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Consumer engagement with self-expressive brands: brand love and WOM outcomes

An extension of Wallace, Buil and Chernatony (2014) applied to Instagram in Portugal

Pedro Bessa Mendes

Dissertation presented as partial requirement for obtaining the Master's degree in Information Management

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CONSUMER ENGAGEMENT WITH SELF-EXPRESSIVE BRANDS: BRAND LOVE AND WOM OUTCOMES AN EXTENSION OF WALLACE, BUIL AND CHERNATONY (2014) APPLIED TO INSTAGRAM IN PORTUGAL

by

Pedro Bessa Mendes

Dissertation presented as partial requirement for obtaining the Master's degree in Information Management, with a specialization in Marketing Intelligence.

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ABSTRACT

This study intents to explore attitudes of Portuguese consumers who engage with brands on Instagram in Portugal by following them. Throughout the self-expressiveness capacity of brands that can empower both inner and social selves from consumers, our goal is to explore the relationship between "following" a self-expressive brand on Instagram and relate it with brand outcomes as brand love, brand acceptance and WOM (word-of-mouth). The current study is an extension of the original study done by Wallace, Buil and Chernatony (2014) in Ireland applied to a different social network – Facebook.

The data used in this research work was collected from an online questionnaire conducted to 132 Instagram's users who declared to follow a brand in the same social network. The data was analyzed using structural equations modelling (PLS-SEM).

Self-expressive brands that are followed on Instagram revealed to pursuit a very important impact in brand love. Furthermore, the present study also revealed a positive relationship between loved brands not only with WOM but also with brand acceptance among consumers who engage with a brand on Instagram in Portugal. In opposition, the current study shows that there is no relationship between self-expressive brands followed on Instagram and brand acceptance or WOM.

Consumers who are highly engaged with a brand can offer great word-of-mouth, therefore, playing an important role as brand advocates of the brand. Additionally, loved brands can count with loyalty from consumers who are very likely to accept brand's mistakes or testing new products.

KEYWORDS

Instagram; Brand Engagement; Brand Love; Word of Mouth;

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LIST OF ABBREVIATIONS AND ACRONYMS

CB-SEM	Covariance-based Structural Equation Modeling
CBE	Customer Brand Engagement
EFA	Exploratory Factor Analysis
PCA	Principal Component Analysis
PLS	Partial Least Squares
PLS-SEM	Partial Least Square Structural Equation Modeling
SEM	Structural Equation Modeling
VB-SEM	Variance-based Structural Equation Modeling
WOM	Word-of-mouth

1. INTRODUCTION

The present study is an extension of the study of Wallace, Buil and Chernatony and it was conducted with students from an Irish university in order to explore consumer's attitudes who engage with brands on Facebook, more specifically the ones who like brands on Facebook. The main objective was to examine the relationship between brand "liking" and brand outcomes as brand love and advocacy that directly relies in WOM and brand acceptance (Wallace, Buil, & de Chernatony, 2014). In our study, we chose to take the same approach, nevertheless, applied to a different social network – Instagram – in a different market from the original study, Portugal, and at the same time address some of the limitations reported by the authors in their original study of 2014.

1.1. CONTEXT

Once Instagram is the social network that grows the most in Portugal (Marktest, 2017) as it was recently revealed on a study of the group on 21st November 2017 we have seen it as a very relevant social network to study, applying the same methodological approach followed on the study of Wallace et al. (2014). Following the previous cited study of Marktest, Instagram users in Portugal are growing between 10% and 20% on the last two years, as it's showed in the graphic below:

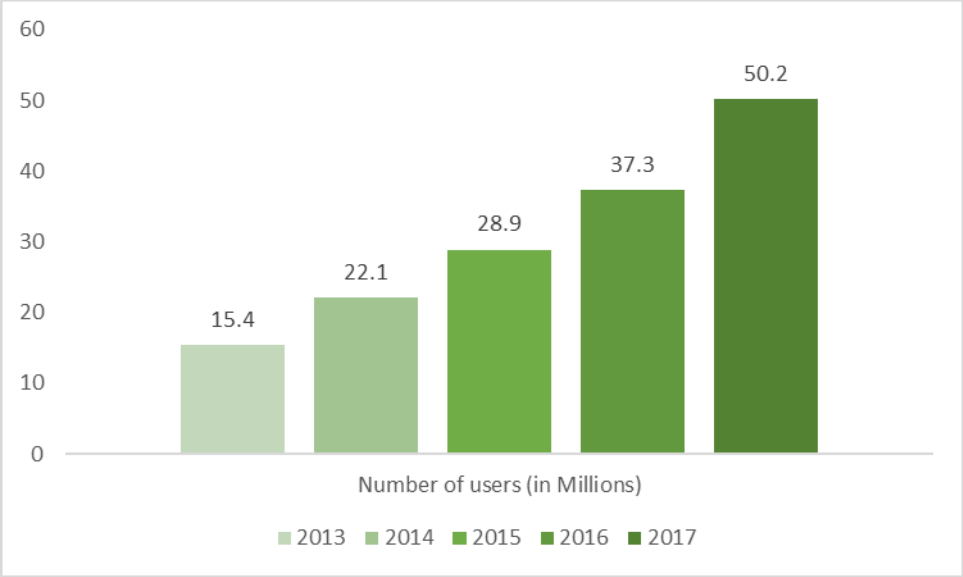

Figure 1 - Instagram's penetration on Portuguese social media users Source: Marktest

Thus, if it's the social network that is representing more attractiveness next to the Portuguese audience, it would be very interesting to study how consumers in Portugal are using this mobile application to interact with brands, the impact on brand love and advocacy through this interaction and what are the main motivations for them to do so rather than identity construction. Besides the number of users of Instagram, it's also important to point out the importance of Instagram for the brands, since they are not ignoring it following (Smith, 2018), there is an universe of 2 million of advertisers already on Instagram when compared with Pinterest (another mobile social application, extremely focused on images' sharing). Furthermore, 76 brands out of the top 100 brands that are on Pinterest have a collective audience of 500.000, while Instagram's 67 brands have over 7 million followers (Chang, 2014). After looking at these results it seems very notable the way of Instagram has

positioned itself as a platform for brands to interact with their consumers in a very visual and animated way.

Following Hollebeek, (2011), more and more organizations are looking after the engagement with their consumers of their brands. Customer-brand engagement can be defined as "the cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value" (Mollen & Wilson, 2010). Basically, we can define CBE as a "psychological process" combining both cognitive and emotional aspects (Bowden, 2009).

The authors of the original study (Wallace et al., 2014), have offered suggestions for managers in charge of brands to enhance their brand engagement through Facebook "liking" in way that a simple action as "click" on "like's button" on a brand's Facebook page could re-enforce positive brand outcomes as brand love, word-of-mouth and brand acceptance. The positive brand outcomes are intimately relative to the consumer, since they are reflections of a consumer's feelings and attitudes towards a brand which can be something caused by the inner or social self of each person due to the self-expressiveness of brands.

In the offline world, was already possible to find relationships between brand engagement, brand love and consumers' use of brands to enhance self-expression (Bergkvist & Bech-Larsen, 2010), our study as the original from Wallace et al. (2014) share the goal on finding these relationship between self-expressive brands and brand outcomes as brand love and advocacy through the act of follow a brand on Instagram. According to (Chang, 2014), individuals who decide to follow a brand on Instagram, are supported on factors that correlate with their self-expression. Therefore, users have inner and social motivations, between others, when they decide to engage with a brand on Instagram.

Beyond self-expression reasons, our study intents to be an extent also on motivation's research which have represented one of the limitations reported in the original study of Wallace et al. (2014). Following the authors of the original study there is a belief that consumers can engage with self-expressive brands on social networks, rather than for inner or social self-expression's motivations. For that reason, we have decided to look after the motivations that are more often related with the usage of social networks. According to a study of (Lin & Lu, 2011) the main motivations for people to use social networks are relative to the enjoyment they can extract from there, number of peers and network around and usefulness of each social network. For this study we've used a motivations' scale presented on the research's work of (Ozok & Zaphiris, 2009) where more than 10 motivations came up as relevant reasons for users to use social network websites. Moreover, and taking into account that previous studies from (Lin & Lu, 2011) and (Ozok & Zaphiris, 2009) show very similar results when it comes to consumer's motivations always more related with fun, network and socializing regarding the usage of social networks, for our study it was included a set of motivations extra, this time more related with self-expressive brands and Instagram's features that could fill the gap reported by Wallace et al. (2014) and provide a more assertive overview about the real motivations of the users to engage with brands on Instagram.

1.2. STUDY OBJECTIVES

Consequently, the main objective of this research consists in evaluate the relationship between the act of "following" a self-expressive brand on Instagram and brand outcomes – brand love, WOM and brand acceptance. More specifically:

1) Understand the concepts of Consumer Brand Engagement, WOM and Brand Love
2) Explore the relationship between self-expressive brands that are "followed" on Instagram and brand outcomes as: Brand Love, WOM and Brand Acceptance, individually.
3) Interpret the relationship between loved brands "followed" on Instagram and WOM and brand acceptance.
4) Study the motivations that can be associated with the use of social media in Portugal, more specifically of Instagram.
5) Relate consumer's motivations with self-expressive brands and understand the connection that is between user's motivations to use Instagram and brand outcomes as brand love, WOM and brand acceptance.

1.3. METHODOLOGY

The methodological approach used in this study follows the methodology used on the original study of Wallace et al. (2014). Hence, a survey with 52 questions was used to conduct this research and distributed online where the respondents were invited to answer about their activity on social networks, specifically on Instagram.

The questionnaire was divided into 4 sections. The first one comprised a set of 2 filter-questions to assure that all the answers were provided by people that are actively users of social media platforms and specifically, active users of Instagram. The second one was composed by a set 19 questions aiming to explore the type of usage of social networks and specifically of Instagram of all the questionnaire's respondents. The following section, on the other hand, focused totally on construct measuring using a 1 to 5 scale where the respondents were invited to think and enunciate a specific brand prior to answer the rest of the questions from the third section. The fourth and last section was dedicated to examining demographic information about the respondents of the questionnaire like age, gender, nationality, education level and professional experience.

After collecting the data through Google Forms, we had to resort to Microsoft Excel in order to remove invalid and suspicious answers preparing the data for further analysis. As soon as we have only the validated answers from the respondents, we have worked the data, using SPSS. In order to build the proposed model, we used the same approach of structural equation modeling (SEM), as used on the original of Wallace et al. (2014) study through Smart PLS software. Lastly, for the study of the motivations, we have resorted to the use of exploratory factor analysis in order to identify the presented dimensions and then correlate them with brand's constructs through Pearson's correlation coefficients.

1.4. DISSERTATION STRUCTURE

This dissertation will be composed by 5 chapters, where the first one presents the main topics and give a brief context on what will be the principal concepts that will be covered throughout this study. In this section, is where is also presented what is the methodology used in this study and its respective objectives.

The second one is composed by the literature review, where the topics regarding brand, brand love and WOM will be presented. The main goal in this section is to state the importance of these terms nowadays for a brand and make them understood in order to proceed with further chapters.

After the literature review, the following section will approach the methodology used in this dissertation. More specifically, in this chapter is where is presented the methodological approach we used what in this case was the same in (Wallace et al., 2014) and what were the tools used throughout our research describing each stage of the process. Considering that an online questionnaire was created to collect answers from the respondents, this part is also presented in the section of Methodology.

The following chapter is regarding results and the respective discussion about them. Here is where the results are presented after being collected and the data integrally analyzed. On the first stage, is made a descriptive analysis of the sample, and thereafter, the process of structural equation modeling that allows to verify model's validation.

The last chapter – Conclusion – presents the main conclusions of this study, after the results discussion and makes a statement between the findings of this study compared with the findings of the original study of Wallace et al. (2014). This chapter also reveals the limitations we have met throughout this study and the theoretical and practical contribution of this study as suggestions and recommendations for future studies.

2. LITERATURE REVIEW

In this chapter concepts as brand, brand engagement, brand love and word-of-mouth are discussed since it's definitions and interpretations are fundamental in the understanding of this research.

2.1. BRAND AND SOCIAL MEDIA

According to AMA, 2014 brand is a "name, term, design, symbol or any other characteristic that identifies a good or service of a seller as distinct from that of other sellers." Nevertheless, this is an updated version of to the previous one which have defined brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitor" which was very criticized definition since it was very product oriented.

From a product to a consumer oriented view, it was a journey taken also among the whole marketing ecosystem as soon as different concepts as "Marketing 1.0" and "Marketing 2.0" started to appear across most recent literatures (Jiménez-Zarco, I., Rospigliosi, Martínez-Ruiz, & Izquierdo-Yusta, 2017). Following (Erragcha & Romdhane, 2012) these concepts differentiate to each other only in a way that consumer is seen by the brand. In the first one – Marketing 1.0 – consumer is considered passive since only receives information from brand, never retrieving or discussing it. Therefore, the way brands and consumers communicate follow a unidirectional way where brands assume completely the leadership in communication. On the other hand, Marketing 2.0 refers to a bidirectional layer of communication, where consumer can interact with the brand and create content for and about the brand. This multidirectional way of communication where brands and consumers have the chance to directly interact have been supported with the emergence of social media (Mayol, 2011).

Consequently, the concept of a brand is much more than its only graphic representation. A company by its name and its graphic representation, communicates the "promise" of a product or service, which differentiates it from competitors that makes it special and unique and in addition to that is also responsible to assure a constant quality level of the services or products of the brand (Gherasim, 2014) . Moreover, what makes a brand a brand is its "personality" since this is exactly what differentiates it from the others (Christopher, 1996), hence, this concept seeks give brands a personality or mental. Following (Freling, Crosno, & Henard, 2010) a good brand's personality can positive and directly affect consumer's attitudes, influence purchase intentions and enhance high levels of consumer's loyalty.

Therefore, brand should be something managed as a very valuable asset of a company, as it is defended by (Wood, 2000). Hereupon, the scenario of having brands with a public appearance on social media, makes very challenge the role of the ones in charge of managing brands, since the concept of "Marketing 2.0" as already explained, gives an authority to the consumer to talk about and produce content about brands that is totally enhanced through social media. Thereafter, the task of brand engagement through social media should assume a more and more important role on every marketing strategy of every brand since it provides unlimited means to interact, express, share and create content about anything, including brands (Muntinga, Moorman, & Smit, 2011).Those activities can have significant impact for companies. The following section will comprise the definition of brand engagement as one of the most important marketing concepts nowadays (van Doorn et al., 2010).

2.2. CONSUMER BRAND ENGAGEMENT

The concept of consumer brand engagement (CBE) has been a theme explored by several authors (Brodie, Ilic, Juric, & Hollebeek, 2013); (Sprott, Czellar, & Spangenberg, 2009); (Bowden, 2009); (Hollebeek, 2011) among their most recent studies.

According to Hollebeek (2011), organizations are increasingly looking after consumer's participation and engagement with their brands which also states the relevancy of this concept to be understood throughout this work. The concept of consumer brand engagement (CBE) can assume various interpretations depending on the field of study – Sociology, Psychology, Educational psychology , Organizational behavior and Employee engagement – which make possible to conclude, once more, that independently of the approach that is done, concept of engagement reveals a generic tri-partite – cognitive, emotional and behavioral – dimensions, which makes it a multidimensional concept for study (Hollebeek, 2011). Although through the study of (Hollebeek, 2011), the concept of "engagement" is also analyzed taking into account different approaches from several authors as (Patterson, Yu, & De Ruyter, 2006); (van Doorn et al., 2010); (Vivek, Beatty, & Morgan, 2012) and (Higgins & Scholer, 2009) they all reveal some aspects in common which relay again on the multidimensional nature of this concept, that is dependent of each individual's concept and motivational level as the context that this consumer is at. Hence, consumer brand engagement is defined as "the level of a customer's cognitive, emotional and behavioral investment in specific brand interactions."(Hollebeek, 2011)

Following (Brodie et al., 2013), the study of this concept revealed to be very complex since it can assume a multidimensional and dynamic nature which is related to each consumer and it also can suffer from changes through the time. Therefore, consumer brand engagement can be hard to measure. Because of its complexity, (Sprott et al., 2009), have proposed in their work a general measure of brand engagement on market behavior which included an eight-item scale comprised as it's showed on table 1.

1	I have a special bond with the brands that I like.
2	I consider my favorite brands to be a part of myself.
3	I often feel a personal connection between my brands and me.
4	Part of me is defined by important brands in my life.
5	I feel as if I have a close personal connection with the brands I most prefer.
6	I can identify with important brands in my life.
7	There are links between the brands that I prefer and how I view myself.
8	My favorite brands are an important indication of who I am.

Table 1 – Scale of Brand Engagement by Sprott et al. (2009)

Through the analysis of the scale developed by Sprott et al. (2009) is it possible to conclude that it was built based on items that evaluate the relationship between brand engagement and self-concept of the individual, which can be related to the study of self-expressiveness of brands and the impact they have on some of the brand constructs we intent to study in this dissertation. Through the work of (Sprott et al., 2009) was identified that brand engagement can relate and interfere whit some of the major aspects of typical consumer decision process towards brands as memory, information

processing, preferences and loyalty where acceptance is included. Among others, some of the most relevant findings of (Sprott et al., 2009) include the recall capacity of users to remember names or current branded possessions linked to high consumer's brand engagement self-concept and the willingness to try new products from customer's favorite or loved brand. As it also happened on the study of (Wallace et al., 2014), our goal with this research work is to prove hypotheses that are also related with brand acceptance and brand love as an important brand outcomes already pointed out on the original study.

Beyond brand acceptance and brand love, customer brand engagement can also affect other behaviors of consumers including word-of-mouth (WOM) activity. According to (van Doorn et al., 2010) WOM as a brand outcome can be verified through the form of recommendations that can help other customers in their decision-making process, working this way as an organic influencer that acts as a brand advocate in a non-paid relationship, where the only goal is actually to persuade or recommend, advise others to their favorite brand. Following the same perspective of the previous cited authors, where the relationship between customer and brand engagement is related with the production of important brand outcomes, (Vivek et al., 2012) have created a theoretical framework that aims to show the relationships between the participation and involvement of current or potential customers on brand's value, trust, affective commitment, word-of-mouth, loyalty and brand community.

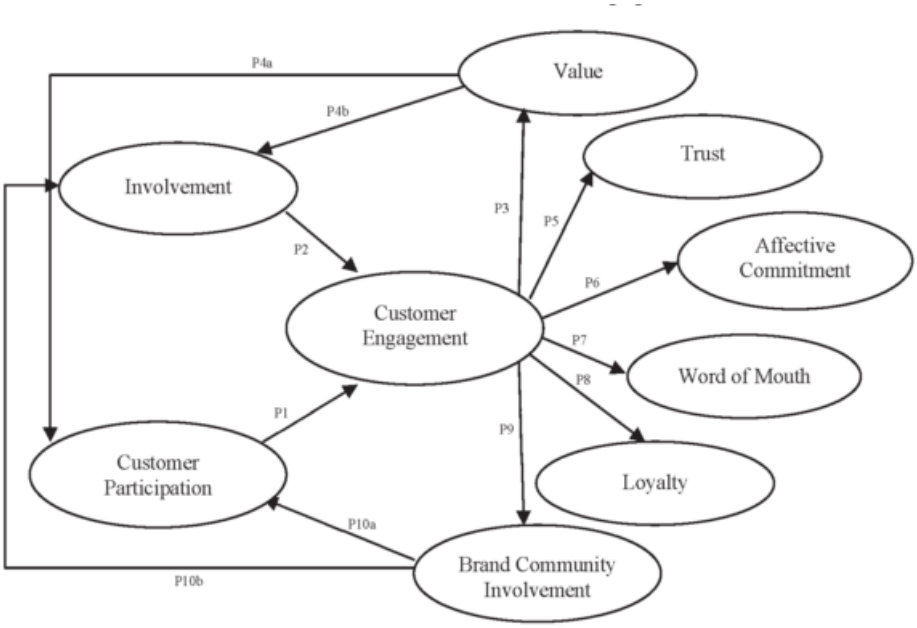

Figure 2 - Theoretical Model of Customer Engagement Vivek et al. (2012)

Through the analysis of the theoretical framework proposed by (Vivek et al., 2012), and according to these group of authors, customer engagement can positively affect, among others, word-of-mouth, loyalty and affective commitment, interpreted by brand love, which compose also the three main constructs used in the original study of Wallace et al. (2014) which revealed to have a significant importance impact in act of "liking" a brand on Facebook.

Our goal with this research is to explore the relationships between consumers who engage with brands on Instagram throughout the act of following them. Consequently, the study of "brand

engagement" as a recent concept in the daily lives of every user of social media, appeared to be very relevant to discuss a long this chapter. After having this concept covered and understood we can now approach other concepts that arise from it as brand outcomes which we aim to study as brand love, WOM and brand acceptance and that are fundamental for the building of the proposed model of this research.

After presenting the concept of consumer brand engagement and the relationships it can has on important marketing constructs as brand love and WOM the next two sections will be focused on explaining the concepts of these different dimensions. The first one being approached is – Brand Love.

2.3. BRAND LOVE

Most studies have found that only satisfaction is not enough to keep clients loyal. Many satisfied customers change to the competitor's brand after some time (Carroll & Ahuvia, 2006).

In this way, satisfaction results in loyalty when satisfaction is sustained over a long period of time resulting in brand love (Carroll & Ahuvia, 2006). Brand love is a precedent of brand loyalty and satisfaction (McColl & Moore, 2011).

In fact, brand love mediates the relationship between customer satisfaction and brand loyalty. Over a long period of time, if an individual remains satisfied with a brand, then satisfaction is likely to become an emotional and passionate attachment to the brand, thus, the nature of this connection is equivalent to interpersonal love and attachment (Pawle & Cooper, 2006) in (Morgan-Thomas & Veloutsou, 2013), which is also shared by (Albert, Merunka, & Valette-Florence, 2009), since the authors also affirm that the love a consumer can feel towards a brand is highly similar to interpersonal love.

According to (Eng & Keh, 2007) love for the brand includes the long-term commitment to the brand, as well as feelings of emotion and passion. The love of the brand being a step toward loyalty. The ability of an individual to recognize and desire a brand is one of the variables of the decision, so that the consumer has the consumer's will to feel the same product continuously in time. According to (Albert & Merunka, 2013) the relationship that leads to brand love is deep and lasting, making it irreplaceable.

Love is linked to positive emotions (Fehr & Russell, 1984) in (Albert et al., 2009), including pleasure that could influence the duration of a customer's relationship to a brand (Albert et al., 2009). When a consumer loves a brand, the brand will shape their identity as well as the way it is perceived. Brands that are adorable are likely to have greater brand loyalty and competitive advantage (Yang, 2010). The love of the brand has also proven to increase the intentions of re-sponsorship (Vlachos & Vrechopoulos, 2012).

Consumers exhibit different attitudes toward the objects that shape them, including engagement with brands that shape their self-concepts (Sprott et al., 2009). Brands that shape consumer identity result in responses with more powerful emotions (Carroll & Ahuvia, 2006). The brand encompasses, among other things, loyalty (Jacoby, Chestnut, & Fisher, 1978), attachment (Thompson, MacInnis, & Park, 2005), and brand love (Carroll & Ahuvia, 2006), (Albert et al., 2009); (Batra, Ahuvia, & Bagozzi, 2012), (Fournier, 1998).

In this sense, consumers can love a brand because of "self-image and self-esteem reasons" (Albert et al., 2009). Specifically, (Carroll & Ahuvia, 2006) identified that self-expressive brands had a positive effect on brand love.

In a youth study, (Hwang & Kandampully, 2012) have identified that the self-concept connection increases brand love. In this study, the brand is "liked" brand on Facebook, as "liking" brands is a proxy measure for brand engagement (Hoffman & Fodor, 2010).

Therefore, brand love is defined as an attitude that consumers maintain in relation to a brand that includes the ability to think, feel and behave according to that brand (Rubin & Schneider, 1973). Taking this into account, we could affirm that brand love exists to influence other brand-related concepts, such as loyalty, brand acceptance and word-of-mouth which we aim to study in this dissertation.

2.4. WORD-OF-MOUTH (WOM)

Word-of-mouth (WOM) is one of the oldest communication channels to spread the word in the history of human society that is becoming more popular on the internet.

The word-of-mouth networks are an ancient solution to a temporal problem of organization, that is, the achievement of good conduct in communities of interested individuals. The historical resources of these networks have the power to induce co-operation without the need for costly execution institutions (Sprott et al., 2009; Tripatchi et al., 2009). (Arndt, 1967) was one of the first researchers to contribute to study of WOM in consumer behavior. The author has characterized WOM as an oral communication, person to person between a recipient and a sender, in which the recipient perceives the brand, product or service through the exchange of information between the two parties. Subsequently, (Stern & Stern, 2016) defined WOM, based on its distinctive advertising character, that it differs from advertising in the absence of borders, that is, it involves the exchange of oral messages or ephemeral speeches between the information giver, send or author of the message and the final recipient.

From a marketing point of view, WOM can be positive or negative. Positive WOM occurs when a consumer shares good feedbacks and endorsements about a brand (Buttle, 1998). The negative WOM represents the mirror image. It is worth mentioning that what is negative from a corporate point of view can be considered extremely positive from the point of view of the consumer. WOM can be described in terms of direction, valence and volume and its direction can be inserted into the decision-making process or the process of going out of the purchase. The volume refers to the number of people to whom the message is transmitted. Its valence can be positive or negative. (Stokes & Lomax, 2002). According to (File, Cermak, & Prince, 1994) not only valence but also post-purchase volume can be considered when describing the nature of this concept.

When a consumer completes a purchase, it is common to make comparisons between his expectations and the performance of the product he experiences. If performance is below expectation, the customer may feel the dissonance. The theory of cognitive dissonance has a 40-year tradition in marketing thinking (Festinger, 1957). Cognitive dissonance is defined as an imbalance in a cognitive system. The two elements of this system are expectations and perceptions about product performance. One strategy available to clients experiencing the discomfort caused by cognitive

dissonance is to seek WOM from sources that can reduce discomfort. However, not all clients feel discomfort.

Customer satisfaction significantly influences the current and future performance of an organization (Eugene W. Anderson, Fornell, & Rust, 1997). Previous research has suggested that customer satisfaction is an important source of competitive advantage, often leading to customer loyalty and repeat buying. Following (Fornell, 1992) the benefits of customer satisfaction include revenue increases, decreases in customer-related transactions, costs, and reductions in price elasticity (Lewin, 2009). Notwithstanding when a customer is satisfied with the services or products of a company, the tendency to be loyal to that company is usually high due to positive reinforcement and to other potential clients. Word-of-mouth communication is a primary indicator of a company's future success (Chan & Ngai, 2011). Actually, it can be considered as one of the ways that has the biggest effect on people and persuade them to buy a product or service more than other commercials because people generally trust what they hear directly from others. In general, we need information sharing as part of our relationships and the tendency to listen to the advice of friends, relatives and colleagues rather than mass media commercials (Fridman & Kaminka, 2007). The greater the consistency (or congruence) between brand image and consumer self-image, the greater the brand's consumer assessment and, eventually, the more willingness to buy the brand. Congruence values through commitments would be word-of-mouth marketing (Larasati & Hananto, 2011).

Following, (Pelsmacker, Janssens, & Mielants, 2005) values can have a significant effect on consumer's consumption pattern. In fact, values can reflect an individual's self-concept since they act as strong beliefs in what is good or desirable or not (Dickson, 2000). The congruence of values represents the degree of similarity between one or a group of advertising partners, buyers and consumers at each stage of decision making observed on both sides (the brand and the consumer) and benefits from these similarities to form the image of this same structure. in this case, the structure may include a single product, brand, a Shopping Center or a consumer and an advertisement (Tuškej, Golob, & Podnar, 2013). The congruence of values can help improve the image that a consumer has about a specific brand and can even influence the opinion on social media (Chen, Hsieh, Mahmud, & Nichols, 2014). From the theories announced, the theory of self-confidence is the main one, as it demonstrates the degree of agreement between brand and intrapersonal connotations. In fact, people feel sympathy with a brand, and self-confidence refers to the degree of agreement or disagreement between the perception of a brand name and self-perception (Boksberger & Melsen, 2011).

In fact, nowadays, word of mouth occurs in a form of talks, recommendations and advises about products and services between people. These conversations can be mutual or unilateral conversations, advice and suggestions. Also, and following (Shirkhodaie & Rastgoo-deylami, 2016) word-of-mouth as a paid marketing practice it is so important that should come first than any other type of advertising. Customers rely heavily on the advice and suggestions of others who have experienced the service. And beyond that, consumers often trust each other more than in business communication. In this context, (Ng, David, & Dagger, 2011) highlighted the importance of WOM as being seven times more effective than advertising in newspapers, magazines or television, four times more effective than personal selling and twice as effective as radio. Mainly because WOM information is more credible, more relevant and timely. It is driven by the customer and grows exponentially (Cengiz & Yayla, 2007). WOM exerts a strong influence on consumer choice so that

companies have a good opportunity to increase their market share by developing positive WOM among customers (Casaló, Flavián, & Guinalíu, 2008).

2.5. HYPOTHESES OF THE STUDY

This study explores the attitudes of consumers who engage with brands on Instagram by following them. If brands can be self-expressive, either to express the inner or social self from a consumer's perspective, then our study was focused on analyzing the influence on brand's outcomes as "brand love", "word-of-mouth" and "brand advocacy" and how these relates to the inner and social selves of the users who follows self-expressive brands on Instagram.

Based on what was proposed by Wallace et al. (2014), our model followed the same approach, therefore the hypotheses are also the same ones used in the original study. Through the use of exploratory factor analyses and following the work done by Wallace et al. (2014) self-expressive brands revealed to be a multidimensional construct comprised by – inner and social self – that was also consistent with (Carroll & Ahuvia, 2006). Likewise, brand outcome – brand advocacy – revealed to be multidimensional as well with two factors – WOM and brand acceptance – again consistent with (Carroll & Ahuvia, 2006) and (Du, Bhattacharya, & Sen, 2007). In the original study of Wallace et al. (2014) they have presented the influence that a brand can have in an individual, either in their social or inner self. The authors consider these two different aspects to verify self-expressive brands' construct and validate it. The concept of self-expressive brands can be easily understood as it is explained in the paper of (Gilly & Schau, 2003) as something linked to consumer's consumption in a way that can work in their inner or social self as something that can help the way they think about their selves or even improve the idea of society about them. Regarding our current study, these two dimensions will effectively explore the willingness of someone follow a brand on Instagram just for inner happiness purpose, or just to improve the way this person is seen by the others, indirectly benefiting from brand's associations. From these two hypotheses, we want to verify the relationship that exists between brands that are followed on Instagram and what are the implications of it in WOM and brand acceptance.

Therefore, 5 hypotheses were considered to assess the relationships among different constructs:

H1. There is a positive relationship between self-expressive brands "followed" on Instagram and brand love.

As previously discussed, self-expressive brand splits into two hypotheses since it was considered a multidimensional construct represented respectively by inner and social self constructs that were found on the original study of Wallace et al. (2014) . Hereupon, this hypothesis was developed to address the relationship between self-expressive brands that reflect either inner or social self and brand love.

There are several studies about love and the way it can influence someone's behavior and attitudes and even their self-esteem (Aron, Paris, & Aron, 1995). Actually, love can play a very important role on how someone feels about their selves and more specifically on their sense of self. (Aron et al., 1995) Starting from here, it gets pretty clear to assume that this feeling can have many feedbacks on the way consumers interact with brands and how they can help them constructing their identities. (Fournier, 1998)

Based on the consumer-brand relationship and following (Pang, Keh, & Peng, 2009), brand love can be defined as a reciprocal, dynamic, multiplex, and purposive relationship between customers that are satisfied with the brands they buy, consume, admire, follow or pursue any other activity related to some brand. One of the goals of this study is to explore the relation between brand love and self-expressive brands, which are defined by (Carroll & Ahuvia, 2006) as brands that consumers consider as way to enhance their social self or reflecting their inner self. Although the concept of "self-expressive brands" is presented among H1, this is a term that will be covered among H2 and H3 hypotheses as well.

H2. There is a positive relationship between self-expressive brands "followed" on Instagram and WOM (word-of-mouth).

H3. There is a positive relationship between self-expressive brands "followed" on Instagram and brand acceptance.

In the same way of H1, hypothesis 2 also splits into two hypotheses where one addresses the relationship between inner self and WOM and the other between social self and WOM. Such as the two first hypotheses, H3 also splits into two in order to address the relationship between inner and social self with brand acceptance.

The concept of relationship pursuits a concept of interdependency's sense attached to it. Therefore, the concept of relationship is entitled to have more than one entity to exist which exposes the need of having at least two entities that interact, affect, define and redefine the shape of the relationship. It's not something static, unable to change or redefinition (Fournier, 1998) . Taking this premise into account it is possible to affirm that a relationship with one brand and one consumer it is also something that is composed with interaction and that it has implicit a transaction as way of collaborations and contributions working both ways.

Word-of-mouth (WOM), is what happens when a consumer exposes in a more personal way and between private parties their feelings towards a brand affecting it somehow in a positive or negative way. (E. W. Anderson, 1998) Having this said, it gets easier to find the existence of both negative and positive word-of-mouth. Following the same author (E. W. Anderson, 1998), examples of negative WOM can assume different shapes as product denigration, relating unpleasant experiences, rumor, and private complaining. On the other hand, can assume the way of recommendations to others, relating pleasant throughout the whole experience with the brand.

As it was covered by several authors, namely (Albert et al., 2009) it is clear that self-expressive brands have a particular impact on the behavior of their consumers. Moreover, we can affirm that brands can benefit from their most loyal and engaged users since they can play as their brand advocates in every situation, spreading the word and more important, benefiting from their willingness to test new products or even tolerate their wrongdoing.

H4. There is a positive relationship between loved brands "followed" on Instagram and WOM.

H5. There is a positive relationship between loved brands "followed" on Instagram and brand acceptance.

These hypotheses, were created to address the relationship between brand love and word-of-mouth and between brand love and brand acceptance.

It is very common even for the ones that have any type of connection to marketing field to be exposed and recognize the term of “loved brand” since nowadays there are even contests to assess what is the most loved brand in the market, that are massively advertised in media. The emotional bonds a consumer can create in respect to a brand can assume a very important role since this can translate in increases in loyalty, purchase intention and word of mouth (Fetscherin, 2014) and the aim of our study, as is also stated in the original study of (Wallace et al., 2014) is to discover how can these “loved brands” that are followed on Instagram can have a positive impact both on Word-of-mouth and brand acceptance.

2.6. THE MODEL

As it was already previously mentioned in the last section 2.4., our current model it is based on the original model that was proposed by Wallace et al. (2014) with the goal of validating each hypothesis of the study, in this case, evaluating the relationships between self-expressive brands that are followed on Instagram and three different brand outcomes: brand love, brand acceptance and WOM and the relationship between loved brands and WOM and brand acceptance, respectively.

Figure shows the model of the study and the hypotheses already presented among section 5.4 which we aim to test with the current study.

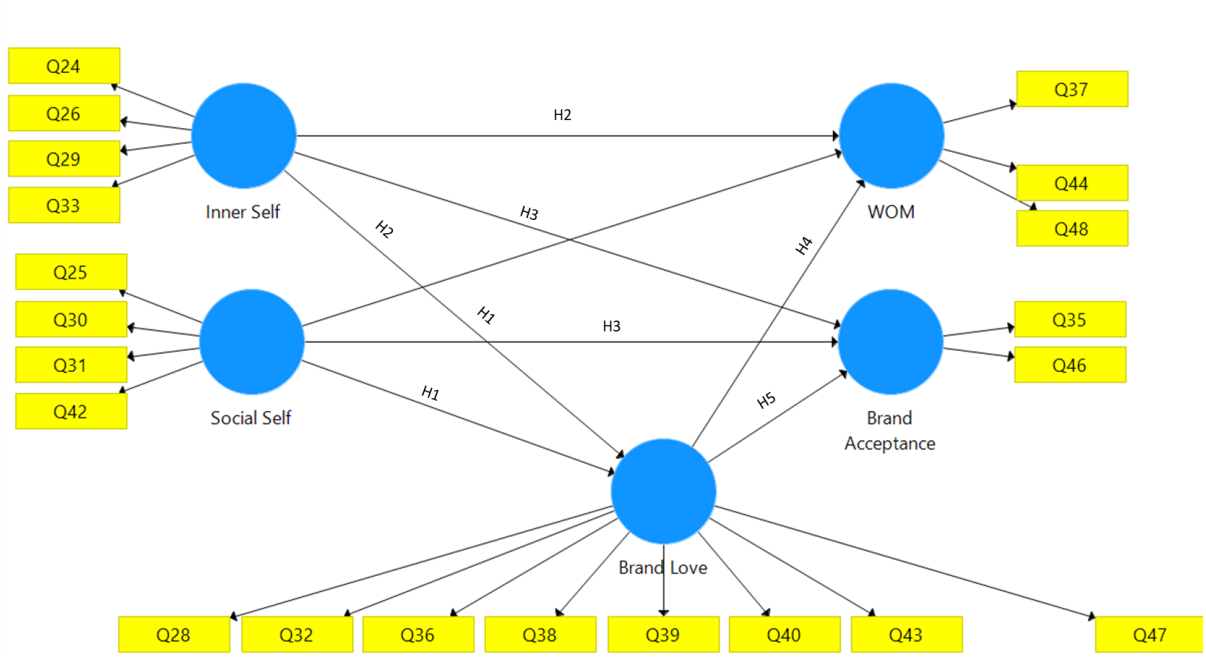

Figure 3 – Conceptual model of the study

3. METHODOLOGY

Since this investigation aims to be an extension of the original study of Wallace et al. (2014), the methodological approach followed in our study was the same used in the original study. Along this chapter will be firstly presented the measurement scales used to measure the constructs present on the model, followed by the sections where it is presented the questionnaire used to collect data from the respondents, the description of the sample of the study and finally the last section is where it is presented all the tools for data analysis.

Main differences between the current study and the original one is the fact of the current one is applied to Instagram, rather than Facebook in a new market – Portugal – instead of Ireland as happened in the original study. As it was covered on the first chapter of this work, the first reason related to our choice had to do with the recent growth of Instagram on a worldwide scale. Following (Smith, 2018), Instagram has over 800 million monthly active users worldwide users, which 500 million show a daily activity. Additionally, Instagram it's the social network which grows the most in Portugal following a recent study of Marktest Consulting: "The Portuguese and social networks". (Marktest, 2017).

3.1. MEASUREMENT SCALES

As the original study of Wallace et al. (2014), in the current one we have recurred to the use of the same scale in order to measure the weight of each brand's construct – brand love, WOM and brand acceptance (seen as brand outcomes or endogenous variables) – and self-expressive brands (inner and social self, the exogenous latent variables). Following, are presented brands' constructs (endogenous and exogenous latent variables) and the respective items that composed each dimension, as it was also done on the original study of (Wallace et al., 2014).

As per the table 2, we verify that brand love construct was initially composed by 10 items (Q28, Q32, Q34, Q36, 38, Q39, Q40, Q43, Q45 and Q47) which means that brand love was the construct with more items in the model, next there is brand acceptance composed by Q35 and Q46, followed by the split of the multidimensional construct "self-expressive brand" - Inner and Social selves constructs with 4 items each one. Inner Self comprised by Q24, Q26, Q29 and Q33 and Social Self by Q25, Q30, Q31 and Q42. Lastly, WOM construct composed initially by 5 items: Q27, Q37, Q41, Q44 and Q48.

Construct	Items and respective question number
Brand Love	28. This brand is fantastic.
	32.This brand is very good.
	34. I have neutral feelings about this brand.
	36. I love this brand!
	39. I am passionate about this brand.
	40. I am very attached to this brand.
	43. This brand makes me very happy.
	45. I have no particular feelings about this brand.
	47. This brand makes me feel good.
Brand Acceptance	35. If the maker of this brand did something I didn't like I would be willing to give it another chance.
	46. I would like to try new products introduced under this brand name.
Inner Self	24. This brand symbolises the kind of person I really am inside.
	26. This brand reflects my personality.
	29. This brand mirrors the real me.
	33. This brand is an extension of my inner self.
Social Self	25. This brand improves the way society views me.
	30. This brand contributes to my image.
	31. This brand has a positive impact on what others think of me.
	42. This brand adds to the social "role" I play.
Word-of-mouth	27. I follow this brand as it enhances my Instagram profile.
	41. I follow this brand in order to talk up the brand to my friends.
	44. I follow this brand and I promote it many times.
	48. I've already recommended this brand.

Table 2 – Brand's dimensions

3.2. DATA COLLECTION TOOLS

Data collection process was composed by an online questionnaire were the respondents were invited to answer questions related to the usage of social media with a focus on Instagram. This questionnaire was published next to a very diverse audience of respondents in order to prevent one of the limitations of the previous study which had a very homogenous audience mainly composed by Irish academics.

All the collected data for this investigation was made through a Google Forms online questionnaire. To build this questionnaire, we had to follow some specifications in what concerns to structure and content in order to gather valid, relevant and concise information from the respondents of the online survey.

Following (Malhotra, 2006), questionnaire's building process has to include:

- Specification of the information needed.
- Content of each question – What am I going to do with the answer for this question?
- Wording of the questions
- Questions structure – structured or unstructured?
- Scales to be used in the questionnaire
- Order of the questions
- Pretest/Focus group

First phase of the questionnaire – specification of the information needed – was defined based on the objectives for this study, which were the same ones of the original study but now applied to a different market. Also, the social network we chose to focus in this study, was Instagram instead of Facebook.

In what concerns to the questions' content, measure scales were used, building the set of questions needed for this study as it was done by Wallace et al (2014). Considering that our study falls specifically on to Instagram, a set of 3 filter questions were made to exclude from the analysis respondents without account on this social network, or any respondent which don't follow any brand

In order to give understanding to our questionnaire, avoiding mistakes when filling it, we tried to use a very clean and simple language in order to gather from the respondents the best and most honest answers possible. Furthermore, and considering this questionnaire would be responded by a very wide range of people, mainly in terms of age and occupation, wording of the questions was something we took care very seriously to prevent misreading and/or misunderstandings.

The way questions were organized throughout the questionnaire was very logic and rigorous. Regarding sections, it was divided by 5 sections. The first one was dedicated to the introduction – it was here where the goal of the investigation was presented to the respondents. Followed by the introduction was presented section 2 where the focus was to gather the motivations of the respondents in what respects to social networks usage and assess the ways they use to do so. The third section was dedicated to brand's questions. It started with a question where the respondent had to choose and enunciate a brand he follows on Instagram in order to proceed to the next question. Fourth section was relative to demographic information. "Thank you" section was the last section of the survey where all the respondents were congratulated to reach the end of the questionnaire.

During the questionnaire, two types of scales were used: Likert and Frequency. Among section 3, Likert scale was used for the items evaluation regarding brand love, WOM, brand acceptance, inner and social-self dimensions. This scale is very popular and frequently used among questionnaire's owners since it's very easy to be applied and very well understood by the respondents (Malhotra, 2006) On the other hand, on section 2, frequency scales were used to evaluate the items regarding the study of motivations for social media usage.

The order chosen to set the questions among the questionnaire was a very meticulous task once the questionnaire had more than 50 questions, some of them in respect to very similar dimensions and where some of them were very similar between each other. To prevent the risk of having conditioned answers by tired or exhausted users, a work of mix-match was made in order to spread

and split the order of the questions, mixing the dimensions preventing to have two questions in a row belonging to the same dimension.

After several updates until the conclusion of the final version of the questionnaire we wanted to test it with a short amount of people conducing this way what is called by: Pretest. This stage was fundamental to have the first impressions and reactions to the questionnaire and counted with 10 participants. More important than observing the reactions, was to gather all the feedbacks received by the different people during this pretest. These little but very tactic and important stage of the study was crucial for the detection of small mistakes regarding phrase constructions, order of the questions as the way the answer's items were being presented which at that time revealed to be a little bit confusing to some of the respondents.

All the answers were collected through the online survey which was shared on social media platforms as Facebook (mainly groups of interest), personal, academic and professional networks.

3.3. SAMPLE

A total of 223 answers were collected. From it, only 177 were considered as valid answers, since some of the respondents have declared to not use social media or to not follow any brand on Instagram. After the process of validation, it was possible to determine this sample was composed by 62.7% of women and the following 37.6% composed by men.

As it was already covered on the previous section, among the questionnaire there was two filter questions in order to assess three important facts:

1. The respondent who fills the survey use social networks
2. The respondent who fills the survey has an active account on Instagram
3. The respondent who fills the survey follows a brand on Instagram

The first two factors were responsible to exclude 46 people from completing the survey revealing that from the 223 respondents of the survey 8 didn't have any contact with any social network, and from the rest of the 215 respondents, 38 had no Instagram account. 177 was the number of respondents that went through the questionnaire, which started firstly to assess their motivations to use social networks and the way they do so. After completing the first section a new filter question appeared regarding the third factor which revealed that from the 177 respondents only 132 have follow a brand on Instagram.

It was this number of 132 respondents that made possible the model construction for this study. According to the original study of Wallace et al. (2014), one of the limitations of their study was focusing the sample only on students who were also Facebook users. Attending to this fact, one of the objectives of the present study was to include in its sample a more diversified group of respondents belonging to different age's ranges.

Taking the previously mentioned in consideration, the whole process of collecting answers were daily monitored to ensure the good collection of answers from people belonging to all the ages' groups assuring the diversity of the sample of this study.

As pert the table 3 observation we can see that our sample was very diversified with respondents from 18 years old up to respondents with more than 40 years old, with the majority of the respondents belonging to an age range between 21 and 35 years old.

Age	**Frequency**	**%**
Total	177	100
18-20 years old	10	5.6
21-25 years old	36	20.3
26-30 years old	43	24.3
31-35 years old	37	20.9
36-40 years old	28	15.8
More than 40 years old	23	13.0

Table 3 – Demographic distribution of answers

3.4. TOOLS FOR DATA ANALYSIS

The proposed model was verified through the application of structural equation modelling (SEM) using PLS and the data were analyzed using SPSS. There's two types of structural equation: 1) Co-variance based models (CB-SEM), which are used for testing theories or multiple linear regressions simultaneously and 2) models based on variance (VB-SEM) where there's no assumptions regarding the normality of the data (Henseler, Ringle, & Sarstedt, 2014). In the work of (Sarstedt, Ringle, & Hair, 2017), they reveal the importance of SEM method referring to it as one of the most useful advanced statistical analysis techniques that have emerged in the social sciences in recent decades.

This was also the approach used on the original study of Wallace et al. (2014) where a two-step structural equation modelling was followed. First, the examination of psychometric properties of the scales used in the study and lastly, the structural model in order to test the 5 hypotheses proposed.

In a more technical view, structural equation modelling (SEM) is a class of multivariate techniques that combine aspects of factor analysis and regression following (Sarstedt et al., 2017) which allows us to validate theoretical models defined by causal relationships, hypothetical between different variables. The first part of the analysis is composed by factor analysis where the measurement model is defined, which is mainly used to observe the inter-dependency among relationships between variables in order to find a set of factors (lower than the original number of variables) and that justify and explain the existence of the original variables. (Malhotra, 2006) This technique is very useful to analyze different scales that use a large quantity of items that are used for evaluating personality, behavior and attitudes. On the other hand, with the regression technique it is possible to establish the structural model – causal order relations between all different variables being studied.

Structural equation modeling (SEM) is composed by two different stages: one regarding measurement model showing the relationships between latent variables and indicators and the other regarding structural model where is showed the potential causal dependencies between

endogenous and exogenous variables. According to (Sarstedt et al., 2017), “measurement model is an element of a path model that contains the indicators and their relationships with the constructs and is also called the outer model in PLS-SEM.” While “structural model is an element of PLS path model that contains the constructs as well as the relationships between them”, following the same author.

There’s two ways for relate constructs’ indicators (items): formative and reflexive. On reflexive models (the type of model used in this study), each indicator is related to its construct through simple linear regression, where the indicator are construct’s representatives (Garson, 2016). On the other hand, on formative models, latent variable is a linear combination of its variable’s indicators. As it was said previously, in this study all constructs are considered reflexive, which means that each latent variable it’s considered as a common cause of its indicators’ behavior(Garson, 2016).

Through SmartPLS software was defined the model in study, like the original one from (Wallace et al., 2014) and also is where is going to be made all the tests regarding the quality of the measurement model. Only when the measurement model is considered valid, structural model could be evaluated.

Evaluation	**Measurement criteria**
Reliability	• α’s Cronbach (greater than 0,7) • *Loadings (greater than 0,7)* • Composite reliability (greater than 0,7)
Convergent validity	• Average Variance Extracted (AVE) – greater than 0,5
Discriminant validity	• *Cross-loadings (Lower than loadings)* • *Heterotrait-Monotrait* (HTMT) ratio (*value lower than 0,9 – significantly lower than 1)* • *Fornell-Larcker*’s criteria

Table 4 – Measurement model’s evaluation criterion **Source:** (Henseler et al., 2014)

Following the same author, the first test to be performed should be the one relative to assess construct reliability and validity by three different criteria already described below: α’s Cronbach, Loadins and composed reliability.

Following (Cronbach, 1951), according to his test, construct’s reliabilty should analyze if the sample don’t present any desadjusted values, and if in their totality data is consistent and reliable. As also presented this value should be equal or higher than 0.7.

According to the second criterion (loadings), the reliability of the data can be measured by measuring the correlations between a construct and each indicator of that construct. The values of loadings and composite reliability should be greater than 0.7 for the model to be considered acceptable (Henseler et al., 2014)

The second dimension to be examined is the convergent validity, which measures the positive correlation between the various indicators associated with a construct, because these indicators should converge or share a high proportion of variance (Sarstedt et al., 2017). Thus, to analyze the

convergent validity, the average variance extracted (AVE), in which the AVE represents how much of the variance of an indicator is explained by the construct. In this way, it is possible to verify how much, on average, the variables positively correlate with their constructs. When the AVE value is greater than 0.5 it is assumed that the model has a satisfactory value and means that the construct explains more than half of the variance of its indicators (Henseler et al., 2014).

The third dimension of evaluation of the measurement model concerns to discriminant validity, which evaluates whether the indicators measuring one construct are correlated with another construct, and whether this construct is unique in the model, and is not represented by any other construct. There are three criteria for assessing discriminant validity. The first refers to cross-loading of the indicators. Specifically, if an indicator has a higher correlation with another latent variable than with its respective latent variable, the adequacy of the model should be reconsidered (Henseler et al., 2014)). This criterion serves to confirm that there is no indicator that is incorrectly assigned to a construct (Sarstedt et al., 2017). The second measure concerns the criterion of Fornell & Larcker (1981) (Fornell & Larcker, 1981). This criterion compares the square roots of the AVE values with the correlations of the constructs. The square root of the AVE of each construct should be greater than correlation with any other construct. The third measure of discriminant validity concerns the Heterotrait-Monotrait's Ratio (HTMT), which should be significantly lower than 1 (Sarstedt et al., 2017), and to be considered satisfactory, should be less than 0.90 (Henseler et al., 2014).

After the measurement model is defined and considered as valid, the next step of the PLS-SEM is the validation of the structural model. Thus, as was done previously for the measurement model, for the structural model the statistical tests to be performed and analyzed are summarized in the following table:

Evaluation	**Critério de medida**
Model's adjustment tests	• *SRMR < 95% bootstrap quantile* • *D_G < 95% bootstrap quantile* • *D_{ULS} < 95% bootstrap quantile*
Approximate measure of model fit	• *SRMR (Standardized root means square residual) < 0,08*
Endogenous variables	• Constructs' values in R^2
Effect Size (f^2) or Cohen's indicator	• Constructs' values in f^2
Direct Effects	• Model's significance (*p-value*) • *Path coefficient*

Table 5 - Structural model adjustment's validation criterion Source**:** (Henseler et al., 2014)

The first validation step of the structural model refers to the analysis of the approximate fit of the model. The adjustment tests of the model are calculated through the bootstrapping technique (Henseler et al., 2014). In this phase the value of the Standardized root mean square residual (SRMR) is defined as the difference between the observed correlation and the implicit correlation matrix of the model. Thus, it is possible to evaluate the mean magnitude of the discrepancies between

observed and expected correlations (Henseler et al., 2014). The value of the SRMR should be less than 0.08 to consider that the model has a good fit, and a SRMR value of zero corresponds to a perfect fit model (Sarstedt et al., 2017). Also in this step, the confidence intervals are evaluated and the SRMR should be included in the confidence interval values for a significance level of 5%. Moreover, according to the authors Hair et al. (2014), DULS (ie the squared Euclidean distance) and DG (ie the geodetic distance) will be analyzed based on the confidence interval values for a significance level of 5%, to validate if the model presents a good adjustment.

As for R2, it is also a verification measure of the model's adjustment, explaining how much of the variance of the constructs is explained by the other constructs of the model. In other words, in what %, is the exogenous variables of a given construct, explain the variance of the dependent construct (Henseler et al., 2014). The R2 varies between 0 and 1, and the higher the value, the more explanatory the model is and the greater the explanation of the dependent variable (Henseler et al., 2014)

The third assessment refers to the size of effects (f2) or Cohen's Indicator. Here it is evaluated how much each construct is useful for the adjustment of the model. Values of 0.02, 0.15 and 0.35 are considered small, medium and large respectively (Henseler et al., 2014)

Finally, we analyze the significance of the path coefficients to test the hypothesis of research on the causal relationships between latent variables. That is, at this stage it is verified whether the assumptions of the structural model are statistically significant or not. This analysis will be done through the *t* test, which evaluates the level of significance of each model hypothesis (Henseler et al., 2014)

4. RESULTS AND DISCUSSION

This chapter aims to present the results of this research work as data analysis, which is composed by descriptive statistics of all the items used to evaluate each defined construct, either brand or motivations' dimensions.

After the descriptive analysis of the measurement scales, this chapter also includes two sections regarding measurement model's validation and one last on comprising the adjustment of the structural model.

Furthermore, and following one of the recommendations of the original study of Wallace et al. (2014), a section in this chapter was created specifically covering "Motivations" since the questionnaire that was created also covered a section fully dedicated to study user's motivations to use social media and specifically, the social network in study – Instagram.

4.1. DESCRIPTIVE STATISTICS

In this study we could access not only the different dimensions of brand love, WOM, self-expressive brand and brand acceptance but also, and in addition to study of (Wallace et al., 2014) where they verified the lack of the assessment of motivations to use social media and pointed out it as a limitation of their study, in ours this topic was explored since these motivations' related questions were added in the online questionnaire.

This section will focus on the analysis of the standard deviation and means that will be represented per the following tables regarding different dimensions.

4.1.1 Brands and Consumer Behavior

From a sample with 177 valid respondents, where 62.7% were female and 37.3% male, a total of 98 brands were selected by them to go through the online questionnaire

Per curiosity and in order to compare with the sample of the original study of Wallace et al. (2014) it was invested some time on researching what type of brands appear the most and to what industry they would belong to. After an analysis of the whole universe of 98 brands, we could identify 13 different verticals/industries where those 98 brands could fit. From this analysis it was possible to realize that most of the brands being present in the study are related **to Fashion & Apparel industry** as it also happened on the original study of Wallace et al. (2014)

Moreover, from this analysis it's also surprising to discover that most of these brands are not consider mainstream, because some of them are related to small and medium businesses which can be found only in the digital's universe as pure players. Additionally, one of the assumptions we can extract from the analysis is regarding the powerful online presence of these brands on Instagram which makes totally unnecessary for them to create an individual website where they can sell their products, on the contrary, they focus 100% their activity on Instagram instead.

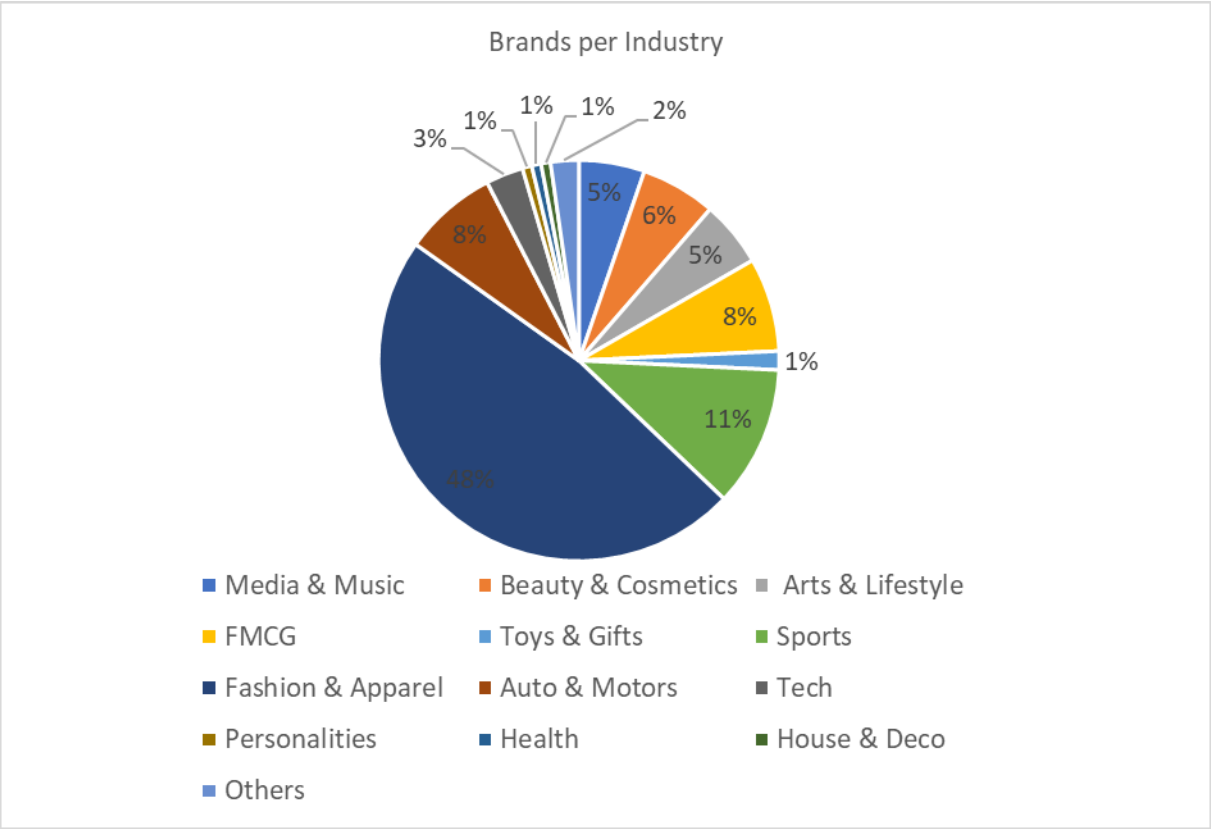

Figure 4 – Family types of brands per industry in the current study

4.1.2 Brand Love dimension

In order to assess "brand love" construct, we have established a set of items to inquire to the respondents' questionnaire, as it happened in the original study of (Wallace et al., 2014). After a brief analysis we could easily conclude that most of the respondents have responded to the questionnaire having a brand in mind that they consider fantastic or at least very good having these two items a mean higher than 4 when the maximum is 5. As per the results of STD we could also verity that these results were very transversal, marking values below 1, among the universe of 132 valid respondents. On the contrary, the study of this dimension shows a very low result in to what concerns to neutral feelings about the brands.

Construct	Item	Mean	Standard Deviation
Brand Love	28. This brand is fantastic.	4.04	.814
	32.This brand is very good.	4.17	.805
	34. I have neutral feelings about this brand.	2.38	1.195
	36. I love this brand!	2.98	1.226
	39. I am passionate about this brand.	2.94	1.253
	40. I am very attached to this brand.	3.16	1.235
	43. This brand makes me very happy.	2.88	1.211
	45. I have no particular feelings about this brand.	2.32	1.206
	47. This brand makes me feel good.	3.61	1.016

Table 6 – Brand love dimension

4.1.3 Word-of-mouth dimension

Construct	Item	Mean	Standard Deviation
Word-of-mouth	27. I follow this brand as it enhances my Instagram profile.	1.61	.871
	41. I follow this brand in order to talk up the brand to my friends.	1.64	.867
	44. I follow this brand and I promote it many times.	2.27	1.205
	48. I've already recommended this brand.	3.42	1.261

Table 7 – Word-of-mouth dimension

This dimension has showed that respondents, besides of having a very good feeling about the brands they act very seriously on their promotion, talking about them and referring or recommending them to others as we can see per the results of item 48 (Mean of 3.42 and Standard Deviation of approximately 1.3). However, and in opposition to the item 48, items 27, 41 and 44 were very low scored (Means rounding the value 2 or less and with very low results on standard deviation as well) showing this way that there's no reasons for following a brand on Instagram related to social profile enhancement or any other "show off" motivation to prove something to others.

4.1.4 Inner-Self dimension

When observing the results of this dimension, specifically items 24 and 26, where the scores were higher than 3 with a standard deviation of 1.085, it's almost possible to affirm that brands chosen by the respondents have somehow some inner connection to them, impacting their personality and they see their selves. In addition to what was said before, most of the respondents (approximately 70%) assume that the brands they have selected in question 23 are linked to their personality and can relate very easily to the type of person that they consider to be.

Construct	Item	Mean	Standard Deviation
Inner Self	24. This brand symbolizes the kind of person I really am inside.	3.11	1.050
	26. This brand reflects my personality.	3.27	1.120
	29. This brand mirrors the real me.	2.67	1.150
	33. This brand is an extension of my inner self.	2.53	1.142

Table 8 – Inner-Self dimension

Observing the items 29 and 33 the figures are almost the same. More than 50% of the respondents have answered they agree with both affirmations which allows us to convey that brands can act as an extension of personality.

4.1.5 Social-Self dimension

Regarding "social self" construct, it is possible to verify that most of the items of the dimension got similar results with a mean of approximately 2 along the four items and with low results on standard deviation which allows us to conclude that the most of our respondents do not consider that brands have an important role on their social self. If we want possible to point out one item from the four selected to assess this dimension, would be the item 30 where its mean is 2.83 (the highest value of

the construct) with almost 50% of the respondents responding to the question with choices between 3 and 5. It's also the item 30, which had the highest mean that also has the highest value of standard deviation, which is totally explained by the answers split to the question where we could verify that this item received almost the same ponderation (20%) in almost every answer possibilities.

Construct	Item	Mean	Standard Deviation
Social Self	25. This brand improves the way society views me.	2.51	.969
	30. This brand contributes to my image.	2.83	1.257
	31. This brand has a positive impact on what others think of me.	2.37	1.162
	42. This brand adds to the social "role" I play.	1.79	.996

Table 9 – Social-self dimension

4.1.6 Brand Acceptance dimension

Construct	Item	Mean	Standard Deviation
Brand Acceptance	35. If the maker of this brand did something I didn't like I would be willing to give it another chance.	3.45	1.006
	46. I would like to try new products introduced under this brand name.	4.02	.988

Table 10 – Brand Acceptance dimension

The two items that composed this construct received very linear figures, with very high values either on mean and standard deviation. The 132 respondents showed some assertiveness when it comes to "accept mistakes from brands" or "testing new products" since the mean on both items is about 4. In fact, only 5.3% of the respondents have responded that wouldn't be willing to give it a try on a brand that for some reason fails on their expectations, even if it's a very good brand or a brand they consider fantastic.

After the analysis of the descriptive statistics regarding brand's constructs of the current study, data will be analyzed through the modeling of structural equations (SEM). The models of structural equations include several statistics techniques that allow the estimation of causal relationships, defined on the basis of the model through two types of variables (constructs), which are not directly observable, in which the single object are the manifestations or causes of these variables, and the observable indicators used to measure the constructs (Sarstedt et al., 2017). The modeling of structural equations includes two steps: the first one comprises the factorial analysis of the indicators (analysis of the measurement model) in which the relationships between the variables of the model are estimated – constructs and their items – and the second one refers to the regression analysis (estimation of the structural model) in which the existing connections between the constructs are estimated (Sarstedt et al., 2017).

4.2. MEASUREMENT MODEL'S VALIDATION

On the measurement model is where the relationships between constructs are displayed as well as the indicator variables throughout confirmatory factorial analysis. With this said, it is on measurement model where is defined how the dimensions (constructs or latent variables) will be measured. There's two approaches that can be followed in order to measure these variables: reflective or formative measurement (Sarstedt et al., 2017). On the reflective models, each item is related to its construct throughout a simple regression, where the items are a representation of each construct (Garson, 2016) . On formative models, the latent variable it's a linear combination of the items of each construct.

Since our goal is to study the relationships between constructs and their indicators and our dimensions are represented by each indicator through a simple regression as it was already presented on previous chapter, we have chosen the reflective analysis to keep on in the analysis.

4.2.1 Initial measurement model

When we start developing the first analysis on PLS, testing the first model, we've realized that some of the loadings, namely: Q27, Q32, Q34, Q35, Q41 and Q45 presented results lower than it recommended on table 5 from the section 3.5 of the previous chapter as it can be verified on appendix 4.

Secondly, were evaluated the tests regarding Cronbach's α and Composite Reliability for each of the constructs where it was verified that only "Brand Acceptance" construct presented values below than 0.7.

After the tests that assesses reliability, it was needed to verify model's validity through the analysis of convergent validity and discriminant validity.

For the evaluation of convergent validity, we use AVE (average variance extracted) as criteria which should be higher than 0.5 to considered as valid. Following table 11, construct WOM doesn't respect the criterion since its value is lower than 0.5. This way, we can affirm that there are no conditions for assuming the convergent validity of the measurement model.

Construct	Average Variance Extracted (AVE)
Brand Acceptance	0.610
Brand Love	0.518
Inner Self	0.771
Social Self	0.626
WOM	0.475

Table 11 – Average variance extracted of the initial measurement model

For the discriminant validity, three criteria were considered: cross loadings, Fornell-Larcker and HTMT ratio. Regarding cross loadings and Fornell-Larcker criteria, as it shows on appendix 5, they

were both OK. Concerning Heterotrait-Monotrait Ratio (HTMT), it is possible to verify that also this criterion can be considered as satisfactory, as it shows on table 12.

Construct	Brand Acceptance	Brand Love	Inner self	Social self	WOM
Brand Acceptance					
Brand Love	0.767				
Inner Self	0.520	0.595			
Social Self	0.334	0.557	0.797		
WOM	0.756	0.788	0.615	0.758	

Table 12 – Ratio of HTMT of the initial measurement model

Nevertheless, and according the results presented before, measurement model does not present satisfactory results since it reveals a weak reliability and convergent validity. This way, iterations were made, in order to find the final measurement model presented on appendix 5.

With this scenario, changes to the initial measurement model were made taking into consideration loadings presenting values lower than 0.7, removing them. The removed question were questions 34 and 35 regarding Brand Love and questions 27 and 41 on WOM.

After the exclusions of the four questions, we could start developing the final measurement model.

4.2.2 Final measurement model

As it happened for the previous measurement model, also for this model, named as final measurement model, we start by analyzing the results of confirmatory factorial analysis. This final version of measurement model presents less four items than the previous model.

In order to assess reliability of the final measurement model we firstly started to evaluate two first criteria – Cronbach's α and Composite reliability.

Construct	Cronbach's α	Composite Reliability
Brand Acceptance	0.385	0.754
Brand Love	0.906	0.924
Inner Self	0.901	0.931
Social Self	0.799	0.870
WOM	0.794	0.880

Table 13 – Cronbach's α and Composite Reliability

Regarding these first two criteria, it was possible to verify that almost every construct got results higher than 0.7 (Cronbach, 1951) (Brand Love, WOM, Inner Self, Social Self), except for "Brand Acceptance" construct, particularly on Cronbach0's α which has performed worse (lower than 0.7) than the rest of constructs (Cronbach's α = 0.385).

Still continuing in the evaluation of the measurement model, after verifying the first two criteria (Cronbach's α and Composite Reliability), the verification of Loadings was also done as per the table 14.

Item	Brand Acceptance	Brand Love	Inner Self	Social Self	WOM
Q24			0.877		
Q25				0.819	
Q26			0.861		
Q28		0.714			
Q29			0.920		
Q30				0.774	
Q31				0.864	
Q32		0.679			
Q33			0.853		
Q35	0.652				
Q36		0.817			
Q37					0.818
Q38		0.785			
Q39		0.875			
Q40		0.808			
Q42				0.702	
Q43		0.765			
Q44					0.803
Q46	0.892				
Q47		0.767			
Q48					0.904

Table 14 – Loadings of the final measurement model

After the verification of table 14 we could conclude that most of them have reached the minimum value to be consider as reliable and contribute this way to the reliability of this model. In fact, and taking the previous shown table in consideration, it is also possible to realize that the majority of the loadings that are lower than 0.7 are very close to this number.

On the other hand, it's important also to verify if the proposed measurement model measures assertively the construct, if it's valid or not. For this to happen, it was needed to take in consideration two types of validity: Average Variance Extracted (AVE) and Discriminant Validity.

For the AVE's evaluation, it was used as criteria the average variance extracted (AVE) which values should be higher 0.5.

Construct	Average Variance Extracted (AVE)
Brand Acceptance	0.610
Brand Love	0.606
Inner Self	0.771
Social Self	0.627
WOM	0.710

Table 15 – Average Variance Extracted (AVE)

As per the table observation, we can conclude that all the construct reached values higher than 0.5 contributing favorably to the convergent validity of this model.

For discriminant validity's evaluation, will be take into consideration three criteria: Cross-loadings (which should present values lower than Loadings already presented), Heterotrait-Monotrait's ratio (HTMT) and lastly Fornell-Larcker's criteria.

The first one – Cross Loadings – as it was previously exposed, it's a criterion which values should not be higher than the ones that were presented on Loadings' criteria.

After the analysis of this criteria, and per the results shown in the appendix 4, it is possible to conclude that all the constructs can assign discriminant validity to the model.

Regarding Heterotrait-Monotrait's ratio (HTMT), all the values should present values lower than 0.9 to be considered as satisfactory in order to contribute to model's discriminant validity. As it's showed per the table below, it's observable that every construct respects the criteria of HTMT.

Construct	Brand Acceptance	Brand Love	Inner Self	Social Self	WOM
Brand Acceptance					
Brand Love	0.839				
Inner Self	0.520	0.621			
Social Self	0.334	0.597	0.797		
WOM	0.851	0.811	0.450	0.461	

Table 16 - Heterotrait-Monotrait's ratio (HTMT) of the final measurement model

Lastly, and following (Fornell & Larcker, 1981) this criteria compares the square roots of the AVE values with the correlations of the constructs. In the end of this verification, the square root of the AVE of each construct should be greater than correlation with any other construct.

Construct	Brand Acceptance	Brand Love	Inner Self	Social Self	WOM
Brand Acceptance	0.781				
Brand Love	0.514	0.778			
Inner Self	0.325	0.564	0.878		
Social Self	0.196	0.512	0.677	0.792	
WOM	0.485	0.692	0.384	0.366	0.843

Table 17 – Fornell & Larcker criteria of the final measurement model

As per table's observation, it is possible to verify that all root squares' values are greater than the values of their correlations with other constructs. Therefore, following Fornell-Larcker's criteria, this model pursuits a good (reasonable) discriminant validity.

Having evaluated every and each criterion regarding measurement model, and after the comparison made between the initial and final version of the measurement model, appendix 5 and 6, respectively, it is possible to affirm that these final results can guarantee the consistency of each construct, giving this way the possibility to go through the test of structural model.

4.3. STRUCTURAL MODEL

When the data for the measurement model is considered valid and reliable, the step that comes next is the evaluation of the validity of the measurement model's adjustment and its relationships, in particular the cause-effect between constructs (Sarstedt et al., 2017). Structural model is an element of PLS path model that is composed by the constructs (latent variables) and the relationships that exist between them. The evaluation of the structural model is composed by the verification of five criteria: collinearity among sets of constructs, significance of path coefficients, coefficient of determination (R^2), effect size (f^2) and predictive relevance (Q^2 and q^2 effect size) (Sarstedt et al., 2017).

On the following table it will be displayed the obtained estimations for the verification of the general model's adjustment (SRMR, D_{ULS}, D_{G1} and D_{G2}) and its respective confidence interval between 2.5% and 97.5%.

	Estimated Model	CI 2.5%	CI 97.5%
SRMR	0.058	0.049	0.069
D_{ULS}	0.787	0.554	1.100
D_{G1}	0.679	0.494	0.906
D_{G2}	0.448	0.337	0.586

Table 18 - General model's adjustment

Through the analysis of the results displayed in the table we can verify that value regarding standardizes root mean square residual (SRMR) of 0.058 it complies with the rule that its implied to this criterion (SRMR <0.08) and the estimated model is between confidence intervals, and so it is possible to confirm that the model has a good level of adjustment. Additionally, through the observation of the other measurement criteria in the table – D_{ULS}, D_{G1} and D_{G2} – we can conclude

that also these ones are positioned between their confidence intervals which leads us to a good position regarding the general adjustment of the model since those four criteria (SRMR, D_{ULS}, D_{G1} and D_{G2}) respect the rules that are implicit to each criteria.

For the analysis of the structural model, coefficient of determination (R^2) verification's need to be evaluated, since it indicates the quality of the adjusted model. This criteria represents the proportional variance of independent variable which is explained by the dependent variables (Henseler et al., 2014). Not always is possible to gauge the reasonability of this criteria since its results can be interpreted in a different way depending on the field of study. Per example, consumer behavior researches, results higher than 20% are considered as high (very good), nevertheless, in marketing researches, R^2 values =75%, 50% or 25% can be considered as high, moderate or low (Sarstedt et al., 2017). On table 20, are presented the values of R^2 of the current study:

Construct	R^2
Brand Acceptance	28%
Brand Love	35%
WOM	48%

Table 19 – Pearson (R^2)

Taking what was mentioned before into consideration and after the analysis of the table 20 we can consider that values of our constructs are all above 25%, nevertheless for marketing researches they reveal low results on R^2.

Regarding the evaluation of the causal relations parameters from structural model – path coefficients – it is made throughout through bootstrapping technique with 5000 subsamples (Sarstedt et al., 2017). With this, is possible to create a *t* value in order to calculate the significance of each path coefficient estimated. (Sarstedt et al., 2017)

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1.1. Inner self -> Brand Love	0.400	0.400	0.095	4.222	0.000
H1.2. Social self -> Brand Love	0.241	0.248	0.089	2.698	0.007
H2.1. Inner self -> WOM	-0.025	-0.030	0.096	0.262	0.793
H2.2. Social self -> WOM	0.029	0.032	0.092	0.311	0.756
H3.1. Inner self -> Brand Acceptance	0.148	0.142	0.113	1.310	0.190
H3.2. Social self -> Brand Acceptance	-0.169	-0.175	0.092	1.842	0.066
H4. Brand Love -> WOM	0.691	0.695	0.064	10.836	0.000
H5. Brand Love -> Brand Acceptance	0.517	0.533	0.106	4.901	0.000

Table 20 – Path coefficients, mean, standard deviation, *t* statistics and P values of structural model

For this study, only path coefficients showing *t* results equal or higher than 1.96 are considered as significant at the 0.05 level, which is what happens with most of the values the table. Additionally, and looking at P values is it possible to verify that most of them are significant since they're very close to 0.00 (zero). (Sarstedt et al., 2017)

On table 22 can be verified that relationships between Brand Love -> Brand Acceptance, Brand Love -> WOM, Inner Self -> Brand Love and Social Self -> Brand Love are statistically significative. That is, the 4 hypotheses mentioned before out of 8 hypotheses in total were accepted for $p<0.001$ while the other 4, were not for $p<0.1$.

The last evaluation refers to the size of effects (f^2) or Cohen's where we analyze the values of the effects that a given construct has on another construct, in order to evaluate whether this effect is strong or weak. Values of 0.02, 0.15 and 0.35 are considered low, medium and high, respectively (Henseler et al., 2014)

Construct	Brand Acceptance	Brand Love	Inner Self	Social Self	WOM
Brand Acceptance					
Brand Love	**0.242**				**0.597**
Inner Self	**0.015**	0.133			**0.001**
Social Self	0.021	0.048			**0.001**
WOM					

Table 21 – Cohen's indicator, f^2 effects

Through the analysis of the table shown above, what is observed is the brand love has a strong impact on brand acceptance as it has also on WOM. On the other hand, WOM has a lower or even any impact either on Inner or Social self. Besides this, it is also observable the impact of social self on brand acceptance and brand love with high impact on inner self but medium on social self.

Having tested both measurement and structural model, we can now present the final model with the it respective results:

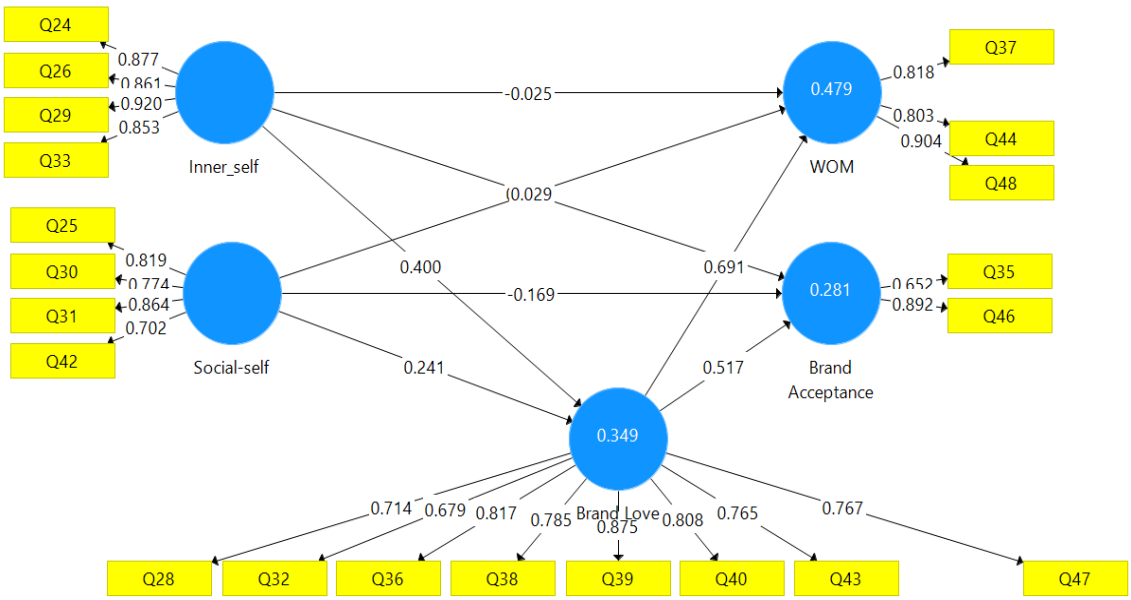

Figure 5 – Final model of the present study

After the structural model evaluation we would be able to move to the next chapter – Conclusions – however, this would be a very similar study and total in line with the study of Wallace et al. (2014).

Since we wanted to go beyond the limitations of the previous study we took this research forward. In the following section, will be covered the study of motivations since it was also a component included in our questionnaire.

4.4. MOTIVATIONS

Responding to one of the limitations reported on the original study of Wallace et al. (2014), in this study we have included 14 questions to assess what would be the motivations for people to use social media and more specifically the social network – Instagram – in Portugal using a Likert scale of 5 levels, from 1 up to 5. Before the section where questions regarding brand love, WOM, brand acceptance, inner and social dimensions were presented, a different section was specifically created to assess only respondents' motivations. It was very important to us to understand the motivations of the respondents for following a brand on Instagram, mainly because consumers could have more reasons to be on Instagram than only for inner or social purposes. Overall, 177 respondents have responded to a set of 14 in order to find what would be their main motivations to use Instagram and social media in general.

For the study of motivations, and since we used a non-verified scale in our questionnaire for the study of motivations we had firstly to define their dimensions. For the dimensions' definition we have used exploratory factorial analysis (EFA). Factor analysis, include both principal component analysis and common factor analysis, following (Hair, Black, Babin, & Anderson, 2010) "is a statistic approach that can be used to analyze interrelationships among a large number of variables in terms of their common underlying dimensions". We have used this approach in order to reduce the original variables into a smaller set of factors.

This analysis was done using SPSS and the first step was to go through the verification of KMO and Bartlett's. KMO (Kaiser-Meyer-Olkin) and Bartlett's test are used to measure the adequacy of the data to the analysis (EFA). Following (Cerny & Kaiser, 1977) KMO values above 0.5 are acceptable and so the sample can be considered as adequate. Regarding Bartlett's test values less than 0.05 are considered adequate. On the table 22, results of this test are presented.

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin	.681
Bartlett's Test	.000

Table 22 – KMO and Bartlett's test

After this first verification, we could go through to the next stage: Principal Component analysis. Here, we have verified that only four factors would be considered since this was also the number of items that presented Eigenvalues higher than 1. During this verification four items of the questionnaire scored with values below 0.5 as it is showed on table 23. Due to that we considered this as our first model since we had to exclude these 4 items and run PCA again. On our second (and final) model we have excluded the 4 items presenting Eigenvalues values lower than 0.5 and we ran the model again, this time with a TVE higher than 67% (contrarily to the 57% of the first model).

Item	Extraction
5. I use social networks only for social purposes	.480
6. I use social media in order to access information I would not otherwise have.	.568
7. I use social networks to access discussion groups on specific topics of common interest.	.541
8. I use social networks to send messages.	.599
9. I use social networks just to spend the time.	.547
10. I use social networks to share content.	.709
11. I use social networks to consume content.	.499
12. I use social networks just for fun.	.501
13. I use social networks to keep contact with my family.	.464
14. I use Instagram to see pictures.	.642
15. I use Instagram to share pictures.	.682
16. I use Instagram to make up pictures/photos.	.411
17. I use Instagram to follow famous people.	.725
18. I use Instagram to follow brands I like.	.693

Table 23 – Communalities -Principal Component analysis

After PCA's extraction, and after the exclusion of items 5, 11, 13 and 16 we have rotated the model considering only 10 items following VARIMAX technique to verify the loading of the item in each factor and to verify what were the highest loadings in each factor.

Item	Factor			
	1	2	3	4
6. I use social media in order to access information I would not otherwise have.	.549	.053	.146	.533
7. I use social networks to access discussion groups on specific topics of common interest.	-.032	.156	-.204	.806
8. I use social networks to send messages.	-.068	-.029	.360	.660
9. I use social networks just to spend the time.	.097	-.062	.817	.041
10. I use social networks to share content.	.055	.775	-.064	.267
12. I use social networks just for fun.	.088	.359	.652	.128
14. I use Instagram to see pictures.	.275	.527	.543	-.178
15. I use Instagram to share pictures.	.229	.801	.240	-.054
17. I use Instagram to follow famous people.	.805	.065	.280	-.110
18. I use Instagram to follow brands I like.	.811	.260	-.061	.009

Table 24 – Rotated Component Matrix[a]

With this final step, we could assume that items 6, 17 and 18 belong to factor 1, items 10 and 15 belong to factor 2, items 9, 12 and 14 belong to factor 3 and the remaining items 7 and 8 belong to factor 4.

After making correspond each set of items per factor, we have labelled each factor in order to use these labels on the study of the motivations. Consequently dimension 1 was named as "Information", dimension 2 as "Sharing", dimension 3 as "Entertainment" and the last dimension (4) as "Conversation".

We could start analyzing the different dimensions, taking only into account the ones that have demonstrated to be relevant. The 10 items were grouped into 4 constructs: Information, Conversation, Sharing/Social Interaction and Conversation.

4.4.1 Descriptive Statistics

This section will focus on the analysis of the standard deviation and means that will be represented per the following tables regarding "Motivations" dimensions.

4.4.1.1 Information

One of the first dimensions that immediately arrived at our minds when the topic is social media is information, just because there it's just that – information. As user of any social network, we're invaded by information. Taking this into account we wanted to know next to our sample if this is a legitimate reason for using them or not.

Construct	Item	Mean	Standard Deviation
Information	6. I use social media in order to access information I would not otherwise have.	3.81	.932
	17. I use Instagram to follow famous people.	2.79	1.338
	18. I use Instagram to follow brands I like.	2.99	1.321

Table 25 – Information's dimension

From the results obtained, the first item that stands out from the three is item 6 (Average=3.81, Standard deviation=0.932) where the difference is remarkable. In fact, 44.1% of the respondents have answered they frequently use social networks in order to access information they couldn't do it other way. Moreover, almost 24% said follow this behavior very frequently.

4.4.1.2 Conversation

One of the most used features on social networks is related to the fact of chatting possibility which allows users to send messages, very easily, multiplying this way the number of touchpoints one person can have in order to be in contact with any one.

Construct	Item	Mean	Standard Deviation
Conversation	7. I use social networks to access discussion groups on specific topics of common interest.	3.14	1.278
	8. I use social networks to send messages.	4.12	1.046

Table 26 – Conversation's dimension

As it happened with the last construct, in Conversation's there's also one item that is totally remarkable, which is item 8 (Avg=4.12). Naturally, a good value here was already being expected, however per the results expectations were completely exceeded with 75.7% of contestants affirming their use of social networks because of the possibility of sending messages. The highest value on this item (48%) occurred on level maximum. Only 1.1% of the contestants affirmed they don't use social networks because of this capability.

4.4.1.3 Sharing

Construct	Item	Mean	Standard Deviation
Sharing/Social Interaction	10. I use social networks to share content.	3.48	1.098
	15. I use Instagram to share pictures.	3.72	1.229

Table 27 – Sharing's dimension

From the four constructs, this was the one showing more assertiveness presenting very similar results both on Average and Standard Deviation. Yet, we can assume that users who use social networks hey use it either for share content and in the specific case of Instagram, they use it to share pictures/images with their community of followers. In fact, the item 15 had its most of answers on level 5 (33.9%) on a scale from 1 up to 5.

4.4.1.4 Entertainment

Construct	Item	Mean	Standard Deviation
Entertainment	9. I use social networks just to spend the time.	3.56	1.081
	12. I use social networks just for fun.	3.89	.929
	14. I use Instagram to see pictures.	4.37	.908

Table 28 – Entertainment's dimension

Regarding the last construct – entertainment – it was composed by a set of 3 items (questions 9, 12 and 14) which were related with leisure purposes on the usage of social media. All the answers were very linear in terms of average and standard deviation which gives to this construct strength since each of three items performed above average and with very low values on standard deviation. Even most of the respondents affirmed that they use social networks without any specific reason (84.2% across levels 3, 4 and 5), only for dead times, in contrast on the other two items (12 and 14) respondents have affirmed that they use social networks for specific purposes as for fun or to watch photos, in case of Instagram. As it would be expectable, item 14 received 54% of answers on level 5.

4.4.2 Correlation between Motivations

Before the study of correlations between brand's and motivations' constructs we have actually tried to create a new and updated model where the motivations would be added to the conceptual and original model created by Wallace et. Al (2014), showing the influence of motivations on either inner and social self, but it showed irrelevant and insignificant. Understanding the motivations for someone "follow" a brand on Instagram rather than inner or social acceptance reasons, revealed to be a good extension for future studies (Wallace et al., 2014).

Taking that into account we have combined in pairs of two dimensions (one from brand and one from motivations) in order to see if they somehow correlate with each other. For this verification we have used Pearson's correlation coefficients.

For this analysis we have used level of significance of 0.05. Which means that if in each correlation where the values of significance are greater than 0.05, the correlation is not statistically significant, which means that occurred by chance (Pearson, 1931). Remember that we're using statistics because we're using a sample and not a whole population.

Then will be presented in the table 30 the 6 possible correlations between constructs:

	Information	Sharing	Entertainment	Conversation
Inner Self	0.417	0.564	0.026	0.421
Social Self	0.378	0.693	0.154	0.431

Table 29 – Pearson Correlation tests – Sig. (2 tailed)

As per the results, it is possible to verify that there's no correlations between constructs, except for the correlation between inner self and entertainment.

Contrarily to what we had thought in the beginning of the current research, following one of the recommendations of the original study of Wallace et al. (2014), motivations didn't show any correlation with self-expressive brand constructs which can be explained by the inexistence of a validated scale for the motivation's study, which is something that will be reported in the section relative to the limitations of this study.

5. CONCLUSIONS

This chapter aims to put in perspective the results of this investigation, taking into account the initial objectives of the study presented on the first chapter of the dissertation.

5.1. MAIN RESULTS AND IMPLICATIONS

Such as the previous study of Wallace et al. (2014) the goal of our study was to gather some outcomes and insights into brand engagement, through consumer's attitudes towards brands that they follow on Instagram. Additionally, in response to their study, we've also explored the reasons who lead users to social networks, specifically on Instagram. The value of this study is undoubtable, mainly for the ones who seek to explore brands' relationships with their consumers and find out these implications on brand's outcomes as Brand Love, WOM and Brand Acceptance. Moreover, how can these brand's dimensions relate to consumers in what concerns to their inner or social selves. These two last dimensions belong to one main dimension since they are reflections of self-expressive brands – as it happened on previous study of (Wallace et al., 2014) for the hypotheses validation we've divided the two in SES (Self expressive brand reflecting consumer's social self) and SEI (Self expressive brands reflecting consumer's inner self).

After the realization of the questionnaire, we could collect 132 answers from users affirming they follow brands on Instagram. Starting from here, we are now able to validate the 5 hypotheses also present on (Wallace et al., 2014) but now applied to Instagram, instead of Facebook:

H1. There is a positive relationship between self-expressive brands "followed" on Instagram and brand love.

> H1.1. There is a positive relationship between (SEI) inner self through brands "followed" on Instagram and brand love.
>
> H1.2. There is a positive relationship between (SES) social self through brands "followed" on Instagram and brand love.

H2. There is a positive relationship between self-expressive brands "followed" on Instagram and WOM (word-of-mouth).

> H2.1. There is a positive relationship between (SEI) inner self through brands "followed" on Instagram and WOM (word-of-mouth).
>
> H2.2. There is a positive relationship between (SES) social self through brands "followed" on Instagram and WOM (word-of-mouth).

H3. There is a positive relationship between self-expressive brands "followed" on Instagram and brand acceptance.

> H3.1. There is a positive relationship between (SEI) inner self through brands "followed" on Instagram and brand acceptance.
>
> H3.2. There is a positive relationship between (SES) social self through brands "followed" on Instagram and brand acceptance.

H4. There is a positive relationship between loved brands "followed" on Instagram and WOM.

H5. There is a positive relationship between loved brands "followed" on Instagram and brand acceptance.

After verifying the results on table, we can consider than 4 out of the total of 8 hypotheses were accepted in the present study. On table 31 is showed the performance of each hypotheses and the respective validation's decisions:

Hypotheses	Path Coefficient	T Statistics (|O/STDEV|)	P Values	Decision
H1.1. Inner Self -> Brand Love	0.400	4.222	0.000	**Accepted**
H1.2. Social Self -> Brand Love	0.241	2.698	0.007	**Accepted**
H2.1. Inner Self -> WOM	-0.025	0.262	0.793	**Rejected**
H2.2. Social Self -> WOM	0.029	0.311	0.756	**Rejected**
H3.1. Inner Self -> Brand Acceptance	0.148	1.310	0.190	**Rejected**
H3.2. Social Self -> Brand Acceptance	-0.169	1.842	0.066	**Rejected**
H4. Brand Love -> WOM	0.691	10.836	0.000	**Accepted**
H5. Brand Love -> Brand Acceptance	0.517	4.901	0.000	**Accepted**

Table 30 – Validation of the Hypotheses of the study

Hypotheses H1.1. (Inner self -> Brand Love), H1.2 (Social self -> Brand Love), H4 (Brand Love -> WOM) and H5 (Brand Love -> Brand Acceptance were the ones considered valid for this study.

Although, in our study the results differ substantially from the original study of Wallace et al. (2014) they revealed some similarities and in general very interesting results. Hypotheses 1 have split into two, to distinguish between H1.1. which addresses the relationship between self-expressive brand that reflect the inner self and brand love and, on the other hand H1.2 that addresses the relationship between self-expressive brands that reflect their social self and brand love. Both H1 hypotheses were accepted which means that also on Instagram, users that follow brands that are self-expressive, either inner and social selves are linked with the passion they feel about the brand. Taking this into account users follow brands since this can be a way to boost their profile next to their followers and enhance the idea of the others about them. Furthermore, and like in the original study where (Wallace et al., 2014) revealed through the author (Sprott et al., 2009) users who follow or interact someway with brands on social networks they know that each of their actions will appear on the newsfeed of their network which can be seen by their friends' circle or any follower in case of Instagram. Regarding H2 hypotheses, both H2.1 and H2.2 were rejected in our study, revealing that there is no positive relationship between self-expressive brands and WOM. Here there is some similarity on the results since in the original study social self also didn't reveal any positive relationship with WOM which means that a user that follows a brand on Instagram or like a brand on Facebook looking for social acceptance or for any other social reasons is not able to offer WOM to that brand (Wallace et al., 2014) . In opposition to what happened in the original study where users who liked a brand on Facebook for self-identification, or just because it reflects their identity, could offer WOM to that brand, in our study is revealed that users who follow a brand on Instagram for self-identity motivations are not likely to offer WOM to the brand. Following on hypothesis H3, we

can conclude the relationship between brand acceptance and self-expressive brands does not exist as well, since both hypotheses were rejected. Hypothesis H3.1. (inner self -> brand acceptance) was rejected revealing no positive relationship between inner self and brand acceptance, which reveals that a consumer who engage with a brand on Instagram is not likely to accept wrongdoings or mistakes from that brand. On the other hand, H3.2. was rejected in our study but it was accepted on the original from (Wallace et al., 2014) which reveals different behaviors among different social networks. Although the mean of each item of brand acceptance's construct has positioned itself well (mean > 3.73 on a scale up to 5 on both items 35 and 46) it didn't correlate well with self-expressive brands' constructs. The rejection of both H3 hypotheses revealed that users who follow a brand on Instagram, independently of the purpose, either motivated by inner or social reasons, have no likelihood on accepting wrongdoings of that brands or no willing to test new products from the brand. Hypotheses 4 and 5 were also accepted also in our study which reveals that Brand Love has a positive relationship on both WOM and Brand Acceptance even on Instagram for the Portuguese users which leads to a very important point: Love. Brand love as a construct, was the only one being accepted among every hypotheses of our current study and that has a positive relationship with all the other constructs. This can represent an interesting finding for the managers seeking to engage with consumers on Instagram in Portugal, meaning that consumers who follow brands they love or are intimately connected, either because the brand reflect their identities or just because enhance their profiles leveling up their social acceptance, are consumers that a brand can count with on offering WOM and accepting mistakes or wrongdoings. Therefore, knowing well the followers' base of each brand on Instagram and more important, knowing what is the level of the attachment they have with the brand, can have a very good impact for the brand.

5.2. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE WORKS

Contrarily to what happened on the original study of (Wallace et al., 2014) on our study, Brand Acceptance's dimension revealed a very low factorial weight. Reasons can be diverse but some of them we believe that are related with the number of items that have composed this construct. Because of that, this construct had so weak relationships with latent variables, both inner and social self.

In addition to this, our sample was also different not only on nationality but mainly on age from the one used on the original study of Wallace et al. (2014). Furthermore, we have applied this test to a different social network – Instagram.

Other limitations were related with the online questionnaire used. Some of the questions relative to brand's constructs – Brand Love (questions 34 and 45) and WOM (questions 27 and 41) – had to be removed from our analysis since their factorial weight was also very poor. In what respects to Motivations' constructs, due to the same reason, we had to remove 4 questions as well (5, 11, 13 and 16).

Additionally, the last limitation verified was the fact of having used a not verified scale to assess "motivations" in this study. That could be the reason for the correlations between the 4 analyzed constructs reveal so weak results.

An extension of this research could be done a study that covers a specific industry/vertical: fashion industry, for example. As it also happened on the original study of Wallace et al. (2014) this was the

industry that have more representation among our sample. This type of brands represented the majority of the brands presented in our study. In addition to that a comparison of consumer's attitudes on Instagram could be made depending on the industry of each brand belongs to and probably there would be interesting findings among different brand's industries.

Moreover, some future studies could comprise both social networks – Facebook and Instagram – at the same time, directly comparing the results among both social networks.

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7. APPENDIX

APPENDIX 1 - QUESTIONNAIRE

Este questionário insere-se no âmbito de uma dissertação de mestrado da Nova IMS - Universidade Nova de Lisboa. Este estudo tem por objetivo compreender o valor da presença das marcas na rede social Instagram em Portugal. O questionário não deverá levar mais de 10 minutos a ser respondido na sua totalidade e é de cariz totalmente anónimo.

É importante referir que não existem respostas certas ou erradas às perguntas deste questionário. O estudo pretende apenas conhecer a sua opinião, pelo que agradecíamos que respondesse de forma sincera às questões que colocamos.

Preencha o questionário assinalando os círculos e quadrados correspondentes à(s) resposta(s) que considera adequadas à sua situação ou opinião ou, quando for o caso, inserindo sob a forma de texto os dados que lhe são pedidos.

Muito obrigado pela sua colaboração!

Pedro Bessa Mendes

Secção 1 – Utilização das redes sociais

Esta secção tem por objetivo conhecer o padrão de utilização das redes sociais dos respondentes a este questionário sendo que algumas das questões irão incidir particularmente na rede social Instagram uma vez que é esta a rede social em estudo.

1. É utilizador de redes sociais?
   a) Sim ☐
   b) Não ☐

2. Tem conta na rede social Instagram?
   a) Sim ☐
   b) Não ☐

3. Tem por hábito seguir marcas nas redes sociais?
   a) Sim ☐
   b) Não ☐

4. Seguiu alguma marca na rede social Instagram no último ano?
   a) Sim ☐
   b) Não ☐

Por favor classifique as seguintes frases de acordo com o seu grau de frequência, tendo em conta uma escala de 1 a 5, sendo que 1 significa “Nunca” e 5 “Muito Frequentemente”.

5. Utilizo as redes sociais para socializar (conhecer pessoas novas, manter contacto com amigos)

   1☐ 2☐ 3☐ 4☐ 5☐

6. Utilizo as redes sociais para ter acesso a informação que de outra forma não teria.

   1☐ 2☐ 3☐ 4☐ 5☐

7. Utilizo as redes sociais para aceder a grupos de discussão sobre temas específicos de interesse comum.

   1☐ 2☐ 3☐ 4☐ 5☐

8. Utilizo as redes sociais para enviar mensagens.

   1☐ 2☐ 3☐ 4☐ 5☐

9. Utilizo as redes sociais apenas para passar o tempo.

   1☐ 2☐ 3☐ 4☐ 5☐

10. Utilizo as redes sociais para partilhar conteúdo.

    1☐ 2☐ 3☐ 4☐ 5☐

11. Utilizo as redes sociais para consumir conteúdo.

    1☐ 2☐ 3☐ 4☐ 5☐

12. Utilizo as redes sociais com o objetivo de me divertir.

    1☐ 2☐ 3☐ 4☐ 5☐

13. Utilizo as redes sociais para manter o contacto com a família.

    1☐ 2☐ 3☐ 4☐ 5☐

14. Utilizo o Instagram para ver fotografias.

    1☐ 2☐ 3☐ 4☐ 5☐

15. Utilizo o Instagram para partilhar fotografias/imagens.

    1☐ 2☐ 3☐ 4☐ 5☐

16. Utilizo o Instagram principalmente para editar/melhorar fotografias.

    1☐ 2☐ 3☐ 4☐ 5☐

17. Utilizo o Instagram para seguir figuras públicas.

1☐ 2☐ 3☐ 4☐ 5☐

18. Utilizo o Instagram para seguir marcas de que gosto.

1☐ 2☐ 3☐ 4☐ 5☐

Responda às seguintes questões indicando a opção que mais se adequa ao seu caso.

19. Em média, quanto tempo é que despende diariamente nas redes sociais? Assinale a opção que melhor se adequa ao seu caso.
    a) Menos de meia hora ☐
    b) ½ hora – 1 hora ☐
    c) 1 hora a 2 horas ☐
    d) 2 horas a 3 horas ☐
    e) 3 horas a 4 horas ☐
    f) Mais de 4 horas ☐

20. Em média qual o tempo que despende na rede social Instagram?
    a) Menos de meia hora ☐
    b) ½ hora – 1 hora ☐
    c) 1 hora a 2 horas ☐
    d) 2 horas a 3 horas ☐
    e) 3 horas a 4 horas ☐
    f) Mais de 4 horas ☐

Para as questões que se seguem recomenda-se que tenha o seu telemóvel junto a si de forma a poder consultar a sua conta de Instagram.

Abra a aplicação Instagram e responda, por favor.

21. Indique, aproximadamente qual o número de perfis que segue atualmente no Instagram?

    Resposta: _____

22. Aproximadamente, quantos perfis oficiais de marcas, segue atualmente na rede social Instagram?

    Resposta: _____

Secção 2 – A Marca

23. Identifique, por favor, uma marca de que seja fã e que segue atualmente na rede social Instagram.

    Resposta: _____

Tendo em conta a marca que identificou na pergunta anterior, por favor classifique as seguintes frases de acordo com o seu grau de concordância ou discordância, tendo em conta uma escala de 1 a 5, sendo que 1 significa que discorda totalmente e 5 concorda completamente

24. Esta marca simboliza o tipo de pessoa que considero ser verdadeiramente.

1☐ 2☐ 3☐ 4☐ 5☐

25. Esta marca melhora a forma como a sociedade me vê.

1☐ 2☐ 3☐ 4☐ 5☐

26. Esta marca reflete a minha personalidade.

1☐ 2☐ 3☐ 4☐ 5☐

27. Eu sigo esta marca para tornar o meu perfil mais apelativo.

1☐ 2☐ 3☐ 4☐ 5☐

28. Esta marca é fantástica.

1☐ 2☐ 3☐ 4☐ 5☐

29. Esta marca espelha o meu verdadeiro ”Eu”.

1☐ 2☐ 3☐ 4☐ 5☐

30. Esta marca contribui para a minha imagem.

1☐ 2☐ 3☐ 4☐ 5☐

31. Esta marca tem um impacto positivo naquilo que os outros pensam sobre mim.

1☐ 2☐ 3☐ 4☐ 5☐

32. Esta marca é muito boa.

1☐ 2☐ 3☐ 4☐ 5☐

33. Esta marca funciona como uma extensão da minha personalidade.

1☐ 2☐ 3☐ 4☐ 5☐

34. Tenho sentimentos neutros acerca desta marca.

1☐ 2☐ 3☐ 4☐ 5☐

35. Se por ventura, esta marca ou o criador da mesma, fizesse algo de errado eu estaria disposto a dar-lhes uma segunda oportunidade.

1☐ 2☐ 3☐ 4☐ 5☐

36. Eu amo esta marca.

1☐ 2☐ 3☐ 4☐ 5☐

37. Eu recomendo esta marca a amigos e familiares.

1☐ 2☐ 3☐ 4☐ 5☐

38. Esta marca proporciona-me prazer.

1☐ 2☐ 3☐ 4☐ 5☐

39. Eu sou apaixonado(a) por esta marca.

1☐ 2☐ 3☐ 4☐ 5☐

40. Sinto-me muito ligado a esta marca.

1☐ 2☐ 3☐ 4☐ 5☐

41. Eu sigo esta marca para poder mostrar para os meus amigos.

1☐ 2☐ 3☐ 4☐ 5☐

42. Esta marca acrescenta valor ao papel que represento na sociedade.

1☐ 2☐ 3☐ 4☐ 5☐

43. Esta marca faz-me sentir muito feliz.

1☐ 2☐ 3☐ 4☐ 5☐

44. Eu sigo esta marca e promovo-a várias vezes.

1☐ 2☐ 3☐ 4☐ 5☐

45. Não tenho nenhum sentimento particular relativamente a esta marca.

1☐ 2☐ 3☐ 4☐ 5☐

46. Eu gostaria de experimentar novos produtos desta marca.

1☐ 2☐ 3☐ 4☐ 5☐

47. Esta marca faz-me sentir bem.

1☐ 2☐ 3☐ 4☐ 5☐

48. Eu recomendo esta marca várias vezes.

1☐ 2☐ 3☐ 4☐ 5☐

Secção 3 – Perfil do utilizador

Esta secção irá compreender questões de cariz demográfico do utilizador. As respostas às questões desta secção são anónimas assim como todas as respostas a este questionário.

49. Género:
    a) Masculino ☐
    b) Feminino ☐
    c) Prefiro não responder ☐

50. Idade:
    a) Menos de 18 anos ☐
    b) 18-20 anos ☐
    c) 21-25 anos ☐
    d) 26-30 anos ☐
    e) 31-35 anos ☐
    f) 36-40 anos ☐
    g) Mais de 40 anos ☐
    h) Prefiro não responder ☐

51. Nacionalidade:
    a) Portuguesa ☐
    b) Outra: Europeia ☐
    c) Outra: Não Europeia ☐
    d) Prefiro não responder ☐

52. Grau de escolaridade:
    a) Ensino Primário ☐
    b) Ensino Básico ☐
    c) Ensino Secundário ☐
    d) Licenciatura ☐
    e) Mestrado ☐
    f) Doutoramento ☐
    g) Prefiro não responder ☐

Secção 4 – Agradecimento

Muito obrigado pela sua colaboração e disponibilidade, no entanto não se enquadra no perfil requerido para o estudo.

Secção 5 – Agradecimento

Chegou ao fim deste questionário.
A sua colaboração foi extremamente importante para a conclusão deste estudo e por isso quero-lhe agradecer pelo tempo que dispensou.

Se porventura tiver alguma questão ou quiser receber os resultados deste estudo, por favor envie um e-mail para m2015231@novaims.unl.pt

Muito obrigado!

APPENDIX 2 – DESCRIPTIVE ANALYSIS

Utilização das redes sociais		
1. É utilizador de redes sociais?	Frequency	Percent
Sim	215	96.4
Não	8	3.6
Total	223	100.0

2. Tem conta na rede social Instagram?	Frequency	Percent
Sim	177	79.4
Não	38	17.0
Total	215	96.4

3. Tem por hábito seguir marcas nas redes sociais?	Frequency	Percent
Sim	120	53.8
Não	57	25.6
Total	177	79.4

4. Seguiu alguma marca na rede social Instagram no último ano?	Frequency	Percent
Sim	131	58.7
Não	46	20.6
Total	177	79.4

5. Utilizo as redes sociais para socializar.	Frequency	Percent
Nunca	2	.9
2	16	7.2
3	32	14.3
4	59	26.5
Muito frequente	68	30.5
Total	177	79.4

6. Utilizo as redes socias para ter acesso a informação que de outra forma não teria.	Frequency	Percent
Nunca	3	1.3
2	12	5.4
3	42	18.8
4	78	35.0
Muito frequente	42	18.8
Total	177	79.4

7. Utilizo as redes sociais para aceder a grupos de discussão sobre temas específicos de interesse comum.	Frequency	Percent
Nunca	23	10.3
2	36	16.1
3	39	17.5
4	51	22.9
Muito frequente	28	12.6
Total	177	79.4

8.Utilizo as redes sociais para enviar mensagens.	Frequency	Percent
Nunca	2	.9
2	17	7.6
3	24	10.8
4	49	22.0
Muito frequente	85	38.1
Total	177	79.4

9. Utilizo as redes sociais apenas para passar o tempo.	Frequency	Percent
Nunca	6	2.7
2	22	9.9
3	56	25.1
4	52	23.3
Muito frequente	41	18.4
Total	177	79.4

10. Utilizo as redes sociais para partilhar contudo.	Frequency	Percent
Nunca	6	2.7
2	30	13.5
3	50	22.4
4	55	24.7
Muito frequente	36	16.1
Total	177	79.4

11. Utilizo as redes sociais para consumir contudo.	Frequency	Percent
Nunca	1	.4
2	14	6.3
3	28	12.6
4	76	34.1
Muito frequente	58	26.0
Total	177	79.4

12. Utilizo as redes sociais com o objetivo de me divertir.	Frequency	Percent
2	14	6.3
3	45	20.2
4	65	29.1
Muito frequente	53	23.8
Total	177	79.4

13. Utilizo as redes sociais para manter o contacto com a fmilia.	Frequency	Percent
Nunca	26	11.7
2	34	15.2
3	45	20.2
4	39	17.5
Muito frequente	33	14.8
Total	177	79.4

14. Utilizo o Instagram para ver fotografias.	Frequency	Percent
Nunca	3	1.3
2	6	2.7
3	16	7.2
4	50	22.4
Muito frequente	102	45.7
Total	177	79.4

15. Utilizo o Instagram para partilhar fotografias/imagens.	Frequency	Percent
Nunca	12	5.4
2	19	8.5
3	36	16.1
4	50	22.4
Muito frequente	60	26.9
Total	177	79.4

16. Utilizo o Instagram principalmente para editar/melhorar fotografias.	Frequency	Percent
Nunca	46	20.6
2	54	24.2
3	36	16.1
4	26	11.7
Muito frequente	15	6.7
Total	177	79.4

17. Utilizo o Instagram para seguir figuras úblicas.	Frequency	Percent
Nunca	37	16.6
2	47	21.1
3	31	13.9
4	40	17.9
Muito frequente	22	9.9
Total	177	79.4

18. Utilizo o Instagram para seguir marcas de que gosto.	Frequency	Percent
Nunca	33	14.8
2	31	13.9
3	41	18.4
4	48	21.5
Muito frequente	24	10.8
Total	177	79.4

19.Em média, quanto tempo despende diariamente nas redes sociais?	Frequency	Percent
menos de meia hora	5	2.2
1/2h a 1h	34	15.2
1h a 2h	67	30.0
2h a 3h	31	13.9
3h a 4h	23	10.3
mais de 4h	17	7.6
Total	177	79.4

20. Em média qual o tempo que despende diariamente na rede social Instagram?	Frequency	Percent
menos de meia hora	62	27.8
1/2h a 1h	58	26.0
1h a 2h	28	12.6
2h a 3h	15	6.7
3h a 4h	11	4.9
mais de 4h	3	1.3
Total	177	79.4

A Marca

24. Esta marca simboliza o tipo de pessoa que considero ser verdadeiramente.	Frequency	Percent
Discorda totalmente	13	5.8
2	21	9.4
3	43	19.3
4	49	22.0
Concorda totalmente	6	2.7
Total	132	59.2

25. Esta marca melhora a forma como asociedade me vê	Frequency	Percent
Discorda totalmente	24	10.8
2	35	15.7
3	58	26.0
4	12	5.4
Concorda totalmente	3	1.3
Total	132	59.2

26. Esta marca reflete a minha personalidade.	Frequency	Percent
Discorda totalmente	13	5.8
2	19	8.5
3	30	13.5
4	59	26.5
Concorda totalmente	11	4.9
Total	132	59.2

27. Eu sigo esta marca para tornar o meu perfil mais apelativo.	Frequency	Percent
Discorda totalmente	77	34.5
2	36	16.1
3	13	5.8
4	5	2.2
Concorda totalmente	1	0.4
Total	132	59.2

28.Esta marca é fantástica	Frequency	Percent
2	3	1.3
3	32	14.3
4	54	24.2
Concorda totalmente	43	19.3
Total	132	59.2

29. Esta marca espelha o meu verdadeir Eu	Frequency	Percent
Discorda totalmente	31	13.9
2	19	8.5
3	49	22.0
4	29	13.0
Concorda totalmente	4	1.8
Total	132	59.2

30. Esta marca contribui para a minha imagem.	Frequency	Percent
Discorda totalmente	23	10.3
2	35	15.7
3	29	13.0
4	32	14.3
Concorda totalmente	13	5.8
Total	132	59.2

31. Esta marca tem um impacto positivo naquilo que os outros pensam sobre mim.	Frequency	Percent
Discorda totalmente	41	18.4
2	29	13.0
3	38	17.0
4	20	9.0
Concorda totalmente	4	1.8
Total	132	59.2

32.Esta marca é muito boa	Frequency	Percent
Discorda totalmente	1	.4
2	3	1.3
3	18	8.1
4	60	26.9
Concorda totalmente	50	22.4
Total	132	59.2

33. Esta marca funciona como uma extensão da minha personalidade.	Frequency	Percent
Discorda totalmente	31	13.9
2	34	15.2
3	37	16.6
4	26	11.7
Concorda totalmente	4	1.8
Total	132	59.2

34. Tenho sentimentos neutros acerca desta marca.	Frequency	Percent
Discorda totalmente	39	17.5
2	36	16.1
3	32	14.3
4	18	8.1
Concorda totalmente	7	3.1
Total	132	59.2

35. Se por ventura, esta marca ou o criador da mesma, fizesse algo de errado eu estaria disposto a dar-lhes uma segunda oportunidade.	Frequency	Percent
Discorda totalmente	7	3.1
2	15	6.7
3	36	16.1
4	60	26.9
Concorda totalmente	14	6.3
Total	132	59.2

36. Eu amo esta marca!	Frequency	Percent
Discorda totalmente	21	9.4
2	25	11.2
3	34	15.2
4	40	17.9
Concorda totalmente	12	5.4
Total	132	59.2

37. Eu recomendo esta marca a amigos e familiares.	Frequency	Percent
Discorda totalmente	4	1.8
2	7	3.1
3	29	13.0
4	58	26.0
Concorda totalmente	34	15.2
Total	132	59.2

38. Esta marca proporciona-me prazer.	Frequency	Percent
Discorda totalmente	12	5.4
2	13	5.8
3	35	15.7
4	48	21.5
Concorda totalmente	24	10.8
Total	132	59.2

39. Eu sou apaixonado(a) por esta marca.	Frequency	Percent
Discorda totalmente	24	10.8
2	23	10.3
3	34	15.2
4	39	17.5
Concorda totalmente	12	5.4
Total	132	59.2

40. Sinto-me muito ligado a esta marca.	Frequency	Percent
Discorda totalmente	18	8.1
2	21	9.4
3	31	13.9
4	46	20.6
Concorda totalmente	16	7.2
Total	132	59.2

41. Eu sigo esta marca para poder mostrar para os meus amigos.	Frequency	Percent
Discorda totalmente	75	33.6
2	37	16.6
3	13	5.8
4	7	3.1
Total	132	59.2

42. Esta marca acrescenta valor ao papel que represento na sociedade.	Frequency	Percent
Discorda totalmente	68	30.5
2	37	16.6
3	15	6.7
4	11	4.9
Concorda totalmente	1	0.4
Total	132	59.2

43. Esta marca faz-me sentir muito feliz.	Frequency	Percent
Discorda totalmente	21	9.4
2	30	13.5
3	37	16.6
4	32	14.3
Concorda totalmente	12	5.4
Total	132	59.2

44. Eu sigo esta marca e promovo-a várias vezes.	Frequency	Percent
Discorda totalmente	45	20.2
2	37	16.6
3	25	11.2
4	19	8.5
Concorda totalmente	6	2.7
Total	132	59.2

45.Não tenho nenhum sentimento particular relativamente a esta marca.	Frequency	Percent
Discorda totalmente	40	17.9
2	42	18.8
3	27	12.1
4	14	6.3
Concorda totalmente	9	4.0
Total	132	59.2

46. Eu gostaria de experimentar novos produtos desta marca.	Frequency	Percent
Discorda totalmente	5	2.2
2	4	1.8
3	21	9.4
4	56	25.1
Concorda totalmente	46	20.6
Total	132	59.2

47. Esta marca faz-me sentir bem.	Frequency	Percent
Discorda totalmente	4	1.8
2	15	6.7
3	34	15.2
4	54	24.2
Concorda totalmente	25	11.2
Total	132	59.2

48.Eu já recomendei esta marca várias vezes.	Frequency	Percent
Discorda totalmente	11	4.9
2	21	9.4
3	35	15.7
4	31	13.9
Concorda totalmente	34	15.2
Total	132	59.2

Perfil demográfico do utilizador

49.Género	Frequency	Percent
Masculino	66	29.6
Feminino	111	49.8
Total	177	79.4

50. Idade:	**Frequency**	Percent
18-20	10	4.5
21-25	36	16.1
26-30	43	19.3
31-35	37	16.6
36-40	28	12.6
Mais de 40	23	10.3
Total	177	79.4

51. Nacionalidade:	Frequency	Percent
Portuguesa	165	74.0
Outra: Europeia	11	4.9
Prefiro não responder	1	.4
Total	176	78.9

52. Grau de escolaridade:	Frequency	Percent
Ensino básico	2	.9
Ensino secundário	9	4.0
Licenciatura	91	40.8
Mestrado	67	30.0
Doutoramento	7	3.1
Prefiro não responder	1	.4
Total	176	78.9

APPENDIX 3 – LOADINGS OF THE INITIAL MEASUREMENT MODEL

Item	Brand Acceptance	Brand Love	Inner self	Social self	WOM
Q24			0.876		
Q25				0.819	
Q26			0.859		
Q27					0.421
Q28		0.716			
Q29			0.920		
Q30				0.755	
Q31				0.856	
Q32		0.673			
Q33			0.855		
Q34		-0.389			
Q35	0.651				
Q36		0.817			
Q37					0.701
Q38		0.784			
Q39		0.872			
Q40		0.810			
Q41					0.567
Q42				0.730	
Q43		0.762			
Q44					0.833
Q45		-0.460			
Q46	0.893				
Q47		0.759			
Q48					0.830

APPENDIX 4 – CROSS LOADINGS OF THE FINAL MEASUREMENT MODEL

Item	Brand Acceptance	Brand Love	Inner self	Social self	WOM
Q24	0.295	0.468	0.877	0.545	0.285
Q25	0.181	0.406	0.602	0.819	0.286
Q26	0.284	0.456	0.861	0.493	0.385
Q28	0.459	0.714	0.397	0.289	0.511
Q29	0.306	0.556	0.920	0.661	0.387
Q30	0.212	0.397	0.505	0.774	0.304
Q31	0.147	0.460	0.567	0.864	0.260
Q32	0.475	0.679	0.375	0.259	0.433
Q33	0.255	0.493	0.853	0.676	0.282
Q35	0.652	0.293	0.167	0.107	0.296
Q36	0.402	0.817	0.439	0.370	0.519
Q37	0.377	0.597	0.249	0.206	0.818
Q38	0.347	0.785	0.408	0.406	0.490
Q39	0.371	0.875	0.433	0.458	0.603
Q40	0.257	0.808	0.526	0.500	0.613
Q42	0.071	0.355	0.464	0.702	0.312
Q43	0.375	0.765	0.517	0.489	0.573
Q44	0.378	0.584	0.416	0.453	0.803
Q46	0.892	0.484	0.317	0.187	0.445
Q47	0.524	0.767	0.398	0.385	0.537
Q48	0.471	0.563	0.303	0.263	0.904

APPENDIX 5 – INITIAL MEASUREMENT MODEL

Constructs	Items	Loadings	Cross Loadings	Fornell-Larcker Criterion	AVE	Composite Reliability	Cronbach's Alpha
Brand Acceptance	Q35	0.651	OK	OK	0.610	OK	0.385
	Q46	0.893					
Brand Love	Q28	0.716	OK	OK	0.518	OK	0.766
	Q32	0.673					
	Q34	-0.389					
	Q36	0.817					
	Q38	0.784					
	Q39	0.872					
	Q40	0.810					
	Q43	0.762					
	Q45	-0.460					
	Q47	0.759					
Inner Self	Q24	0.876	OK	OK	0.771	OK	0.901
	Q26	0.859					
	Q29	0.920					
	Q33	0.855					
Social Self	Q25	0.819	OK	OK	0.626	OK	0.799
	Q30	0.755					
	Q31	0.856					
	Q42	0.730					
WOM	Q27	0.421	OK	OK	0.475	OK	0.708
	Q37	0.701					
	Q41	0.567					
	Q44	0.833					
	Q48	0.830					

APPENDIX 6 – FINAL MEASUREMENT MODEL

Constructs	Items	Loadings	Cross Loadings	Fornell-Larcker Criterion	AVE	Composite Reliability	Cronbach's Alpha
Brand Acceptance	Q35	0.652	OK	OK	0.610	OK	0.385
	Q46	0.892					
Brand Love	Q28	0.714	OK	OK	0.606	OK	0.906
	Q32	0.679					
	Q36	0.817					
	Q38	0.785					
	Q39	0.875					
	Q40	0.808					
	Q43	0.765					
	Q47	0.767					
Inner Self	Q24	0.877	OK	OK	0.771	OK	0.901
	Q26	0.861					
	Q29	0.920					
	Q33	0.853					
Social Self	Q25	0.819	OK	OK	0.627	OK	0.799
	Q30	0.774					
	Q31	0.864					
	Q42	0.702					
WOM	Q37	0.818	OK	OK	0.710	OK	0.794
	Q44	0.803					
	Q48	0.904					