

ERASMUS UNIVERSITY ROTTERDAM

Erasmus School of Economics

Master Thesis Marketing

**The effect of different marketing tools on brand
engagement: A comparison of stories and posts at Social
Media.**

A Digital Development Strategy for companies

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Abstract

Nowadays, companies are facing enormous challenges due to the digitization of everything. Thus, digitization has a huge impact on companies and especially on their marketing activities. The new digital world with the introduction of Social Media offers businesses and brands completely new ways of engaging with new and current customers. But, the problem is that most managers are not aware of how far to adjust to this trend and are facing difficulties in figuring out the most appropriate strategy for their business. One of their main issues is the implementation of Social Media as part of their marketing strategy. Thus, this paper focuses on Social Media platforms with main emphasis on Instagram and the differences between traditional posts and the newly introduced stories towards brand engagement. Moreover, this paper analyzes whether a higher Social Media involvement affects stories and posts differently, which might result in different effects on brand engagement. The results show a tendency that stories have a higher impact on brand engagement than posts, but which was not significant in the model. On the other hand, this paper concludes that involvement has a significant impact on brand engagement. Therefore, those findings show that companies that implement Social Media in their marketing strategy, pay attention to posts or even more to stories as well as on targeting more active people in the online environment, ensure higher brand engagement. Thus, those companies will be more successful and competitive in the future.

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1. Introduction

1.1 Introduction to the Topic

Nowadays, a huge megatrend, or rather a mega shift, is happening, which is reflected by the digitization of everything. Consequently, companies are facing lots of challenges to find their appropriate digital development strategy. Especially big consultancy companies like EY, PwC and McKinsey offer concerning this megatrend support for companies and help them to find the most suitable digital development strategy and therefore, to stay competitive (Bharadwaj et al., 2013; Hirt & Willmott, 2014). Based on studies of PwC, the process of digitization should be completed by 2020 and should result in a united connected generation - the so called digital world (Strategy&, 2017). Thus, this will have an increased effect on the generation's affinity towards technology, mobile communication and networking within their family, friends and businesses (Lonergan, 2014). Especially for businesses it has already and will have a huge impact in the future, since digitization changes the consumer behavior and communication between businesses and consumers a lot (Friedrich et al., 2010; Gulati & Soni, 2015; Strategy&, 2017). But is this digitization megatrend really that important for each company? And if yes, how is the digitalization connected to marketing and to the brand engagement through Social Media platforms e.g. Instagram? This all will be further explained, analyzed, discussed and developed in the following master thesis.

1.2 Introduction

Due to the above-mentioned digitization, businesses must deal with three main consequences:

Firstly, a consumer pull, since the digitization gives consumers an incredible power to influence each other by giving recommendations and sharing information at Social Media platforms, which has at the same time a higher trust factor of others, than from advertising of businesses.

Secondly, a technology push, since businesses must make sure to be up to date with the technology developments. Furthermore, the merchandise of IT and marketing need to be implemented in the business strategy as part of the digitalization (Golz, 2014; Baxter, 2016).

Thirdly and lastly, economic benefits, especially for fast movers in form of valuation, recognition and monetary advantages. This is mainly, due to cost savings for the marketing department with the same or even increased quality and a higher quantity at the same time

(Strategy&, 2017).

Thus, nowadays, marketing is confronted with big challenges due to the evolution of internet and mobile, a more complex buyer's journey and the adaptation of human behaviour. This implies that word of mouth, authentic user reviews and Social Media play an increasingly important role in engaging customers with the brand and in driving sales for companies (Hossain, 2015).

Moreover, the growth of the internet has led to an immense increase of the internet in general and thus resulted in a 21% increase of active Social Media users in general and 30% increase of active mobile Social Media users, compared to 2016 (Kemp, 2017; Malciute & Chrysochou, 2012 & 2013). Moreover, also the high internet usage intensity of minimum 15 hours per week indicate that the internet offers businesses great opportunities to get in touch with this so called connected generation (EY, 2011). Therefore, it is important for brands to adapt those new digital lifestyles to their brand, to get attention and acceptance by this connected generation and to use this increase in Social Media usage as their advantage. "Social Media has been proven to influence purchase decisions. And if [companies] can find the right mix of content, [their] audience will soak it up – and even buy from [them] – without the need for a hard push or sales pitch. It's the marketer's dream (Read, 2016)."

Thus, it is essential to understand which of the Social Media platforms are the most popular and important ones to be considered by businesses to stay competitive:

The most famous Social Media platforms are: Facebook with 1,871 million active users, Whatsapp with 1.000 million active users, Instagram with 500 million active users and Snapchat with 300 million active users (Kemp, 2017). Those Social Media platforms got especially that popular due to the networking effect (Dictionary, 2012).

Therefore, as already stated above, transparency and honesty are essential characteristics for brands nowadays, since customers can state their opinion, rate products and spread it in enormous dimensions with untold consequences for the companies. Therefore, the digitalization has a significant impact on brand reputation management and customer loyalty.

This, on the other hand, has an impact on brand engagement, since consumers prefer to engage with authentic and only reliable brands. This resulted in targeting and getting in touch with this generation shifting towards authentic, direct and personal engagement compared to pure advertising as in the past (EY, 2011). And therefore, brand engagement plays a big role regarding marketing in the digitalization process.

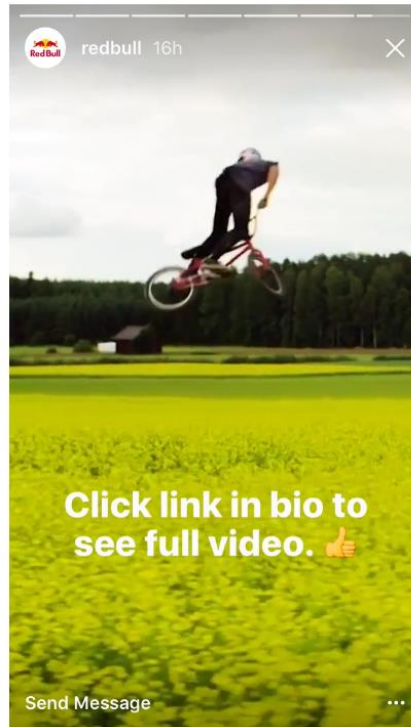
To sum it up, the impacts of the digitization are a reproduction of the physical world into a digital world due to Social Media platforms, which affects the business to consumers

and consumer to consumer relationships and thus have an influence on brand engagement. Additionally, brands must deal with a loss in the information monopoly, a shift towards a two-way communication and conversations as well as a shift in consumer power. Consequently, companies are in need to adapt to those challenges and to see opportunities out of the challenges like higher interaction and interaction in different and more creative forms as posts and stories of Social Media platforms. Thus, companies must make sure that their brand is one of the small numbers of brands a customer chooses and maintains a loyal relationship with due to high brand engagement (EY, 2011). It follows that in this section the objective of the research, the research question deducted from the hypothesis and the conceptual framework, will be presented.

1.2.1 Research Problem

This research aims to give deeper insights for managers or in general for companies, in how far to make usage of new marketings tools as part of their digitalization strategy, and thus to increase brand engagement. The purpose is to figure out new ways of presenting information about their product or company such as stories, besides the already existing posts on Social Media platforms. Consequently, the main objective is to measure whether there exists a difference in brand engagement for stories and posts on Social Media. This will be interesting, since stories offer a completely new way in presenting and sharing content e.g. Red Bull. Red Bull is famous for its usage of stories. It shows e.g. an extract of a BMX bike video and asks Social Media followers kindly to “click the link” in the brands video or to use the swipe function, to be redirected to the website of redbull, to watch the complete video. In the following illustration 1 the surface of the Red Bull Instagram story can be seen:

Illustration 1: Surface of Red Bull Instagram story



Source: Mediakix (2016)

Furthermore, it will be analyzed whether higher Social Media Involvement/Intensity has a different effect on brand engagement for stories compared to posts. Additionally, it will be analyzed whether different definitions of brand engagement have an impact on the previously mentioned causality of stories and posts towards brand engagement.

1.2.2 Problem Statement and Research Questions

The research problem of this thesis is facing the following research question:

Is there a difference in brand engagement for stories and standard posts at Social Media platforms?

Brand engagement is one of the key objectives of brand marketing. That means, that the brand needs to connect to consumers via so called “touchpoints”. There are different potential ways for a brand to get in contact with individuals. This can be done via retail environments, advertising, word of mouth, online, product or service itself. This thesis will mainly focus on the online and advertising environment (WIKIPEDIA, 2017). Consequently, in the following chapters brand engagement will be defined also in how far the digitization with new communication methods effects brand engagement and thus the resulting opportunities. So far, the traditional posts got already attention from brands at Social Media and were implemented in their marketing strategy. With the introduction of stories among several Social Media

platforms quite recently, new opportunities towards communication and brand engagement with consumers has opened. Thus, this thesis will answer if there exists a difference in brand engagement for stories and standard posts at Social Media platforms. Also, it will be answered if the difference in brand engagement is affected by Social Media Involvement in general, as well as if it has different impacts on brand engagement for stories and traditional posts. Furthermore, it will be analyzed if different definitions of brand engagement have an impact on the story, post, and brand engagement relationship. All those questions will be answered in the following thesis.

1.3 Academic Relevance

Prior research like Oyza & Edwin (2015), Sklar (2013), Cvijikj & Michahelles (2013), Brodie et al. (2013) has analyzed in various papers brand engagement through Social Media. But there are several aspects, which were not taken into consideration during those investigations, which can help to answer the above-mentioned research question. Firstly, all studies focused more on metrics from the company side and not from the consumer perspective towards brand engagement (Chauhan and Pillai, 2013; Hoffmann & Fodor, 2010). Secondly, the effect of posts (Hoffmann & Fodor, 2010) and stories (Sashittal, DeMar & Jassawalla, 2016) on brand engagement were only analyzed separately and always on different Social Media platforms. But brand engagement of posts and stories at the same Social Media platform was never really compared between each other and thus making assumptions regarding their effectiveness. Furthermore, there were often target group restrictions e.g. by focusing only on college students (Sashittal, DeMar & Jassawalla, 2016), limitations towards the definition of brand engagement (Baxter, 2016; Brodie, Ilic, Juric & Hollebeek, 2013; Buckingham, 2007; Hollebeek, Glynn & Brodie, 2014; Keller, 2001; Mollen & Wilson, 2010) as well as mainly focusing on Facebook as a Social Media platform (Chauhan and Pillai, 2013; Hoffman and Fodor, 2010; Ellison, Steinfeld & Lampe, 2017). Lastly, Social Media Involvement/Intensity was defined and measured in past researches. Thus, there exist in general an effect on brand engagement, but this was not done by differing between stories and posts and the effect on brand engagement (Ellison, Steinfeld & Lampe, 2017; Haven, 2007; Arora, 1982; Peters et al, 2013). Consequently, there is lots of room and excitement for the following thesis to figure out if there exists a difference in brand engagement between stories and posts, by focusing on Social Media pages, which offer both functions, as well as taking no specific target group and focusing mainly on the consumer side and how consumers perceive brand engagement. Since for

practical purposes the consumer and her/his perceived perception, also called “brand knowledge” (Keller, 2001), will be the main decisive factor in what the relation towards the brand is like, which eventually leads to a purchase intention. Additionally, it leaves room to figure out how the usage intensity has an effect for posts and stories towards brand engagement and if different definitions of brand engagement influence the end results.

1.4 Managerial Relevance

Nowadays, most of the managers realized the advantages and the need in being up to date with technology and thus to stay competitive. But lots of managers underestimate, do not recognize the speed and change of technology and have difficulties in properly carrying out the digitization in their company (EY, 2011).

Therefore, it is important for managers to have a proper strategy to plan the digitalization of their company and to make sure to understand the threats and opportunities that the new digital world offers their companies, especially for engagement with a bigger audience.

Based on Ernst & Young, there are five major dimensions that review the digitalization of companies and can help managers to identify their digitalization strategy: customers, suppliers and partners, investors, employees and leadership.

Since each of the dimension is quite complex and is in need of special attention, this thesis will focus for managers purely on the dimension customers: how to improve the customer experience, marketing, sales and service effectiveness as well as to develop a multi-channel strategy. And this will be done by focusing on the shift in marketing due to the introduction of Social Media platforms and the resulting impacts on brand engagement with their customers. Consequently, it is important for brand managers to develop and to make usage of the right metrics, to measure engagement levels of consumers, which will lead to a more sincere and sustained interaction between consumers and brands as well as higher quality contacts (Bolton & Saxena-Iyer, 2009; Bijmolt et al., 2010; Nambisan & Baron, 2007; Prahalad, 2004; Sawhney, Verona & Prandelli, 2005). Hence, this will increase the probability to result in a brand purchase, which leads to higher sales and usually in higher revenues for companies.

To sum it up, this thesis will give brand managers guidance and proof in how far the implementation of Social Media platforms and the belonging marketing tools e.g. posts and stories can lead to a higher brand engagement for their brand. Thus, this represents an enormous added value for companies by investing a much smaller amount of money compared to other

marketing strategies (Mangold & Faulds, 2009). Consequently, Social Media platforms are needed for brands to be successful and to stay competitive in the future.

On the other hand, it also emphasizes for other Social Media platform managers that the implementation of stories as a tool can be helpful, to make their platform more interesting and therefore competitive to those who have already implemented stories. Thus, the implementation of stories is needed to ensure enough usage and traffic of their Social Media platform in the future. Also for Social Media trainers, it can be interesting to concentrate on giving workshops for companies regarding stories, how to use them and how to create appealing content for their customers. Furthermore, those results can be also helpful for managers of consultancy companies, by focusing on giving advice to brands towards the implementation of stories as part of their most efficient brand engagement strategy with customers. Moreover, it also shows investors and traders that Social Media platforms with stories, or those who tend to implement stories soon, seem to be more financially attractive and rewarding. This is the case due to higher or promising usage and traffic intensity thanks to the new tool stories than for Social Media platforms without them.

To put it in a nutshell, this thesis will give managers, trainers, and investors insights and recommendations towards the integration of Social Media into the firm's marketing strategy as part of the digitization strategy or as part of the investing strategy (Gulati & Soni, 2015).

2. Literature Review

The following literature review section will provide an overview of prior literature with special focus on the variables of the above-mentioned research question. That means that, firstly, Social Media will be defined and explained in general, following with a focus on posts and stories. Additionally, the exact difference between Social Media and Social Networking sites will be explained. Furthermore, two different types of brand engagement will be defined and demonstrated: Social Media Brand Engagement as well as Traditional Brand Engagement. And lastly, Social Media involvement will be described more in detail. Thus, this chapter will provide all needed information on which the hypotheses of this thesis are built.

2.1 Social Media and Social Networks

Firstly, it is important to get to know the terms “Social Media” and “Social Network sites”, to see the differences and thus to understand the topic of this thesis better. Social Media and Social Networks are not the same, although they are often mistaken to be the same. Social Media and Social Networks, both contain out of multiple internet-based applications and offer the opportunity to create and exchange user generated content by constructing public or semi-public profiles (Elison, 2017; Kaplan & Haenlein, 2010; Tsai & Men, 2013). Thus, a distinction between Social Media and Social Network can only be made due to the publishing element. Publishing information is one of the main functions of Social Media, whereas this is not the case for Social Networks. Consequently, Social Media can be determined as Social Networks plus the publishing element. That’s why Facebook turned from a Social Network into Social Media with its introduction of spreading information. The Venn diagram in the appendix (appendix A.1) will support the above-mentioned differentiation of the definitions (Veerasamy, 2013).

2.2 Standard posts

Secondly, it is important to define and explain, traditional “posts” and the newly introduced “stories” as part of the communication and publication tools of Social Media.

A post is “a piece of writing, image, or other item of content published online, typically on a

blog or Social Media website or application (DICTIONARIES, 2014).” That means a post is posted on Social Media platforms and can include hashtags, people, brands and/or location tags. Furthermore, those posts are visible and can be viewed as often as possible, as long as those are not deleted by the owner. In the appendix (Appendix A.2) a screenshot of a post is presented.

2.3 Stories

In the following section the new Social Media tool “stories” will be explained, which are also known as digital storytelling. But, before explaining the digital stories, the traditional stories and their function are explained, which are the basis for digital stories. Thus, based on traditional stories the explanation of Social Media stories is as follows:

2.3.1 Traditional stories

Traditional stories or also called narratives, are reports of real or imaginary events, which are presented in sequences of written or spoken words, moving pictures or a combination of both. The term “story” comes from narrative and is derived from the latin verb “narrare” and means “to tell”, which is derived from the adjective “gnarus” and signifies “knowing” or “skilled”. Hence, stories are communicated content (WIKIPEDIA, 2017).

2.3.2. Digital stories

Based on traditional stories, so called modern stories were introduced as a new feature on Social Media platforms, besides traditional posts. Compared to traditional posts, stories can contain multiple pictures or short videos. Those stringed together elements have each a length of a few seconds - on average 7 to 10 seconds. Additionally, the biggest difference is that stories are just accessible and available for 24h and thus automatically deleted afterwards. Moreover, tags of e.g. people, brands, locations and hashtags are as for posts available as well. Additionally, stories have the option of “swiping”, which means, that referral pages can be accessed by just swiping over the screen. A sample surface of a story can be seen in the above shown illustration 1.

2.4 Brand engagement

Thirdly, it is important, to define and to understand, what brand engagement actually implies. Therefore, in the following section the term “brand engagement” will be defined. This will be done by determine initially the terms “brand” and “engagement” individually and afterwards combined as “brand engagement”.

“Brand (noun or verb): torch, permanent mark deliberately made by hot iron, trade-mark goods, burn with hot iron (penally or to show ownership), impress on memory, stigmatize

Engage: bind by contract, bind by promise, hire, morally committed

Engagement: state of being engaged, moral commitment

Engaging: attractive, charming (Buckingham, 2007)”

Consequently, by combining those two definitions it results in “brand engagement”. But, as prior literature proves, there does not exist a unique definition of brand engagement and other closely related terms. Although the definitions are formulated a bit differently, there are clear similarities toward the meaning that are noticeable. Consequently, the most important brand engagement definitions from prior literatures are presented in the following: Firstly, Buckingham (2007) defines brand engagement as the relationship between an organization and individuals as employees or customers, and this relationship or connection is based on sticking to promises from an organization and a “need-driven free will from individuals” (Buckingham, 2007). Secondly, Hollebeek (2011) defines brand engagement or also called “customer brand engagement” as “the level of cognitive, emotional and behavioral investment” of a customer in a brand (Hollebeek, 2011), whereas Brodie et al. (2011) describe “customer engagement” as “motivational state” between a brand and a customer. And lastly, Hollebeek et al. (2014) define “consumer brand engagement” as “positively valenced cognitive, emotional and behavioral-related activity” that occurs between the consumer and the brand.

In general, brand engagement is important for businesses, since it has a huge impact on consumers buying behaviour regarding quantity and quality of purchases. Thus, higher brand engagement results in a higher share of requirements.

Consequently, based on the Helloworld Senior Director Baxter (2015) it is important to measure brand engagement based on an engagement score called “brand health metric”, which measures engagement efforts from brands. Since brand engagement determines the sales impact or also called “return on engagement strategies”, those metrics are good indicators (Baxter, 2016).

Therefore, the research of Baxter (2016) has identified that there are five important factors of brand engagement: 1. Advocacy (rating/ reviews), 2. Social Media (posts), 3. Insights (tests) and 4. Communication, 5. Promotion (Baxter, 2016).

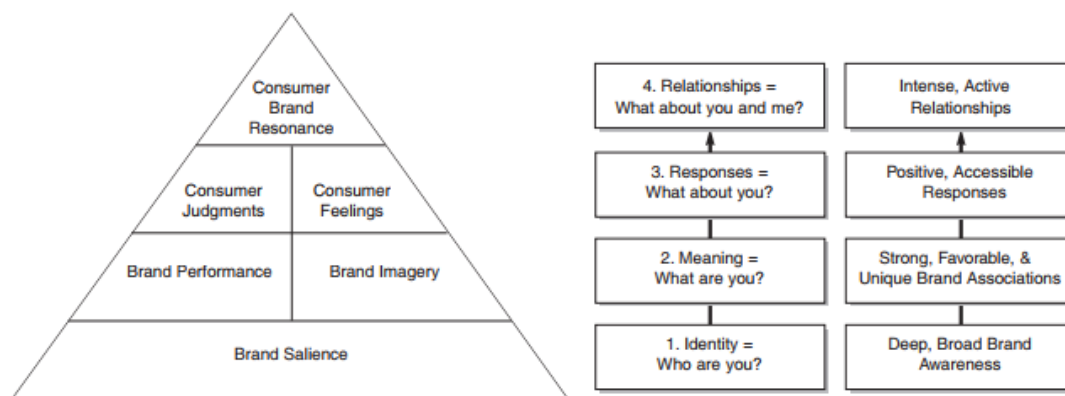
Besides the general definitions of brand engagement and the engagement score presented above, there are several other definitions and measurements of brand engagement. Nevertheless, this thesis concentrates on two types of brand engagement, namely the Traditional Brand Engagement based on Keller (2001) and in addition the Social Media Brand Engagement, which will be defined through metrics in chapter 3. But since this is a quite new topic, there are no unique and exact definitions for Social Media Brand Engagement available yet. Thus, Social Media Brand engagement will be defined in this thesis based on the combination of different existing literature.

2.5 Traditional Brand Engagement

Keller (2001) created the Customer-Based Brand Equity (CBBE) model (illustration 2), which provides support and orientation towards the brand-building effort of managers, to create strong brands.

According to this model, there are four steps needed to build a strong brand: 1. brand identity, 2. brand meaning, 3. brand response, and 4. brand relationship. To follow these four steps to create a strong brand, the establishment of so called six underlying brand-building blocks is needed (illustration 3): 1. brand salience as part of brand identity, 2. brand performance and 3. brand imagery both as part of brand meaning, 4. brand judgements and 5. brand feelings both as part of brand response, and lastly 6. brand resonance as part of brand relationship.

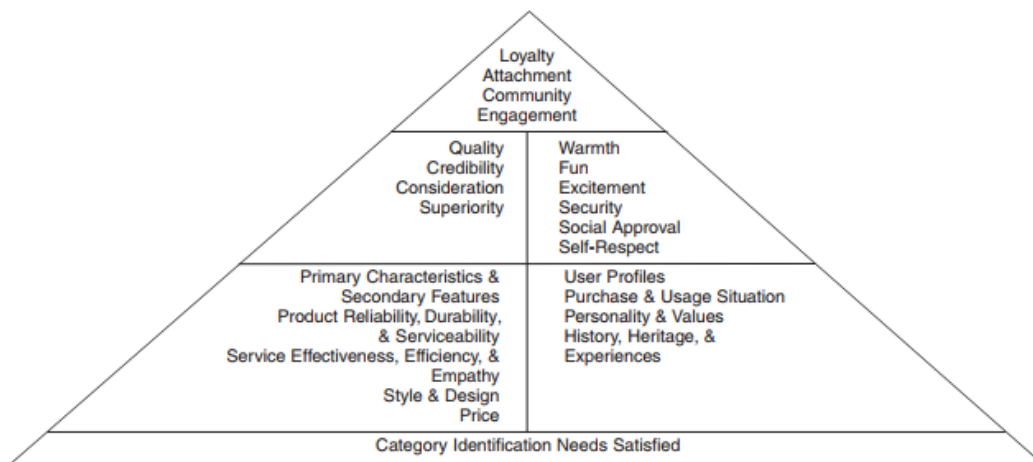
Illustration 2: Customer-Based Brand Equity Pyramid



Source: Keller (2001)

Consequently, the most valuable brand-building block is brand resonance. Nevertheless, this one can only be established after all other underlying brand blocks are achieved. Under brand resonance fall the attributes loyalty, attachment community and engagement, which all define the interaction with the brand and are consequently the elements, which can be best influenced by marketing methods. Out of those four attributes, an active brand engagement is the one with the highest influence on customers. Brand Engagement can be seen by customers' time, energy, money or similar resources that are spent towards a brand beyond the actual purchase or consumption of that brand. This implies that customers turn into indirect brand ambassadors for the brands and take an important role towards the communication and connection of the brand to others (Hoeffler & Keller, 2002).

Illustration 3: Subdimensions of Brand-Building Blocks



Source: Keller (2001)

Consequently, based on the Customer-Based Brand Equity pyramid, Keller (2001) has created a guide for marketing research to measure brand engagement from the consumers' perspective with six statements. The guidelines can be found in the following table 1:

Table 1: Engagement statements

Brand Engagement	
1.	I really like to talk about this brand with others.
2.	I am always interested in learning more about this brand.
3.	I would be interested in merchandise with this brand's name on it.
4.	I am proud to have others know I use this brand.
5.	I like to visit the website for this brand.
6.	Compared to other people, I closely follow news about this brand.

2.6 Social Media Brand Engagement

Social Media Brand Engagement is defined by Mollen & Wilson (2010, p. 5) as “a 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). Prior research and literature have mostly focused on brand engagement via Social Media very generally speaking and with less proven data measuring brand engagement itself (Bruhn et al., 2012; Habibi et al., 2014; Hanna et al., 2011). On the other hand, the research and literature that is dealing deeper with brand engagement focuses mostly on posts and there often on Facebook e.g. Chauhan and Pillai (2013); Gummerus et al. (2012), Hoffmann & Fodor (2010) and Wallace and Buil & Chernatony (2014). Also, the literature which is offering a closer examination of brand engagement for stories focuses solely on snapchat (Sashittal, DeMar & Jassawalla, 2016). Nevertheless, there is existing research which analyzes in how far different Social Networks are a powerful tool for building brand engagement. Thus, brand pages on Social Networking sites are the main touch points and connection with its consumers and are principally responsible for the interaction with the own brand (Oyza & Edwin, 2015; Sklar, 2013). Moreover, prior literature has proven that entertaining and informative content significantly increases the level of engagement (Cvijikj & Michahelles, 2013; Brodie et al., 2013).

However, those literatures and their underlying research take always the post and story function of Social Network Sites individually into account. There does not exist any study which analyzes both under comparable conditions, in order to show which of them are more effective for companies. In the following a few examples for limitations in prior research regarding posts and stories will be presented:

Generally speaking, literature by e.g. Hoffmann & Fodor (2010) has recognized the importance of brand engagement, since it can be seen as the new way of measuring Return-On-Investment. The investment of customers in form of brand engagement should be measured based on brand engagement, instead of the traditional Return-On-Investment. Thus, their literature is one of the newest that discovered several metrics in how far to measure brand engagement for posts. Those measurements were used as a basis and orientation for the following thesis. On the other hand, they were not used completely, since those metrics focused more on the companies' perspective, to measure the engagement with their brand in Social Networks based on softwares and statistics e.g. number of comments, number of active users, number of “likes” on friends' feeds, number of user-generated items (photos, threads, replies),

usage metrics of applications/ widgets, impressions-to-interactions ratio, as well as rate of activity (how often members personalize profiles, bios, links, etc.). Thus, those analytics are measured by monitoring customers' action based on some metrics, but consumers are not actively questioned in this process (Hoffmann & Fodor, 2010). Those literatures using these measurements are focused on collecting the data with statistical software like google analytics. Thus, the consumer is not actively asked for opinion from his or her perspective. However, it is interesting how consumers themselves perceive those different metrics which define brand engagement. Therefore, the following thesis will focus on the consumer's perspective towards brands or also called brand engagement through Social Media. Moreover, Chauhan and Pillai (2013) emphasize that relevance of the message, complexity and type of content (video, website URL, image etc.), which were used for posts, are important factors and have thus an impact on brand engagement. Moreover, the posting day as well as the general posting frequency have a huge impact on the measurements of brand engagement through Social Media (Chauhan & Pillai, 2013), which will not be taken into consideration in this thesis, since enough existing research has analyzed this matter already. Thus, all those above-mentioned assumptions for traditional posts can be applied to all kind of Social Media platforms. Chauhan and Pillai (2013) findings are also worthy of improvements, since they do not take hashtags, the number of total views, if the post was completely read or not, if referral links were clicked based on this post, and last, but not least, if new followers were gained due to this post, into consideration. Moreover, it is interesting to figure out to what extent brand engagement can be defined under a bigger amount of attributes as well as for different tools as stories besides traditional posts.

On the other hand, prior literature for stories focuses purely on snapchat and concludes that consumers are more likely to build engagement with stories due to emotions, emotional connections, friendships and relations (Sashittal, DeMar & Jassawalla, 2016). Furthermore, those existing literatures of stories are even more limited, due to focusing mainly on the target group students. Consequently, it is interesting to figure out if stories on other Social Networks have a similar effect on brand engagement, and more importantly, if this effect is also available for a more heterogenous group of respondents.

The most recent and related literature from Quan-Haase & Young (2010) compares the Social Media Brand Engagement of stories and posts individually on different Social Media platforms like Facebook, Instagram, Snapchat and Twitter. The outcome of this research was quite interesting: Snapchat scored always the highest regarding "following brands", "entertainment

and relaxation purposes”, “fun” and “escapism”. Additionally, Snapchat scored the highest for sharing problems and for helping others out. Thus, people feel more socially involved by using stories. The reason for those feelings is the synchronous and personal nature of Snapchat. This occurs due to the function of sending photos and videos, so called “snaps”, via mobile devices directly to each other on Snapchat. Thus, people feel as if having a more personal relationship compared to other Social Networks and feel more comfortable of sharing problems and more connected with each other. On the other hand, Instagram scored always the highest regarding showing affection like thanking people, caring, offering help, encouragement and concern (Quan-Haase & Young, 2010). Moreover, another interesting fact is that Instagram was the highest ranked for socializing, making friends of the opposite sex, meeting new people, as well as connecting and talking to unknown people. This can be explained due to the showcase function, for e.g. of lifestyles and passions, on Instagram. Moreover, people can also connect, show feelings in form of smiles and interact with unknown people more easily, due to their wide range of posts (Phua, Jin & Kim, 2017).

Therefore, it is interesting to figure out for further research to what extent do those results regarding brand community engagement affect the brand engagement of brands themselves on only one Social Media platform for both stories and posts. This is nowadays possible thanks to the implementation of the “story-function” at several Social Media platforms, besides the traditional posts.

Consequently, for this thesis it is important to build and improve on prior research regarding Social Media content by analyzing in a broader spectrum brand engagement among stories and posts.

2.7 Social Media Involvement/ Intensity

To follow up on brand engagement, Haven (2017) emphasizes that engagement goes even further. Thus, involvement is from his perspective an important component and influencer of brand engagement, which includes actions like site visits, time spent, page views as well as level of interaction.

Furthermore, additional literature of Arora (1982) has discovered the existence of three different levels of involvement: situational, enduring and response involvement. Situational involvement includes time and situation, while enduring involvement is depending on experiences and the motivation. Lastly, response involvement arises from enduring involvement and is the reasoning behind involvement with focus on cognitive and behavioral

processes. Additionally, this research verifies that higher Social Media Brand Engagement and the related involvement levels are based on traffics and dialogues and thus main brand engagement drivers (Peters et al, 2013).

Consequently, involvement can be measured by a so called “involvement score”. The involvement score can be measured by web analytics services like Omniture, Web Trends, or Visual Sciences (Haven, 2007). However, since this thesis focuses on the consumer's perspective, as already mentioned before, there are also metrics needed which can be measured based on the consumer's point of view.

Thus, Ellison, Steinfield & Lampe (2017) combine with their paper “The Benefits of Facebook “Friends:” Social Capital and College Student’s Use of Online Social Network Sites” basically the different, beforehand mentioned intensity and Social Media Involvement metrics by taking additionally the consumers point of view into consideration. However, they focus only on the Social Media platform Facebook. The Facebook Intensity scale measures besides duration and frequency also Facebook behavior and the reasoning that makes people engage in Facebook activities. Those are, among other things, measured by number of “friends”, amount spent on Facebook on a typical day, as well as likert-scale attitudinal questions like emotional connection towards Facebook as well as the integration of Facebook in the daily life (Ellison, Steinfield & Lampe, 2007). All the questions can be found in table 2 below:

Table 2: Summary Statistics for Facebook Intensity

Individual Items and Scale	Mean	S.D.
Facebook Intensity¹ (Cronbach's alpha = 0.83)	-0.08	0.79
About how many total Facebook friends do you have at MSU or elsewhere? 0 = 10 or less, 1 = 11–50, 2 = 51–100, 3 = 101–150, 4 = 151–200, 5 = 201–250, 6 = 251–300, 7 = 301–400, 8 = more than 400	4.39	2.12
In the past week, on average, approximately how many minutes per day have you spent on Facebook? 0 = less than 10, 1 = 10–30, 2 = 31–60, 3 = 1–2 hours, 4 = 2–3 hours, 5 = more than 3 hours	1.07	1.16
Facebook is part of my everyday activity	3.12	1.26
I am proud to tell people I'm on Facebook	3.24	0.89
Facebook has become part of my daily routine	2.96	1.32
I feel out of touch when I haven't logged onto Facebook for a while	2.29	1.20
I feel I am part of the Facebook community	3.30	1.01
I would be sorry if Facebook shut down	3.45	1.14

Notes: ¹Individual items were first standardized before taking an average to create scale due to differing item scale ranges. ²Unless provided, response categories ranged from 1 = strongly disagree to 5 = strongly agree.

Source: Ellison, Steinfield & Lampe (2007)

Therefore, those questions seem to be a good basis to measure Social Media Intensity or Involvement based on statements (questions). However, since those were purely focused on Facebook, they must be adjusted on the right Social Media platform. Nevertheless, those measurements are a good orientation and easily adjustable for other platforms and therefore very helpful for this research.

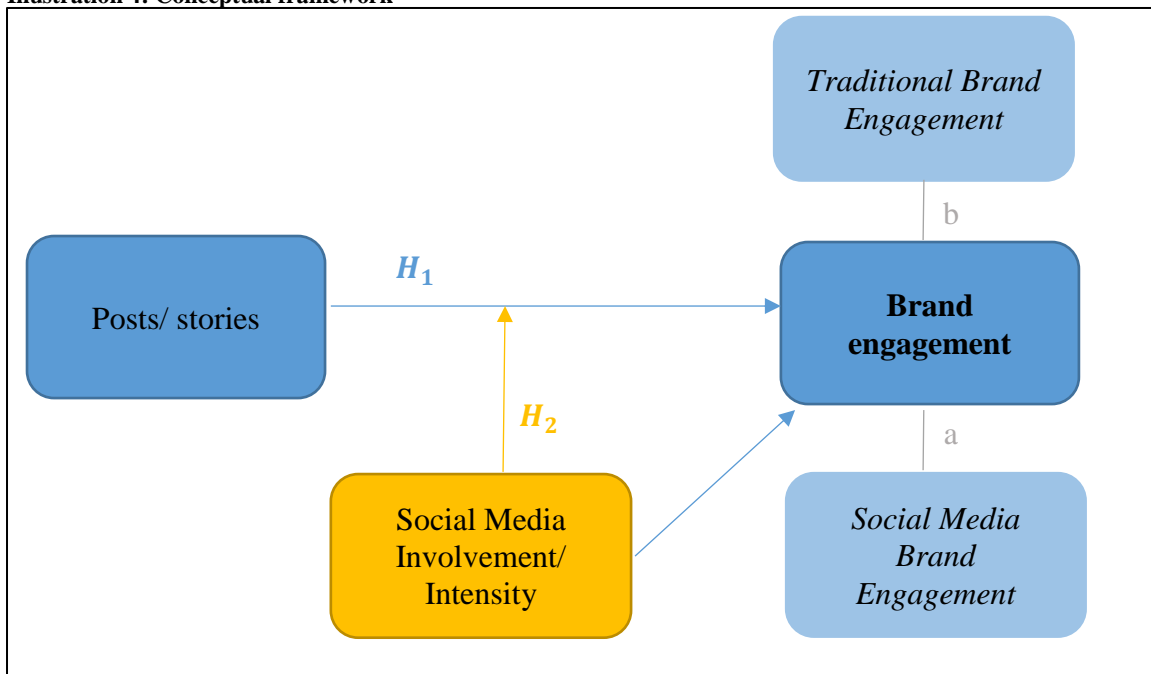
To sum it up, the above-mentioned literature and research are a good basis for understanding the research questions better and to assume an expected relationship between those variables. Nevertheless, since this is a very modern topic and especially due to the fast-developing nature of technology, there is no perfectly matching literature available yet. Thus, the findings of those relationships between posts and stories towards brand engagement will be very interesting and revolutionary, especially regarding some actual data and real life experiments.

3. Conceptual Framework and Hypotheses

3.1 Conceptual Framework

In this section the conceptual framework is developed, based on the theory presented in the literature review. Due to the expected relationships between the variables a conceptual framework was created and will be shown in the following (illustration 4):

Illustration 4: Conceptual framework



Consequently, expected directions of the relationship of posts/ stories and brand engagement are visible. But so far, it is not defined how to measure brand engagement exactly for posts and stories. To measure if there exist a difference in brand engagement, brand engagement for stories has to be compared to traditional posts. Obviously, there are some differences between traditional posts and stories, which is for measuring Traditional Brand Engagement not a problem, since the questions to measure brand engagement based on Keller (2001) are suitable for both marketing tools and therefore easily comparable. But to make Social Media Brand Engagement of stories and posts comparable, it is necessary to put them in relative similar attributes, to be able to compare them.

In the following a table (table 3) has been created based on prior literature of chapter 2, to compare the different attributes of **Social Media Brand Engagement** between stories and posts:

Table 3: Comparison of Social Media Brand Engagement of stories & traditional posts

	Traditional posts	Stories
Reactions	comments & likes	direct messages (to your brand as reaction on stories)
Views	number of total views (of the post)	number of total views
Completions	reading through complete post including hashtags	watching the whole story
Referrals	clicks on tags, referral links/ call to action links	clicks on tags, swipe function, clicks on referral links/ call to action links
Following behavior	following easily/ follower gained	following easily/ follower gained
Hashtags	importance of hashtags	importance of hashtags
Shares	shared with friends via share function/ direct message	number of screenshots (shared/ send with friends)

Based on this table, it also can be analyzed if stories lead to higher Social Media Brand Engagement than posts. Additionally, it is taken into consideration if involvement or intensity on Social Media has a different impact on brand engagement for stories than for posts. Furthermore, it will be analyzed if different definitions of brand engagement: Traditional Brand Engagement definition of Keller (2001) (see 2.4) and the Social Media Brand Engagement definition of Donna L. Hoffman and Marek Fodor (2010) lead to the same results. Consequently, it is examined if, independently of the definition of brand engagement, the causalities are the same.

Thus, this results into the two following hypothesis without and with moderation/ interaction effect and which will be explained in the following section.

3.2 Hypotheses

In this section the two hypotheses will be explained, based on the theory, the conceptual framework as well as the reasoning from the previous sections.

H₁: Brand Engagement is higher for stories than for posts.

H_{1a}: Social Media Brand Engagement is higher for stories than for posts.

Based on Kristen McCormick (2017) there exist several reasons why stories lead into a higher Social Media Brand Engagement than traditional posts. This is mainly due to the increased interaction and involvement of consumers with the brand due to a higher brand publishing frequency, without risking an overposting compared to posts (Emanuele, 2017). Moreover, via stories, the relationship seems to be more personal especially since there exist no comment and like functions, which is a win-win situation for companies and customers. Moreover, it is a win situation for companies, since it takes the pressure from companies away. Additionally, direct messages, less perfect content, behind the scenes and takeovers from celebrities are further indicators for a more personal relationship. Furthermore, stories create an urgency and exclusiveness due to their expiration after 24 hours (Handley, 2016). Thus, stories represent real life time marketing, which increases the needs in consumers to follow regularly. Moreover, there does not exist a posting algorithm (Handley, 2016), all stories appear in the top of the feed and the probability of being seen by Instagram followers is therefore higher than for posts based on scrolling. And last but not least, stories can be more eye-catching than posts, because of their decoration items as drawings, emojis and text, which give brands a unique and creative branding style (McCormick, 2017). Additionally, the brand consumer storytelling theories from Schrank (1999), Wang et al. (2007) and Zaltman (2003) support the above-mentioned theory. Since story-telling between consumers and brands is taking place on an unconscious and conscious levels of thinking at the same time, and thus leads to a higher engagement. This is mainly due to so called “touchpoints” of stories, which create implicit and explicit awareness as well as emotional connection and understanding of the consumers. And this emotional connection and understanding is nowadays the key in getting the attention from potential consumers (Handley, 2016; Schrank, 1999; Wang et al., 2007; Woodside, Sood & Miller, 2008; Zaltmann, 2003). “The feature [stories] is brand new, exciting, and by being a part of it, [brands] will be open to interaction with consumers in a fun and immediate way.” (Houlahan, 2016). Consequently, Instagram stories seem to be a win-win situation for businesses and users and seem to be very promising towards brand engagement (Houlahan, 2016). Therefore, it is more likely to achieve higher brand engagement with stories than with traditional posts.

H_{1b} : Traditional Brand Engagement is higher for stories than for posts.

The term brand engagement is a relative stable term, therefore different definitions should not affect the general causality. The term “engagement” has gotten various attention among different academic disciplines like social psychology as well as organizational behavior and most recently by marketing departments. (Brodie et al., 2011; Leeflang, 2011). In section 2.3. and 2.4 different definitions of the term “brand engagement” were presented and reflect that there does not exist a unique definition of brand engagement. Moreover, those different definitions show the continuous development of the term “engagement” especially for the most recently introduced marketing research purposes.

Furthermore, Hollebeek, Glynn and Brodie (2014) have figured out that different concepts regarding brand engagement may differ among designations, but have a very similar conceptual scope e.g. customer engagement and brand engagement (Hollebeek, Glynn & Brodie, 2014). The similar conceptual scope is given, since all engagement types consist of two-way interactions between a specific subject (e.g. customer/consumer) and object (e.g. a brand/product or organization) as identified by Patterson et al. (2006) (Hollebeek, 2011). Hence, it is interesting to figure out, if this similarity is also valid for the Traditional Brand Engagement definition of Keller (2001) and the more modern version Social Media Brand Engagement. This would imply, that Traditional Brand Engagement is also higher for stories than for posts. Thus, the difference in brand engagement for stories and posts must be the same, independently of the definition or type of brand engagement. Consequently, this must lead to similar results as H_{1a} .

H_2 : The difference in Brand Engagement between stories and regular posts is higher for people, who are more involved in Social Media compared to those that aren't as involved.

H_{2a} : The difference in Social Media Brand Engagement between stories and regular posts is higher for people, who are more involved in Social Media compared to those that aren't as involved.

Furthermore, based on literature, there exist several arguments, why more Social Media Involvement (Intensity) leads to higher brand engagement for stories than for traditional posts. That is firstly given, due to as mentioned before from Kristen McCormick (2017), the higher posting frequency and urgency to watch stories due to its limited duration. Thus, consumers

that check out Social Media platforms more frequently, can follow the more often published stories regularly and engage therefore more with the brand, compared with less frequently published posts. This implies that the Social Media Involvement/ Intensity has a bigger impact on brand engagement for stories than for traditional posts. Jahn and Kunz (2012) support this, by stating that the more psychologically a consumer engages, the more committed and loyal he or she is towards a brand (De Vries & Carlson, 2014). Consequently, it is interesting to figure out if the exclusiveness and frequency theory of stories are leading to a higher psychological brand engagement than traditional posts.

Moreover, Jahn and Kunz (2012) figured out that brand fan-page usage intensity influences the brand fan-page engagement positively, as well as that higher Social Media usage, means that it plays a more important role in everyday lives and increases therefore the brand engagement (Jahn & Kunz, 2012). Since Social Media e.g. Facebook, Instagram and Snapchat are no real individual fan-pages, it is interesting to figure out how the usage intensity of that Social Media affects the individual fan-page engagement as part of this Social Media e.g. how the usage intensity of Instagram affects the individual fan-page engagement of Adidas on Instagram.

Additionally, the advantage of stories compared to traditional posts is that independently of an increased Social Media interaction, the “dark side” of Social Media, like bad word of mouth, is reduced due to no comment function, which can lead into a higher difference of brand engagement for stories and traditional posts (Bolton & Saxena, 2009).

Lastly, Hoffman and Fodor (2010) define brand engagement in the most modern way. One of the attributes defining brand engagement in their literature is the rate of activity, which includes how often members personalize profiles, bios, links, etc. Thus, the following thesis has to figure out if additional or different Social Media activities or Involvement have a more positive effect for stories than for posts on brand engagement (Hoffmann & Fodor, 2010).

H_{2b}: The difference in Traditional Brand Engagement between stories and regular posts is higher for people, who are more involved in Social Media compared to those that aren't as involved.

Here the same argumentation is valid as for hypothesis H_{1b}. This would imply, that Social Media Involvement/ Intensity has a higher impact for stories on Traditional Brand Engagement than for posts. Thus, the difference in brand engagement for stories and posts must be the same, independently of the definition or type of brand engagement. Consequently, this must lead to similar results as H_{2a}.

4. Methodology

In order to test the above-mentioned hypotheses, the data was gathered through four different randomized experimental designs (surveys). Therefore, this chapter will explain the target market, the research design, measurements, and the data collection process.

4.1 Instagram

This section will explain and give reasons as to why the Social Media platform Instagram was chosen and what Instagram as a Social Media platform offers.

Instagram is a Social Media platform, which offers people the opportunity to share and edit mainly pictures as well as short videos (WIKIPEDIA, 2017). Originally, Instagram was a place where content had to be of utmost proficiency with appealing and accurate content especially for businesses and brands (Handley, 2016). It also offers the opportunity to share those posts on other platforms like Facebook, Tumblr and Twitter. Moreover, recently Instagram introduced a messaging function as well as the option to share so called stories with its contacts. Lastly, Instagram can be used by individuals as well as businesses (WIKIPEDIA, 2017).

But why should Instagram be the most suitable Social Media platform for businesses? Since Facebook is the platform with the larger audience, it is surprising that it has by far less engagement. As statistics from TrackMaven in the article from Clifford (2015) show, Instagram receives the highest engagement ratio interactions per post for the categories: Apparel, Automakers, Entertainment, Food & Beverage, Hospitality, Insurance, Restaurants and Retail. Instagram is only in the category consumer products as well as Telco & Cable second behind Pinterest. Therefore, Instagram beats big platforms as Twitter, Facebook, Pinterest and LinkedIn. But what is so special about Instagram? “Instagram is all about visual content: photos and videos. People love pictures, especially when they are scrolling on their smartphones. But Instagram is also a place where people are likely to branch out beyond whom they know - unlike Facebook, for instance, where many people limit their connections to real-life friends and acquaintances.” (Clifford, 2015). That means, that Instagram has a 58 times higher individual brand engagement rate than Facebook and 120 times more than Twitter (Johnston, 2017).

Moreover, Instagram is a social discovery platform where users search for content and based on that, they connect with new unknown users. Thus, Instagram is not purely about following people and brands, it is also about searching and engaging with new content

(Clifford, 2015).

In general Instagram is very useful for brands, since a study of Iconosquare in 2015 shows that 70% of Instagram users report having already looked up a brand on the platform. Plus, 62% of users follow a brand just because they like it. Consequently, lots of consumers make use of the social platforms for further references. Hence, it can convert “passive shoppers into confident customers” (Daley, 2017; Deckers & Lacy (2012), which is very beneficial for companies (Handley & Chapman, 2010; Terrill & Middlebrooks, 2000). To put it in a nutshell, based on analyzes, Instagram seems to be the Social Media platform which builds the best brand engagement based on previous research with posts. Therefore, due to the high brand engagement plus the relatively recent implemented story function, Instagram is most suitable in comparing the effect of posts and stories. Although Facebook is the Social Network with the most people, stories are not that advanced yet regarding usage frequency and are purely for individuals and thus not suitable for the purpose of this research. Consequently, the research of this paper concentrates on Instagram, the Social Media platform with the highest brand engagement based on prior studies (Clifford, 2015; Dinner, van Heerde & Neslin, 2015).

4.2 Research Design

Based on the hypotheses, different experimental designs were created in form of qualtrics surveys and spread via Social Media like Facebook, Whatsapp and Instagram. Instagram was especially helpful, since the target group of this thesis could be directly contacted. At first a filter question was used, to make sure that just people who are familiar with Instagram were allowed to fill in the survey. Afterwards, the respondents were asked questions regarding their Instagram Involvement/ Intensity, also called usage behavior. Those followed by four different experimental designs, which were randomly given to respondents due to a randomization function in qualtrics. In those experimental designs a post from “Mini”, a post from “Adidas”, a story of “Mini” or a story of “Adidas” have been shown to the respondents. Based on those samples, questions had to be answered regarding Social Media Brand Engagement and Traditional Brand Engagement based on Keller (2001). And lastly, some demographics like gender, age and educational background have been questioned. In order to compare the differences between post and story, similar marketing samples were used, just in form of a post and a story. Furthermore, besides the different “posting types”, there were in total two different brands used as already mentioned above, namely “Mini” and “Adidas”, to minimize biases as well as possible. Those brands were selected by assuming that their post and stories are as

similar as possible, average in regarding their marketing meaning, and equal in terms of reputation and degree of fame. But in total the amount of questions and types of questions were similar for all survey respondents. The exact questionnaire can be viewed in the appendix B.

4.3 Measurements

In this section, it will be demonstrated how the hypotheses were integrated in the questionnaire in form of questions and which sources in form of previous research were used. In the following all variables will be explained:

- **Social Media Brand Engagement** *has been measured with an eight-item scale, by asking respondents to rate from “strongly disagree” to “strongly agree”, related to one of the brands “Mini” or “Adidas”, and related to one of the mediums “post” or “story” the following statements: “I follow this brand”, “I would follow this brand based on this “Instagram activity” in the future”, “I would check this “Instagram activity” out, while scrolling through it”, “I completed reading/ watching the whole “Instagram activity””, “I would react to this “Instagram activity” (liking/ hearting)”, “Hashtags get special attention & influence this “Instagram activity””, “I would share this “Instagram activity” with friends (directly or screenshot)” and “I would take a call to action (pressing on referral links, websites, tags, use swipe function)” (Peters et al. 2013) and (Hoffman & Fodor, 2010).*
- **Social Media Involvement/ Intensity** *has been measured through a thirteen-item scale based on Ellison, Steinfield and Lampe (2007), composed by 4 different components of involvement/ intensity. Firstly, the following behavior, where respondents were asked to rate from “10 or less” to “more than 500” the following questions: “How many profiles follow you on Instagram?” and “How many profiles do you follow on Instagram?”. Secondly, the online activity in minutes, where respondents were asked to rate from “10 or less” to “more than 120” based on the question “How many minutes on average do you spend on Instagram per week?”. Thirdly, the posting and story behavior, where respondents were asked to rate from “never” to “more than 25” the following questions: “How often do you post on average something per week?”, “How often do you scroll on average through posts in general?”, “How many stories on average do you create yourself per week?” and “How many other stories do you watch on average per week?”. And lastly, Instagram attitude related behavior, where respondents were asked to rate from “strongly disagree” to “strongly agree” the following statements: “Instagram is part of my everyday activity”, “I am proud to tell people I am on Instagram”, “Instagram has become part of my daily routine”, “I feel out of touch when I haven’t logged into Instagram for a while”, “I feel I am part of the Instagram community” and “I would be sorry if Instagram shut down”.*

- **Traditional Brand Engagement (Keller 2001)** has been measured through a six-item scale based on Keller (2001), where respondents were asked to rate from “strongly disagree” to “strongly agree” the following statements: “I really like to talk about this brand with others”, “I am (always) interested in learning more about this brand”, “I would be interested in merchandise with this brand’s name on it”, “I am proud to have others know that I follow the “Instagram activity” of this brand”, “I like to visit Instagram for this brand” and “Compared to other people, I closely follow news about this brand”.

4.4 Data Collection

The experimental design in form of a qualtrics survey/ questionnaire was sent through Social Media like Facebook, Whatsapp and Instagram. The respondents were from different sources, some of them were from my own personal network like family, friends, board members or followers on the Social Networks. Additionally, some of them were from personal networks of my own network or from groups through sharing of my survey. The survey respondents were collected from July 9th to July 20th, 2017.

5. Analysis

In the following chapter the different aspects of the analysis as sample, variables' composition, variables' scores among brands and correlation among the independent variables will be explained as well as the results of the analysis will be presented.

5.1 Sample

The total amount of responses gathered for this thesis was 422. This includes non-Instagram users as well as Instagram users. Then the respondents were filtered with question 0, asking if people have or use Instagram, which resulted in 221. From this set, N=144 were used since those were Instagram users. Furthermore, those responses were randomly selected from the different treatment groups "Mini post", "Mini story", "Adidas post" and "Adidas story" with more than 36 subjects each. This amount was decreased to 36, to make the different treatment groups comparable and to decrease selection or sample size biases. The research sample shows almost an equal gender distribution with 59.03% (n=85) females and 40.97% (n=59) males (illustration 5). Secondly, the sample shows a tendency towards young people, since 61.1% of the respondents had their age between 18 and 25 years old, whereas 31.9% between 25 and 30 years and only 2.8% were older than 40 years old as well as 2.1% were only between 13 and 17 years old (illustration 6). Lastly, the Educational Background was almost equally distributed among Master, Bachelor and High school/ secondary school, since 29.9% respondents have stated to own a Master as their highest degree, 41.7% a Bachelor as their highest degree and 27.1% a High/ secondary school as their highest degree. Only 1.4% of the respondents owned no degree and no respondent owned a PhD as their highest degree (illustration 7). Further details can be found in appendix C.

Illustration 5: Gender distribution of the sample

Gender distribution of the sample

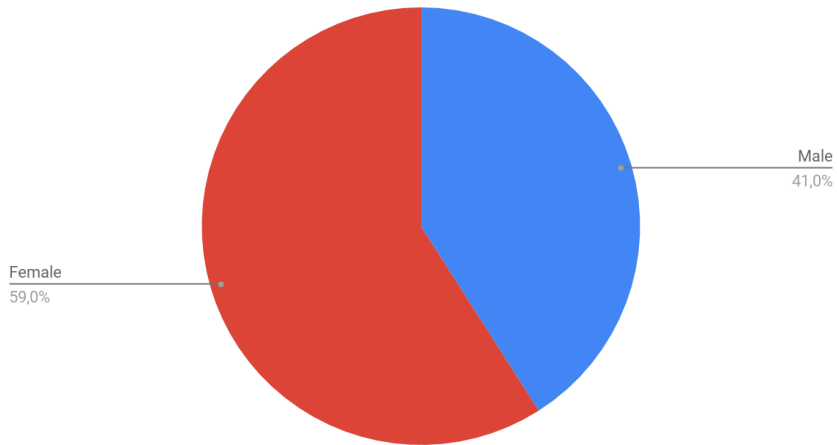


Illustration 6: Age distribution of the sample

Age distribution of the sample

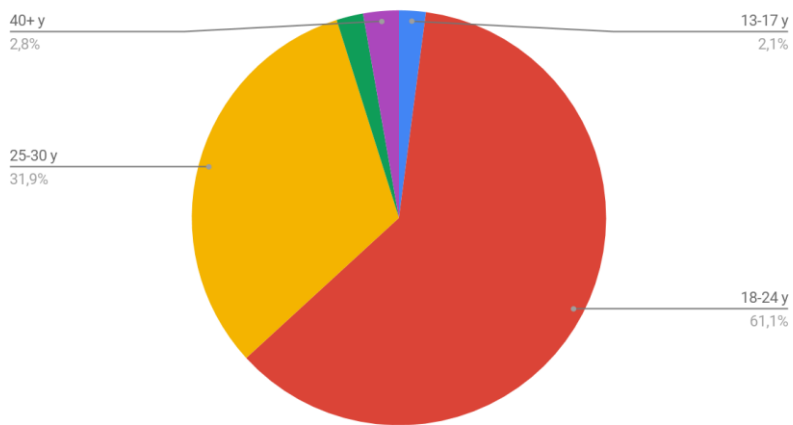
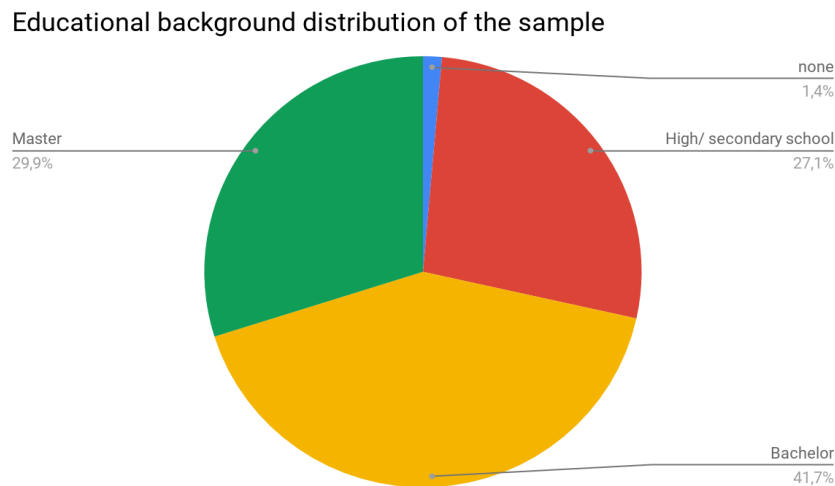


Illustration 7: Educational background distribution of the sample



5.2 Variables' Composition

In the following section, principal component analyses were conducted, to test whether the assumed variables from chapter 4 can be proven statistically. This was done by reducing the questions and statements from the survey questionnaire into the variables described in 4.3. More details regarding the provided data can be found in the appendix D and E.

5.2.1 Social Media Brand Engagement

In order to determine Social Media Brand Engagement eight items were taken into consideration.

Before the actual principal component analysis was conducted, the KMO and Bartlett's Test (table 4) have been tested to determine if the factor analysis is significant. This is only the case when the involved variables are sufficiently correlated to each other (Janssens et al., 2008). Since the KMO Measure of Sampling Adequacy has a value of 0.865 (>.50), as well as the Bartlett's Test of Sphericity shows a value of 0.000 (<0.001), the factor analysis can be performed, since it has a satisfying degree of correlation.

Table 4: KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	275.705
	df	28
	Sig.	.000

Consequently, the factor analysis and the screen plot show that 54.62% of the variance is explained by two factors, with two eigenvalues greater than one (3.361 & 1.009). Furthermore, the extracted rotated component matrix from the Principal Component Analysis shows that all components are loaded in two factors, whereas all the questions are loaded in factor one, besides question 17. Thus, the variable “Social media brand engagement” can be extracted from a combination of only 7 items, instead of as assumed 8. Those are “*I follow this brand*”, “*I would follow this brand based on this “Instagram activity” in the future*”, “*I would check this “Instagram activity” out, while scrolling through it*”, “*I would react to this “Instagram activity” (liking/ hearting)*”, “*Hashtags get special attention & influence this “Instagram activity”*”, “*I would share this “Instagram activity” with friends (directly or screenshot)*” and “*I would take a call to action (pressing on referral links, websites, tags, use swipe function)*”. To check whether the underlying items forming the variable “Social media brand engagement” are consistent with each other, the Cronbach’s Alpha will be checked (table 5). In this case the value of 0.813 identifies a good internal consistency (further details can be found in appendix D1).

Table 5: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.815	7

5.2.2 Instagram Involvement/ Intensity

Firstly, since Instagram Involvement/ Intensity contains three different sets of items, those were first standardized due to their different scale ranges and afterwards averaged for creating an Instagram Intensity scale. In order to determine Instagram Involvement/ Intensity thirteen following items were taken into consideration. The KMO value results show a satisfying value of 0.884 (>0.50), as well as the Bartlett’s Test show a difference between the correlation matrix and the identity one due to the value $p=0.000$ (<0.001) (table 6). Hence, also this factor analysis can be performed with a satisfying degree of correlation.

Table 6: KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	1105.435
	df	78
	Sig.	.000

Based on the output extracted from the factor analysis, it can be identified that there are in total three factors with an eigenvalue greater than one (6.339; 1.335; 1.252), which explain 48.764%, 10.272% and 9.632% of the total variance. The rotated component matrix (table 7) was used, to check which of those factors identifies Instagram Involvement/ Intensity, as well as which items exactly load into this factor.

Table 7: Rotated Component Matrix with variables used to build Instagram involvement/ intensity

	Component		
	1	2	3
Zscore (Q1)	.207	.268	.814
Zscore (Q2)	.145	.210	.874
Zscore (Q3)	.635	.079	.520
Zscore (Q4)	.076	.864	.109
Zscore (Q5)	.691	.141	.345
Zscore (Q6)	.166	.660	.276
Zscore (Q7)	.632	-.006	.504
Zscore (Q8)	.864	.241	.192
Zscore (Q9)	.323	.655	.145
Zscore (Q10)	.884	.229	.178
Zscore (Q11)	.713	.324	.076
Zscore (Q12)	.526	.517	.194
Zscore (Q13)	.614	.476	-0.052

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations

Thus, the variable “Instagram Involvement/ Intensity” can be extracted from a combination of only 8 items, instead of as assumed 13. Those are “How many minutes on average do you spend on Instagram per week?”, “How often do you scroll on average through posts in general?”, and “How many other stories do you watch on average per week?”, “Instagram is part of my everyday activity”, “Instagram has become part of my daily routine”, “I feel out of

touch when I haven't logged into Instagram for a while", "I feel I am part of the Instagram community" and "I would be sorry if Instagram shut down".

Afterwards, Cronbach's Alpha (table 8) was determined again, to check the underlying item consistency, which is excellent due to a satisfying value of 0.908 (further details can be found in appendix D2).

Table 8: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.908	8

5.2.3 Traditional Brand Engagement

To create traditional brand engagement, six items were taken into consideration. Before conducting the Principal Component analysis, the KMO and Bartlett's Test (table 9) were executed and showed that the correlation matrix differs from the identity matrix due to a Bartlett's Test of Sphericity value of 0.000 (<0.001), as well as the KMO value of 0.833 ($>.50$) identifies, that the factor analysis can be performed.

Table 9: KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.833
Bartlett's Test of Sphericity	Approx. Chi-Square	431.737
	df	15
	Sig.	.000

Based on the extracted output from the factor analysis, one factor with an eigenvalue greater than one (3.652) can be observed, which explains 60.867% of the total variance. Furthermore, the component matrix shows, that all components are loaded in one factor. This results in, that the variable "Traditional brand engagement" is a combination of all six before mentioned items.

Table 10: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.870	6

This can be also verified due to Cronbach's alpha value (table 10) of 0.865, which identifies a good internal consistency (further details can be found in appendix D3).

5.3 Variables' scores among brands

When conducting the survey, two different brands were used, to avoid manipulation and bias due to only one brand. Consequently, before testing the hypothesis, it is important, to test, whether there exist a significant difference among them. Thus, it can be tested, if respondents answered significantly different depending on the used brand. Therefore, to test, whether the variable score's mean were not statistically different among the brands, ANOVA tests were conducted.

As it can be seen in the appendix E, both F statistics of Social Media Brand Engagement and Traditional Brand Engagement are bigger than 0.05 ($p=0.648$ for SMBE & $p=0.184$ for TBE) and are therefore not significant. Thus, it can be concluded, that there is no statistical difference among the two different brands. Consequently, respondents did not answer significantly different, based on the brand they have seen in their questionnaire. This can be also seen in illustration 8 & table 11 for Social Media Brand Engagement and in illustration 9 & table 12 for Traditional Brand Engagement:

Illustration 8: Social Media Brand Engagement mean by brand

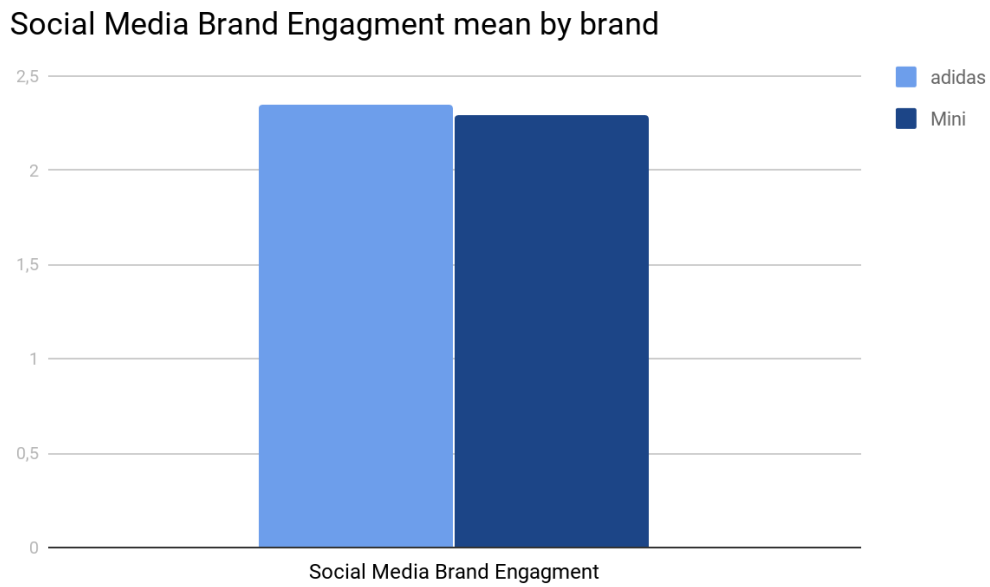


Table 11: Social Media Brand Engagement mean by brand

Report Social Media Brand Engagement

Brand (Mini)	Mean	N	Std. Deviation
0	2.3472	72	.70795
1	2.2956	72	.64484
Total	2.3214	144	.67526

Illustration 9: Traditional Brand Engagement mean by brand

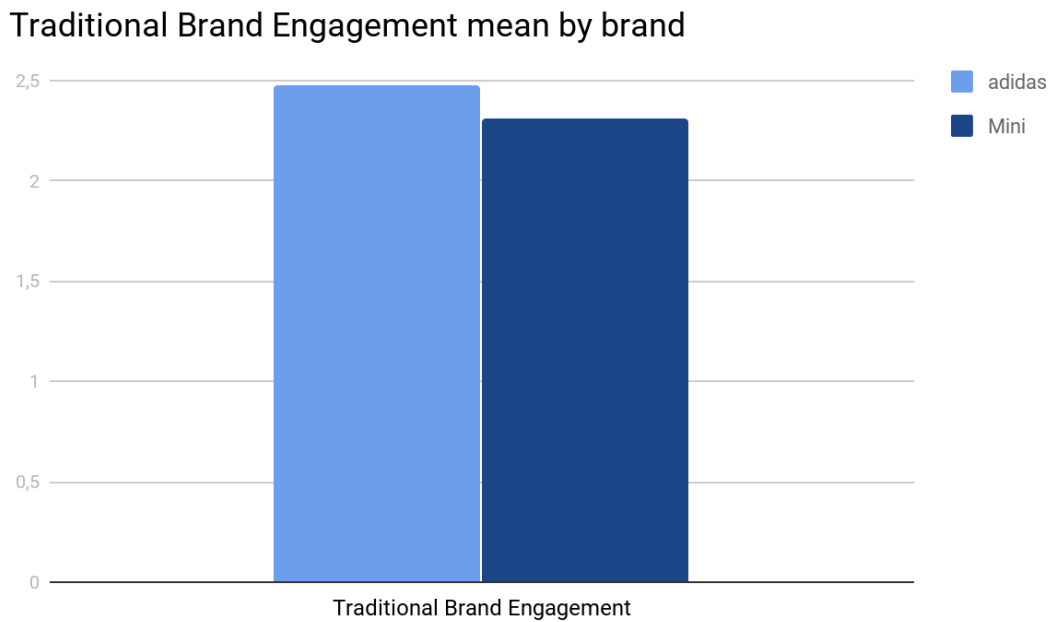


Table 12: Traditional Brand Engagement mean by brand

Report Traditional Brand Engagement

Brand (Mini)	Mean	N	Std. Deviation
0	2.4769	72	.67211
1	2.3102	72	.81999
Total	2.3935	144	.75174

5.4 Correlation among independent variables

Before running a regression analysis, several assumptions must be tested. Failures of not fulfilling those assumptions can have a huge impact on the outcome due to less validity or even entirely unreliability of the test results. In total, there are nine assumptions for a linear regression analysis. But in the following the focus will be on one of the least obvious ones: multicollinearity. Multicollinearity tests, whether there is a high degree of correlation between the independent variables.

Case 1: independent variables: brand & story (table 13)

Table 13: Correlation Matrix

Correlations

		Story	Brand (Mini)
Story	Pearson Correlation	1	.000
	Sig. (2-tailed)		1.000
	N	144	144
Brand (Mini)	Pearson Correlation	.000	1
	Sig. (2-tailed)	1.000	
	N	144	144

All the correlations are significantly equal to 0 (<0.60). Consequently, multicollinearity seems to be no problem.

Case 2: independent variables: brand, story, involvement1, involvement1xstory (table 14)

Table 14: Correlation Matrix

		Correlations			
		Brand (Mini)	Story	Involvement1	Involvement1xstory
Brand (Mini)	Pearson Correlation	1	.000	.015	.052
	Sig. (2-tailed)		1.000	.856	.537
	N	144	144	144	144
Story	Pearson Correlation	.000	1	.069	.052
	Sig. (2-tailed)	1.000		.410	.536
	N	144	144	144	144
Involvement1	Pearson Correlation	.015	.069	1	.667**
	Sig. (2-tailed)	.856	.410		.000
	N	144	144	144	144
Involvement1xstory	Pearson Correlation	.052	.052	.667**	1
	Sig. (2-tailed)	.537	.536	.000	
	N	144	144	144	144

** Correlation is significant at the 0.01 level (2-tailed).

Almost all the correlations differ significantly from 0, but none, besides involvement1 and involvement1xstory, is greater than 0.6. In this case it is fine, since involvement1xstory is a moderator and must be correlated to involvement1. Consequently, multicollinearity seems to be no problem in this case as well.

5.5 Results

In this section, each hypothesis will be tested individually. Thus, based on the test results, it will be determined whether the hypothesis can be confirmed, partially confirmed, or falsified. This will be done mainly due to analyzing the linear regression analysis. The SPSS outputs will be provided in the following, as well as more detailed in the appendix F.

5.5.1 Social Media Brand Engagement

$Social\ Media\ Brand\ Engagement_h = \beta_0 + \beta_{brandMini}brandMini_h + \beta_{story}story_h + \varepsilon_h$
(table 15)

Thus, this implies for brand Adidas: $brandMini_h = 0$ & for Mini: $brandMini_h = 1$ and for the marketing tool post: $story_h = 0$ & for story: $story_h = 1$.

Table 15: Coefficients of Linear Regression

Coefficients^a

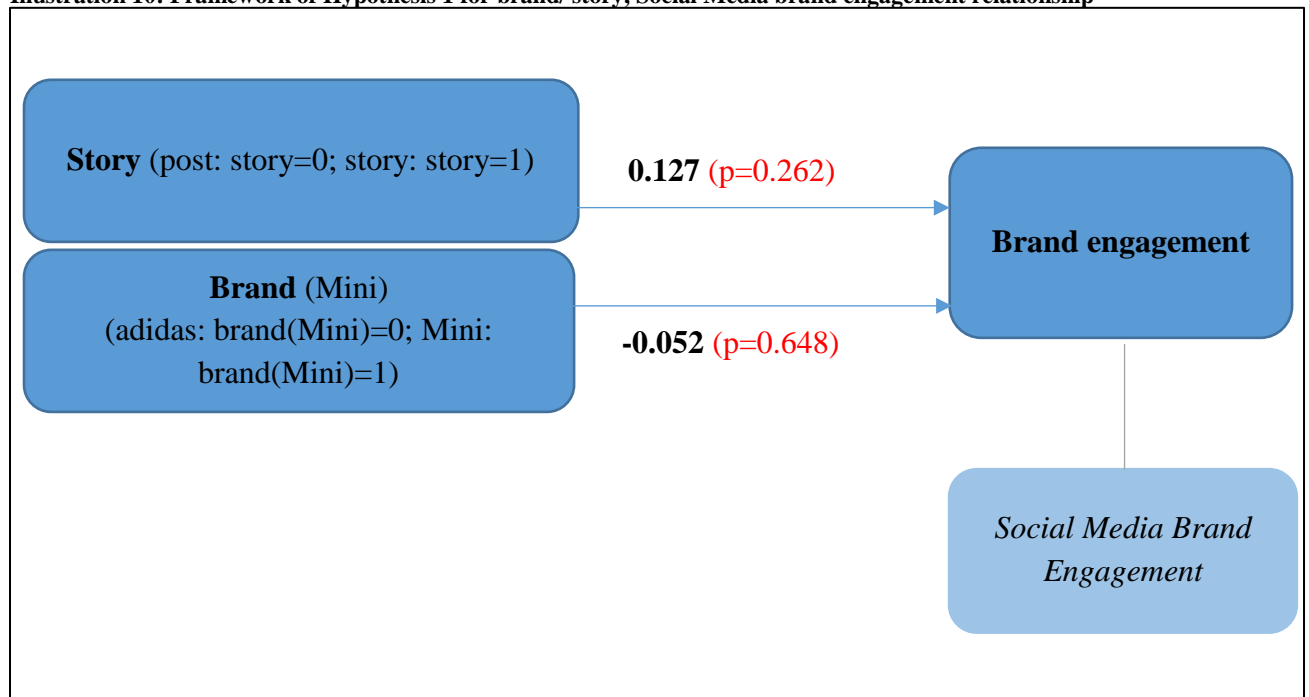
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.284	.098		23.388	.000
	Brand (Mini)	-.052	.113	-.038	-.458	.648
	Story	.127	.113	.094	1.126	.262

a. Dependent Variable: Social Media Brand Engagement

As also already identified in the section beforehand, brand has no statistical significant impact on Social Media Brand Engagement with $p=0.648$ (>0.05).

Moreover, it can be seen that brand engagement is higher for stories than posts. But unfortunately, those results are not statistical significant, since $p=0.262$ (>0.005). Consequently, it is not possible to make any assumption if stories have a statistical significant different impact than posts on Social Media Brand Engagement (illustration 10).

Illustration 10: Framework of Hypothesis 1 for brand/ story, Social Media brand engagement relationship



5.5.2 Social Media Brand Engagement with moderator Involvement/ Intensity

Social Media Brand Engagement_h

$$= \beta_0 + \beta_{brandMini}brandMini_h + \beta_{story}story_h + \beta_{involvement1}involvement1 + \beta_{involvement1xstory}involvement1_h \times story_h + \varepsilon_h$$

(table 16)

Thus, this implies for brand Adidas: $brandMini_h = 0$ & for Mini: $brandMini_h = 1$ and for the marketing tool post: $story_h = 0$ & for story: $story_h = 1$.

Table 16: Coefficients of Linear Regression

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.299	.094		24.334	.000
	Brand (Mini)	-.062	.109	-.046	-.566	.572
	Story	.101	.109	.075	.923	.358
	Involvement1	.190	.094	.220	2.020	.045
	Involvement1xstory	.106	.142	.082	.749	.455

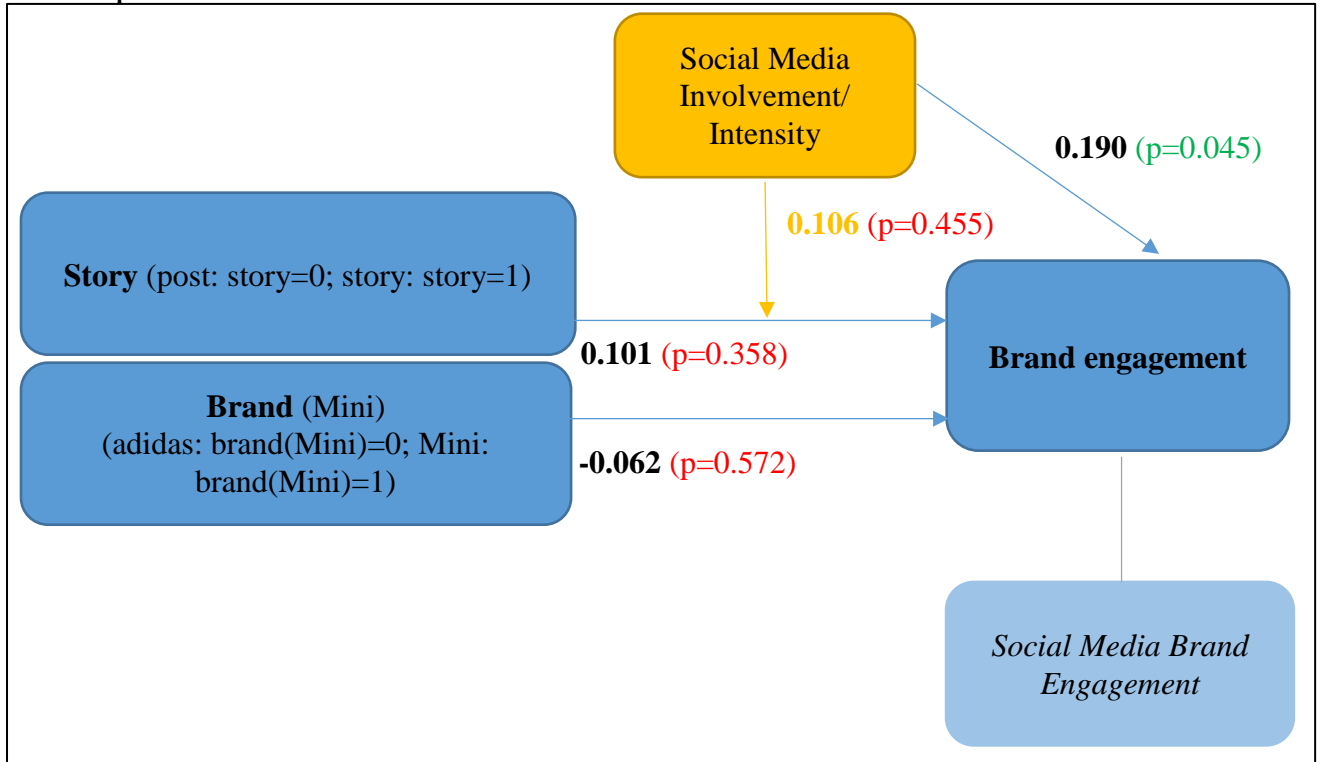
a. Dependent Variable: Social Media Brand Engagement

And again, as also already identified in the section beforehand, brand has no statistical significant impact on Social Media Brand Engagement with $p=0.572 (>0.05)$.

Moreover, it can be seen that the Social Media Brand Engagement is higher for stories than for posts. But unfortunately, those results are also not statistically significant, since $p=0.358 (>0.005)$. Consequently, it is not possible to make any assumption if stories have a significant different impact than posts on Social Media Brand Engagement as well, while including Instagram involvement. On the other hand, Involvement is the only statistical significant variable with $p=0.045 (<0.005)$, that has a positive impact on Social Media Brand Engagement. The moderating variable of $involvement1xstory$ has a positive impact on Social Media Brand Engagement. This implies, that involvement has a higher impact on Social Media Brand Engagement for stories than posts. But unfortunately, also those results are statistically not significant due to a value of $p=0.455 (>0.005)$. Consequently, there can be only assumptions made, that Instagram involvement has a positive impact on Social Media Brand Engagement in general. But also, here no assumptions can be made whether stories or involvement for

stories have a higher positive statistical significant impact on Social Media Brand Engagement than posts or involvement for posts (illustration 11).

Illustration 11: Framework of Hypothesis 2 for brand/ story, involvement & Social Media brand engagement relationship



5.5.3 Traditional Brand Engagement

$$\text{Traditional Brand Engagement}_h = \beta_0 + \beta_{brandMini} brandMini_h + \beta_{story} story_h + \varepsilon_h$$

(table 17)

Thus, this implies for brand Adidas: $brandMini_h = 0$ & for Mini: $brandMini_h = 1$ and for the marketing tool post: $story_h = 0$ & for story: $story_h = 1$.

Table 17: Coefficients of Linear Regression

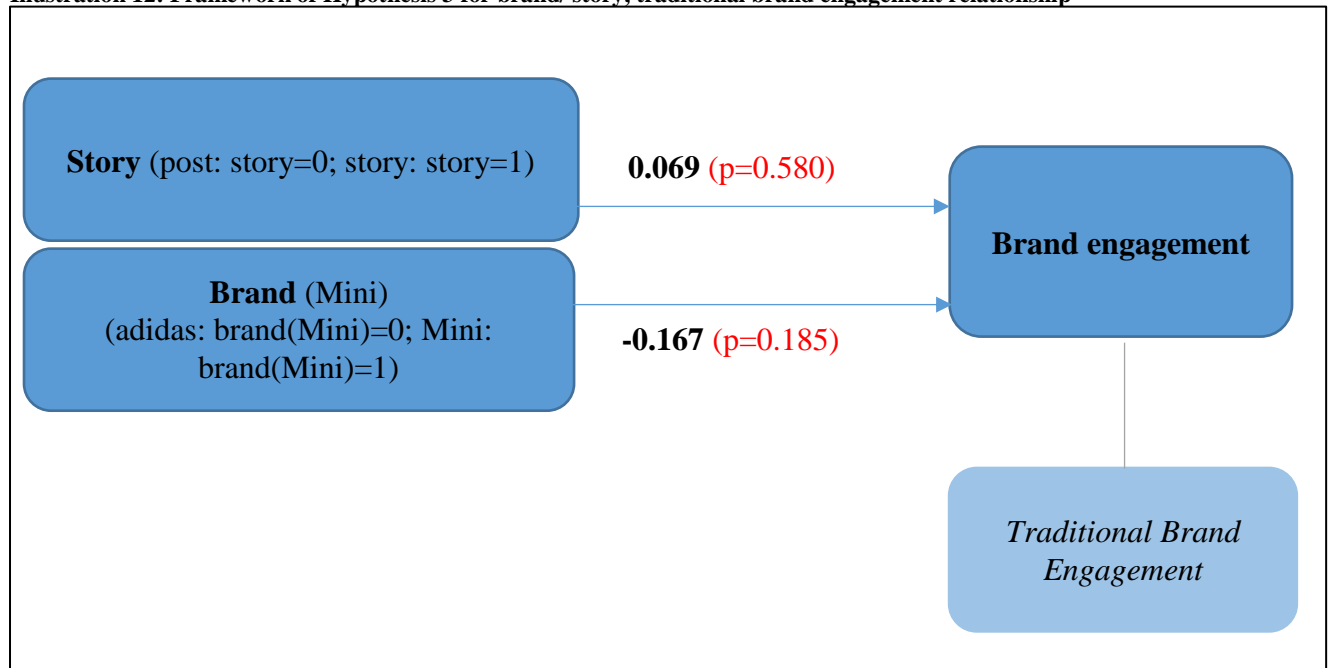
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.442	.108		22.513	.000
Brand (Mini)	-.167	.125	-.111	-1.331	.185
Story	.069	.125	.046	.554	.580

a. Dependent Variable: Traditional Brand Engagement

And again, as also already identified in the section beforehand, brand has no statistical significant impact on Traditional Brand Engagement with $p=0.580 (>0.05)$ as well. And similar as for Social Brand Engagement, stories have compared to posts a positive impact on Traditional Brand Engagement. Unfortunately, those results are statistically not significant as well, since $p=0.580 (>0.005)$. Consequently, it is not possible, to make any assumption if stories have a significant different impact than posts on Traditional Media Brand Engagement (illustration 12).

Illustration 12: Framework of Hypothesis 3 for brand/ story, traditional brand engagement relationship



5.5.4 Traditional Brand Engagement with moderator involvement/intensity

$$\begin{aligned}
 \text{Traditional Brand Engagement}_h &= \beta_0 + \beta_{brandMini} brandMini_h + \beta_{story} story_h \\
 &+ \beta_{involvement1} involvement1 + \beta_{involvement1xstory} involvement1_h \\
 &\times story_h + \varepsilon_h
 \end{aligned}$$

(table 18)

Thus, this implies for brand Adidas: $brandMini_h = 0$ & for Mini: $brandMini_h = 1$ and for the marketing tool post: $story_h = 0$ & for story: $story_h = 1$.

Table 18: Coefficients of Linear Regression

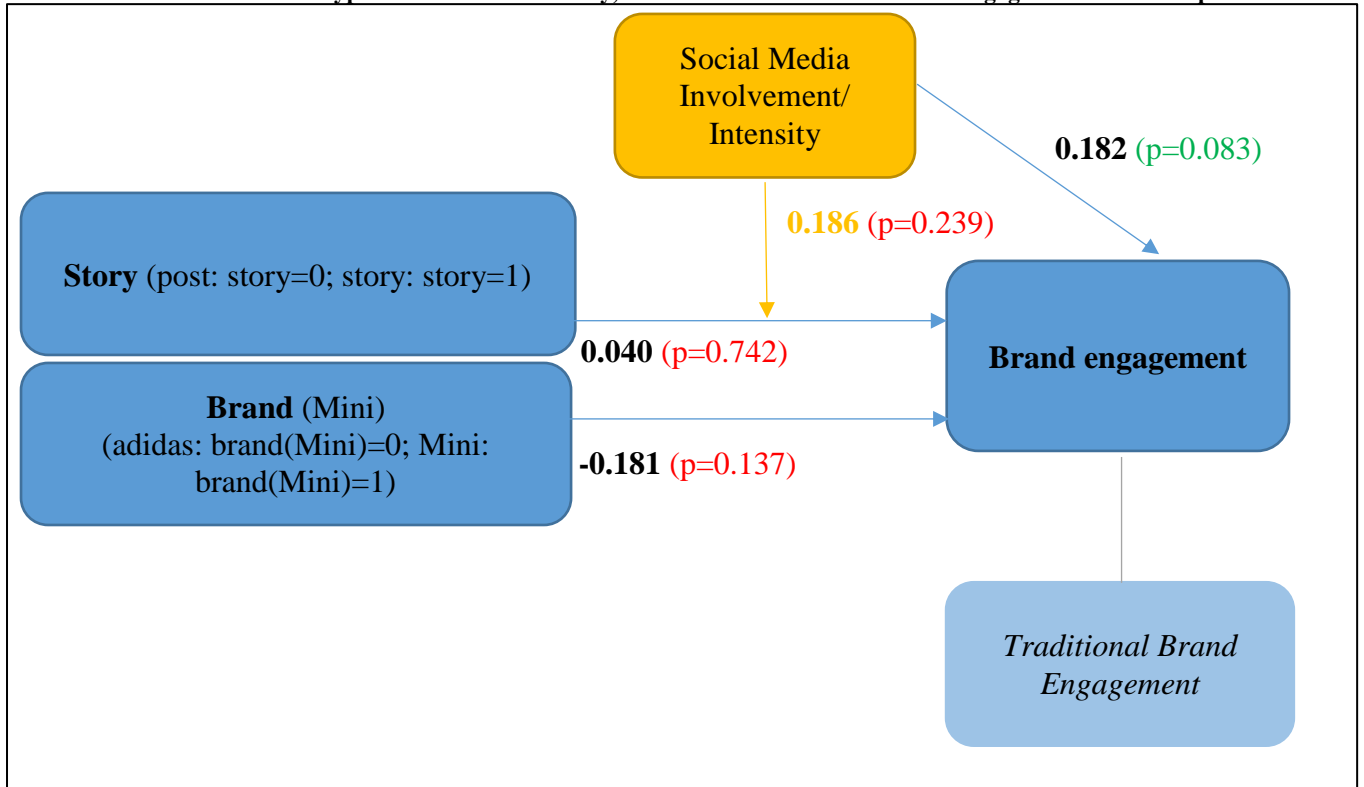
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.459	.105		23.503	.000
	Brand (Mini)	-.181	.121	-.121	-1.497	.137
	Story	.040	.121	.027	.330	.742
	Involvement1	.182	.104	.189	1.745	.083
	Involvement1xstory	.186	.157	.128	1.182	.239

a. Dependent Variable: Traditional Brand Engagement

As also in the previous sections identified, brand has no statistically significant impact on Traditional Brand Engagement with $p=0.137$ (>0.005). Furthermore, it can be seen that Traditional Brand Engagement is higher for stories than for posts. But those results are as for the other scenarios not statistically significant, since $p=0.742$ (>0.005). Thus, it is also here not possible to make any assumptions, if stories have a statistical significant different impact on Traditional Brand Engagement while including Instagram involvement. Involvement itself, is the only statistical significant variable with $p=0.083$ (<0.01 , but >0.005), that has a positive impact on Traditional Brand Engagement. The moderating variable of involvement1xstory has generally speaking a positive impact on Traditional Brand Engagement, thus this implies that involvement has a higher impact on Traditional Brand Engagement for stories than for posts. But unfortunately, those results cannot be proven statistically due to a p value of 0.239 (>0.005). Therefore, assumptions can be only made regarding Instagram Involvement, namely that Involvement has a positive impact on Traditional Brand Engagement in general. Further assumptions whether stories or involvement for stories have a higher positive statistical significant impact on Traditional Brand Engagement than posts or involvement for posts, cannot be made (illustration 13).

Illustration 13: Framework of Hypothesis 3 for brand/ story, involvement & traditional brand engagement relationship



5.5.5 Traditional Brand Engagement & Social Media Brand Engagement

Now, it is interesting to figure out whether there exists non-significant difference between the two definitions of brand engagement. In order to test so, it has to be determined if the means are equal to one another or not. This implies that a paired sample test must be performed, to find out whether the difference between the means is equal to zero. In this case the null hypothesis, that the means are equal to one another, is accepted, since $p = 0.104 (>0.05)$. Therefore, with 95% certainty there is no statistical difference between Traditional Brand Engagement and Social Media Brand Engagement (table 19).

Table 19: Paired Sample Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Social Media Brand Engagement Traditional Brand Engagement	-.07209	.52931	.04411	-.15928	.01510	-1.634	143	.104

5.5.6 Hypothesis 1: Stories/ posts and Brand Engagement

The first hypothesis was making assumptions between stories and posts towards Brand Engagement:

H_1	<i>Brand Engagement is higher for stories than for posts.</i>	<i>not confirmed</i>
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H_{1a}	<i>Social Media Brand Engagement is higher for stories than for posts.</i>	<i>not confirmed</i>
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It was assumed that the marketing tool stories has a more positive impact on Social Media Brand Engagement, than traditional posts. Thus, in order to test H_1 , a linear regression was computed to test whether the dummy variable story leads to a higher Social Media Brand Engagement, or not. In general, there was a positive impact of story ($\beta_{story} = 0.127$) on Social Media Brand Engagement noticeable. But unfortunately, this relationship could not be proven due to non-statistical significance with $p = 0.262 (>0.005)$. Moreover, the fit of the whole model was not that good as well, due to the low percentage of the variance explained by the model ($R^2 = 0.010$).

In sum, the proposed hypothesis could not be confirmed with the used data. Consequently, no assumptions can be made, that Social Media Brand Engagement is higher for stories than for posts and thus, there does not exist a difference in Social Media Brand Engagement for stories and traditional posts, which is statistically significant proven. Although there was a tendency noticeable, the hypothesis cannot be confirmed.

H_{1b}	<i>Traditional Brand Engagement is higher for stories than for posts.</i>	<i>not confirmed</i>
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Since brand engagement is a relative stable term, different definitions of brand engagement e.g. Social Media Brand Engagement or Traditional Brand Engagement (Keller 2001) should result in the same causalities as in H_{1a} . Thus, there should appear the same difference in brand engagement of stories and traditional posts, independently of the definition of brand engagement. Hence, the hypothesis was tested, by computing a third linear regression analysis.

The third linear regression has as H_{1a} , brand and story as independent dummy variables and Traditional Brand Engagement instead of Social Media Brand Engagement as dependent variable. When looking at the output, it can be seen that the results are very similar as from H_1 . This implies, that also here stories have generally speaking a positive impact on Traditional Brand Engagement ($\beta_{story} = 0.069$). But since $p = 0.580 (>0.05)$ is not statistically significant, as well as R^2 with 0.015 does not show a significant good model fit, no statistically significant assumptions can be made.

Additionally, this can be supported with statistical significant results of the paired sample test of Traditional Brand Engagement and Social Engagement. This is the case, since the null hypothesis, that the means of Social Media Brand Engagement and Traditional Brand Engagement are equal to one another, is accepted with a p value of 0.104 (>0.05). Hence, the conclusion is that the definition of brand engagement has no impact on the causality.

Consequently, the effect of stories on brand engagement, independently of the definition (Social Media Brand Engagement/ Traditional Brand Engagement), is the same. Traditional Brand Engagement is higher for stories than for posts and thus, there does not exist a difference in Traditional Brand Engagement for stories and traditional posts, which is statistically significant proven. Although there was a tendency noticeable, the hypothesis cannot be confirmed.

Thus, generally speaking H_1 cannot be statistically confirmed, that Brand Engagement is higher for stories than for posts.

5.5.7 Hypothesis 2: Stories/ posts, Instagram Involvement/ Intensity and Brand Engagement

The second hypothesis has taken Instagram Involvement/ Intensity into consideration. Consequently, it was tested whether Instagram Involvement has a higher impact on Brand Engagement for stories than for regular posts.

H_2	<i>The difference in Brand Engagement between stories and regular posts is higher for people, who are more involved in Social Media compared to those that aren't as involved.</i>	<i>not confirmed</i>
H_{2a}	<i>The difference in Social Media Brand Engagement between stories and regular posts is higher for people, who are more involved in Social Media compared to those that aren't as involved.</i>	<i>not confirmed</i>

It was assumed that Instagram Involvement/ Intensity has a higher positive impact on Social Media Brand Engagement for stories, than for traditional posts. Thus, in order to test H_2 another linear regression was computed, to test, whether the moderating variable $involvement1 \times story$ has a positive impact on Social Media Brand Engagement. Based on the output extracted from the linear regression there was in general a positive impact of the moderating variable $involvement1 \times story$ ($\beta_{involvement1 \times story} = 0.106$) on Social Media Brand Engagement recognizable. But unfortunately, those results were again not statistically significant with $p = 0.455$ (>0.005), as well as the $R^2 = 0.089$ could not show a significant good model fit. Moreover, there was also in general a positive impact of story ($\beta_{story} = 0.101$) on Social Media Brand Engagement visible, but which was also here not statistically significant with $p = 0.348$ (>0.005). The only statistical significant variable of this linear regression analysis, besides the constant, is $involvement1$ with a p-value of 0.045 (<0.005). Consequently, generally speaking the higher the Instagram involvement, the higher is the Social Media Brand Engagement. Thus, Social Media Brand Engagement is in general higher for more involved people in Social Media activities. Furthermore, there has been a tendency that involvement has a higher impact on Social Media Brand Engagement for stories, but as mentioned before, due to non-significant results, no statistically verified assumptions can be made. Consequently, H_{2a} cannot be confirmed as well.

H_{2b}	<i>The difference in Social Media Brand Engagement between stories and regular posts is higher for people, who are more involved in Social Media compared to those that aren't as involved.</i>	<i>not confirmed</i>
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As for hypothesis H_{1b} , this hypothesis tests whether stories and posts result in the same effects on Traditional Brand Engagement by taking Social Media Involvement/ Intensity additional into account. Therefore, the fourth linear regression was taking Instagram Involvement/ Intensity in consideration as H_{2a} . Thus, it was tested whether Instagram Involvement has a higher impact on Traditional Brand Engagement for stories than for regular posts. Based on the output extracted from the fourth linear regression, there is in general a positive impact of the moderating variable $involvement1 \times story$ ($\beta_{involvement1 \times story} = 0.186$) on Traditional Brand Engagement recognizable. But, as for hypothesis 2, those results were again not statistically significant with $p = 0.239 (>0.05)$, as well as $R^2 = 0.098$ could not show a significant model fit. Moreover, there was also in general a positive impact of stories ($\beta_{story} = 0.040$) on Traditional Brand Engagement noticeable, which was also here not statistically significant with $p = 0.742 (>0.05)$. The only statistically significant variable of this linear regression is, as for the comparable second linear regression, $involvement1$ with a p-value 0.083 (>0.005 , but still <0.1). Hence, the higher the Instagram Involvement, the higher the Traditional Brand Engagement. Therefore, Traditional Brand Engagement is in general higher for more involved people on Instagram. Moreover, there has been again a tendency recognizable, that involvement has a higher impact on Traditional Brand Engagement for stories, but as mentioned before, due to non-significant results, no statistically verified assumptions can be made. Under these circumstances, the results for Traditional Brand Engagement are very similar to those of Social Media Brand Engagement.

Additionally, this can be supported with statistical significant results of the paired sample test of Traditional Brand Engagement and Social Engagement as explained for hypothesis H_{1b} . Hence, the conclusion is, that H_{2b} cannot be confirmed, since the results are not statistically significant.

Thus, generally speaking H_2 cannot be statistically confirmed, that the difference in Brand Engagement between stories and regular posts is higher for people, who are more involved in Social Media.

6. Discussion

In the last chapter, the main empirical results will be summarized and thus the resulting managerial applications presented. Lastly, limitations regarding this research and suggestions for future research will be mentioned.

6.1 Summary of the main findings

This thesis studies the effect of different marketing tools on brand engagement due to comparison of stories and posts at social media platforms. Consequently, it was tested, whether stories have a higher impact on brand engagement than traditional posts. In addition to the story, post and brand engagement relationship, it was tested whether Social Media Involvement/ Intensity has a higher impact on brand engagement for stories than for traditional posts. By looking at the results from the previous chapter, it can be concluded, that generally speaking stories have a positive impact on brand engagement. This has been the case for Social Media Brand Engagement ($\beta_{story} = 0.127$) and Traditional Brand Engagement ($\beta_{story} = 0.069$). But statistically seen, those results were not significant. Consequently, it cannot be concluded that there exists a statistically significant difference of brand engagement for stories and traditional posts. Moreover, by including Involvement as an independent variable, as well as a moderating variable with story to the post, story and brand engagement relationship, there was again a positive impact on brand engagement visible. This has been the case for story ($\beta_{story} = 0.101$), involvement ($\beta_{involvement1} = 0.190$) and the moderating variable of involvement and story ($\beta_{involvement1xstory} = 0.106$) for Social Media Brand Engagement, as well as for story ($\beta_{story} = 0.040$), involvement ($\beta_{involvement1} = 0.182$) and the moderating variable of Involvement and story ($\beta_{involvement1xstory} = 0.186$) for Traditional Brand Engagement. But statistically seen, the results of story as well as the moderating variable of involvement and story, were not significant. Therefore, it cannot be concluded that there exists a statistically significant difference of brand engagement for stories than for traditional posts by including Involvement. Nevertheless, a significant relationship between Involvement and brand engagement was found, independent of the brand engagement definition. Thus, independent of the brand engagement definition, more involved people on Social Media have a higher impact on brand engagement.

To sum it up, there was a tendency visible that stories do have a higher impact on brand engagement than posts, albeit statistical significance was not proven. Furthermore, there was a tendency visible, that a higher Social Media Involvement/ Intensity leads to higher brand engagement for stories than for posts, albeit here statistical significance was also not proven. But it was clearly proven with statistical significance, that higher Social Media usage behavior results in higher brand engagement.

6.2 Managerial applications

To put it in a nutshell, this thesis will give managers, trainers, and investors insights and recommendations towards the integration of Social Media into the firm's marketing strategy as part of the digitization strategy or as part of the investing strategy.

Therefore, managers, trainers and investors that are facing the challenges of understanding how to be effectively active or how to invest in Social Media, get a good orientation with this research. Consequently, it seems that stories are a good new way of presenting information about the company or their product. Stories have at least for sure the same effect on brand engagement as traditional posts, if not even higher. Furthermore, managers should focus on Social Media to find the right frequency to publish stories and posts as well as making usage of a decent number of meaningful hashtags. Additionally, their brands should provide content that is likable, commentable and which is able to be reacted on by direct messages. Moreover, this research shows as well that it is important to get a high number of views by keeping and gaining new followers. Lastly, Social Media offers the perfect opportunity to include referral links to the actual company website as well as provides the opportunity to let content be shared by users. Thus, it represents a good word-of mouth marketing tool. But, this implies also that managers have no power over the direction and dimension of word-of mouth, since this can be positive as well as negative. Consequently, stories seem to be less vulnerable than posts, since they do not have the opportunity to be commented or liked. The only option to react to stories are direct messages. Additionally, a direct sharing of stories content is also not possible and can only be done verbally or in form of screenshots. Therefore, from the company's perspective, stories take the pressure for presenting purely perfect content. Thus, the content can be more personal, interactive and published more frequently. And generally, this research shows clearly that managers should focus on more active consumers on Social Media, since higher Involvement on Social Media leads significantly to higher Brand Engagement. Consequently, managers should focus on figuring a way out in how to identify those people and turn them

into brand lovers. To sum it up, integrated marketing strategies have changed drastically with the introduction of social media. This research is one step further towards providing some guidance for managers in how to be effectively active in Social Media. In summary, managers can be effective with posts and stories, since no statistically significant differences between those two have been visible. But managers should keep an eye on stories and should definitely make use of them, since there was a tendency visible that the Brand Engagement is higher with stories than with traditional posts. Besides that, from the company's perspective, stories seem to be a marketing tool which communicates with less pressure towards its consumers and is surely developing further in the future. Consequently, the implementation of stories as part of the digitalization, seem to be a promising future for brands, their marketing and thus for the company itself. Additionally, as already adressed in Chapter 1.4, this research also emphasizes the potential of stories for Social Media platforms and the need for Social Media platform companies to add stories as a communication tool, to stay competitive. Furthermore, for Social Media experts, it offers the possibility to provide other companies with workshops in how to implement Social Media and in specific as part of their Marketing strategy. And lastly, this research emphasizes the opportunity for investors to invest in Social Media platform companies which have a promising future due to providing stories. Moreover, additional support with future research suggestions regarding the promising future of stories for brands can be found in the limitations and future research section.

6.3 Limitations and future research

As mentioned beforehand, this research was examining whether there exists a difference in brand engagement for different marketing tools as stories and posts. Moreover, it was analyzed whether Social Media Involvement has a higher impact for stories on brand engagement than for posts. Based on the experiments conducted for this research, there was no statistically significant difference in brand engagement for stories and posts noticeable. That might have been the case, since the two stories used in the experiments have been relatively similar to the two posts, and since both stories have contained just several accumulated pictures (posts) and did not make usage of various creative storytelling tools and methods. Furthermore, this implies that those stories also did not contain any takeovers, life videos or indirect promotions built-in a real-life story. Consequently, this could have been a reason why there were no statistically significant differences between the relatively similar published traditional posts and stories recognizable. Moreover, the presentation of the stories and posts during the experiment did not

comply the same quality standard and could have thus lead to a different marketing base. For the two types of posts presented to the respondents, it was possible to take high-quality screenshots from Instagram, which could be shared with the survey respondents. Whereas, for the two types of stories this was not possible. Therefore, the stories had to be recorded from the computer with a mobile phone, and were posted and revised on youtube and from there shared with the survey respondents. Consequently, there existed a decrease in quality for stories, which accordingly might have had an impact on the survey responses and thus on brand engagement.

Furthermore, the gathered survey data was filtered based on non-Instagram and Instagram users. This implies that only people who were familiar with the concept of Instagram were able to fill in the survey. But on the other hand, it was not filtered after people who are familiar or not familiar with the presented brands Mini and Adidas. This might have caused a bias, which could have been reduced by targeting only people who are familiar with the concept of Instagram as well as with the brands Mini and Adidas used in the survey. Hence, this might have had an influence on brand engagement as well.

Furthermore, the sample contained out of $N = 144$ respondents, which resulted in 36 respondents per one out of four experiment cases, to ensure an equal distribution. Based on the analysis, it was a good number, but the higher the number, the better can be the sample representation and thus potential sampling biases can be reduced.

Lastly, the moderating variable of Involvement/ Intensity with stories has not shown any statistically significant results towards brand engagement. This could have been the case since based on the used experiments, the Involvement/ Intensity factor was not represented by thirteen items as assumed beforehand. Instead, those thirteen items were divided in three factors and resulting in Involvement/ Intensity only being represented by eight items instead. Consequently, it would be interesting if a different definition of Involvement/ Intensity leads to different results towards Involvement on brand engagement, as well as the moderating effect of Involvement/ Intensity with stories on brand engagement.

To put it in a nutshell, for future research it is recommended to avoid and to adjust the above-mentioned limitations. Furthermore, it is highly recommended to continue the research regarding the difference in brand engagement measurements for stories and posts by companies and their brands itself. This can be done by creating a “real” story, by not purely showing pictures, rather by e.g. promoting the product indirectly with a celebrity or by telling a real story via stories. And this should be compared with a traditional post promoting similar content at the same time. Additionally, another added value for the company by following this strategy

would be that those results can be compared with the Social Media analytics results. Therefore, it can be checked whether those results of survey (consumer perspective) and analytics (Social Media perspective) are congruent with each other. Thus, Social Media Marketing as part of the digitalization strategy of companies is a relatively new tool and offers several options for further promising researches.

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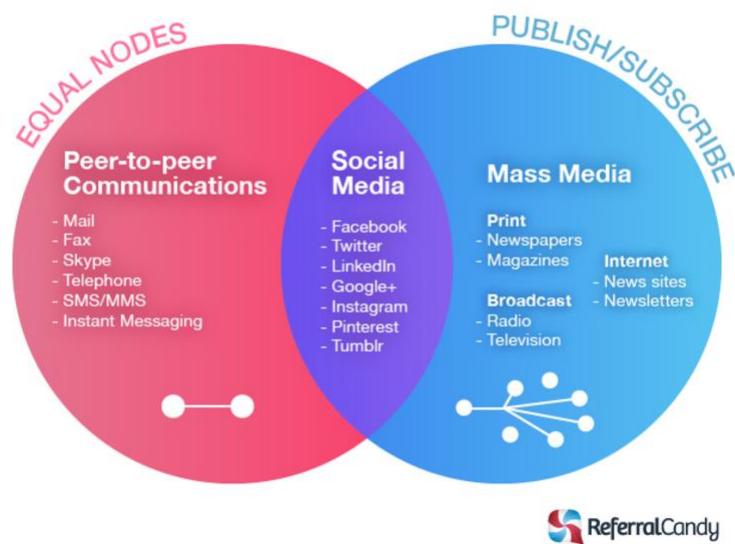
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8. Appendix

Appendix A: Illustrations from literature review

A.1 Illustration 2.1 Social Media and Social Networks

Illustration 14: Social Media & Social Networks



Source: Veerasamy (2013)

A.2 Illustration 2.2 Standard posts

Illustration 15: Instagram post of Red Bull



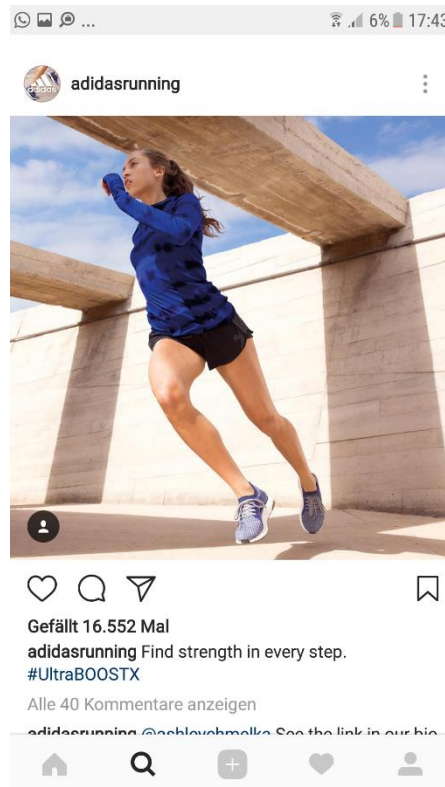
Source: Shrivastava (2016)

Appendix B: Questionnaire

“Adidas story”: <https://www.youtube.com/watch?v=1tBe9NX-TYs>

“Mini story”: <https://www.youtube.com/watch?v=MUIt1UjRJok>

“Adidas post”:



“Mini post”: will be shown during the questionnaire example

Introduction with filter question:

. Dear Survey Participant,

The following survey is part of my master thesis of my studies Economics and Business - Marketing at Erasmus University in Rotterdam. With this survey I am going to analyze brand engagement through social media with focus on Instagram.

The survey will take approximately 5 minutes and you would do me a huge favor by bringing me one step further towards my graduation. Thanks a lot in advance.

Q0. Do you have/ (use) Instagram?

Yes

No



Instagram Involvement:

Q1. About how many profiles follow you on Instagram?

10 or less	11-100	101-300	301-500	more than 500
------------	--------	---------	---------	---------------

Q2. About how many profiles do you follow on Instagram?

10 or less	11-100	101-300	301-500	more than 500
------------	--------	---------	---------	---------------

Q3. How many minutes on average do you spend on Instagram per week?

10 or less	11-30	31-60	61-120 (1-2 hours)	more than 120 (more than 2 hours)
------------	-------	-------	--------------------	-----------------------------------

Q4. How often do you post on average something per week?

never	1-5	6-15	16-25	more than 25
-------	-----	------	-------	--------------

Q5. How often do you scroll on average through posts in general per week?

never	1-5	6-15	16-25	more than 25
-------	-----	------	-------	--------------

Q6. How many stories on average do you create yourself stories per week?

never	1-5	6-15	16-25	more than 25
-------	-----	------	-------	--------------

Q7. How many other stories do you watch on average per week?

never	1-5	6-15	16-25	more than 25
-------	-----	------	-------	--------------

Q8. Instagram is part of my everyday activity.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q9. I am proud to tell people I am on Instagram.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q10. Instagram has become part of my daily routine.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q11. I feel out of touch when I haven't logged into Instagram for a while.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q12. I feel I am part of the Instagram community.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q13. I would be sorry if Instagram shut down.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

*questions 1-13 based on Ellison, Steinfield & Lampe (2007)

Due to the help of a randomizer four different “Instagram activit[ies]” were shown here: story “Mini”, story “Adidas”, post “Mini” or post “Adidas”. In the following, there is the questionnaire example of post “Mini” (the question itself remain the same for all four samples):

Social Media Brand Engagement post “Mini”:

The following questions are based on this "Instagram activity" (post) of the brand "Mini". Please, look carefully at it. During the survey all questions referring to this post will be called "Instagram activity".



Q14. I follow the brand regularly on Instagram.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q15. If I do not/ would not follow the brand yet, I would follow it based on this "Instagram activity" in the future.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q16. I normally would check this "Instagram activity" out, while scrolling through Instagram.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q17. I completed reading/ (watching) the whole "Instagram activity".

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q18. I would react to this "Instagram activity" (liking/ 'hearting" or direct message).

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q19. The hashtags get special attention and influence this "Instagram activity".

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q20. I would share this "Instagram activity" with friends (directly or via screenshot).

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q21. I would take a call to action e.g. pressing on referral links/ websites, tags (or use the swipe function).

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

* questions 14-21 based on Social Media Brand Engagement table from Chapter 3

. Please, answer the following questions, while referring to your opinion you have after looking/ (watching) at this previous shown "Instagram activity" (post) of the brand "Mini".

Q22. I really like to talk about this brand with others.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q23. I am (always) interested in learning more about this brand.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q24. I would be interested in merchandise with this brand's name on it.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q25. I am proud to have others know that I follow the "Instagram activity" of this brand.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q26. I like to visit Instagram for this brand.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Q27. Compared to other people, I closely follow news about this brand.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

* questions 22-27 based on Traditional Brand Engagement from Keller (2001)

Demographics:

Q28. What is your age?

13-17

18-24

25-30

31-40

40+

Q29. What is your gender?

Male

Female

Q30. Educational background: What is the highest completed degree you own?

none

High/ Secondary school

Bachelor

Master

PhD

>>

Appendix C: SPSS output demographics

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	59	41.0	41.0	41.0
2	85	59.0	59.0	100.0
Total	144	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.1	2.1	2.1
2	88	61.1	61.1	63.2
3	46	31.9	31.9	95.1
4	3	2.1	2.1	97.2
5	4	2.8	2.8	100.0
Total	144	100.0	100.0	

Educational Background

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.4	1.4	1.4
2	39	27.1	27.1	28.5
3	60	41.7	41.7	70.1
4	43	29.9	29.9	100.0
Total	144	100.0	100.0	

Appendix D: Principal components analysis

D.1 Social Media Brand Engagement

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	275.705
	df	28
	Sig.	.000

Communalities

	Initial	Extraction
Q14	1.000	.498
Q15	1.000	.526
Q16	1.000	.403
Q17	1.000	.980
Q18	1.000	.614
Q19	1.000	.256
Q20	1.000	.588
Q21	1.000	.504

Extraction Method: Principal Component Analysis.

Component Analysis – Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.361	42.012	42.012	3.361	42.012	42.012	3.360	41.999	41.999
2	1.009	12.612	54.624	1.009	12.612	54.624	1.010	12.625	54.624
3	.816	10.206	64.829						
4	.741	9.257	74.086						
5	.636	7.956	82.042						
6	.581	7.267	89.309						
7	.443	5.533	94.841						
8	.413	5.159	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix ^a

	Component	
	1	2
Q14	.706	-.025
Q15	.713	-.132
Q16	.633	.039
Q17	.031	.990
Q18	.784	.003
Q19	.504	-.038
Q20	.767	.011
Q21	.704	.092

Extraction Method: Principal Component Analysis.

a. 2 components extracted

Rotated Component Matrix ^a

	Component	
	1	2
Q14	.706	-.010
Q15	.716	-.117
Q16	.632	.053
Q17	.010	.990
Q18	.783	.020
Q19	.505	-.028
Q20	.766	.027
Q21	.702	.107

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations

Component Transformation Matrix

Component	1	2
1	1.000	.021
2	-.021	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.815	7

D.2 Instagram Involvement/ Intensity

KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	1105.435
	df	78
	Sig.	.000

Communalities

	Initial	Extraction
Zscore(Q1)	1.000	.777
Zscore(Q2)	1.000	.828
Zscore(Q3)	1.000	.679
Zscore(Q4)	1.000	.764
Zscore(Q5)	1.000	.616
Zscore(Q6)	1.000	.540
Zscore(Q7)	1.000	.653
Zscore(Q8)	1.000	.842
Zscore(Q9)	1.000	.554
Zscore(Q10)	1.000	.866
Zscore(Q11)	1.000	.620
Zscore(Q12)	1.000	.581
Zscore(Q13)	1.000	.606

Extraction Method: Principal Component Analysis.

Component Analysis – Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.339	48.764	48.764	6.339	48.764	48.764	4.172	32.093	32.093
2	1.335	10.272	59.037	1.335	10.272	59.037	2.463	18.945	51.039
3	1.252	9.632	68.669	1.252	9.632	68.669	2.292	17.630	68.669
4	.856	6.584	75.253						
5	.628	4.828	80.081						
6	.500	3.848	83.929						
7	.442	3.398	87.328						
8	.394	3.029	90.357						
9	.366	2.819	93.176						
10	.291	2.240	95.416						
11	.252	1.937	97.354						
12	.242	1.862	99.216						
13	.413	.784	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix ^a

	Component		
	1	2	3
Zscore (Q1)	.648	-.263	.537
Zscore (Q2)	.600	-.331	.599
Zscore (Q3)	.750	-.341	-.001
Zscore (Q4)	.518	.632	.310
Zscore (Q5)	.744	-.206	-.140
Zscore (Q6)	.563	.358	.307
Zscore (Q7)	.701	-.401	-.038
Zscore (Q8)	.855	-.076	-.324
Zscore (Q9)	.621	.394	.114
Zscore (Q10)	.858	-.081	-.351
Zscore (Q11)	.729	.085	-.285
Zscore (Q12)	.731	.215	-.023
Zscore (Q13)	.669	.298	-.265

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix ^a

	Component		
	1	2	3
Zscore (Q1)	.207	.268	.814
Zscore (Q2)	.145	.210	.874
Zscore (Q3)	.635	.079	.520
Zscore (Q4)	.076	.864	.109
Zscore (Q5)	.691	.141	.345
Zscore (Q6)	.166	.660	.276
Zscore (Q7)	.632	-.006	.504
Zscore (Q8)	.864	.241	.192
Zscore (Q9)	.323	.655	.145
Zscore (Q10)	.884	.229	.178
Zscore (Q11)	.713	.324	.076
Zscore (Q12)	.526	.517	.194
Zscore (Q13)	.614	.476	-.052

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations

Component Transformation Matrix

Component	1	2	3
1	.757	.477	.447
2	-.194	.817	-.543
3	-.624	.324	.711

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Cronbach's Alpha for the above determined factor Instagram Involvement/ Intensity

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.908	8

D.3 Traditional Brand Engagement

KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.833
Bartlett's Test of Sphericity	Approx. Chi-Square	431.737
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
Q22	1.000	.631
Q23	1.000	.704
Q24	1.000	.417
Q25	1.000	.613
Q26	1.000	.661
Q27	1.000	.626

Extraction Method: Principal Component Analysis.

Component Analysis – Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.652	60.867	60.867	3.652	42.012	60.867	3.360	60.867	60.867
2	.985	15.959	76.826		12.612				
3	.464	7.731	84.558						
4	.376	6.266	90.823						
5	.296	4.938	95.761						
6	.254	4.239	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix ^a

	Component
	1
Q22	.794
Q23	.839
Q24	.646
Q25	.783
Q26	.813
Q27	.791

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.870	6

Appendix E: SPSS output one-way ANOVA/ comparison of brand engagement means by brand

E.1 ANOVA Social Media Brand engagement, BrandMini

ANOVA

Social Media Brand Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.096	1	.096	.209	.648
Within Groups	65.108	142	.459		
Total	65.204	143			

E.2 ANOVA Traditional Brand engagement, BrandMini

ANOVA

Traditional Brand Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.000	1	1.000	1.779	.184
Within Groups	79.812	142	.562		
Total	80.812	143			

Appendix F: SPSS output ANOVA & Linear Regressions

F.1 Social Media Brand Engagement ANOVA and LINEAR REGRESSION

F.1.1 Social Engagement & Story/Post

Descriptives

Social Media Brand Engagement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	72	2.2579	.64230	.07570	2.1070	2.4089	1.14	3.86
1	72	2.3849	.70543	.08314	2.2192	2.5507	1.14	4.57
Total	144	2.3214	.67526	.05627	2.2102	2.4327	1.14	4.57

Test of Homogeneity of Variances

Social Media Brand Engagement

Levene Statistic	df1	df2	Sig.
.049	1	142	.825

ANOVA

Social Media Brand Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.580	1	.580	1.276	.261
Within Groups	64.624	142	.455		
Total	65.204	143			

F.1.2 Social Media Brand Engagement & Brand

Descriptives

Social Media Brand Engagement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	72	2.3472	.70795	.08343	2.1809	2.5136	1.14	4.57
1	72	2.2956	.64484	.07600	2.1441	2.4472	1.14	3.86
Total	144	2.3214	.67526	.05627	2.2102	2.4327	1.14	4.57

Test of Homogeneity of Variances

Social Media Brand Engagement

Levene Statistic	df1	df2	Sig.
.180	1	142	.672

ANOVA

Social Media Brand Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.096	1	.096	.209	.648
Within Groups	65.108	142	.459		
Total	65.204	143			

F.1.3 Social Media Brand Engagement, Story & Brand

Descriptive Statistics

	Mean	Std. Deviation	N
Social Media Brand Engagement	2.3214	.67526	144
Brand (Mini)	.50	.502	144
Story	.50	.502	144

ANOVA^a

Social Media Brand Engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.676	2	.338	.739	.479 ^b
	Residual	64.528	141	.458		
	Total	65.204	143			

a. Dependent Variable: Social Media Brand Engagement

b. Predictors: (Constant), Story, Brand (Mini)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.284	.098		23.388	.000
	Brand (Mini)	-.052	.113	-.038	-.458	.648
	Story	.127	.113	.094	1.126	.262

a. Dependent Variable: Social Media Brand Engagement

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102 ^a	.010	-.004	.67649

a. Predictors: (Constant), Story, Brand (Mini)

b. Dependent Variable: Social Media Brand Engagement

F.2 Social Media Brand Engagement with Involvement/Intensity LINEAR REGRESSION

Descriptive Statistics

	Mean	Std. Deviation	N
Social Media Brand Engagement	2.3214	.67526	144
Brand (Mini) Story	.50	.502	144
Involvement1	.0000	.77980	144
Involvement1xstory	.0269	.51857	144

ANOVA^a

Social Media Brand Engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.790	4	1.447	3.386	.011 ^b
	Residual	59.414	139	.427		
	Total	65.204	143			

a. Dependent Variable: Social Media Brand Engagement

b. Predictors: (Constant), Involvement1xstory, Brand (Mini), Story, Involvement1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.299	.094		24.334	.000
	Brand (Mini)	-.062	.109	-.046	-.566	.572
	Story	.101	.109	.075	.923	.358
	Involvement1	.190	.094	.220	2.020	.045
	Involvement1xstory	.106	.142	.082	.749	.455

a. Dependent Variable: Social Media Brand Engagement

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.298 ^a	.089	.063	.65379

a. Predictors: (Constant), Involvement1xstory, Brand (Mini), Story, Involvement 1

b. Dependent Variable: Social Media Brand Engagement

F.3 Traditional Brand Engagement ANOVA and LINEAR REGRESSION

F.3.1 Traditional Brand Engagement & Story/ Post

Descriptives

Traditional Brand Engagement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	72	2.3588	.80426	.09478	2.1698	2.5478	1.00	4.17
1	72	2.4282	.69922	.08240	2.2639	2.5925	1.00	4.00
Total	144	2.3935	.75174	.06265	2.2697	2.5173	1.00	4.17

Test of Homogeneity of Variances

Traditional Brand Engagement

Levene Statistic	df1	df2	Sig.
.653	1	142	.421

ANOVA

Traditional Brand Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.174	1	.174	.306	.581
Within Groups	80.638	142	.568		
Total	80.812	143			

F.3.2 Traditional Brand Engagement & Brand

Descriptives

Traditional Brand Engagement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	72	2.4769	.67211	.07921	2.3189	2.6348	1.00	4.17
1	72	2.3102	.81999	.09664	2.1175	2.5029	1.00	4.17
Total	144	2.3935	.75174	.06265	2.2697	2.5173	1.00	4.17

Test of Homogeneity of Variances

Traditional Brand Engagement

Levene Statistic	df1	df2	Sig.
2.543	1	142	.113

ANOVA

Traditional Brand Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.000	1	1.000	1.779	.184
Within Groups	79.812	142	.562		
Total	80.812	143			

F.3.3 Traditional Brand Engagement, Story & Brand

Descriptive Statistics

	Mean	Std. Deviation	N
Traditional Brand Engagement	2.3935	.75174	144
Brand (Mini)	.50	.502	144
Story	.50	.502	144

ANOVA^a

Traditional Brand Engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.174	2	.587	1.039	.357 ^b
	Residual	79.638	141	.565		
	Total	80.812	143			

a. Dependent Variable: Traditional Brand Engagement

b. Predictors: (Constant), Story, Brand (Mini)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.442	.108		22.513	.000
	Brand (Mini)	-.167	.125	-.111	-1.331	.185
	Story	.069	.125	.046	.554	.580

a. Dependent Variable: Traditional Brand Engagement

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.121 ^a	.015	.001	.75154

a. Predictors: (Constant), Involvement1xstory, Brand (Mini), Story, Involvement 1

b. Dependent Variable: Traditional Brand Engagement

F.4 Traditional Brand Engagement with Involvement/Intensity LINEAR REGRESSION

Descriptive Statistics

	Mean	Std. Deviation	N
Traditional Brand Engagement	2.3935	.75174	144
Brand (Mini)	.50	.502	144
Story	.50	.502	144
Involvement1	.0000	.77980	144
Involvement1xstory	.0269	.51857	144

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.314 ^a	.098	.072	.72402	1.438

a. Predictors: (Constant), Involvement1xstory, Brand (Mini), Story, Involvement 1

b. Dependent Variable: Traditional Brand Engagement

ANOVA^a

Traditional Brand Engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.947	4	1.987	3.790	.006 ^b
	Residual	72.865	139	.524		
	Total	80.812	143			

a. Dependent Variable: Traditional Brand Engagement

b. Predictors: (Constant), Involvement1xstory, Brand (Mini), Story, Involvement 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.459	.105		23.503	.000
	Brand (Mini) Story Involvement1	-.181	.121	-.121	-1.497	.137
	Involvement1xstory	.040	.121	.027	.330	.742
		.182	.104	.189	1.745	.083
		.186	.157	.128	1.182	.239

a. Dependent Variable: Traditional Brand Engagement

F.5 Traditional Brand Engagement & Social Media Brand Engagement

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Social Medi Brand Engagement	2.3214	144	.67526	.05627
	Traditional Brand Engagement	2.3935	144	.75174	.06265

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Social Medi Brand Engagement Traditional Brand Engagement	144	.730	.000

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Social Media Brand Engagement Traditional Brand Engagement	-.07209	.52931	.04411	-.15928	.01510	-1.634	143	.104