and the conversation of the day should turn to that subject.

But knowing that the world will be talking about a certain subject does a brand no good if the audience doesn't care that the brand is along for the ride, which means the “relevance to brand” antecedent should be more important in this case. Some other examples mentioned by Kerns (2014) were the royal baby born, *in-memorian* and even other braking news related with political or, somehow, controversial, or dedicated topics.

2.3.4. RTM Performance

As previously mentioned, RTM has caught the attention of authors for its powerful effect, recurrent usage, and effectiveness. Table 1 presents a sum-up of the data collected by Kerns in his book *Trendology* (2014) in the context of Twitter and the performance of each type when compared with average brand content, which is the latest and most updated study to date about this type of marketing content.

RTM	retweets per follower	favorites per followers	scope	effectiveness
Planned	399%	413%	40 brands, 1 event	58%
Opportunistic	1.200%	1.000%	56 brands, 1 event	82%
Brand-To-Brand	-59%	-56%	10 brands	-100%
Everyday	99%	81%	+100 brands, 1 event	70%
Watchlist	4.828%	1.188%	35 brands, 4 micro-events	97%

Table 1 - Performance of each type of RTM content (Kerns, 2014)

When we look at the distribution of performance across the brands analyzed, we find that Planned RTM doesn't work in every case, since of the 40 brands that created Planned RTM content for the tent-pole events in this study, only 23 (or 58%) of them saw positive performance bumps. On the other hand, focusing now on Opportunistic RTM, 82%, or 46 of the 56 brands engaging saw a higher average retweet per follower and favorites per follower versus their normal social content.

Brand-To-Brand RTM, however, seems to not pay off. RTM tweets that included Brand-To-Brand communication performed worse than other Opportunistic RTM content, showing 59% fewer retweets per follower and 56 percent fewer favorites per follower - meaning while brands might consider their inter-brand banter amusing, on average the audience is tuning its effect out.

For Everyday RTM, a higher set of brands was used – but still the results were impressive, showing it improved results for 70 of the brand analyzed. Regarding Watchlist RTM, alongside with Opportunistic RTM, shows the best combination between variables which can provide an interesting insight on where to start when trying this social media content marketing strategy. However, both of them demand content creators to be completely endorsed into the planning since there is always a degree of impermissibility.

Again, Kerns book is indeed the “bible” of the study of RTM. But the study is mere quantitative and proves its success in in-the-moment-engagement, therefore let’s start to deep dive on more cognitive variables – the reason why we hypothesis all these five types and its influence in each of them.

2.4. BRANDED CONTENT EXPERIENCE

Customers interact with branded content for gratifying experiences in social media (Hollebeek & Macky, 2019; Triantafillidou & Siomkos, 2018) while each seek different types of outcomes - plus explaining why marketers are increasingly using branded content to drive customer engagement in social media (Meire et al., 2019).

Due to its promising value, firms spent about USD 135 billion on producing branded content in the USA alone (Chadha, 2017). Sensing an increased practitioners' interest in branded content, marketing scholars have also begun emphasizing the importance of the branded content experience for enhancing customer engagement in social media (Dolan et al., 2019). Hence, interaction with branded content is known to enhance brand attitude, brand equity (Schivinski et al., 2016), brand loyalty (Helme-Guizon & Magnoni, 2019), and purchase intention (Carlson et al., 2019).

Recently, researchers published a considerable amount of marketing literature on the development of useful constructs and measurements, including Consumer-Brand Engagement (Hollebeek et al., 2014), gameful experience (Eppmann et al., 2018), brand coolness (Warren et al., 2019), and customer inspiration (Böttger et al., 2017), but only recently the construct of Branded Content Experience (BCE) – an important possible mediators between all of them – was studied in depth.

BCE is defined as “a cognitive and/or affective state that arises from cultural meanings given to the set of interactions between a customer and a brand related image/video/text on a social media platform” (Waqas et al., 2021). It includes brand-related videos, audio, posts, images, contests, news and stories, brand supported causes, brand reviews, brand-related online games, and brand-related virtual gifts and cards (Muntinga et al., 2011).

Waqas et al. (2021) also defined the following BCE constructs:

- “Self-identity experience,” defined as “the extent to which social media users' interaction with branded content allows them to feel an individual persona, identity, and a perception of self.”
- “Social bonding experience,” refers to “the extent to which social media users' interaction with branded content evokes the feelings of social ties and connection with the people.”

- The third dimension, “utilitarian experience,” is defined as “the extent to which social media users' interaction with branded content allows them to have insight and knowledge about functional/physical attributes and benefits of a product.”
- The fourth dimension, “humor experience,” refers to “the extent to which social media users' interaction with branded content takes them to an amusing state and allows them to evoke their humorous side.”
- The fifth dimension, “aesthetic experience,” is defined as “the extent to which social media users' interaction with branded content creates feelings of joy due to its artistically beautiful and/or pleasing appearance.”
- The sixth BCE dimension, “awe-inspiring experience,” refers to “the extent to which social media users' interaction with branded content evokes the feelings of surprise, wonder, and admiration towards an impressive or dramatic branded content.”
- The seventh BCE dimension, “discerning experience,” is defined as “the extent to which social media users' interaction with branded content evokes their good judgment to have a comprehension of the story of the content.”

For the context of this study, “utilitarian experience” is not considered, given that, as explained, RTM purpose is not related with promotion but rather about fostering engagement, while being focused on emotional rather than remunerative appeals, which has been linked with this construct (Waqas et al., 2021).

2.5. CONSUMER-BRAND ENGAGEMENT

Previously it was discussed the different types of interaction in social media following the SMBE concept. However, in this dissertation the aim is to go deeper – that is, not only focusing on the actions but rather on what motivates users in interacting with the brand in the first place and how RTM can foster this. This leads us to the concept of Consumer-Brand Engagement (CBE).

The interactive capabilities of social media provide a conceptual parallel to the ‘engagement’ concept by providing access to online content and facilitating communication, connecting consumers and organizations, thus fostering consumer engagement (de Valck, Bruggen, & Wierenga, 2009; Van Laer, Ruyter, & Cox, 2013). Consumers are highly active exchange partners with social media brands, often doing much of the marketing themselves through their social links with others (Bijmolt et al., 2010; Goh et al., 2013; Hennig-Thurau et al., 2010). Indeed, an engaged consumer's message may result in more than twenty times the impact than the same message delivered by a marketer (Goh et al., 2013).

CBE concept is then stated as a “consumer's positively valanced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interactions” (Hollebeek et al., 2014, p.154). It reflects the core theoretical notion of ‘interactive experience’ underlying the ‘engagement’ concept defined by Brodie et al. (2011) as “a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g. a brand)”. CBE represents brand performance (Bowden, 2009; Kumar et al., 2010) and is associated with outcomes such as brand referrals, sales growth, customer co-creation, and profitability (Bijmolt et al., 2010; Nambisan & Baron, 2007; Sawhney et al., 2005).

The most common model used to access CBE was created and conceptualized by Hollebeek et al. (2014, p.154) and concluded that there are three main CBE dimensions. The first, affection, refers to a “a consumer's degree of positive brand-related affect in a particular consumer/brand interaction”, i.e. the emotional dimension of CBE. Second, ‘activation’ is defined as “a consumer's level of energy, effort and time spent on a brand in a particular consumer/brand interaction”, i.e. behavioral CBE dimension. Lastly, ‘cognitive processing’ is defined as “a consumer's level of brand-related thought processing and elaboration in a particular consumer/brand interaction”, i.e. cognitive CBE dimension.

In the context of this study we aim to understand if there are any significant differences in the impact of every RTM type on specific marketing outcomes – being one of them CBE. As already quantified by Kerns (2014), all of them except Brand-To-Brand RTM tend to lead to higher levels of engagement when compared with average brand content - which means we are expecting no significant differences between using each type on CBE. Therefore, the goal is to understand how/which specific BCE construct(s) previously hypothesized can mediate this difference in perception.

However, for mediation to exist, there needs to be a positive relation between, in this case, BCE and CBE. Since one of the related outcomes of BCE is, according with Waqas et al. (2011), consumer engagement with branded content – a fair deviation of CBE – it is expected and supported that this might be true.

Another important point which will be controlled for is the impact of Openness to Experience (OE) and the respondents Generation. Openness to Experience is the tendency of individuals to be imaginative, curious, courageous, and liberal (Barrick & Mount, 1991). Based on the study made by Waqas et al. (2021), it was proven that OE has a positive influence with BCE and is an antecedent of CBE. On the other hand, consumer Generation has been set as a prominent demographic variable in understating consumer behaviors (Gur̃au, 2012; Ye et al., 2019)- thus, it is expected that consumers who belong to

the Millennials and Generation Z have a bigger propensity engage with SMMA, thus impacting CBE. Therefore these will be evaluated as possible external influencers on the mediation effect of BCE between RTM types and CBE.

2.6. SELF-BRAND CONNECTION

Self-brand connections are referred to the connections that consumers create between themselves and their identity and a brand, thus brands are perceived to be more important to a consumer the more closely the brands are linked to the self (Escalas, 2004). Brands that are more connected to the self are more important, as they help consumers present themselves to others, as well as aiding in the construction of their self-identity through their brand choices, in order to meet their own goals (Escalas, 2004). Self-Brand Connection (SBC) is then defined as the commonality between a brand and the self, representing what or who someone would like to be (Escalas & Bettman, 2003). Consumers with higher SBC tend to exhibit more favorable attitudes toward the brand and maintain that favorable behavior throughout time (Escalas & Bettman, 2003; Ferraro et al., 2013). Besides, SBC contributes to a higher likelihood of purchase when compared with brands that consumers have few or no self-brand connections with (Escalas, 2004; Ren et al., 2012).

RTM is about being aware of which topics are interesting and relevant to the audience - and one could expect this important detail to have a positive impact in the perception of the brand itself, thus contributing positively to SBC outcomes. Being reactive to topics the target audience is also paying attention to, being vocal and participating in relevant discussions might increase the core notion of the brand's identity and connect the consumers to it. Hence, it can also be acceptable that being true in the moment can lead to higher levels of SBC (for example, Everyday RTM), contrary to when exposed to planned content. For these reasons, the following hypothesis was defined:

These positive experiences would also have an impact on connecting individuals to a brand via CBE, and even to other consumers who engage with the brand online (Harrigan et al., 2018). By engaging with RTM content, via the "cognitive" aspect of CBE, consumers would show they resonate and understand the content, via "activation" they would participate in SMEB activity itself, and via "affection" since they would have a sense of common/shared interests with the brand. Besides, Hollebeek et al. (2014) concluded that SBC is an important outcome of CBE. Therefore the following hypothesis was defined:

2.7. BRAND USAGE INTENT

Consumers distinguish between their favorite brands and other brands that have similar product attributes and marketing strategies (Harrigan et al., 2018). The perceived incremental value that specific brands add to their offerings effects brand usage (Yoo & Donthu, 2001). Thus, consumers process information to form beliefs, use those beliefs to form attitudes, which in turn inform behavioral actions (Harrigan et al., 2018). Consumers who engage with a brand are likely to develop attitudes from beliefs more quickly than consumers who are not engaged (Hollebeek, 2011). Those attitudes are also more likely to be favorable, which should lead to increased brand usage intent (Harmeling et al., 2017).

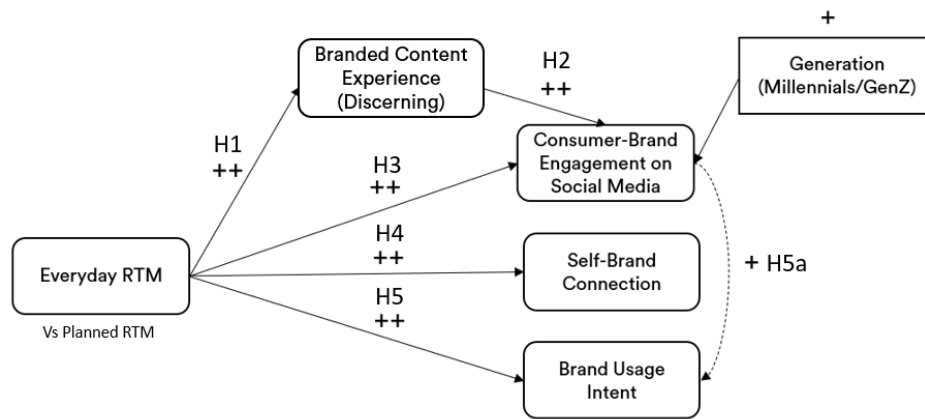
Brand Usage Intent (BUI) is then defined as "consumers' differential response between a focal brand and an unbranded product when both have the same level of marketing stimuli and product attributes" (Yoo & Donthu, 2001). In the context of RTM one could expect a similar effect as mentioned for SBC – a more micro and unknown topic content might make customers remember more the brand, thus fostering preference when performing their purchase decision.

This possible difference might also influence the brand to scale up in the brand resonance pyramid by positively create a sense of relationship between the user and the brand itself, while positively contributing to its unaided brand awareness (Keller, 2013) – that is, increasing the likelihood of customers to express knowledge about the brand without any stimulus (brand recall) – hence growing in the consideration set. These factors together can assume to increase the likelihood of purchasing products or subscribing to services from that brand. That is why it is important to understand if there are any significant differences in the types of RTM studied that can improve the impact on BUI.

Hollebeek et al. (2014) also deep-dived on the impact of CBE in BUI - which proved to be an important antecedent for the relationship between these two variables. For that reason, the following hypothesis was also defined:

3. CONCEPTUAL MODEL

Based on literature review, insights on the pre-test results and the subsequent validation on the main study, the following conceptual model was developed - “++” meaning the positive impact has been validated with a p-value < 0.05 and “+” meaning the positive impact is marginally significant:



H1: The differences between Everyday and Planned RTM content’s impact is positively related with BCE

H2: BCE positively impacts CBE.

H3: The perceived BCE, with the discerning factor, mediates the effect of the different types of RTM’s impact on CBE.

H4: There is a difference in the impact on SBC between the different types of RTM.

H5: There is a difference in impact on BUI between the different types of RTM.

H5a: CBE moderates the impact of the different types of RTM on BUI.

Figure 5 – Conceptual model and hypothesis

4. METHODOLOGY

4.1. RESEARCH APPROACH

To find support for the previously proposed hypotheses based on the literature, quantitative research was conducted, consisting in two parts. Firstly, a pre-test experiment with all types of RTM to access which one(s) has/have highest impact on the independent variables under study – thus to access possible variable dimension and quantity reduction since a lot of constructs are involved in literature. Secondly, after testing multiple hypothesis, a second questionnaire was issued focused on the two types that showed the biggest difference in means to access and corroborate which type of RTM has the highest impact in the dependent variables under study and only focusing on the dependent variable constructs that showed relevance in the impact. A special remark is that both experiments were run using a fictional brand to control for possible brand preference bias - otherwise, the questionnaire answers would be biased by the consumers' previous experiences with it. Hence, the tool used for data collection was Qualtrics.

For the pre-test, since the goal was to test the proposed model with different types of RTM, five experimental conditions were created where participants were randomly assigned to one of them. This decision was made to assign respondents to an experimental block, to understand if the degree of experience they assisted would influence their feelings and thoughts towards the proposed constructs after the participants were exposed to one of the conditions – hence focusing on some exploratory finding around annoyance. Furthermore - to confirm the hypothesis - learnings and results of the pre-test were used in the main study to compare the exposure to the RTM with higher impact in the constructs (in this case, Everyday RTM) with the type that is mostly used as a Digital Content Marketing Strategy – Planned RTM – instead of using the five different types as independent variables.

4.2. SAMPLE AND PROCEDURE

For both stages, the test units were made up of individuals of both genders and covering all population strata. In the pre-test, the test units were randomly divided into five homogeneous subsamples and distributed among the different scenarios under analysis, hence having a common questionnaire section independent from the experiment about their feelings and judgements towards a brand chosen by them that uses this type of Digital Marketing Content. In the main study, the questionnaire was reduced to only two homogeneous subsamples that were randomly assigned to one of the two scenarios and the questionnaire questions were adapted to the conclusions extracted from the pre-test itself – including numbers of variables relevant for the constructs and the exploratory part

regarding annoyance, whose conclusions from the pre-test will be enough to open up a discussion and suggestions for further tests around this topic. Given that it only included two exploratory conditions, the goal was to reach 50 valid responses for each.

Before the pre-test distribution, a pilot test was carried out with a sample of 10 people, in order to check for possible spelling, logic errors, difficulties in interpretation and problems in the connection between questions (Malhotra & Birks, 2017).

The sampling method was convenience sampling, as respondents are assigned on a first-come, first serve basis (Prolific, 2018), which has the advantage of being a low-cost procedure easy to implement (Coelho & Vilares, 2011). The pre-test had 32 valid answers while the main study had 104 valid answers. For each participant in the survey, 0.30€ were donated to Associação Sara Carreira.

To test the main effects between the independent and the dependent variables, multiple analysis of variance (MANOVA) was carried out. To test possible mediation and moderation effects, Process Macro Model 1 and 4 were used.

4.3. EXPERIMENT – QUESTIONNAIRE DEVELOPMENT

For the pre-test, questions can be separated into four different groups – which serve different purposes: 1) selective questions, 2) validation of the conceptual model, 3) quantitative exploratory analysis and 4) customer profile. The pre-test questionnaire structure can be accessed in Appendix 1. For the main study, only points 1), 2) and 3) were evaluated – structured can be accessed in Appendix 2. The set of questions was equal to all of the respondents, except the experiment itself which was randomly assigned.

Firstly, since this study was focused on Portugal – given the high set of brands using this strategy at the moment – the respondents were asked if they were Portuguese, if they used social media regularly. If the answer to any of these questions was “no”, the respondent would not proceed with the completion of the questionnaire.

In the second part of the questionnaire, accessing the conceptual model’s hypothesis validity on the first three blocks, the respondents were randomly assigned to the exposure of one of the types of RTM as an Instagram post. The context given was very brief and a fictional brand was used to control for possible effects of brand preference – meaning all of the responses were given in an unbiased way without previous judgments or assumptions. However, all respondents received an introduction about the brand - a home and living international company that recently expanded to Portugal. It was not

mentioned any detail related with the study besides that the goal would be to access their attitudes and feelings towards the brand when exposed to the content. The reason why the experiment was done in the beginning of the questionnaire was to capture and focus the respondents' motivation and attention on the most important topic to evaluate.

Moreover, on the third group – only accessed in the pre-test stage of this exploratory research- the context of the study and the experiment was purposely explained to the respondents to quantify some previous assumptions made by the stated authors on RTMs antecedent's success and possible annoyance perception. Then, respondents were asked to name a brand they know that usually uses this type of Digital Marketing Content and to evaluate their attitudes towards engagement, self-identification, and overall preference in their purchase decisions. Finally, on the last block of this group, the respondents filled a small questionnaire with their self-evaluation towards all the big 5 personality traits to access the possibility of Openness to Experience to be a covariate in this study – as it was explained to be an antecedent of CBE (Waqas et al., 2021).

Finally, the fourth and last group of the questionnaire was dedicated to the consumer profile, an important section for gathering information and demographics that can possibly influence opinions and behaviors. Thus, generic demographic information was asked: gender, education, and year the respondent was born to evaluate Generation as a possible covariate.

4.4. DATA MEASUREMENT AND SCALES

The conceptual model hypotheses were verified using a quantitative approach. Measurement scales and items were adapted from different authors in the literature as observed in Table 2. Since rating scales were 7-point Likert scales between 1 and 7, response options can be assumed equidistant, treated as interval, used with unequal variances, non-normal distributions (Norman, 2010), and can be combined to create an overall score and thus, parametric statistics are considered appropriate (Carifio & Perla, 2008).

Construct	Scale	Authors
Branded Content Experience	(strongly disagree – strongly agree) – Likert 7	Waqas at al. (2021)
Consumer Brand Engagement	(strongly disagree – strongly agree) – Likert 7	Hollebeek et al. (2014)
Self-Brand Connection	(strongly disagree – strongly agree) – Likert 7	Escalas (2004)
Brand Usage Intent	(strongly disagree – strongly agree) – Likert 7	Yoo and Donthu (2001)

Table 2 - Constructs, Scales and Authors – conceptual model

For the exploratory part studied in the pre-test questionnaire, some questions were arbitrary accessed as shown in Table 3. For these, the results were evaluated based on their standardized outcomes.

Construct	Scale	Authors
Social Media Usage	(never – sometimes – the majority of times - always) – 1-4	
Instagram Usage	(never – sometimes – the majority of times - always) – 1-4	
Consumer Brand Engagement towards chosen brand related question	(no – maybe – yes) – 1 - 4	
Self-Brand Connection towards chosen brand related question	(no – maybe – yes) – 1 - 4	
Brand Usage Intent towards chosen brand related question	(no – maybe – yes) – 1 - 4	
Annoyance	(strongly disagree – strongly agree) – likert 7	Hutter et al. (2013)

Table 3 – Constructs, Scales and Authors – exploratory questions

5. PRE-TEST

5.1. RESULTS AND DISCUSSION

The questionnaire had 72 respondents but only 32 answers were considered valid – all other respondents didn't finish the questionnaire which might be an indication of possible need for improvement. All respondents were Portuguese. All of the respondents use Social Media platforms every day or most of the days. Furthermore, Table 4 shows the sample characteristics.

	Frequency	Percent	Mean	SD
Gender:				
Female	20	62.5		
Male	12	37.5		
Total	32	100.0	1.32	0.492
Generation:				
Millennials/GenZ	31	96.9		
Others	1	3.1		
Total	32	100.0	0.91	0.18
Educational Background (completed):				
Masters	16	50		
Bachelor's Degree	12	37.5		
Professional	2	6.3		
Undergraduate	2	6.3		
Total	32	100.0	1.63	0.859

Table 4 – Pre-test: Sample Demographic Distribution

This section focuses on analyzing the data obtained following the application of the experiment. First, factor analysis was conducted to assess the fit of the scales measuring the variables in the model and to assess their fit. Following the scale assessment procedures, MANOVA and regressions were used to test the hypotheses proposed in the previous sections.

5.2. EXPLORATORY FINDINGS

An important part of the study was based on assessing possible evaluations between antecedents of RTM. For this factor, there were no statistically significant differences of the responses based on the experiment exposure. When comparing means to access the level of importance that each antecedent has to the participants – and excluding the variable “others” since it only had one response which biases the interpretation of frequencies- using humor and product/service placement were the variables that seem to more contribute as antecedents, followed by “first-mover advantage”.

On the other hand, when asked about which criteria would boost a negative effect, there was a significant difference detected on the perception about if this type of Social Media Content strategy can negatively impact annoyance – those exposed to Opportunistic and Brand-To-Brand RTM tended to say “maybe” or “yes” when asked if RTM could become annoying, while for the other types of RTM the respondents said “maybe” or “no”, which matches Kerns (2014) assumption regarding the negative effect that brand-on-brand RTM might have. However, no statistical significance was found on which criteria might contribute to this negative effect. The factor that most contributes to annoyance is the fact that the respondents’ social media platform are full of this type of content – which might underline even more the importance of knowing when it is relevant to use it or not, since it can create the opposite effect.

After the experiment the respondents were asked to mention a brand they know used this type of marketing content – as presented in Table 10, 53% mentioned Control – and when asked if they usually interact with the brand the average score was “maybe” as well as regarding a sense of connection with the brand. However, when asked if preferably they purchase products from that brand the average scoring was two, which means “yes”.

5.3. BCE AND CBE CONSTRUCTS

As previously stated, CBE construct is composed by cognitive, affection and activation (Hollebeek et al., 2014). Also, BCE has been conceptualized as a factor of seven different constructs - Self-identity, Social bonding, Utilitarian, Humor, Aesthetic, Awe-inspiring and Discerning (Waqas et al., 2021). As already defended, Utilitarian was not considered since it does not apply to the context of this study, meaning only six constructs were accessed for this research. In practical terms, this means we are dealing with second order constructs – BCE and CBE – which need previous treatment before being considered for any further analysis.

First checking some correlation issues and possible limiting the amount of variables, factor analysis was run. The extraction method used was principle components analysis based on eigenvalues criteria and the rotation principle was Varimax procedure - orthogonal method of factor rotation that minimizes the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors (Hair et al., 2014). The results from this procedure – which can be accessed in Table 20 - transformed BCE into four factors as it is possible to observe in Table 4.

Constructs	Initial Items	Factors	Items	SSL % Variance	SSL Cumulative %	Cronbach's alpha
BCE	24	BCE_ID.Bound	7	24,46	24,46	0.909
		BCE_Aesth.Insp	6	22,02	46,48	
		BSE_Humor	6	20,63	67,11	
		BCE_Discerning	5	18,41	85,52	
CBE	10	CBE	10	82,21	82,21	0.975
BUI	4	BUI	4	92,05	92,05	0.961
SBC	7	SBC	7	89.80	89.80	0.985

Note: CBE: Consumer-Brand Engagement, BUI: Brand Usage Intent, SBC: Self-Brand Connection, n=32.

Table 5 – Pre-test: Factor Analysis Results

CBE was merged into one single factor, contrary to what was concluded that it would be a second order construct with three factors. BUI and SBC are both first order constructs which didn't seem surprising to be joined into one single factor.

Given that the sample size is rather low, according to Hair et al. (2014), the factor loadings of each component/factor should be >0.75 to ensure convergent validity. For this reason, 10 items from the BCE construct were eliminated to access differences. However, this extraction resulted on a lower SSL cumulative value (85.52% vs 78.48%) and showed no significant improvement on the AVE and Composite Reliability results within the factors, meaning they should still be considered (Hair, et al., 2014), and, therefore, not removed. The four selected components then explain 85.52% of the variance in BCE, for CBE a single component explains 82.2% of the variance, for BUI 92.05% and SBC 89.8% which are consistent and relevant results.

We examined the factor's reliability with the help of Cronbach's alpha and composite reliability (CR) value. Cronbach's alpha value of 0.7 or above is recommended (Hair et al., 2014). Furthermore, CR values of 0.70–1 indicate satisfactory to good reliability (Sarstedt et al., 2014). Table 5 shows that all CR and Cronbach's alphas are well above the threshold level.

Constructs	α	CR	AVE	BCE_ID.Bound	BCE_Aesth.Insp	BSE_humor	BCE_Discerning	CBE	BUI	SBC
BCE_ID.Bound	0,905	0,9047	0,5813	0,754						
BCE_Aesth.Insp	0,890	0,8998	0,6058	0.624	0,672					
BSE_Humor	0,833	0,8330	0,5568	0.778	0.802	0,768				
BCE_Discerning	0,865	0,8646	0,5621	0.578	0.715	0.799	0,748			
CBE	0.975	0,9787	0,8220	0.696	0.904	0.894	0.748	0,9046		
BUI	0.961	0,9723	0,8979	0.588	0.807	0.766	0.778	0.872	0,9473	
SBC	0.985	0,9878	0,9205	0.631	0.914	0.820	0.725	0.932	0.881	0,9593

Note: The diagonal (in bold) represents the AVEs of each construct; below the diagonal are the Pearson correlations among constructs; CBE: Consumer-Brand Engagement, BUI: Brand Usage Intent, SBC: Self-Brand Connection, α : Cronbach's alpha, CR: Construct Reliability, AVE: Average Variance Extracted $n = 32$.

Table 6 – Pre-test: Construct reliability and validity

After examining the scale's internal consistency, we assessed the convergent validity using Average Variance Extracted (AVE) statistics. An acceptable value of AVE is 0.50 or above (Hair et al., 2014) i.e., all measures “positively correlate with alternative measures of the same construct” (Hair, et al., 2014, p.137). Table 6 indicates that all AVEs values are above 0.5, thus establishing convergent validity. The discriminant validity was also examined by comparing the square root of the AVE values of each construct with the bivariate correlations among all constructs (Fornell & Larcker, 1981), which should be greater than the inter-construct correlations (Hair et al., 2013). Table 6 shows that the square root of all AVEs is greater than the inter-construct correlations, thus establishing the discriminant validity, except for two factors of BCE – which might be due to the non-variable reduction completion process according with the factor loadings criteria suggested by Hair et al. (2014). Again, in this case, to have a deeper understanding of the data while there is still not enough volume of responses, it will be considered.

5.4. MODEL ASSESSMENT AND THE IMPORTANCE OF EVERYDAY RTM

To access and validate the hypothesis, a multivariate analysis of variance was performed to investigate RTM's (independent variable) exposure difference in the three dependent variables under analysis – CBE, SBC, and BUI. Preliminary assumption testing was conducted to check normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices and multicollinearity with no serious violations noted. The difference between RTM's types showed to be marginally significant on the combined dependent variables, $F(12, 66.435) = 1.407$, $p = 0.185$, Wilks Lambda = 0.549, Partial $\eta^2 = 0.181$. When the results for the dependent variable were considered separately, considering a Bonferroni adjusted alpha level of 0.017, only BUI showed a marginal significant level, $F(4, 27)$, $p = 0.099$, $\eta^2 = 0.244$.

Main effect and interaction	RTM	Mean	SD	F	df	Sig	Partial η^2	Hypothesis
CBE	Total (n=32)	3,68	1,660	0.789	4	0.543	0.105+	H4: Not supported
	Planned (n=6)	3,72	1,604		4			
	Opportunistic (n=6)	3,65	1,636		4			
	Everyday (n=7)	4,59	1,689		4			
	Watchlist (n=5)	3,30	1,409		4			

	Brand-To-Brand (n=8)	3,13	1,899		4			
BUI	Total (n=32)	3,97	1,755	2.176	4	0.337	0.244+++	H5: Not supported
	Planned (n=6)	3,50	1,557		4			
	Opportunistic (n=6)	3,50	1,930		4			
	Everyday (n=7)	5,54	1,122		4			
	Watchlist (n=5)	3,95	1,255		4			
	Brand-To-Brand (n=8)	3,31	1,985		4			
SBC	Total (n=32)	3,27	1,893	1.191	4	0.099	0.150++	H6:Partially supported
	Planned (n=6)	3,12	1,909		4			
	Opportunistic (n=6)	2,79	2,128		4			
	Everyday (n=7)	4,59	1,946		4			
	Watchlist (n=5)	3,14	1,478		4			
	Brand-To-Brand (n=8)	2,68	1,777		4			

Note: +small effect size; ++medium effect size; +++large effect size. CBE: Consumer-Brand Engagement, BUI: Brand Usage Intent, SBC: Self-Brand Connection, RTM: Real-Time Marketing, SD: Standard Deviation, η^2 : Partial Eta Squared.

Table 7 – Pre-test: MANOVA of RTM's exposure on CBE, SBC and BUI

An important deep dive aspect is in the inspection of the mean scores. Results indicated that Everyday RTM scores higher than average in all dependent variables when compared with the average, paired with Planned RTM in CBE as visualized in Table 7. In practical terms these conclusions would assume no significant difference for the dependent variables except for BUI. However, this last finding might suggest otherwise.

Going back to the essence of Everyday RTM, it is based on unknown topics and micro events, which can indeed suggest a difference when considered - since being true in the moment might even feel like talking with a peer about what is actually going on. Besides, it is even more targeted. For this, the same analysis was run but separating the factor now into Everyday RTM and the other types of RTM. Based on the same principle of comparing effects on the three dependent variables, a MANOVA was carried out with the same preliminary assumptions verified.

As presented in Table 8, the results were fairly positive – even with the limitation of a small sample size. The difference between Everyday RTM and other RTM types showed to be significant on the combined dependent variables, $F(3, 28) = 4.17$, $p = 0.015$, Wilks Lambda = 0.619, Partial $\eta^2 = 0.309$. When the results for the dependent variable were considered separately, using a Bonferroni adjusted alpha level of 0.017, BUI showed a significant level, $F(1, 30)$, $p = 0.005$, SBC showed a significant value using an alpha of 0.05, while CBE showed a marginal significance level. This is indeed the most important finding, since it validates that there isn't a significant difference among all types (which would be really

hard to obtain) but Everyday RTM is the “antidote” we are looking for. Because this model shows a better fit, we will keep this for further analysis and adjust the framework accordingly.

Main effect and interaction	Everyday RTM	Mean	SD	F	df	Sig	Partial η^2	Hypothesis
CBE	Total (n=32)	3,68	1,660	2.814	1	0.104	0.086+	Partially supported
	No exposure (n=25)	3,43	1,595		1			
	Exposure (n=7)	4,59	1,689		1			
BUI	Total (n=32)	3,97	1,755	8.984	1	0.005*	0.23+++	Supported
	No exposure (n=25)	3,53	1,657		1			
	Exposure (n=7)	5,54	1,122		1			
SBC	Total (n=32)	3,27	1,893	4.902	1	0.035**	0.140++	Supported
	No exposure (n=25)	2,90	1,741		1			
	Exposure (n=7)	4,59	1,946		1			

Note: *significant $p < 0.017$ **significant $p < 0.05$. +small effect size; ++medium effect size; +++large effect size. CBE: Consumer-Brand Engagement, BUI: Brand Usage Intent, SBC: Self-Brand Connection, RTM: Real-Time Marketing, SD: Standard Deviation, η^2 : Partial Eta Squared.

Table 8 – Pre-test: Multiple analysis of variance of Everyday RTM exposure on CBE, SBC and BUI

Furthermore, it is important to review the effect size scores – which are interpreted according to Maher et al. (2013) criteria for Eta Squared effect size measures. Results show that 8.6% of the variance in CBE is accounted by Everyday RTM Exposure, showing a medium effect size. On the other hand, 23% of the variance in BUI is accounted for by Everyday RTM Exposure and 14% of the variance in SBC, demonstrating a large effect size for both of these dependent variables.

The not statistically significant result of Everyday RTM exposure on CBE might be an indication of the need for a mediation test. Technically, this was a fair assumption – since if there was a direct effect between these two variables, a hypothesis considering mediation wouldn’t be valid a priori.

5.5. BCE MEDIATION EFFECT BETWEEN EVERYDAY RTM AND CBE

Based on the previous results, a mediation analysis becomes even more important to access and validate the model. As mentioned, Waqas et al. (2021) stated that BCE was an antecedent of CBE,

meaning a good fit for mediation is expected. However, the interesting finding will be based on which factor(s) will impact this mediation.

Using Hayes' Process macro (2017, model 4), with Everyday RTM exposure as the independent variable, CBE as the dependent variable, the four constructs of BCE were evaluated as possible moderators and the results are presented on Table 8.

	BootLLCI	BootULCI	Total effect	Indirect effect	% Indirect effect	Hypothesis
BCE_ID.Bound	-0.7494	1.1062				Not supported
BCE_humor	-0.2439	2.4873				Not supported
BCE_Aesth.Insp	-0.6294	2.2740				Not supported
BCE_Discerning	0.1795*	1.7705*	1.1577	0.9862	85.19%	Supported

Note: *significant $p < 0.05$, % Indirect effect = Indirect Effect/Total Effect, $n = 32$.

Table 9 – Pre-test: Evaluation of BCE factors as mediators

Contrary to what would be expected, the factor of BCE that mediates the relationship between Everyday RTM effect on CBE is Discerning and not Humor. We can assume a p value < 0.05 given that the bootstrap for the upper and lower 95% confidence intervals are both with the same signal (in this case, suggesting a positive indirect effect) meaning we validate the hypothesis of an existing indirect effect of the Discerning component of BCE in the relationship of these two variables. Furthermore, calculating the percentage of indirect effect, we can conclude that the indirect effect of Discerning influenced 85.2% of the relationship between the dependent and independent variable - meaning that only 14.8% of the relation between RTM and CBE is explained without any mediation effect.

Again, “expecting the unexpected” is always a good assumption when it comes to testing new concepts and relations— and this conclusion does make sense when looked in a deeper perspective: we cannot make the mistake of interpreting the mediating assumption with the question “what makes participants engage the most?” since that is not the question (and it would make sense to be humor, since it would be an “in-the-moment” decision). The question is with what brands they engage the most, and it is a fair assumption to think users would interact more with brand that creates content around topics that are related to what they know and use their intellect to understand.

Concluding, we validate the BCE Discerning factor as mediator between Everyday RTM exposure and CBE, meaning that, the more the brand's Everyday RTM content pushes for the reliability with the user's interest and memory retrieval, the more it will have a positive perception and impact on CBE. Therefore, only hypothesis H1e is accepted.

5.6. MODERATION OF CBE ON SBC AND BUI

The last hypothesis to be tested aim to validate if there is any positive moderation between those who engage more with the brand after being exposed to Everyday RTM on SBC and BUI. Even though the impact of Everyday RTM on SBC and BUI is strong and statistically significant by itself, studying this effect might be relevant given Hollebeek et al. previous study accessing CBE as an antecedent of both constructs (2014).

Two separate moderation analysis were performed, using Hayes' Process macro (2017, model 1), with Everyday RTM exposure as independent variable, SBC and BUI as the dependent variables, and CBE as the moderator. As shown in Table 10, the moderating effect on BUI revealed a marginally significant interaction ($b = -0.36$, $SE = 0.21$, $t = -1.75$ $p = 0.09$). The same analysis was performed with SBC as the dependent variable, revealing no statistically significant interaction ($b = 0.09$, $SE = .13$, $t = 0.11$ $p = .91$).

Dependent Variable	b	SE	t	Sig	Covariate Assessment
BUI	-0.3604	0.2058	-1.7510	0.0909	Partially supported
SBC	0.0217	0.1888	0.1149	0.9093	Not supported

Note: SE: Standard Error, BUI: Brand Usage Intent, SBC: Self-Brand Connection, $n=32$.

Table 10 – Pre-test: Moderation effect of CBE on BUI and SBC

This finding suggests that just because users engage with the brand when exposed to this RTM type, doesn't mean they will instantly feel a connection towards the brand. However, it might be relevant to strength the effect on choosing this brand over others when considering or performing a purchase decision – a finding that can be better accessed when more responses are collected.

5.7. OTHER FINDINGS

Given the previously accessed importance of OE and Generation (Millennials and Gen Z) in CBE, both these variables were evaluated as possible covariates. These are not relevant to the study itself but might have relevant implications that can be controlled. The assessment was made to explain if they would be covariates within the mediation process of BCE Discerning factor between Everyday RTM exposure and CBE. Therefore, using once again Hayes' Process macro (2017, model 4), we aim to reject the null hypothesis which indicate that these wouldn't be good covariate factors.

Findings suggest that OE is not a suitable covariate, but Generation presents a marginally significant p-value as observed in Table 11 - which means that maybe with more data we might be able to conclude that it can be an important factor to control for when accessing the relationship hypothesized between the variables.

Construct	b	SE	t	Sig	Conclusion
Generation	-2.7833	1.594	-1.747	0.0984	Partially Significant
OE	-0.0619	0.3592	-0.1723	0.8645	Rejected

Note: SE: Standard Error, OE: Openness to experience, n=32.

Table 11 – Pre-test: Accessing Covariate Effect of OE and Generation in the mediating effect of BCE_Discerning in CBE

6. MAIN STUDY

6.1. RESULTS AND DISCUSSION

The questionnaire had 136 respondents but only 104 answers were considered valid – all other respondents didn't finish the questionnaire (27) or were not Portuguese (5). All of the respondents use Social Media platforms every day or most of the days. Furthermore, Table 12 shows the sample characteristics.

	Frequency	Percent	Mean	SD
Gender:				
Rather not say	11	10.6%		
Female	63	60.6%		
Male	30	28.8%		
Total	104	100%	1.18	0.60
Generation:				
Millennials/GenZ	101	97.1%		
Others	3	2.9%		
Total	104	100%	0.97	0.17
Educational Background (completed):				
Masters	55	40.4%		
Bachelor's Degree	3	3.8%		
Professional	4	2.9%		
Undergraduate	42	52.9%		
Total	104	100%	3.68	1.45

Table 12 – Main study: Sample Demographic Distribution

6.2. CONSTRUCTS RELIABILITY AND VALIDITY

As concluded in the pre-test stage of this research, all construct were now evaluated as first order. However, to check some correlation issues, factor analysis was once again run with the same extraction method and criteria. The results from this procedure – which can be accessed in Table 20 - transformed BCE into four factors as it is possible to observe in Table 13. Given that the sample size is rather low, according to Hair et al. (2014), the factor loadings of each component/factor should be >0.75 to ensure convergent validity. For this reason, 1 item from the BCE_Discerning and 1 item from CBE constructs were eliminated to access differences. This extraction resulted on a higher SSL cumulative value (which in the case of a single factor equal de SSL % variance) for both items (BCE_Discerning: 73.69%% vs 76.14%; CBE: 77.46% vs 80.43%) and showed improvement on the AVE results, meaning they should be extracted from the analysis (Hair, et al., 2014), and, therefore, removed. The single component explains 76.14% of the variance in BCE, for CBE a single component explains 80.43% of the variance,

for BUI 84.24% and SBC 81.12% which are consistent and relevant results, even if slightly lower than in the pre-test.

Constructs	Items	Final Items	SSL % Variance	α	CR	AVE	BCE_Discerning	CBE	BUI	SBC
BCE_Discerning	5	4	76.14	0.894	0,920	0,744	0,863			
CBE	10	9	80.43	0.969	0,972	0,800	0.694	0.895		
BUI	4	4	84.24	0.937	0.955	0.842	0.648	0.869	0.918	
SBC	7	7	81.12	0.961	0.968	0.811	0.656	0.919	0.866	0.920

Note: The diagonal (in bold) represents the AVEs of each construct; below the diagonal are the Pearson correlations among constructs; CBE: Consumer-Brand Engagement, BUI: Brand Usage Intent, SBC: Self-Brand Connection, SSL% Variance: Sum of Squared Loadings, α : Cronbach's alpha, CR: Construct Reliability, AVE: Average Variance Extracted n = 104

Table 13 – Main study: Construct reliability and validity

We examined the factor's reliability with the help of Cronbach's alpha and composite reliability (CR) value. Cronbach's alpha value of 0.7 or above is recommended (Hair et al., 2014). Furthermore, CR values of 0.70–1 indicate satisfactory to good reliability (Sarstedt et al., 2014). Table 13 shows that all CR and Cronbach's alphas are well above the threshold level.

After examining the scale's internal consistency, we assessed the convergent validity using Average Variance Extracted (AVE) statistics. An acceptable value of AVE is 0.50 or above (Hair et al., 2014) i.e., all measures “positively correlate with alternative measures of the same construct” (Hair, et al., 2014, p.137). Table 13 indicates that all AVEs values are above 0.5, thus establishing convergent validity. The discriminant validity was also examined by comparing the square root of the AVE values of each construct with the bivariate correlations among all constructs (Fornell & Larcker, 1981), which should be greater than the inter-construct correlations (Hair et al., 2013). Table 13 also shows that the square root of all AVEs is greater than the inter-construct correlations, thus establishing the discriminant validity.

6.3. MODEL ASSESSMENT – FINAL CONCLUSIONS

To access and validate the hypothesis, a multivariate analysis of variance was performed to investigate RTM's (independent variable) exposure difference in the three dependent variables under analysis – CBE, SBC, and BUI. Preliminary assumption testing was conducted to check normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices and multicollinearity with no serious violations noted. The difference between RTM's types showed to be

significant on the combined dependent variables, $F(3, 100) = 16.855$, $p < 0.001$, Wilks Lambda = 0.664, Partial $\eta^2 = 0.336$, hence validating the hypothesis tested.

Main effect and interaction	RTM	Mean	SD	F	df	Sig*	Partial η^2	Hypothesis
CBE	Total (n=104)	3.87	1,533	22,38	1	<0.001	0.170++	H3: Supported
	Planned (n=52)	3,23						
	Everyday (n=52)	4,52						
BUI	Total (n=104)	3,75	1,563	26,16	1	<0.001	0.311+++	H5: Supported
	Planned (n=52)	2,89						
	Everyday (n=52)	4,62						
SBC	Total (n=104)	3.49	1,583	46,11	1	<0.001	0.204+++	H4: Supported
	Planned (n=52)	2,78						
	Everyday (n=52)	4,2						

Note: *for a confidence level of 0.95; +small effect size; ++medium effect size; +++large effect size. CBE: Consumer-Brand Engagement, BUI: Brand Usage Intent, SBC: Self-Brand Connection, RTM: Real-Time Marketing, SD: Standard Deviation, η^2 : Partial Eta Squared.

Table 14 – Main study: MANOVA of RTM's exposure on CBE, SBC and BUI

Results corroborate the ones observed in the pre-test: Everyday RTM scores higher than average in all dependent variables, hence all hypothesis of the new model were confirmed. Once again, it is important to review the effect size scores – which are interpreted according to Maher et al. (2013) criteria for Eta Squared effect size measures. Results show that 17% of the variance in CBE is accounted by Everyday RTM Exposure, showing a medium effect size. On the other hand, 31% of the variance in BUI is accounted for by Everyday RTM Exposure and 20% of the variance in SBC, demonstrating a large effect size for both of these dependent variables as also observed in the pre-test results, now with larger effect size even with a larger sample size. Despite these results, it is still worth to understand if the model becomes stronger with the mediation effect hypothesis also studied in the pre-test between Everyday RTM and Consumer Brand Engagement – since it is the construct with the smallest effect size.

6.3. MEDIATION OF BCE CONSTRUCT - DISCERNING

Using Hayes' Process macro (2017, model 4), with Everyday RTM exposure as the independent variable, CBE as the dependent variable, the discerning construct of BCE was evaluated as possible moderators and the results and presented on Table 15.

	BootLLCI	BootULCI	Total effect	Indirect effect	% Indirect effect	Hypothesis
BCE_Discerning	0.6603*	1.5978*	1.2885	1.0077	78.21%	Supported

Note: *significant $p < 0.05$, % Indirect effect = Indirect Effect/Total Effect, $n = 104$.

Table 15 – Main study: Evaluation of BCE factors as mediators

Results corroborate the hypothesis and conclusions of the pre-test, . We can assume a p value < 0.05 given that the bootstrap for the upper and lower 95% confidence intervals are both with the same signal (in this case, suggesting a positive indirect effect) meaning we reject the null hypothesis of a non-existing indirect effect of the BCE Discerning in the relationship of these two variables. Furthermore, calculating the percentage of indirect effect, we can conclude that the indirect effect of Discerning influenced 78.21% of the relationship between the dependent and independent variable - meaning that only 21.8% of the relation between RTM and CBE is explained without any mediation effect. Once again, showing significant results even with more data collected.

6.3. MODERATION OF CBE ON BUI – A NEW RESULT

Contrary to what would be expected with more data, we confirm that there is no moderation effect of CBE on BUI – even if in the results of the pre-test this hypothesis was partially supported and despite Hollebeek et al. previous study accessing CBE as an antecedent of the construct (2014).

Dependent Variable	b	SE	t	Sig	Covariate Assessment
BUI	0.0158	0.1005	0.1575	0.8752*	Not supported

Note: *not significant $p < 0.05$, SE: Standard Error, BUI: Brand Usage Intent, SBC: Self-Brand Connection, $n=104$.

Table 16 – Main study: Moderation effect of CBE on BUI and SBC

This finding suggests that just because users engage with the brand when exposed to this RTM type, doesn't mean they will instantly feel a connection towards the brand and will choose to buy it – this decision is only related with the type of content they interact with and is not an extrapolated conclusion for all types. This conclusion does make sense since the goal of this study is to prove how important RTM – specifically Everyday – is in straightening these relations.

6.4. GENERATION AS COVARIATE BETWEEN THE MEDIATION EFFECT

As hypothesized on the pre-test results, with more data it is possible to conclude that Generation is an important covariate, meaning it is a variable important to control for further studies since it has an impact on the mediating effect between BCE Discerning construct and CBE.

Construct	b	SE	t	Sig	Conclusion
Generation	2.1891	0.8205	2.6679	0.0089*	Significant

Note: *significant $p < 0.05$, SE: Standard Error, OE: Openness to experience, $n = 104$.

Table 17 – Accessing Covariate Effect of OE and Generation in the mediating effect of BCE_Discerning in CBE

7. CONCLUSIONS AND DISCUSSION

7.1. THEORETICAL CONTRIBUTIONS

RTM hasn't been the focus in Marketing related studies, despite its increased usage among many well-known brands such as Burger King, Apple, or Ryanair. In reality, this study is the first time this Digital Marketing Content type's impact has been evaluated in other variables besides performance-related ones - such as engagement, consumer preference and other types of brand interaction.

The most important finding concerns the differences of the effects in CBE, SBC and BUI -which are only observed between Everyday RTM and all the other types of RTM. Perceived Discerning in BCE mediates the relationship between Everyday RTM and CBE, meaning the more the user is exposed to this content type and uses his rational and resonates with it, the more likely he/she/they will interact with the brand overall - contrary to what was expected to be (and also mentioned by the respondents) humor.

Nevertheless, Generation has proven to be an important covariate for these results – meaning that GenZ and Millennials will tend to have more positive effects on the variables under study when exposed to Everyday RTM.

Furthermore, this study can contribute to start a more qualitative conversation around RTM and open the door to further studies on many dimensions such as cultural differences and perceptions, performance related metrics or longer-term impact in brand equity overall.

7.2. MANAGERIAL IMPLICATIONS

This research suggests and recognizes that companies should start designing their Marketing strategies including RTM, either within in-house capacity or using external parties, in order to improve the relationship their connection to the brand, engagement with the brand and ultimately preference in the moment of purchase. The evidence found in the present study's statistical analysis contributes with new information and defended hypothesis on RTM's impact on not only engagement metrics but also important drivers such as brand equity, based on the impact in BUI. Through this research, the following managerial implications can be derived:

- Everyday RTM can impact your entire consumer decision making process' funnel.

Using Everyday RTM proves to positively impact BUI the most, which underlines the impact of this content type to deliver better performance results, thus contributing to overall brand equity which can

be an important conclusion to Marketeers to justify the investment in its usage, keeping in mind the principles of humor, product/service reliability and first-mover advantage.

- It might seem a high-effort investment, but it has positive long-term effects.

Using Everyday RTM as strategy also implies more efforts since it is the true-in-the-moment concept (micro topic, unknown event) but its influence is undeniable when evaluated on brand preference metrics – being in the moment, going “glocal”, is the antidote.

- Use Everyday RTM to boost your targeted actions towards GenZ and Millennials

As mentioned in the literature review, more and more GenZ and Millennials tend to devalue marketing actions purely focused on sales, but rather prefer interacting with brands which ultimately will influence their power within consideration set and ultimately consumer preference. Everyday RTM has proven to be an important variable to enhance this relation, hence an important tool to interact with this specific age audience.

7.3. LIMITATIONS AND FUTURE RESEARCH

A limitation of this study is that the experiment context was Instagram, which can limit the interpretation of the results since this type of Digital Marketing Content is also highly used in Twitter. Recommendations for future analysis would be to access and compare this type of RTM in other platforms to access if there are any differences. In the exploratory findings it was possible to also access some conclusions that might be worth to deep-dive in for further research – for example, what is the impact of annoyance in the perceptions of consumers’ towards the brand or in CBE?

Another limitation is that it was applied to Portuguese respondents – and one could expect cultural and behavioral differences to be found when applied to other countries.

Another interesting suggestion would be to evaluate RTM’s impact in brand equity dimensions – since the positive a priori relation it has on both SBC and BUI might be indicators of such. Also, in this study we aimed to control for brand preference by exposing the respondents to an experiment with a fictional brand – but it might be interesting to evaluate results with real brands, control for age clusters since Generation proved to be an important covariate and possibly extrapolate the results or compare conclusions.

8. BIBLIOGRAPHY

- Appel, G., Grewal, L., Hadi, R. & Stephen, A.T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48 (1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Barrick, M. R., & Mount, M. K. (1991). The big five personality dimensions and job performance: a meta-analysis. *Personnel Psychology*, 44(1), 1–26. <https://doi.org/10.1111/j.1744-6570.1991.tb00688.x>
- Bazi, S., Filieri, R. & Gorton, M. (2020). Customers' motivation to engage with luxury brands on social media. *Journal of Business Research*, 112, 223–235. <https://doi.org/10.1016/j.jbusres.2020.02.032>
- Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192–205. <https://doi.org/10.1509/jmr.10.0353>
- Bijmolt, T., Leeflang, P., Block, F., Eisenbeiss, M., Hardie, B., Lemmens, A., & Saffert, P. (2010). Analytics for customer engagement. *Journal of Service Research*, 13(3), 341–356. <https://doi.org/10.1177/1094670510375603>
- Böttger, T., Rudolph, T., Evanschitzky, H., & Pfrang, T. (2017). Customer inspiration: conceptualization, scale development, and validation. *Journal of Marketing*, 81(6), 116–131. <https://doi.org/10.1509/jm.15.0007>
- Bowden, J. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Brito, M. (2011, July 14). 3 Reasons Why Relevant Content Matters. *Social Media Explorer*. <http://www.socialmediaexplorer.com/social-media-marketing/3-reasons-why-relevant-content-matters/>
- Brodie, R., Hollebeek, L., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions & implications for research in service marketing. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Brown, T. J., Dacin, P. A., Pratt, M. G., & Whetten, D. A. (2006). Identity, intended image, construed image, and reputation: an interdisciplinary framework and suggested terminology. *Journal of the Academy of Marketing Science*, 34(2), 99–106. <https://doi.org/10.1177/0092070305284969>
- Calantone, R.J., Kim, D., Schmidt, J.B. & Cavusgil, S.T. (2006). The influence of internal and external firm factors on international product adaptation strategy and export performance: a three-country comparison. *Journal of Business Research*, 59, pp. 176–185. <https://doi.org/10.1016/j.jbusres.2005.05.001>

Carifio, J., & Perla, R. (2008). Resolving the 50-year debate around using and misusing Likert scales. *Medical Education*, 42(12), 1150–1152. <https://doi.org/10.1111/j.1365-2923.2008.03172.x>

Carlson, J., Rahman, M. M., Taylor, A., & Voola, R. (2019). Feel the VIBE: examining value-in-the-brand-page-experience and its impact on satisfaction and customer engagement behaviours in mobile social media. *Journal of Retailing and Consumer Services*, 46, 149–162. <https://doi.org/10.1016/j.jretconser.2017.10.002>

Chadha, R. (2017 December 17). For Social Video, Marketers Value Engagement Above All Else. *Emarketer*. <https://www.emarketer.com/content/for-social-media-video-marketers-value-engagement-above-all-else>

Coelho, P. S., & Vilares, M. J. (2011). *Satisfação e Lealdade do Cliente: Metodologias de avaliação, gestão e análise*. Escolar Editora.

Cvijikj, I.P. & Michahelles, F. (2013). Online engagement Factors on Facebook brand pages. *Social Network Analysis and Mining*, 3, 843-861. <https://doi.org/10.1007/s13278-013-0098-8>

Czinkota, M. & Ronnenken (1995). *International Marketing*. Cengage Learning.

Dailey, P. (2009). Social Media: Finding Its Way into Your Business Strategy and Culture. *The Linkage Leader*. <https://www.yumpu.com/en/document/read/50950534/social-media-finding-its-way-into-your-business-linkage-inc>

de Valck, K., van Bruggen, G. H. & Wierenga, B. (2009). Virtual Communities: A Marketing Perspective. *Decision Support Systems*, 47(3), 185–203. <https://doi.org/10.1016/j.dss.2009.02.008>

De Vries, L., Gensler, S. & Leeftang, P.S. (2012), Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83-91. <https://doi.org/10.1016/j.intmar.2012.01.003>

Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior: a framework for engaging customers through social media content. *European Journal of Marketing*, 53(10), 2213–2243. <https://doi.org/10.1108/EJM-03-2017-0182>

Dow, D. (2005). Adaptation and performance in foreign markets: evidence of systematic under-adaptation. *Journal of International Business Studies*, 37, pp. 212– 226. <https://doi.org/10.1057/palgrave.jibs.8400189>

Dwivedi, Y.K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri, R., Jacobson, J. & Kumar, V. (2020). Setting the future of digital and social media marketing research: perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

- Eppmann, R., Bekk, M., & Klein, K. (2018). Gameful experience in gamification: construction and validation of a Gameful Experience Scale [GAMEX]. *Journal of Interactive Marketing*, 43, 98–115. <https://doi.org/10.1016/j.intmar.2018.03.002>
- Escalas, J. E. (2004). Narrative Processing: Building Consumer Connections to Brands. *Journal of Consumer Psychology*, 14(1–2), 168–180. https://doi.org/10.1207/s15327663jcp1401&2_19
- Escalas, J. E., & Bettman, J. R. (2003). You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands. *Journal of Consumer Psychology*, 13(3), 339–348. https://doi.org/10.1207/S15327663JCP1303_14
- Felix, R., Rauschnabel, P.A. & Hinsch, C. (2017). Elements of strategic social media marketing: a holistic framework. *Journal of Business Research*, 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
- Ferraro, R., Kirmani, A., & Matherly, T. E. D. (2013). Look at me! look at me! conspicuous brand usage, self-brand connection, and dilution. *Journal of Marketing Research*, 50(4), 477–488. <https://doi.org/10.1509/jmr.11.0342>
- Fornell, C. & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Fournier, S., & Avery, J. (2011, March 23). Putting the 'relationship' back into CRM. Sloan Management Review. <https://sloanreview.mit.edu/article/putting-the-relationship-back-into-crm/>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. & Singh, R. (2016). Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior. *Journal of Business Research*, 69 (12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Goh, K.-Y., Heng, C.-S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user- and marketer-generated content. *Information Systems Research*, 24(1), 88–107. <https://doi.org/10.1287/isre.1120.0469>
- Gordhamer, S., (2009, September 22). 4 Ways Social Media is Changing Business. Mashable. <https://mashable.com/archive/social-media-business>
- Gruen, T.W., Osmonbekov, T. & Czaplewski, A.J. (2007). Customer-to-customer exchange: its MOA antecedents and its impact on value creation and loyalty. *Journal of the Academy of Marketing Science*, 35(4), 537–549. <https://doi.org/10.1007/s11747-006-0012-2>
- Gunelius, S. (2011). *30 minute Social Media Marketing: Step by Step Techniques to Spread the Words about your Business*. McGraw-Hill.

- Gur˘au, C. (2012). A life-stage analysis of consumer loyalty profile: comparing Generation X and Millennial consumers. *Journal of Consumer Marketing*, 29(2), 103–113. <https://doi.org/10.1108/07363761211206357>
- Hair, J. F., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate data analysis* (7th ed.). Edinburg: Pearson.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Helme-Guizon, A., & Magnoni, F. (2019). Consumer brand engagement and its social side on brand-hosted social media: how do they contribute to brand loyalty? *Journal of Marketing Management*, 35(7–8), 716–741. <https://doi.org/10.1080/0267257X.2019.1599990>
- Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of Service Research*, 13(3), 311–330. <https://doi.org/10.1177/1094670510375460>
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Katz, E. & Foulkes, D. (1962). On the use of the mass media as ‘escape’: clarification of a concept. *The Public Opinion Quarterly*, 26(2), 277–388. <https://doi.org/10.1086/267111>
- Keller, K. L. (2013). *Strategic Brand Management* (4th ed.). Pearson Education Limited.
- Ko, H., Cho, C.H. & Roberts, M.S. (2005). Internet uses and gratifications. *Journal of Advertising*, 34(2), 57–70. <https://doi.org/10.1080/00913367.2005.10639191>
- Kotler, P., Brady, M., Goodman, M., & Hansen, T. (2009). *Marketing Management*. Pearson Prentice Hall Publishing
- Ku, Y.C., Chu, T.-H. & Tseng, C.-H. (2013). Gratifications for using CMC technologies: a comparison among SNS, IM, and e-mail. *Computers in Human Behavior*, 29(1), 226–234. <https://doi.org/10.1016/j.chb.2012.08.009>
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310. <https://doi.org/10.1177/1094670510375602>

Lee, D., Hosanagar, K. & Nair, H. (2013). The effect of advertising content on consumer engagement: evidence from facebook. *Management Science*, 64(11). <https://doi.org/10.1287/mnsc.2017.2902>

Leggatt, H. (2010). *Rebuild Brand Loyalty with Social Media*. Bizreport. <https://www.bizreport.com/2010/08/price-sensitive-shoppers-still-seeking-out-deals.html>

Maher, J. M., Markey, J. C., & Ebert-May, D. (2013). The other half of the story: Effect size analysis in quantitative research. *CBE Life Sciences Education*, 12(3), 345–351. <https://doi.org/10.1187/cbe.13-04-0082>

Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research An Applied Approach*. Pearson Education Limited.

Malthouse, E.C., Haenlein, M., Skiera, B., Wege, E. & Zhang, M. (2013). Managing customer relationships in the social media era: introducing the social CRM house. *Journal of Interactive Marketing*, 27(4), 270-280. <https://doi.org/10.1016/j.intmar.2013.09.008>

McKee, S. (2010). *Creative B2b Branding (No, Really): Building a Creative Brand in a Business World*. Goodfellow Publishers Limited.

Meerman Scott, D. (2012). *Real-Time Marketing & PR*. Wiley.

Meire, M., Hewett, K., Ballings, M., Kumar, V., & Van den Poel, D. (2019). The role of marketer-generated content in customer engagement marketing. *Journal of Marketing*, 83(6), 21–42. <https://doi.org/10.1177/0022242919873903>

Mendelsohn, J. (2014, December 16). Shares or Likes: Which Is More Important?. *Constant Contact*. <https://blogs.constantcontact.com/shares-or-likes-which-is-more-important/>

Muntinga, D.G., Moorman, M. & Smit, E.G. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), 13-46. <https://doi.org/10.2501/IJA-30-1-013-046>

Nambisan, S., & Baron, R. A. (2007). Interactions in virtual customer environments: Implications for product support and customer relationship management. *Journal of Interactive Marketing*, 21(2), 42–62. <https://doi.org/10.1002/dir.20077>

Neff, J. (2012, January 25). *GE study proves consumers respond more to shared content than to paid placements*. Advertising Age. <http://adage.com/article/digital/ge-study-proves-consumers-respond-shared-content/232324/>

Neylo, K. (2021, November 23). How Many Tweets Does It Take To Trend?. *Jungle Marketing*. <https://jungle.marketing/news/how-many-tweets-does-it-take-to-trend/>

Nijssen, E.J. & Ordanini, A. (2020). How important is alignment of social media use and R&D–Marketing cooperation for innovation success?. *Journal of Business Research*, 116, 1–12. <https://doi.org/10.1016/j.jbusres.2020.04.056>

Norman, G. (2010). Likert scales, levels of measurement and the “laws” of statistics. *Advances in Health Sciences Education*, 15(5), 625–632. <https://doi.org/10.1007/s10459-010-9222-y>

Ohmae, K. (1989, May-June). *Managing in a borderless world*. Harvard Business Review. <https://hbr.org/1989/05/managing-in-a-borderless-world>

Okazaki, S., Taylor, C.R. & Zou, S. (2006). Advertising standardization’s positive impact on the bottom line. *Journal of Advertising*, 35(3), 17–33. <https://doi.org/10.2753/JOA0091-3367350302>

Prolific, T. (2018, September 18). *What are the advantages and limitations of an online sample?* Researcher Help. <https://researcher-help.prolific.co/hc/en-gb/articles/360009501473-What-are-the-advantages-and-limitations-of-an-online-sample->

Ren, Y., Harper, F., Drenner, S., Terveen, L. G., Kiesler, S., Riedl, J., & Kraut, R. E. (2012). Building member attachment in online communities: Applying theories of group identity and interpersonal bonds. *MIS Quarterly*, 36(3), 841–864. <https://doi.org/10.2307/41703483>

Safko, L., & D.K. Brake, (2009). *The Social Media Bible*. John Wiley & Sons, Inc.

Sawhney, M., Verona, G., & Prandelli, E. (2005). Collaborating to create: The internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing*, 19(4), 4–17. <https://doi.org/10.1002/dir.20046>

Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content. *Journal of Advertising Research*, 56(1), 64–80. <https://doi.org/10.2501/JAR-2016-004>

Seo, E.J. & Park, J.W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>

Smock, A.D., Ellison, N.B., Lampe, C. & Wohn, D.Y. (2011). Facebook as a toolkit: a uses and gratification approach to unbundling feature use. *Computers in Human Behavior*, 27(6), 2322-2329. <https://doi.org/10.1016/j.chb.2011.07.011>

Swanson, D.L. (1987). Gratification seeking, media exposure, and audience interpretations: some directions for research. *Journal of Broadcasting and Electronic Media*, 31(3), 237-254. <https://doi.org/10.1080/08838158709386662>

Taylor, W. (1991, March-April). *The logic of global business*. Harvard Business Review. <https://hbr.org/1991/03/the-logic-of-global-business-an-interview-with-abbs-percy-barnevik>

Triantafillidou, A., & Siomkos, G. (2018). The impact of Facebook experience on consumers' behavioral brand engagement. *Journal of Research in Interactive Marketing*, 12(2), 164–192. <https://doi.org/10.1108/JRIM-03-2017-0016>

Van Laer, T., De Ruyter, K. & Cox, D. (2013). A Walk in Customers' Shoes: How Attentional Bias Modification Affects Ownership of Integrity–Violating Social Media Posts. *Journal of Interactive Marketing*, 27(1), 14–27. <https://doi.org/10.1016/j.intmar.2012.09.002>

Vollmer, C. & Precourt, G. (2008). Always on: Advertising, Marketing, and Media in an Era of Consumer Control. *International Journal of Advertising*, 27(4), 670-672. <https://doi.org/10.2501/S0265048708080219>

Warren, C., Batra, R., Loureiro, S. M. C., & Bagozzi, R. P. (2019). Brand coolness. *Journal of Marketing*, 83(5), 36–56. <https://doi.org/10.1177/0022242919857698>

Whiting, A. & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362-369. <https://doi.org/10.1108/QMR-06-2013-0041>

Wong, H.Y. & Merrilees, B. (2007). Multiple roles for branding in international marketing. *International Marketing Review*, 24(4), pp. 384–408. <https://doi.org/10.1108/02651330710760982>

Ye, B.H., Barreda, A.A., Okumus, F., Nusair, K. (2019). Website interactivity and brand development of online travel agencies in China: the moderating role of age. *Journal of Business Research*, 99, 382–389. <https://doi.org/10.1016/j.jbusres.2017.09.046>

Yoo, Boonghee & Donthu, N. (2001), Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale. *Journal of Business Research*, 52(1), 1–14. [https://doi.org/10.1016/S0148-2963\(99\)00098-3](https://doi.org/10.1016/S0148-2963(99)00098-3)

Zollo, L., Filieri, R., Rialti, R. & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: the mediating role of consumers' benefits and experience. *Journal of Business Research*, 117, 256–267. <https://doi.org/10.1016/j.jbusres.2020.05.001>

Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, 24(3–4), 261–277. <https://doi.org/10.1080/0965254X.2015.1095222>

Dolan, R., Frethey-bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social media content. *European Journal of Marketing*, 53(10), 2213–2243. <https://doi.org/10.1108/EJM-03-2017-0182>

Dumitrescu, L., & Vinerean, S. (2010). The Glocal Strategy of Global Brands. *Studies in Business and Economics*, 5(3), 147–155. <https://doi.org/https://ideas.repec.org/cgi-bin/htsearch?q=THE+GLOCAL+STRATEGY+OF+GLOBAL+BRANDS>

- Erdoğan, İ. E., & Çiçek, M. (2012). The Impact of Social Media Marketing on Brand Loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353–1360. <https://doi.org/10.1016/j.sbspro.2012.09.1119>
- Håkansson, D., & Bengtsson, T. (2015). *Real-time marketing effects on brands in social media media* [Halmstad University]. <http://www.diva-portal.org/smash/get/diva2:822968/FULLTEXT01.pdf>
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). *Customer engagement and the relationship between involvement , engagement , self-brand connection and brand usage intent*. 88(December 2017), 388–396.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing ' s Role in Fostering Consumer Engagement , Trust , and Value : Framework , Fundamental Propositions , and Implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41. <https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Jucaitytė, I., & Maščinskienė, J. (2014). Peculiarities of Social Media Integration into Marketing Communication. *Procedia - Social and Behavioral Sciences*, 156(April), 490–495. <https://doi.org/10.1016/j.sbspro.2014.11.227>
- Kerns, C. (2014). *Trendology: Building an Advantage through Data-Driven Real-Time Marketing* (Laurie Harting (ed.); 1st ed.). Palgrave Macmillan.
- Khan, I. (2022). Do brands ' social media marketing activities matter ? A moderation analysis. *Journal of Retailing and Consumer Services*, 64(October 2021), 102794. <https://doi.org/10.1016/j.jretconser.2021.102794>
- Lages, I., & Estima, A. (2020). Real-Time Marketing - uma nova estratégia de marketing : um estudo comparativo da marca Control Portugal. In I. Lages & A. Estima (Eds.), *International Conference*

on Innovation and Entrepreneurship in Marketing and Consumer Behaviour (pp. 120–126). ICIEMC 2020.

Nguyen, T. K. D. (2015). *A Study of Real-Time Content Marketing – Formulating Real-time Content Marketing based on content, search and social media*. TURKU UNIVERSITY OF APPLIED SCIENCES.

Sánchez, C., & Restrepo, J. C. (2016). Strategic Real-time Marketing. In D. J. Varón, M. E. Langa, J. V. T. Miquel, & M. C. F. Madrid (Eds.), *Advances in the Area of Marketing and Business Communication* (Editorial, Issue December 2015). ISEUN editorial.

Schuiling, I. (2004). *Real Differences Between Local and International Executive Insights : Marketers Brands : Strategic Implications for International Kapferer*. 12(4), 97–112.

Tadic, D., Ratkic, H., & Suput, B. (2019). Online Marketing Communication For Purpose Of Branding Of Tourism Organisations And Destinations With Special Focus On Social Networks. In V. Beker, A. Lackovic, & G. Pavelin (Eds.), *41st International scientific conference on economic and social development* (Issue May, pp. 219–227). Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / Facultad de Ciencias Economicas, Universidad de Buenos Aires, Buenos Aires, Argentina / University North, Koprivnica, Croatia / Faculty of Management University of Warsaw, Warsaw, Polan. <https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=2242&context=iatul>

Terra, C. F. (2017). Até onde vai o conteúdo de oportunidade? Como o contexto vem ocupando espaço nas mídias sociais e gerando polêmicas. In *XI Congresso Abrapcorp* (p. 17). Google Scholar.

Vignali, C. (2001). McDonald's: "think global, act local" – the marketing mix. *British Food Journal*, 103(2), 97–111. <https://doi.org/10.1108/00070700110383154>

Waqas, M., Akma, N., Salleh, M., & Laili, Z. (2021). Branded Content Experience in Social Media : Conceptualiza- tion , Scale Development , and Validation. *Journal of Interactive Marketing*, 56(6), 106–120. <https://doi.org/10.1016/j.intmar.2021.07.001>

9. APPENDIXES

APPENDIX 1 – PRE-TEST: QUESTIONNAIRE FLOW

Fluxo do inquérito

Standard: Intro (1 Question)

Standard: Selective Questions Block (3 Questions)

Standard: Introduction to Experiment (1 Question)

BlockRandomizer: 1 - Evenly Present Elements

Block: E1: Planned RTM (1 Question)

Block: E2: Opportunistic RTM (1 Question)

Block: E3: Everyday (1 Question)

Block: E4: Watchlist (1 Question)

Standard: E5: Brand-To-Brand (1 Question)

Standard: BCE Evaluation (6 Questions)

Standard: CBE + Self Brand Connection + Brand Usage Intent (3 Questions)

Standard: RTM success variables (2 Questions)

Standard: Annoyance Evaluation (2 Questions)

Standard: Brands that use it (4 Questions)

Standard: Moderation: Openness to Experience Check (5 Questions)

Standard: Demographics (3 Questions)

Standard: Newsletter (1 Question)

APPENDIX 2 – QUESTIONNAIRE AND EXPERIMENT

Q0

O presente questionário tem como objetivo avaliar as tuas perceções sobre um tipo específico de conteúdo de marketing digital.

A duração é de aproximadamente **10 minutos**. Agradeço desde já a participação!

Por forma a ajudar mais crianças e jovens a alcançarem os seus sonhos, por cada resposta válida serão doados 0.10€ à [Associação Sara Carreira](#).

Ao aceitar declaras que tens 18 anos de idade ou mais e que aceitas participar neste estudo.

Conduta: a participação é voluntária. Os dados recolhidos serão utilizados e tratados de forma anónima apenas para fins académicos.

Além disso, poderás abandonar o preenchimento deste questionário em qualquer altura sem qualquer penalização.

☐ **Não concordo** em participar neste questionário

☐ **Concordo** em participar neste questionário

Fim do bloco: Intro

Início do bloco: Selective Questions Block

Q1 És português/portuguesa?

☐ Sim

☐ Não

Avançar para: Fim do inquérito Se És português/portuguesa? =

Quebra de página

Q2 Utilizas redes sociais no teu dia-a-dia?

- ☐ Sempre
- ☐ A maioria das vezes
- ☐ Algumas vezes
- ☐ Nunca

Avançar para: Fim do inquérito Se Utilizas redes sociais no teu dia-a-dia? = Nunca

Quebra de página

Q3 Utilizas a rede social Instagram no teu dia-a-dia?

- ☐ Sempre
- ☐ A maioria das vezes
- ☐ Algumas vezes
- ☐ Nunca

Fim do bloco: Selective Questions Block

Início do bloco: Introduction to Experiment

QE

A marca ABC - nascida na Alemanha - comercializa também os seus produtos para lar em Portugal com a sua elevada qualidade e preços acessíveis.

Neste teste experimental pedimos que observes durante alguns segundos um conteúdo do seu Instagram e que nos digas a tua opinião sobre as questões apresentadas.

Ser-te-á dado um curto contexto, mas todas as interpretações ficam a teu cargo :)

Deixo-te, para já, o logotipo da marca:



Fim do bloco: Introduction to Experiment

Início do bloco: E1: Planned RTM

QE1 Contexto: o conteúdo foi postado no Dia dos Namorados.



Fim do bloco: E1: Planned RTM

Início do bloco: E2: Opportunistic RTM

QE2 Contexto: Portugal acaba de ganhar 2-1 a uma equipa europeia e qualifica-se para a final do Euro 2022.



Fim do bloco: E2: Opportunistic RTM

Início do bloco: E3: Everyday

QE3 Contexto: a hashtag apresentada ficou viral no dia da publicação.



Fim do bloco: E3: Everyday

Início do bloco: E4: Watchlist

QE4 Contexto: o conteúdo da marca no dia em que o casamento entre pessoas do mesmo sexo foi legalizado em Portugal.



Fim do bloco: E4: Watchlist

Início do bloco: E5: Brand-To-Brand

QE5 Context: Continente, uma famosa marca de retalho portuguesa, enviou por engano uma mensagem a todos os seus subscritores a chamar-lhes "Mariana".



Fim do bloco: E5: Brand-To-Brand

Início do bloco: BCE Evaluation

Q4 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Considero-me uma pessoa atualizada dada a informação apresentada no conteúdo da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Considero-me uma pessoa sábia porque consigo compreender a mensagem do conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐

Quebra de página

Q5 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Sinto-me conectado(a) com outros ao observar o mesmo conteúdo que eles.	☐		☐	☐	☐	☐	☐
Adoraria discutir o conteúdo apresentado da marca ABC com os meus amigos e família.	☐		☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC ajuda-me a desenvolver uma relação pessoal com os outros, discutindo-a com eles.	☐		☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC mantém-me em contacto com pessoas que partilham os meus interesses.	☐		☐	☐	☐	☐	☐

Q6 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Acho o conteúdo apresentado da marca ABC engraçado, pois faz-me sorrir.	☐		☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC tira-me de momentos aborrecidos através do seu conteúdo engraçado.	☐		☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC faz-me dizer coisas de forma a fazer rir as pessoas.	☐		☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC permite-me dizer coisas engraçadas para entreter os outros.	☐		☐	☐	☐	☐	☐

Q7 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
O visual do conteúdo apresentado da marca ABC faz com que pareça atrativo.	☐		☐	☐	☐	☐	☐
A aparência colorida do conteúdo apresentado da marca ABC faz-me sentir encantado(a).	☐		☐	☐	☐	☐	☐
O grafismo no conteúdo apresentado da marca ABC faz com que este pareça fascinante.	☐		☐	☐	☐	☐	☐
A forma como um produto é apresentado no conteúdo apresentado da marca ABC torna-o atrativo.	☐		☐	☐	☐	☐	☐

Q8 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Sinto-me surpreendido(a) com o que vejo no conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Sinto-me impressionado(a) com o que vejo no conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Vejo coisas maravilhosas no conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Encontro coisas maravilhosas no conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐

Q9 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Utilizo a minha inteligência para dar sentido ao conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Penso profundamente sobre o conteúdo apresentado da marca ABC para desenvolver uma compreensão do mesmo.	☐	☐	☐	☐	☐	☐	☐
Utilizo os meus conhecimentos para ter uma percepção do conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Utilizo a minha mente para dar sentido ao conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Utilizo o meu intelecto para interpretar o conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐
Utilizo o meu senso comum para compreender o conteúdo apresentado da marca ABC.	☐	☐	☐	☐	☐	☐	☐

Fim do bloco: BCE Evaluation

Início do bloco: CBE + Self Brand Connection + Brand Usage Intent

Q10 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Interagir com o conteúdo desta marca leva-me a pensar na própria marca.	☐	☐	☐	☐	☐	☐	☐
Penso muito sobre esta marca quando estou a interagir com ela.	☐	☐	☐	☐	☐	☐	☐
Interagir com o conteúdo desta marca estimula o meu interesse em saber mais sobre a marca.	☐	☐	☐	☐	☐	☐	☐
Sinto-me muito positivo(a) quando interajo com o conteúdo desta marca.	☐	☐	☐	☐	☐	☐	☐
Interagir com o conteúdo desta marca faz-me feliz.	☐	☐	☐	☐	☐	☐	☐
Sinto-me bem quando interajo com o conteúdo desta marca.	☐	☐	☐	☐	☐	☐	☐
Sinto-me orgulhoso(a) de interagir com o conteúdo desta marca.	☐	☐	☐	☐	☐	☐	☐
Poderia passar muito tempo a interagir com o conteúdo desta marca, em comparação com o conteúdo de outras marcas.	☐	☐	☐	☐	☐	☐	☐
Sempre que interagisse com marcas nas redes sociais, preferiria interagir com esta marca.	☐	☐	☐	☐	☐	☐	☐
Esta marca é uma das marcas que normalmente utilizaria ao interagir com marcas nas redes sociais.	☐	☐	☐	☐	☐	☐	☐

Q11 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Esta marca poderia refletir quem eu sou.	☐	☐	☐	☐	☐	☐	☐
Eu poderia-me identificar com esta marca.	☐	☐	☐	☐	☐	☐	☐
Poderia sentir uma ligação pessoal a esta marca.	☐	☐	☐	☐	☐	☐	☐
Eu utilizaria esta marca para comunicar quem sou a outras pessoas.	☐	☐	☐	☐	☐	☐	☐
Penso que esta marca poderia ajudar-me a tornar-me no tipo de pessoa que quero ser.	☐	☐	☐	☐	☐	☐	☐
Consideraria esta marca como sendo "eu" (reflete quem me considero ser ou a forma como me quero apresentar a outras pessoas).	☐	☐	☐	☐	☐	☐	☐
Esta marca ficaria-me bem.	☐	☐	☐	☐	☐	☐	☐

Q12 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
Faria sentido utilizar esta marca em vez de qualquer outra marca, mesmo que sejam da mesma categoria.	☐	☐	☐	☐	☐	☐	☐
Mesmo que outra marca tenha as mesmas características que esta marca, eu preferiria usar esta marca.	☐	☐	☐	☐	☐	☐	☐
Se houver outra marca tão boa como esta, eu preferiria usar esta marca.	☐	☐	☐	☐	☐	☐	☐
Se outra marca não for de modo algum diferente desta marca, pareceria mais inteligente usar esta marca.	☐	☐	☐	☐	☐	☐	☐

Fim do bloco: CBE + Self Brand Connection + Brand Usage Intent

Início do bloco: RTM success variables

QRTM Real-Time Marketing representa a prática de criar conteúdos inspirados por um tópico, tendência ou evento atual (Kerns, 2014).

Na secção anterior foste exposto(a) a este tipo de Conteúdo de Marketing Digital, sendo cada vez mais recorrentemente utilizado por muitas marcas nas redes sociais, tais como Instagram, Facebook, Twitter e até LinkedIn :)

Q13 Por favor, ordena os seguintes critérios - sendo o primeiro o mais importante e o último o menos importante - de acordo com a seguinte frase:

Para que este conteúdo seja bem sucedido necessita de:

- _____ Colocação de produtos/serviços ou informação no conteúdo
- _____ Relevância: utilização tópicos de tendências que poderiam relacionar-se com a própria marca
- _____ Coerência: comunicação comparada com a marca (tom de voz, visuais, personalidade percebida)
- _____ Autenticidade do conteúdo: evitar a partilha excessiva e utilizar tópicos que a maioria das marcas já utilizou antes
- _____ Vantagem de ser a primeira marca a utilizar o tópico em questão
- _____ Utilização de humor
- _____ Outro(s) - se indicares mais do que uma opinião por favor separa os tópicos utilizando ","

Fim do bloco: RTM success variables

Início do bloco: Annoyance Evaluation

Q18

Sentes que a utilização deste conteúdo se pode tornar desagradável/excessivo/incómodo?

- ☐ Sim
- ☐ Talvez
- ☐ Não

Avançar para: Fim do bloco Se annoyance hutter at al (2014) = Não

Quebra de página

Q19 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com a seguinte afirmação:
Em relação à utilização deste tipo de conteúdo - eu considero que é incomodativo quando:

	1-Discordo totalmente	2	3	4	5	6	7-Concordo totalmente
As minhas redes sociais estão lotadas deste tipo de conteúdo.	☐	☐	☐	☐	☐	☐	☐
O mesmo tópico é mencionado múltiplas vezes neste tipo de conteúdo.	☐	☐	☐	☐	☐	☐	☐
Este tipo de conteúdo é utilizado sempre pelas marcas.	☐	☐	☐	☐	☐	☐	☐

Fim do bloco: Annoyance Evaluation

Início do bloco: Brands that use it

Q14 Pensa agora numa marca que normalmente utiliza este tipo de conteúdo e escreve o seu nome:

Q15 Costumas interagir com o conteúdo da marca \${Q14/ChoiceTextEntryValue} nas redes sociais (gostos, partilhas, comentários)?

- ☐ Sim
- ☐ Talvez
- ☐ Não

Q16 Sentes uma sensação de conexão entre ti e a marca $\$ \{Q14/ChoiceTextEntryValue\}$?

- ☐ Sim
- ☐ Talvez
- ☐ Não

Q17 Costumas preferencialmente comprar produtos da marca $\{Q14/ChoiceTextEntryValue\}$ quando compras produtos da sua categoria?

- ☐ Sim
- ☐ Talvez
- ☐ Não
- ☐ Não compro produtos desta categoria, mas se comprasse escolheria esta marca
- ☐ Não compro produtos desta categoria, mas se comprasse não escolheria esta marca

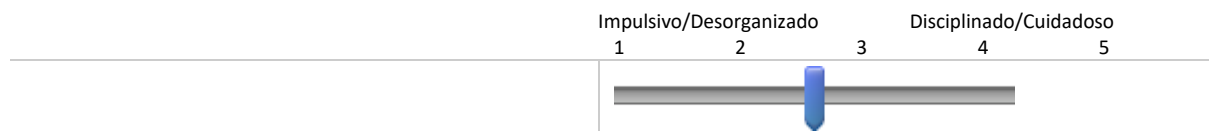
Fim do bloco: Brands that use it

Início do bloco: Moderation: Openness to Experience Check

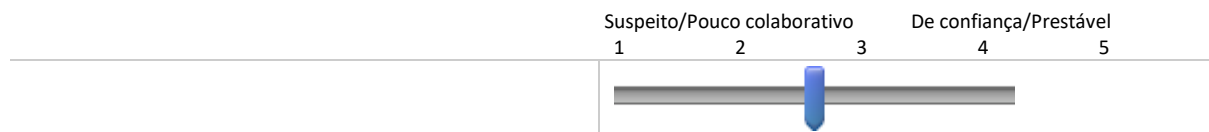
Q20

Chagámos ao momento esperado - estamos quase no fim :)
Este é agora um momento de introspecção: desloca o cursor mais perto ou mais longe da extremidade com a qual mais te identificas.

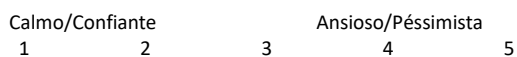
Considero-me:



Q21

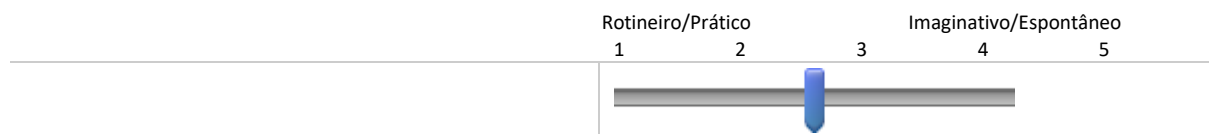


Q22

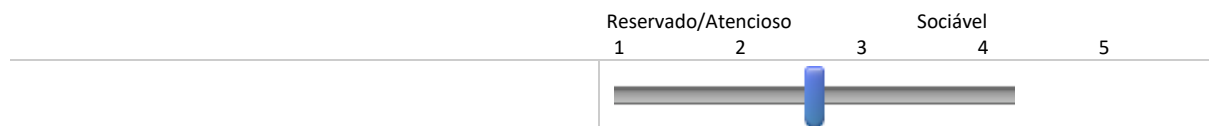




Q23



Q24



Fim do bloco: Moderation: Openness to Experience Check

Início do bloco: Demographics

QGender Está quase! Só mais três perguntas e chegamos ao fim.

Com que género te identificas?

- ☐ Masculino
- ☐ Feminino
- ☐ Não binário / terceiro género
- ☐ Prefere não dizer

Qyear Em que ano nasceste?
Coloca por favor no formato "AAAA" - exemplo, 1998

Qeducation Selecciona a opção que corresponde ao nível mais elevado de escolaridade que já concluíste:

- ☐ Ensino Básico
- ☐ Ensino Secundário
- ☐ Curso Profissional
- ☐ Licenciatura
- ☐ Mestrado / Pós-Graduação
- ☐ Doutoramento

Fim do bloco: Demographics

Início do bloco: Newsletter

Q36 Antes de chegarmos ao fim, se quiseres receber uma pequena newsletter de agradecimento quando o total de respostas e montante estiver apurado, escreve em baixo o teu email.

Para saberes mais sobre a associação que juntos estamos a ajudar visita <https://www.saracarreira.com>.

APPENDIX 3- MAIN STUDY:QUESTIONNAIRE

Início do bloco: Intro

Q0

O presente questionário tem como objetivo avaliar as tuas perceções sobre um tipo específico de conteúdo de marketing digital.

A duração é de aproximadamente 5 minutos. Agradeço desde já a participação!

Por forma a ajudar mais crianças e jovens a alcançarem os seus sonhos, por cada resposta válida serão doados 0.10€ à [Associação Sara Carreira](#).

Ao aceitar declaras que tens 18 anos de idade ou mais e que aceitas participar neste estudo.

Conduta: a participação é voluntária. Os dados recolhidos serão utilizados e tratados de forma anónima apenas para fins académicos. Além disso, poderás abandonar o preenchimento deste questionário em qualquer altura sem qualquer penalização.

☐ Não concordo em participar neste questionário (1)

☐ Concordo em participar neste questionário (2)

Q1 És português/portuguesa?

☐ Sim (23)

☐ Não (24)

Avançar para: Fim do inquérito Se Q1 =Não

Q2 Utilizas redes sociais no teu dia-a-dia?

☐ Sempre (25)

☐ A maioria das vezes (26)

☐ Algumas vezes (28)

☐ Nunca (29)

Avançar para: Fim do inquérito Se Q2 = Nunca

Início do bloco: Introduction to Experiment

QE

A marca ABC - nascida na Alemanha - comercializa também os seus produtos para lar em Portugal com a sua elevada qualidade e preços acessíveis.

Neste teste experimental pedimos que observes durante alguns segundos um conteúdo do seu Instagram e que nos digas a tua opinião sobre as questões apresentadas.

Ser-te-á dado um curto contexto, mas todas as interpretações ficam a teu cargo :)

Deixo-te, para já, o logotipo da marca:



Fim do bloco: Introduction to Experiment

Início do bloco: E1: Planned RTM

QE1 Contexto: o conteúdo foi postado no Dia dos Namorados.



Fim do bloco: E1: Planned RTM

Início do bloco: E3: Everyday

QE3 Contexto: a hashtag apresentada ficou viral no dia da publicação.



Fim do bloco: E3: Everyday

Início do bloco: BCE Evaluation

Q6 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente (32)	2 (33)	3 (34)	4 (35)	5 (36)	6 (37)	7-Concordo totalmente (38)
Acho o conteúdo apresentado da marca ABC engraçado, pois faz-me sorrir. (1)	☐	☐	☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC tira-me de momentos aborrecidos através do seu conteúdo engraçado. (2)	☐	☐	☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC faz-me dizer coisas de forma a fazer rir as pessoas. (3)	☐	☐	☐	☐	☐	☐	☐
O conteúdo apresentado da marca ABC permite-me dizer coisas engraçadas para entreter os outros. (4)	☐	☐	☐	☐	☐	☐	☐

Q9 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente (32)	2 (33)	3 (34)	4 (35)	5 (36)	6 (37)	7-Concordo totalmente (38)
Utilizo a minha inteligência para dar sentido ao conteúdo apresentado da marca ABC (13)	☐	☐	☐	☐	☐	☐	☐
Penso profundamente sobre o conteúdo apresentado da marca ABC para desenvolver uma compreensão sobre o mesmo. (14)	☐	☐	☐	☐	☐	☐	☐
Utilizo os meus conhecimentos para ter uma percepção do conteúdo apresentado da marca ABC. (15)	☐	☐	☐	☐	☐	☐	☐
Utilizo o meu intelecto para dar sentido ao conteúdo apresentado da marca ABC. (16)	☐	☐	☐	☐	☐	☐	☐
Utilizo o meu senso comum para compreender o conteúdo apresentado da marca ABC. (18)	☐	☐	☐	☐	☐	☐	☐

Fim do bloco: BCE Evaluation

Início do bloco: CBE + Self Brand Connection + Brand Usage Intent

Q10 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente (28)	2 (29)	3 (30)	4 (31)	5 (32)	6 (33)	7-Concordo totalmente (34)
Interagir com o conteúdo desta marca leva-me a pensar na própria marca. (11)	☐	☐	☐	☐	☐	☐	☐
Penso muito sobre esta marca quando estou a interagir com ela. (12)	☐	☐	☐	☐	☐	☐	☐
Interagir com o conteúdo desta marca estimula o meu interesse em saber mais sobre a marca. (13)	☐	☐	☐	☐	☐	☐	☐
Sinto-me muito positivo(a) quando interajo com o conteúdo desta marca. (14)	☐	☐	☐	☐	☐	☐	☐
Interagir com o conteúdo desta marca faz-me feliz. (15)	☐	☐	☐	☐	☐	☐	☐
Sinto-me bem quando interajo com o conteúdo desta marca. (16)	☐	☐	☐	☐	☐	☐	☐
Sinto-me orgulhoso(a) de interagir com o conteúdo desta marca. (17)	☐	☐	☐	☐	☐	☐	☐
Poderia passar muito tempo a interagir com o conteúdo desta marca, em comparação com o conteúdo de outras marcas. (18)	☐	☐	☐	☐	☐	☐	☐
Sempre que interagisse com marcas nas redes sociais, preferiria interagir com esta marca. (19)	☐	☐	☐	☐	☐	☐	☐
Esta marca é uma das marcas que normalmente utilizaria ao interagir com marcas nas redes sociais. (20)	☐	☐	☐	☐	☐	☐	☐

Q11 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente (46)	2 (47)	3 (48)	4 (49)	5 (50)	6 (51)	7-Concordo totalmente (52)
Esta marca poderia refletir quem eu sou. (22)	☐	☐	☐	☐	☐	☐	☐
Eu poderia-me identificar com esta marca. (23)	☐	☐	☐	☐	☐	☐	☐
Poderia sentir uma ligação pessoal a esta marca. (24)	☐	☐	☐	☐	☐	☐	☐
Eu utilizaria esta marca para comunicar quem sou a outras pessoas. (25)	☐	☐	☐	☐	☐	☐	☐
Penso que esta marca poderia ajudar-me a tornar-me no tipo de pessoa que quero ser. (26)	☐	☐	☐	☐	☐	☐	☐
Consideraria esta marca como sendo "eu" (reflete quem me considero ser ou a forma como me quero apresentar a outras pessoas). (27)	☐	☐	☐	☐	☐	☐	☐
Esta marca ficaria-me bem. (28)	☐	☐	☐	☐	☐	☐	☐

Q12 Avalia as afirmações apresentadas de 1 a 7, sendo 1 discordo totalmente e 7 concordo totalmente, de acordo com o conteúdo que observaste:

	1-Discordo totalmente (44)	2 (45)	3 (46)	4 (47)	5 (48)	6 (49)	7-Concordo totalmente (50)
Faria sentido utilizar esta marca em vez de qualquer outra marca, mesmo que sejam da mesma categoria. (5)	☐	☐	☐	☐	☐	☐	☐
Mesmo que outra marca tenha as mesmas características que esta marca, eu preferiria usar esta marca. (6)	☐	☐	☐	☐	☐	☐	☐
Se existisse outra marca tão boa como esta, ainda assim preferiria usar esta marca. (7)	☐	☐	☐	☐	☐	☐	☐
Se outra marca não for de modo algum diferente desta marca, pareceria mais inteligente usar esta marca. (8)	☐	☐	☐	☐	☐	☐	☐

Fim do bloco: CBE + Self Brand Connection + Brand Usage Intent

Início do bloco: Demographics

QGender Está quase! Só mais três perguntas e chegamos ao fim.
Com que género te identificas?

- ☐ Masculino (1)
- ☐ Feminino (2)
- ☐ Não binário / terceiro género (3)
- ☐ Prefere não dizer (4)

Qyear Em que ano nasceste?

Coloca por favor no formato "AAAA" - exemplo, 1998

Qeducation Selecciona a opção que corresponde ao nível mais elevado de escolaridade que já concluíste:

- ☐ Ensino Básico (1)
- ☐ Ensino Secundário (2)
- ☐ Curso Profissional (5)
- ☐ Licenciatura (3)
- ☐ Mestrado / Pós-Graduação (4)
- ☐ Doutorado (6)

Fim do bloco: Demographics

Início do bloco: Newsletter

Q36 Antes de chegarmos ao fim, se quiseres receber uma pequena newsletter de agradecimento quando o total de respostas e montante estiver apurado, escreve em baixo o teu email.

Para saberes mais sobre a associação que juntos estamos a ajudar visita <https://www.saracarreira.com>.

Fim do bloco: Newsletter

APPENDIX 4 - TABLES

Table 18– Frequency of Social Media usage

Pre-Test

Utilizas redes sociais no teu dia-a-dia?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A maioria das vezes	4	12,5	12,5	12,5
	Sempre	28	87,5	87,5	100,0
	Total	32	100,0	100,0	

Main study

Utilizas redes sociais no teu dia-a-dia?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2,9	2,9	2,9
	2	34	32,7	32,7	35,6
	3	67	64,4	64,4	100,0
	Total	104	100,0	100,0	

Table 19 – Frequency of Instagram usage : Pre-Test

Utilizas a rede social Instagram no teu dia-a-dia?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nunca	1	3,1	3,1	3,1
	Algumas vezes	1	3,1	3,1	6,3
	A maioria das vezes	7	21,9	21,9	28,1
	Sempre	23	71,9	71,9	100,0
	Total	32	100,0	100,0	

Table 20 – Differences between groups for possible antecedents of RTM: Pre-test

ANOVA Table								
				Sum of Squares	df	Mean Square	F	Sig.
Colocação de produtos/serviços ou informação no conteúdo * experiment	Between Groups	(Combined)		15,328	4	3,832	1,184	0,340
	Within Groups			87,390	27	3,237		
	Total			102,719	31			
Relevância: utilização tópicos de tendências que poderiam relacionar-se com a própria marca * experiment	Between Groups	(Combined)		3,865	4	0,966	0,449	0,772
	Within Groups			58,104	27	2,152		
	Total			61,969	31			
Coerência: comunicação comparada com a marca (tom de voz, visuais, personalidade percebida) * experiment	Between Groups	(Combined)		2,861	4	0,715	0,224	0,922
	Within Groups			86,014	27	3,186		
	Total			88,875	31			
Autenticidade do conteúdo: evitar a partilha excessiva e utilizar tópicos que a maioria das marcas já utilizou antes * experiment	Between Groups	(Combined)		22,828	4	5,707	1,743	0,170
	Within Groups			88,390	27	3,274		
	Total			111,219	31			
Vantagem de ser a primeira marca a utilizar o tópico em questão * experiment	Between Groups	(Combined)		2,510	4	0,627	0,234	0,917
	Within Groups			72,365	27	2,680		
	Total			74,875	31			
Utilização de humor * experiment	Between Groups	(Combined)		8,135	4	2,034	0,917	0,468
	Within Groups			59,865	27	2,217		
	Total			68,000	31			
Outro(s) - se indicares mais do que uma opinião por favor separa os tópicos utilizando ";" * experiment	Between Groups	(Combined)		0,094	4	0,023	0,723	0,584
	Within Groups			0,875	27	0,032		
	Total			0,969	31			

Table 21 – Differences in means for possible antecedents of RTM: Pre-Test

	Colocação de produtos/serviços ou informação no conteúdo	Relevância: utilização tópicos de tendências que poderiam relacionar-se com a própria marca	Coerência: comunicação comparada com a marca (tom de voz, visuais, personalidade percebida)	Autenticidade do conteúdo: evitar a partilha excessiva e utilizar tópicos que a maioria das marcas já utilizou antes	Vantagem de ser a primeira marca a utilizar o tópico em questão	Utilização de humor	Outro(s) - se indicares mais do que uma opinião por favor separa os tópicos utilizando ","
Mean	4,09	2,47	3,31	3,34	3,81	4,00	6,97
N	32	32	32	32	32	32	32
Std. Deviation	1,820	1,414	1,693	1,894	1,554	1,481	0,177

Table 22 – Differences between experiment exposure on annoyance perception: Pre-Test

Report			
annoyance hutter at al (2014)			
experiment	Mean	N	Std. Deviation
Planned	0,67	6	0,516
opportunistic	1,50	6	0,548
everyday	0,43	7	0,535
watchlist	0,60	5	0,548

Brand-To-Brand	1,25	8	0,463
Total	0,91	32	0,641

Table 23 – Factors influencing annoyance: Pre-test

Report			
	As minhas redes sociais estão lotadas deste tipo de conteúdo.	O mesmo tópico é mencionado múltiplas vezes neste tipo de conteúdo.	Este tipo de conteúdo é utilizado sempre pelas marcas.
Mean	5,25	5,09	4,28
N	32	32	32
Std. Deviation	1,481	1,873	2,144

Table 24 – Brands that usually use RTM mentioned by the participants: Pre-test

Pensa agora numa marca que normalmente utiliza este tipo de conteúdo e escreve o seu nome:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Control	17	53,1	53,1	53,1
	Control ou Durex	1	3,1	3,1	56,3
	Durex	5	15,6	15,6	71,9
	Lidl	2	6,3	6,3	78,1
	McDonald's	1	3,1	3,1	81,3
	Pingo Doce	1	3,1	3,1	84,4
	Preservativos Control	1	3,1	3,1	87,5
	Remax	1	3,1	3,1	90,6
	Sagres	1	3,1	3,1	93,8
	Sonae	1	3,1	3,1	96,9
	Super Bock	1	3,1	3,1	100,0
	Total	32	100,0	100,0	

Table 25 – Perceptions on interaction with selected brand: Pre-test

Pensa agora numa marca que normalmente utiliza este tipo de conteúdo e escreve o seu nome:		Costumas interagir com o conteúdo da marca [QID22-ChoiceTextEntryValue] nas redes sociais (gostos, partilhas, comentários)?	Sentes uma sensação de conexão entre ti e a marca [QID22-ChoiceTextEntryValue]?	Costumas preferencialmente comprar produtos da marca [QID22-ChoiceTextEntryValue] quando compras produtos da sua categoria?
Control	Mean	1,24	0,82	1,88
	N	17	17	17
	Std. Deviation	0,903	0,951	0,928
Control ou Durex	Mean	2,00	2,00	2,00
	N	1	1	1
	Std. Deviation			
Durex	Mean	1,20	1,20	2,40
	N	5	5	5
	Std. Deviation	1,095	0,837	0,548
Lidl	Mean	2,00	2,00	2,00
	N	2	2	2
	Std. Deviation	0,000	0,000	0,000
McDonald's	Mean	1,00	1,00	0,00
	N	1	1	1
	Std. Deviation			
Pingo Doce	Mean	2,00	2,00	2,00
	N	1	1	1
	Std. Deviation			
Preservativos Control	Mean	2,00	1,00	3,00
	N	1	1	1
	Std. Deviation			
Remax	Mean	1,00	0,00	1,00
	N	1	1	1
	Std. Deviation			
Sagres	Mean	0,00	1,00	1,00
	N	1	1	1
	Std. Deviation			
Sonae	Mean	0,00	0,00	1,00
	N	1	1	1
	Std. Deviation			
Super Bock	Mean	2,00	2,00	3,00

	N	1	1	1
	Std. Deviation			
Total	Mean	1,28	1,03	1,91
	N	32	32	32
	Std. Deviation	0,888	0,897	0,893

Table 26 – Accessing differences between experiment in annoyance perception: Pre-test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
As minhas redes sociais estão lotadas deste tipo de conteúdo. * experiment	Between Groups	(Combined)	3,996	4	0,999	0,421	0,792
	Within Groups		64,004	27	2,371		
	Total		68,000	31			
O mesmo tópico é mencionado múltiplas vezes neste tipo de conteúdo. * experiment	Between Groups	(Combined)	8,096	4	2,024	0,543	0,705
	Within Groups		100,623	27	3,727		
	Total		108,719	31			
Este tipo de conteúdo é utilizado sempre pelas marcas. * experiment	Between Groups	(Combined)	17,374	4	4,343	0,937	0,457
	Within Groups		125,095	27	4,633		
	Total		142,469	31			
annoyance hutter at al (2014) * experiment	Between Groups	(Combined)	5,471	4	1,368	5,095	0,003
	Within Groups		7,248	27	0,268		
	Total		12,719	31			

Table 27 – Results from BCE factor analysis

Component Matrix (a)

	BCE_ID.Bo und	BSE_hum or	BCE_Aesth.l nsp	BCE_Discer ning
BCE: Self Identity - Considero-me uma pessoa atualizada dada a informação apresentada no conteúdo da marca ABC.	0,919	0,095	-0,013	0,08
BCE: Self Identity - Considero-me uma pessoa sábia porque consigo compreender a mensagem do conteúdo apresentado da marca ABC.	0,835	0,191	0,133	0,251
BCE: Social Bonding - Sinto-me conectado(a) com outros ao observar o mesmo conteúdo que eles.	0,807	0,17	0,335	0,151
BCE: Social Bonding - Adoraria discutir o conteúdo apresentado da marca ABC com os meus amigos e família.	0,78	0,208	0,354	0,192
BCE: Social Bonding - O conteúdo apresentado da marca ABC ajuda-me a desenvolver uma relação pessoal com os outros, discutindo-a com eles.	0,753	0,27	0,434	0,165
BCE: Social Bonding - O conteúdo apresentado da marca ABC mantém-me em contacto com pessoas que partilham os meus interesses.	0,624	0,244	0,461	0,419
BCE: Humor - Acho o conteúdo apresentado da marca ABC engraçado, pois faz-me sorrir.	0,558	0,217	0,474	0,029
BCE: Humor - O conteúdo apresentado da marca ABC tira-me de momentos aborrecidos através do seu conteúdo engraçado.	0,183	0,875	0,312	0,224
BCE: Humor - O conteúdo apresentado da marca ABC faz-me dizer coisas de forma a fazer rir as pessoas.	0,252	0,863	0,157	0,268
BCE: Humor - O conteúdo apresentado da marca ABC permite-me dizer coisas engraçadas para entreter os outros.	0,113	0,842	0,155	0,411
BCE: Aesthetic - O visual do conteúdo apresentado da marca ABC faz com que pareça atrativo.	0,186	0,84	0,242	0,231
BCE: Aesthetic - A aparência colorida do conteúdo apresentado da marca ABC faz-me sentir encantado(a).	0,44	0,624	0,474	0,23
BCE: Aesthetic - O grafismo no conteúdo apresentado da marca ABC faz com que este pareça fascinante.	0,452	0,566	0,459	0,279
BCE: Aesthetic - A forma como um produto é apresentado no conteúdo apresentado da marca ABC torna-o atrativo.	0,351	0,287	0,758	0,387
BCE: Awe-inspiring - Sinto-me surpreendido(a) com o que vejo no conteúdo apresentado da marca ABC.	0,429	0,277	0,731	0,358
BCE: Awe-inspiring - Sinto-me impressionado(a) com o que vejo no conteúdo apresentado da marca ABC.	0,136	0,316	0,714	0,539
BCE: Awe-inspiring - Vejo coisas maravilhosas no conteúdo apresentado da marca ABC.	0,434	0,355	0,671	0,285
BCE: Awe-inspiring - Encontro coisas maravilhosas no conteúdo apresentado da marca ABC.	0,473	0,517	0,604	0,205
BCE: Discerning - Utilizo a minha inteligência para dar sentido ao conteúdo apresentado da marca ABC	0,485	0,497	0,554	0,331
BCE: Discerning - Penso profundamente sobre o conteúdo apresentado da marca ABC para desenvolver uma compreensão do mesmo.	0,326	0,282	-0,047	0,803
BCE: Discerning - Utilizo os meus conhecimentos para ter uma perceção do conteúdo apresentado da marca ABC.	0,132	0,376	0,287	0,79

BCE: Discerning - Utilizo a minha mente para dar sentido ao conteúdo apresentado da marca ABC.	-0,002	0,314	0,459	0,752
BCE: Discerning - Utilizo o meu intelecto para interpretar o conteúdo apresentado da marca ABC.	0,253	0,197	0,413	0,745
BCE: Discerning - Utilizo o meu senso comum para compreender o conteúdo apresentado da marca ABC.	0,315	0,309	0,471	0,649
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
(a) Rotation converged in 8 iterations.				

Table 28 – Results from CBE factor analysis

Component Matrix (a)			
	Component		
	1		
CBE - Interagir com o conteúdo desta marca leva-me a pensar na própria marca.	0,733		
CBE - Penso muito sobre esta marca quando estou a interagir com ela.	0,934		
CBE - Interagir com o conteúdo desta marca estimula o meu interesse em saber mais sobre a marca.	0,882		
CBE - Sinto-me muito positivo(a) quando interajo com o conteúdo desta marca.	0,923		
CBE - Interagir com o conteúdo desta marca faz-me feliz.	0,885		
CBE - Sinto-me bem quando interajo com o conteúdo desta marca.	0,927		
CBE - Sinto-me orgulhoso(a) de interagir com o conteúdo desta marca.	0,937		
CBE - Poderia passar muito tempo a interagir com o conteúdo desta marca, em comparação com o conteúdo de outras marcas.	0,94		
CBE - Sempre que interagisse com marcas nas redes sociais, preferiria interagir com esta marca.	0,951		
CBE - Esta marca é uma das marcas que normalmente utilizaria ao interagir com marcas nas redes sociais.	0,934		
Extraction Method: Principal Component Analysis.			
(a) 1 components extracted.			

Table 29 – Results from BUI factor analysis

Component Matrix (a)			
	Component		
	1		
Brand usage intent - Yoo and Donthu (2001) - Faria sentido utilizar esta marca em vez de qualquer outra marca, mesmo que sejam da mesma categoria.	0,953		
Brand usage intent - Yoo and Donthu (2001) - Mesmo que outra marca tenha as mesmas características que esta marca, eu preferiria usar esta marca.	0,977		
Brand usage intent - Yoo and Donthu (2001) - Se houver outra marca tão boa como esta, eu preferiria usar esta marca.	0,95		
Brand usage intent - Yoo and Donthu (2001) - Se outra marca não for de modo algum diferente desta marca, pareceria mais inteligente usar esta marca.	0,909		
Extraction Method: Principal Component Analysis.			
(a) 1 components extracted.			

Table 30 – Results from SBC factor analysis

Component Matrix (a)			
	Component		
	1		
Self-brand Connection - Escalas (2004) - Esta marca poderia refletir quem eu sou.	0,921		
Self-brand Connection - Escalas (2004) - Eu poderia-me identificar com esta marca.	0,961		
Self-brand Connection - Escalas (2004) - Poderia sentir uma ligação pessoal a esta marca.	0,962		
Self-brand Connection - Escalas (2004) - Eu utilizaria esta marca para comunicar quem sou a outras pessoas.	0,958		
Self-brand Connection - Escalas (2004) - Penso que esta marca poderia ajudar-me a tornar-me no tipo de pessoa que quero ser.	0,975		
Self-brand Connection - Escalas (2004) - Consideraria esta marca como sendo "eu" (reflete quem me considero ser ou a forma como me quero apresentar a outras pessoas).	0,971		
Self-brand Connection - Escalas (2004) - Esta marca ficaria-me bem.	0,967		
Extraction Method: Principal Component Analysis.			
(a) 1 components extracted.			

