ISCTE Business School
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BUILDING ONLINE CONTENT ON OFFLINE MOMENTS – OPPORTUNITIES FOR BRANDS IN SOCIAL MEDIA

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ABSTRACT

Purpose: Creating online content on the brand page that is considered attractive and interesting is key. Thus, the purpose of this is to investigate the impact of moment marketing as a communication strategy for content creation under the umbrella of interactive marketing on equity measures of the brand. Furthermore, the paper strives to differ between high brand-moment fit and low brand-moment fit and understand effects on existing versus differentiated brand associations.

Methodology/Approach: The experimental study evaluated a total of 320 respondents that were randomly assigned to one of four brands in Germany of the industries sporting goods/apparel, alcoholic beverages, cosmetics and retail/supermarkets. The experimental condition was tested against a controlled condition for its impact on consumer-based brand equity via simple linear regression and comparing means. Data collection was carried out via a standardized online-survey.

Findings: The results of the experimental study show that moment marketing has an equal impact on consumer-based brand equity compared to a regular brand post. However, brand posts related to an event have the potential to increase online participation (reactions toward the brand post, commenting and sharing the post) to a greater degree than a regular brand post. Furthermore, it was shown that existing brand associations are strengthened independent of the fit of the event with the brand whilst there has been shown no effect on differentiated associations whatsoever.

Added value: Regarding existing literature, this research contributes by providing new insights on the effects that moment marketing has on consumer-based brand equity constructs. This study acts as preliminary research in this field and thus has great scientific relevance.

Keywords: consumer-based brand equity, moment marketing, content marketing, social media

RESUMO

Objetivo: Para os profissionais de marketing que atuam nas redes sociais é essencial saber quais características fazem o *"Branded Content"* popular bem como quais fatores condicionam a interação com o consumidor. Desta forma, torna-se essencial a criação de conteúdos que sejam considerados atrativos e interessantes na página da marca. O objetivo deste é investigar o impacto do *"Moment Marketing"* como estratégia de comunicação para criação de conteúdo sob a égide do marketing interativo na medição de equidade da marca. Além disso o trabalho busca estabelecer uma diferenciação entre high brand-moment fit e low brand-moment fit e entender os efeitos nas associações de marca já existentes em comparação com as diferenciadas.

Metodologia/Abordagem: O estudo experimental avaliou um total de 320 entrevistados, que foram designados de forma aleatória para uma de quatro marcas Alemãs das seguintes indústrias: Esportes material/aparelhos, bebidas alcoólicas, cosméticos e varejo/ supermercados. A condição experimental foi testada em comparação a uma condição controlada via regressão linear simples e meios de comparação no que diz respeito a seu impacto no consumer-based brand equity. A coleta de dados foi realizada via pesquisa online padronizada.

Descobertas: Os resultados do estudo experimental mostram que o "Moment Marketing" tem o mesmo impacto no consumer-based brand equity se comparado a uma postagem comum. Entretanto as postagens de marca associados a um evento, tem o potencial de aumentar a participação online (reações em direção ao post de marca, comentários e compartilhamento do post). Além disto, impactos na equidade da marca dentro do "Moment Marketing" são maiores quando nota-se um maior ajuste entre o momento e a marca. Por outro lado, associações de marca já existentes podem se fortalecidas com low ou high brand-fit, associações diferenciadas não é devido à brand-moment fit.

Valor Adicionado: Este estudo atua como uma pesquisa preliminar em seu campo de estudo e portanto possui grande relevância científica. Resultados desta pesquisa contribuem para descobertas em campos relacionados ao marketing de conteúdo digital e marketing interativo, sendo assim, a primeira pesquisa que define mais a fundo as características do conteúdo

publicado nas redes sociais, indo além da separação de conteúdo gerado por empresas e por usuários contido em estudos anteriores.

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LIST OF ABBREVIATIONS

AW	Brand Identity/Awareness
BM	Brand Meaning/Image
BMF	Brand-Moment Fit
BP	Brand Page
BR	Brand Response
CBBE	Customer-based Brand Equity
CME	Computer-mediated Environment
CO	Control Group
DA	Differentiated/Complementary Brand Associations
EA	Existing Brand Associations
HF	High Brand-Moment Fit
LF	Low Brand-Moment Fit
MAK	Moment Awareness and Knowledge
MM	Moment Marketing
MRM	Moment Relevance and Meaningfulness
P	Brand Relationship/Intentions to Participate
PCA	Principal Components Analysis
ROI	Return on Investment
SM	Social Media
WWW	World Wide Web

EXECUTIVE SUMMARY

For marketers in social media it is essential to know which characteristics make branded content popular and what factors are conditioning consumer interaction. Therefore, creating online content on a social network brand page that is considered attractive and interesting is key. As a new form of communication strategy for content creation in interactive marketing, moment marketing was coined as a term which gained interest by marketers and companies. Attracting consumers in social networks and causing engagement and interaction by the consumer is a valuable brand-consumer relationship measure. Thus, it is investigated what impact moment marketing has on equity measures of the brand. This includes strengthening brand identity/awareness, brand meaning/image, brand response, as well as brand relationship/intentions to participate in social. The impact of moment marketing on consumer-based brand equity is evaluated and afterwards compared to effects of a regular brand post in order to reflect added values of moment marketing strategies compared to traditional content in social media. Furthermore, the paper strives to differ between high brand-moment fit and low brand-moment fit as well as to understand effects on existing versus differentiated brand associations.

After reviewing the literature, hypotheses were formulated through the identification of variables and research gaps in literature were identified.

Regarding existing literature, this research contributes by providing new insights on the effects that a moment marketing post has on consumer-based brand equity constructs. This study acts as preliminary research in this field and thus has great scientific relevance. Results from this research contribute to findings in the related fields of digital content marketing and interactive marketing, hence being the first research that further defines characteristics of the content published in social media apart from a separation in firm-created and user-generated content by previous studies.

The experimental study evaluated a total of 320 respondents that were randomly assigned to one of four brands in Germany of the industries sporting goods/apparel (Adidas), alcoholic beverages (Krombacher), cosmetics (Labello) and retail/supermarkets (Edeka). The experimental condition of a moment marketing post (n=200) was tested against a controlled condition of regular brand posts (n=120) for its impact on consumer-based brand equity via simple linear regressions and comparing means. Data collection was carried out via a

standardized online-survey and data was analyzed via IBM SPSS (version 22) as well as Microsoft Excel (2011).

In general moment marketing showed to have effects on brand equity measures of the brand. However, compared to a regular brand post, content that is related to an event showed to have no additional value. In other words, moment marketing has an equal impact on consumer-based brand equity compared to a regular brand post. However, brand posts in moment marketing have the potential to increase online participation (reactions toward the brand post, commenting and sharing the post) to a greater degree than a regular brand post. Existing associations of the brand were shown to be strengthened by low brand-moment fit as well as high brand-moment fit. Differentiated and complementary brand associations were not stimulated by either brand-moment fit condition in this research. Thus, moment marketing has the potential to be used as a tool for stimulating brand engagement and interaction. The perceived degree of fit between the event and the brand showed to have no impact, although cognitive consistency theory would have to be considered when choosing for an event to relate to.

"In the emerging real-time business environment, size is no longer a decisive advantage. Speed and agility win the moment."
(Scott, 2013)

1. Introduction

1.1. Context and investigative problem

In today's life speed and agility are crucial to success. This applies especially to business and economy. However, many companies continue to work in a quite slow pace thinking about valuable steps deliberately. This careful and time-consuming approach is however changing due to the pace the internet and social media are operating, enabling companies to process faster and react to situations almost in real-time (Scott, 2013). Understanding the role social media plays in marketing nowadays is very much relevant for managers (Fong & Burton, 2008; Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016; Schultz & Peltier, 2013) (as cited by Reto, Rauschnabel, & Hinsch, 2016). The proliferation of social media is constantly present, which means companies are exploring new ways to advertise through social media channels and face challenges in monitoring the digital presence of the brand. Key to an efficient social media presence is targeting the right audience correctly (Del Rowe, 2016). The digital majority of people is composed of so-called Millennials or Generation Y. For them technology, more specifically the internet, especially social media (Goldman Sachs, 2015), and mobile play an important role in the lives (Ordun, 2015). Some even say that consumers of this generation are internet-addicted (Holroyd, 2011). This makes it very challenging for marketers to reach Generation Y by traditional advertising (Valentine & Powers, 2013), which is why Millennials like to be targeted especially through blogs, reviews and social networks where they can have the possibility of giving feedback and get into dialogue (Hershatter & Epstein, 2010). However, even in digital media the 'rising cost of attention' is making it harder for advertisers to reach the same number of consumers as the cost of advertising offline and online has risen whilst the conversation rate has fallen (TVTY - The moment marketing company, 2016).

In order to break through with a brand message in a world where consumers are facing much

noise in advertising it is vital to target specific consumers. However, ever-narrowing targeting reduces the total number of people reached by the brand message, which is why most brands still focus heavily on television advertisements (Del Rowe, 2016). "The web has opened a tremendous opportunity to reach niche buyers directly with targeted information that costs a fraction of what big-budget advertising costs" (Scott, 2013:61). Thus, the growth of social media enables companies to target a greater number of consumers through one channel. However, due to decreasing conversation rates online and increasing costs for advertising, the focus of marketers is shifting towards fewer campaigns, using more precise targeting of audiences, or placing greater focus on engagement (TVTY - The moment marketing company, 2016). A study from Facebook (2014) (as cited by Fulgoni, 2015) revealed that consumers desire less promotional content on the social network. Consumers would rather like to see more stories from the brand pages they like than what they perceive to be solely promotional (Facebook, 2014) (as cited by Fulgoni, 2015). Thus, sending the right brand message that is considered interesting and engaging for the customer is key in social media actions of the brand. In order to be most efficient and effective with a brand message via social media, the content that is posted by the brand is screened and thought of deliberately by companies. Thus, questions like "how can communities be used for brand management and how can a brand acquire virtual consumer friends" arise (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014:1002). Therefore, a major interest for firms is to evaluate which characteristics make branded content popular as well as to determine factors that are conditioning consumer interaction in social networks (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014). Therefore, digital content marketing with its vast innovative communication strategies gains importance in the customer approach. Social networks play an important role for brands to perform customer relationship management, as well as advertise the brand and its products. The brand posts face several challenges such as to attract the visitor of the brand page with the post and to induce people to actively view the content (De Vries, Gensler, & Leeflan, 2012). Whereas users of social networks actively decide for liking a brand page, they, however, not necessarily demand content for advertisement purposes (Goodrich, 2011). Therefore, sending brand messages to customers that are not perceived primarily as advertisement requires innovative and creative ways of content creation. Interactive marketing "is a person-to-person or person-to-technology exchange designed to change the knowledge or behavior of at least one person" (Haeckel, 1998:64). Online discussion between consumers and the brand can generate positive feelings and empathy (De Vries, Gensler, & Leeflan, 2012) as well as increase perceptions of the value of

the product and drive sales (Chevalier and Mayzlin 2006; Chintagunta, Gopinath, and Venkataraman 2010) (as cited by de Vries, Gensler, & Leeflan, 2012). Thus, interactive marketing can nurture relationships between the brand and the consumer in ways one-way advertising cannot (Blattberg & Deighton, 1991). For interactive marketing through digital channels content creation is key, challenging marketers to produce creative content at the time it is most likely wanted by the customer. Moment marketing (MM) or real-time marketing is a marketing technique that "is done as a reaction to a particular situation, or to what your competitors are doing" (Cambridge Dictionary, 2016) and therefore offers a new approach in attracting and engaging consumers to digital brand content. It can be thought of as a communication strategy for content creation in interactive marketing. Companies like Coca Cola are starting to form teams of employees that are monitoring conversations in social networks. These teams called 'The Hub' were transformed into a team of specialists for the global sports event UEFA EURO Cup 2016 called 'War Room' where members gathered to follow the matches and respond to relevant moments in real-time on social media. If a fitting moment is spotted the central marketing team of Coca Cola creates content within a short time, which is sent to legal departments and corresponding countries in order to decide for its time-relevance and worthiness of a post. The efficiency in content creation due to the team of employees from different areas of business is just one among many advantages of moment marketing strategies (The Coca-Cola Company, 2016). Little is yet known about what opportunities there are for brands to link offline moments to their online communication on the brand pages in social networks as well as the effects on brand equity that derive from this communication strategy. Thus, the paper strives to test whether moment marketing has an impact on brand equity and to what extent the brand-moment relationship influences existing brand associations or drives differentiated brand associations. This research is specifically interesting for marketers, who thrive to experiment with content creation online as well as intent to gain impacts on brand equity and online engagement via their content published on Facebook.

1.2. Structure of the thesis

The paper is composed of the following six parts:

Introduction: The introduction outlines challenges in today's advertising world to break through with a brand message, states the reason for the research in solving this challenge and categorizes the concept of moment marketing in its broader context.

Literature review: Part two explains changes in marketing strategies in today's social media focused world and states what is important to marketers in order to be most effective with the brand message. Furthermore, it provides an overview on literature concerning moment marketing and classifies this form of marketing under its components of social media marketing/interactive marketing content marketing and secondary brand associations.

Goals and scope: In this part, existing literature on how to define brand equity and its measurements is discussed and the conceptual framework to be tested is introduced. Moreover, research hypotheses according to the conceptual framework are formed and explained with existing literature on interrelations between brand equity constructs and leveraging effects of secondary brand associations.

Research methodologies: This section explains and justifies the design of the research conducted and characterizes the sample group that was asked as respondents for the research. Furthermore, methodologies for data collection are explained and variables that describe the dimensions of brand equity as well as the characterizations of the moment acting as a mediator for the extent of the effect on brand equity are conceptualized.

Research findings: Descriptive analysis of the sample is performed as well as the two groups moment marketing condition and control condition are characterized. Furthermore, this part includes analyses of the hypothesis of this study with the program SPSS (version 22). The three main studies are tested mainly by linear regression and independent samples t-test.

Conclusions and further research: Finally, conclusions are drawn from the results obtained in the research findings and a discussion on limitations of the study as well as implications for further research is presented. Furthermore, implications for management purposes and prospects on the future of moment marketing are described.

2. Literature review

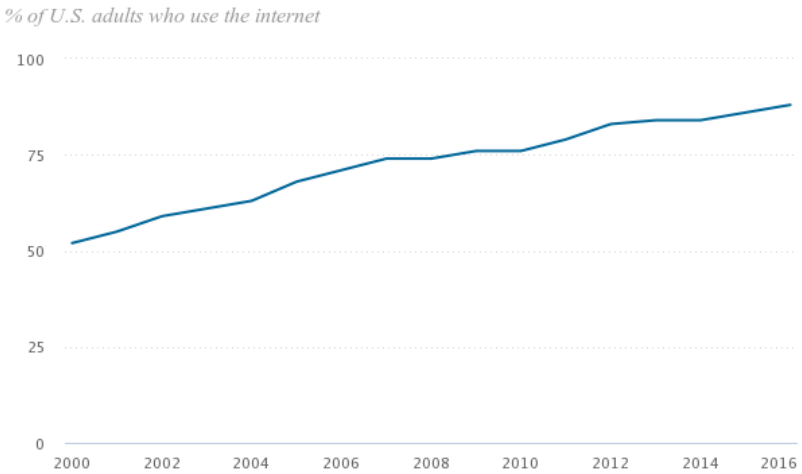
2.1. Concepts and definitions

2.1.1. Marketing gone digital

The digital transformation of marketing is reflected in ways that consumers and companies alike have adopted new technologies and used these to facilitate consumer behaviors, interactions and experiences (Lamberton & Stephen, 2016). The number of media that marketers can make use of to reach customers lists an explosion in the early 21st century. The emergence of the internet in the 1990s as an advertising medium enabled new forms of communication with the consumer via i.e. banners and buttons that led consumers to the 'new medium', also referred to as the internet. Digital marketing augmented the set of traditional media channels such as television, radio, print and outdoors and shifted media budget towards new media (Winer, 2009). Hoffman and Novak (1996:53) characterized the computer-mediated environment (CME) as a "dynamic distributed network, potentially global in scope, together with associated hardware and software" that enables consumer-firm communication and access to digital content. The internet has evolved to one of the most important marketplaces for goods and service interaction (Leeflang, Verhoef, Dahlström, & Freundt, 2014). The digital consumer is attractive for marketers because of their willingness to spend more in order to get a better product or service and because of openness to use new devices and methods (Kierzkowski, McQuade, Waitman, & Zeisser, 1996). Between 2000 and 2004, the internet had shaped consumer behavior by being a platform for individual expression and by facilitating search and decision processes (Lamberton & Stephen, 2016). Moreover, using the web as a marketing tool had benefits for customers and firms alike through better matched products according to customers' preferences and companies that profit from higher levels of customer satisfaction and loyalty (Lamberton & Stephen, 2016). According to Parsens et al. (1998) digital marketing can be categorized into two activities: (1) the formation of interaction and transaction between consumers and marketers through the capabilities of interactive media and (2) the integration of interactive media into the

marketing mix. “The rise of the consumer marketplace is clearly aligned with the evolutionary progress of the marketing function from mass-market model to a more interactive personalization of goods, services and interactions” (Kierzkowski et al., 1996:7). Interactive media has unique characteristics such as adressability (each user can be targeted seperately), two-way interaction and purchases can be influenced as well as made online. Assessing and capturing business opportunities deriving from these characteristics is seen as the essence of digital marketing (Kierzkowski, McQuade, Waitman, & Zeisser, 1996). Three main opportunities are identified for digital marketing: (1) information about products or sevices can be delivered at a lower cost and increase service perception of the consumer, (2) identification of attractive customers is facilitated and loyalty can be enhanced by providing value-added services, customize or cross-sell existing products and (3) intermediaries in the selling process can be eliminated due to a direct channel approach of interactive marketing (Kierzkowski, McQuade, Waitman, & Zeisser, 1996). Furthermore, current factors further drive the use of digital marketing: Customers are getting used to brand experiences online as a form of brand differentiation and consumer interaction, which is almost impossible with traditional media; Modern digital video recorders have the ability to skip commercials on TV making it difficult for companies to get their advertisements seen; Traditional demographic segmentation is becoming less useful due to the fragmentation of markets; Behavioral targeting and targeting based on the location of the consumer via GPS-tracking becomes more important as it is more personalized (Winer, 2009). In oder to be successfull in digital marketing, a continous cycle of five steps is to be followed: (1) attract consumers, (2) engage their interest and participation, (3) maintain consumers and ensure return, (4) study consumer’s prefences and (5) customize communication according to that (Kierzkowski, McQuade, Waitman, & Zeisser, 1996; Parsons, Zeisser, & Waitman, 1998). Research found that around eighty percent of customers identfied digital presence as an effective vehicle for information exchange and marketers rely on digital marketing primarily for brand building, improve consumers’ knowledge and enhance communication flows (Tiago & Veríssimo, 2014). Glazer (1999:3) predicted that “all marketing is, or soon will be, interactive marketing“, which however at that point lamented sound, high-quality case studies about the context. By the early 2000s, the internet use in the USA had passed 50% penetration (Pew Research Center, 2017), leading to more companies including digital marketing in their marketing mix. Today, approximately nine out of ten US Americans are online, with market penetration increasing ever since 2000 (Pew Research Center, 2017) (*see Figure 1)*.

Figure 1 Internet use over time



Source: Pew Research Center (2017)

For marketers this trend raises a number of questions in how to effectively and efficiently use the internet and social networks for marketing purposes. Whereas from 2000 to 2004 digital and social media was a tool used by marketers and buyers, by 2005 companies actvely contributed to and shaped digital and social media (Lamberton & Stephen, 2016).

2.1.2. Interactive marketing – a growing trend in digital marketing

Interaction between the consumer and the brand via social media has been one of the most interesting aspects for marketers (Lamberton & Stephen, 2016), because "the one over-riding quality of all marketing today is interaction" (Wind & Mahajan, 2001:viii) (as cited by Barwise & Farley, 2005). Attendees of the Harvard Conference on Marketing Interactivity in May 1996 summarized definitions of interactivity in relation to dimensions for the concept that derived from these (adapted from Haeckel, 1998):

Table 1 Definitions and dimensions of interactivity from attendees at the Harvard Conference on Marketing Interactivity, May, 1996

Definitions	Dimensions
Interactivity is . . .	
. . . a two-way dynamic dialogue. . . . person-to-person *communications,* permitting feedback.	• Number of people/things involved
. . . two-way *communication* in which the response made by each party is contingent on, or a function of, the response made by the other party.	• Degree of contingency • Frequency of exchange

. . . an *exchange* between two entities that changes the state of at least one of them.	• Frequency, reaction time of exchange • Degree of sensory involvement
. . . a synchronous *exchange* of information.	• Types of entities interacting • Content of exchange
. . . reciprocal *action,* the action or influence of persons or things on each other (Oxford English Dictionary, 1832).	
. . . *behavior* over time by two or more parties, if each party's behavior at a particular time is at least partly in response to earlier and/or concurrent behavior by the others.	• Locus of control • Degree of synchronicity
. . . the *way* two or more organisms relate to each other.	• Senses involved • Cost • Intimacy • Consciousness
. . . an *expression* of the extent that in a given series of communication exchanges, any third (or later) transmission (or message) is related to the degree to which previous exchanges referred to even earlier transmissions	• Mediated or person-to-person • Degree of user ability to modify form and content of exchange in real time

Source: cf. Haeckel (1998:65)

Thus, interactive marketing as a marketing strategy is defined as "a person-to-person or person-to-technology exchange designed to effect a change in the knowledge or behavior of at least one person" (Haeckel, 1998:64) and is therefore seen as the contrary to one-way mass marketing (Haeckel, 1998). Blattberg et al. (1991) include geographic distance and time allocation in their understanding of interactive marketing by defining it as a platform where individuals and organizations can communicate directly with one another without regard to distance or time. One advantage of interactive marketing is that communication becomes more flexible and cheaper (Deighton & Barwise, 2001) (as cited by Barwise & Farley, 2005). In fact, some researchers propose that exposing existing customers to interactive marketing can improve profitability due to cost reduction (Reibstein, 2001) (as cited by Barwise & Farley, 2005). Furthermore, interactive advertising has the ability to improve customers' decision process, increase customer's involvement and satisfaction with the brand and promote trust in the customer-brand relationship due to an infomation exchange and reduction of information asymetry. Another important factor in interactive marketing is that marketers can obtain feedback from the customers to improve advertising messages and adapt communication and positioning strategies to consumers' desires (Pavlou & Stewart, 2000). Thus, interactive marketing often takes place on social network platforms such as Facebook and creates a dialogue between two parties, integrating the customer into the company's brand message.

2.1.3. The importance of social media in digital marketing

The mainstream acceptance of social media as a permanent marketing medium led to a recognition of the consumers' social influence online. Consumers embraced social media in terms of constructing identities, socially interacting and seeking information, which had far-reaching impact on marketing practices, creating new marketing platforms. Kaplan and Haenlein (2010) describe social media as applications on the web, that enable customers and companies to interact with each other by creating, sharing, and exchanging information. Kietzmann et al. (2011) underlines the availability of social media on mobile devices as well as the co-creation and discussion function in user-generated contexts. Kotler and Keller (2012) confirm that social media allows and deepens consumers' engagement with a brand, which is why social media is often considered the product of consumers, especially because it transforms traditional one–to-many communication into dialogues of many-to-many. For marketers social media is important as a channel for branding (eMarketer, 2013) which serves to increase brand awareness and brand liking (Ashley & Tuten, 2015) through the establishment of a public voice and presence on the internet via brand pages (Keller, 2013). It allows integrated marketing activities being planned and performed with less effort and cost (Kim & Ko, 2012; Fulgoni, 2015). Berthon et al. (2012) categorized four distinct concepts of social media: micro-blogs (i.e. twitter), picture-sharing websites (i.e. Instagram), video-sharing websites (i.e. youtube) and networks (i.e. Facebook). The rise of social networks like Facebook encouraged firms to focus heavily on customer engagement through brand posts, assuming that this interaction might resume in higher brand awareness or even an increase in sales (Lamberton & Stephen, 2016). "Hoping that direct interaction with customers may raise customer relationships to the next level, more than 100,000 companies to date have established brand pages on social media platforms such as Facebook" (Maecker, Barrot, & Becker, 2016:134). This makes social media ubiquitous for companies. Approximately 1,2 billion people follow brands on Facebook (The Nielsen Company, 2012) (as cited by Maecker et al., 2016). Marketing today is much more consumer oriented than it was in the past, which is specifically possible due to fast communication and marketing platforms such as social networks. One-way dialogues are transformed into two-way dialogues between the company and the consumer, providing direct feedback from the consumer to the brand/company. This increases demands that consumers have from the brands, e.g. more personalized products or the immediate response to consumer concerns. Furthermore, consumers' value to be approached in a personalized way, thus creating content on social

media sites of companies that is considered attractive and interesting by consumers is key to a well-functioning marketing social media strategy (Scott, 2013). Scott (2013) compared the focus of marketing techniques in the past and in the present and stated what is important for marketing strategies in today's social media focused environment, which is relevant, engaging and memorable content. The following bullet points are an excerpt from Scott's (2013:92f) new rules of marketing and support the meaningfulness of content creation and content marketing today:

- Marketing is more than just advertising.
- *You are what you publish.*
- People want authenticity, not spin.
- People want participation, not propaganda.
- *Instead of causing one-way interruption, marketing is about delivering content at just the precise moment your audience needs it.*
- Marketers must shift their thinking from mainstream marketing to the masses to a strategy of reaching vast numbers of underserved audiences via the web.
- Marketing is not about your agency winning awards. It's about your organization winning business.
- *Companies must drive people into the purchasing process with great online content.*
- *Social networks like Twitter, Facebook, and LinkedIn allow people all over the world to share content and connect with the people and companies they do business with.*

Thus, brands need to be aware of the impact of social media. It is a primary source of information for consumer buying decisions especially as a platform for trying out alternative marketing concepts: the more engaging content a brand shares, the more interactive and loyal fans it will gather.

2.1.4. Key in social media marketing: Content creation

Scott (2013:106) states that today "understanding buyers and building an effective content strategy to reach them is critical for success." In addition to that, companies in social media begin to think of themselves as publishers, asking questions like: What are my readers? How do I reach the readers? What are the motivations of the reader? Am I able to solve problems they have or can I entertain and inform them at the same time in order to promote what I have to offer? (Scott, 2013).

Strader et al. (2000) describes digital content as bit-based objects spread through e-channels and suggests digital products, electronic information products and information goods as synonyms for digital content. Rowley (2008) moreover relates digital content to information products as well, which he defines as "any product (either good or service) whose core or primary product is information or knowledge" (Rowley, 2002) (as cited by Rowley, 2008:522). According to Koiso-Kantilla (2004) digital content is defined by five key characteristics, which are further explained in *Table 2*: information recombination, accessibility, navigation interaction, speed and essentially zero marginal cost.

Table 2 Characteristics of digital content marketing

Characteristic	Definition
Information recombination	Integration of different types of information in the same system; modularity and hypertext functionality.
Accessibility	Electronic proximity of content offered through electronic channels.
Navigation interaction	How the flow of activities proceeds in an electronic store and when consuming digital products.
Speed	Time dimension of the process: fast transactions and the prospect of receiving content instantly.
Essentially zero marginal cost	Potential for a near zero increase in spending resulting from an incremental transaction or customer.

Source: cf. Koiso-Kanttila (2004:54)

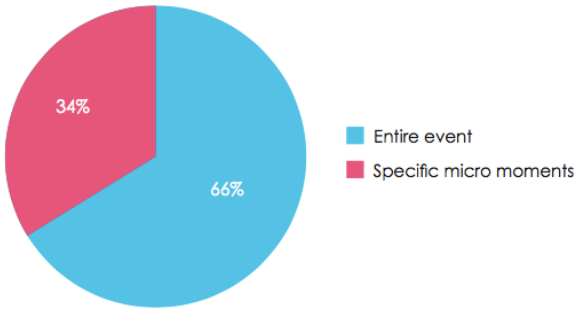
In order to deliver content of consistent quality, originality, work, strategy, experimentation and persistence are required (Lieb, 2012). In fact, research by the Content Marketing Institute et al. (2016) supported the importance of the creation and delivery of high quality content when they found that 85% of respondents said that efficient and high-quality content increased the success of their company over the last year. Social media remains to be the most popular channel for content marketing with 83% of companies using it throughout North America, with around 77% of organizations using Facebook and Twitter. Top goals in delivering high quality content through these channels are becoming the lead generation, increasing brand awareness as well as engaging the customers (Content Marketing Institute; MarketingProfs, 2016). However, vital to an increase in brand perception by the customer is however attractive content, which is why companies need to establish what is considered to be 'interesting' by the consumer. On brand pages it is vital to form relationships with repeated and extended interactions through attractive content and incentives, as well as

regular updates, benefits and consumer interaction (Clark & Melancon, 2013). The most present topics discussed through social media are technology/social media, food/drink/travel and movies/television (Business Insider, 2013). Davis (2012:23) argues further that "you need to create content that your audience wants and needs. Often that content will have little to do with the actual products you sell and more to do with the audience you are looking to attract*"*. Thus, brands on social media encouraging or engaging in conversations about these topics will most likely have a higher rate of customer engagement.

2.1.5. Moment marketing as a strategy for content creation

Due to the increasing importance of content in social media marketing, marketers constantly try to explore new innovative and creative ways of content creation tailored to consumers' needs. Moment marketing is a term that was coined in the recent past, which might explain why there is not yet scientific research on the term. TVTY (2016:21), the world's first moment marketing company, defined moment marketing in a report published in 2016 as "the ability to shape your online advertising activity based on any relevant moment from the offline world in real-time". Scott (2013) further defines the offline moment and states that it is either a global event (i.e. the Super Bowl or the Oscars) or a big TV broadcast (i.e. a season premiere of a popular show). TVTY (2016) distinguishes further into two distinct forms of moments: macro moments and micro moments. Macro moments describe all influences that result in a changed consumer behavior, which besides TV broadcasts and sports or award events can as well be weather conditions. Micro moments are defined as moments within these events such as a goal scored in a sports event or when temperatures hit a certain threshold (TVTY - The moment marketing company, 2016). The 2016 Toolkit from Warc & Deloitte revealed a rather personalized approach to moment marketing with their description of 'micro-moments' referring to personal states in life, such as targeting mothers of young babies that are awake at night through special channels that they will most likely use during these periods and with content that they require at this exact moment. However, this very personalized approach to moment marketing is not broadly used due to difficulties in its execution, for example in identifying moments individually (*see Figure 2*). Due to this fact, a data collection would be challenging to conduct which is the reason why the paper doesn't go into further detail on this approach.

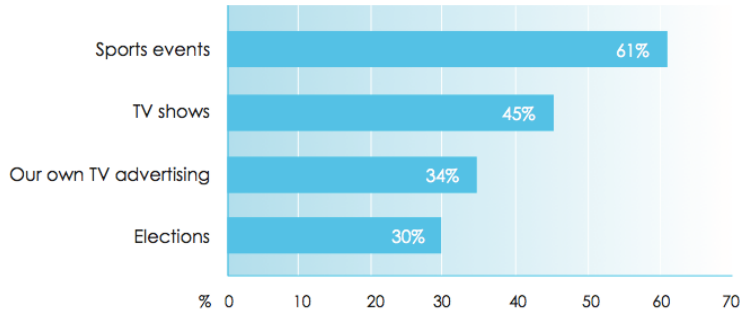
Figure 2 Brands targeting macro-moments and micro-moments



Source: TVTY (2016:10)

Amongst the most referred to events are sports events, followed by TV shows and a linkage to brand owned TV advertisement (*see Figure 3*) (TVTY - The moment marketing company, 2016).

Figure 3 The top events used to trigger moment marketing



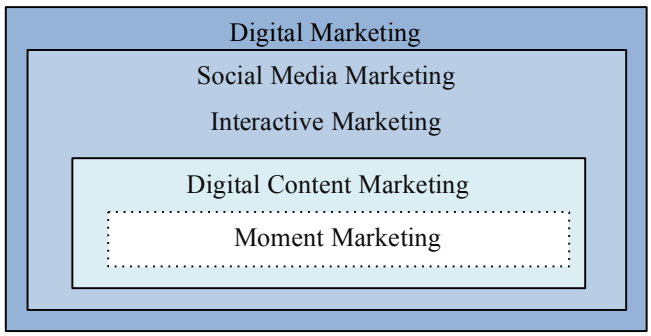
Source: TVTY (2016:9)

Other terms related to the approach of moment marketing are real-time advertising and newsjacking. However, marketers are generally feeling indistinct about the definition of real-time advertising and newsjacking. So-called real-time marketing or advertising campaigns are often not real-time but instead in the time when consumers want to be approached or when conversation hits a certain threshold (eMarketer, 2015). Due to the unclear definition and the term's two-purpose-use of real-time advertising as first, a synonym for marketing in the moment and second, as a bidding system for online advertising space (Onlinemarketing Lexikon, 2016) as well as the term limitation to real-time only, the paper strives to use the term moment marketing instead, even though real-time advertising and moment marketing are often used as synonyms. The term newsjacking is associated with reporters searching for information in a news format in search engines and social networks to create a story around this information, which creates positive buzz for the brand (Scott, 2013). However, 'news' grasps only a fragment of what moment marketing is referring to as offline moments. Due to these facts, the paper decided to focus on the term moment marketing as it is in accordance

with the aims of the paper.

Moment marketing in this work is considered a *communication strategy for content creation in interactive marketing.* Special characteristics of the communication strategy of moment marketing compared to known constructs are its time sensitivity as well as the linkage to an offline event. *Figure 4* classifies the term moment marketing according to the given definition of the term into the categories of digital content marketing, social media marketing and interactive marketing as well as digital marketing. Interactive marketing and social media marketing list no graphical separation due to their close affinity. Moment marketing is seen as one communication strategy in the field of content creation, which is visualized by a broken line in the illustration below.

Figure 4 Classification of moment marketing into the categories of digital content marketing, social media/interactive marketing and digital marketing



"Moment marketing is a communication strategy for content creation in interactive marketing"

Source: Compiled by the author

2.2. Moment marketing's implementation by brands

2.2.1. Criteria for moment marketing

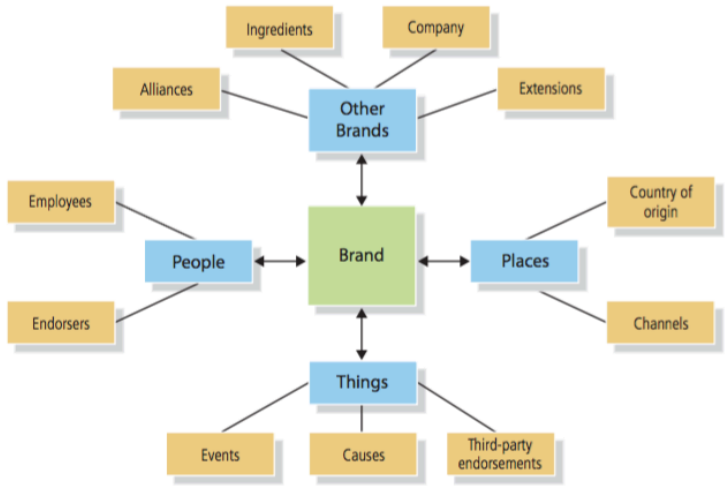
The question of what criteria have to be fulfilled in order to conduct successful moment marketing activities leads back to the concept of secondary brand associations. Brand associations, that together form the brand image, are defined as perceptions about the brand in the consumer's memory (Keller, 1993). This definition implies that brand image is based upon linkages a consumer holds in the memory regarding the brand. The linkages, by Keller referred to as 'brand associations' are developed and strengthened from a variety of sources. Associations are organized in terms of types of brand associations (attributes of the brand, benefits of the brand and attitudes toward the brand) as well as categorized in the three dimensions of strengths, favorability and uniqueness of the brand associations (Keller, 1993)

Strong and positive brand associations help to support and strengthen brand equity (Keller, 1993). Brand associations can be everything from the likeability of a brand (Aaker, 1990; Keller, 1993) to the essential part in forming the brand's image (Keller, 2003b).

From a theoretical perspective, Keller (1993) suggests that brand associations can be influenced when a brand becomes linked with a second entity. In these cases, the pre-existing associations of the second entity, which are linked to the brand are transferred to the equity of the brand (Keller, 1993). Existing brand associations might be influenced, strengthened or replenished by the linkage of existing associations with those of other entities. Because of this linkage of the two entities, consumers infer that associations related to the new entity might also be true or affect the brand itself. In fact, brand associations of the second entity are borrowed in order to form the brand equity (Keller, 2003a). In that sense, either existing associations with the brand are strengthened or new associations are added to the current set. While companies use secondary entities for a variety of reasons, two of the most common are: (1) to increase brand awareness, and (2) to establish, strengthen, or change brand image (Gwinner 1997; Gwinner et al. 1999).

According to Keller (2003a) brands can link to a set of different entities in order to leverage secondary brand associations. These entities are visualized in *Figure 5*.

Figure 5 Secondary sources of brand knowledge



Source: Keller (2003:598)

As for event sponsoring, brand equity can be strengthened due to the linkage to the event, thus improving brand awareness, adding new associations or improving the strength, favorability, and uniqueness of existing associations (Keller, 2003a). This transfer of associations is in line with McCracken's (1989) view of the meaning transfer in celebrity

endorsement processes. According to McCracken (1989) a meaning transfer is taking place, where "meaning" refers to an overall assessment of what a celebrity "represents" to the consumer. This meaning is built upon an individual's interpretation of the celebrity's public image as demonstrated in "television, movies, military, athletics, and other careers" (McCracken 1989:315).

Moment marketing is about linking a brand to an offline moment that inherits certain perceptions and associations on its own. Therefore, moment marketing can be seen as a linkage between an event or moment and the brand and could then be called a short-term loose brand-event partnership without the exchange of financial resources or haptic items opposed to event-sponsoring. As in event sponsoring, by combining the online content with the offline event, brand associations will be leveraged and added to the existing set of the brand. Keller (2003a) does not explicitly relate those brand unrelated offline events to the set of secondary sources of brand knowledge. Nevertheless, if the offline event is considered a secondary brand association due to the fact that it contributes associations to the current set, it can be assumed that the criteria for choosing secondary entities apply to moment marketing as well. In fact, the requirements for selecting secondary brand associations are: awareness and knowledge of the entity, meaningfulness of the knowledge of the entity and transferability of the knowledge of the entity (Keller, 2003a). Thus, the awareness the customer has about the offline moment, the meaningfulness of the offline moment to the customer and the transferability of knowledge of the second entity to the brand will influence the brand equity positively and act as a criterion for the successful selection of fitting offline moments.

2.2.2. The importance of the increase in second screen usage

According to the new Multi-screen World report (2012:2) from Google „TV no longer commands our full attention as it has become one of the most common devices that is used simultaneously with other screens“.

A second screen is defined as “a mobile device used while watching television, especially to access supplementary content or applications” (Oxforddictionaries.com, 2016)**.**

The motivation for using a second screen varies (Nielsen , 2013). However, about half of the second screen users visit a social network site as a second screen activity (Nielsen , 2013). In second screen usage, one can differentiate between stacking content, referring to looking at

unrelated content on their portable device and TV, and meshing content, referring to the information on the second screen complementing the content seen on TV. Statistics website Statista found that the reasons for using a second screen are often social and usually in relation to the program on the main screen accessing live information about the program they were currently watching and joining conversations about the program online (Statista, 2015). Interventions in this space can range from companion app ads, to sponsored tweets or Facebook posts and are displayed at specific times in specific regions to capture the audience that is watching a broadcast. Other profitable and easier to pursue options are the display of tweets about the program on the TV or contests that are advertised on TV but entered through a mobile device (Investopedia.com, 2016). Thus, developing content of interest for the consumer is essential in digital marketing and key element for the communication strategy in moment marketing. Especially, when the moment referring to is consumed by the consumer in terms of TV broadcast, second screen usage can enable the company to reach the consumer right in the time they want to be approached with content that is on their mind. When a person is always connected to the internet, then the person is always in the market, always available to be communicated with, and always an audience (Deighton & Kornfeld, 2009). Relating online content of brands to moments in broadcasting is widely used by international brands. Taking the example of the famous TV series 'Game of Thrones', several brands decided to relate their brand message to what is going on in the series on TV. Brands using moment marketing in that sense are from various industries and include brands like Carlsberg, Asos, The Economist, McDonalds (*see Appendix A 8.1 Figure 21-24*) and many more.

2.2.3. Moment marketing & return on investment (ROI)

Social media activities of brands cause consumer responses such as 'likes', re-Tweets, posts, shares, comments, impressions and more, which can be visually observed and analyzed. However, the effect on hard measures of brand impact such as sales lift is challenging to relate to social media actions. Moreover, the reach of non-paid posts and tweets is computed of the aggregation of number of brand followers or friends. This challenges the estimation of how many consumer actually are exposed to the brand post or tweet as it is very likely that the brand message reach is far lower than the aggregation of followers (Fulgoni, 2015).

Without certain knowledge on how social media actions of brands influence the customer-brand relationship, companies face challenges in estimating the return on investment for the

brand (Maecker, Barrot, & Becker, 2016). Some researchers even argue that traditional ROI measures are not applicable to social media activities and recommend to look at customer's investment when interacting in social networks instead of focusing solely on the investment of the firm.

Another important question for marketers in targeting customers is whether reach-oriented communications, i.e. television, or more narrow targeted communications, like digital to a limited audience, are more profitable for the company. With advertisement in mass mediums like television, brands can reach a vast majority of which few will become active and purchase the products. In contrast to this approach, marketers can decide to focus expenditure for advertising on smaller, more personalized campaigns, overall reaching fewer people but with a higher rate of purchase decisions (O'Neal, 2016). By taking a relevant offline moment as a trigger for an online social media campaign, the relatively narrow target group reached in social media campaigns could be broadened by the event referred to. As moment marketing is referring to triggers that are relevant and under consideration by a vast majority, it could be concluded, that the customer reach will be broadened due to the added informational value of the offline event. This is because people that are not necessarily interested in the brand but are somehow physically or emotionally affected by the offline moment might be willing to consume branded content related to the event or even share their opinion online. Moreover, using the reach of the offline event online on the brand page (BP) will be less expensive than a traditional TV campaign, which in the end will have an impact on the return on investment (ROI) (Kim & Ko, 2010). ROI for moment marketing is thereby linked to customer profitability as seen in Danaher et al. (2013) (as cited by Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016) and Kumar et al. (2016).

Furthermore, customers that are highly engaged with a brand in social networks are more easily retained and are more likely to upgrade the customer-brand relationship. However, consumers then tend to have more service requests from the brand, which expects to generate both higher revenues as well as higher costs for the firm (Maecker, Barrot, & Becker, 2016). Libai et al. (2010) (as cited by Maecker et al., 2016) also confirms the positive impact of customer interactions in social networks on customer equity.

Thus, measuring the impact of moment marketing on ROI measures remains challenging and controversial as it is for all social media activities of brands.

2.3. Constraints of moment marketing

Even though there are many advantages of moment marketing, there are factors that constrain the communication strategy, especially when it comes to fast responses in micro moment marketing.

A small team has the power to decide what to post

Marketers that sit together in rooms like 'The Hub' of Coca Cola are monitoring conversations as they grow, dissipate and travel across country lines, and track Coca Cola's overall global impact (The Coca Cola Company, 2017). During the UEFA EURO Cup 2016, Coca Cola established what was called a 'War Room', a specialized form of 'The Hub' where team members gathered to follow the soccer matches and respond to moments in real-time on social media. The process is as follows: If a relevant moment is spotted, within seconds the central marketing team has created content which is then shared with legal departments and sent to corresponding countries, which decide whether content is still timely and relevant enough to post. One great advantage of such war rooms is the efficiency in content creation due to the presence of employees of different areas of business whether it is to manage approvals, brainstorm ideas or design content (The Coca-Cola Company, 2016). However, the challenge is that this team has to be representative of the organization's spirit and marketing direction and will be held responsible for the success and failure of the moment marketing post. Leonard (2009) (as cited by Berthon, Pitt, Plangger, & Shapiro, 2012) states that training employees on the proper use of social media within the guidelines of the company is a garant for a successful company. However, very little training in that regard is actually delivered for the employee (Leonard, 2009) (as cited by Berthon, Pitt, Plangger, & Shapiro, 2012). Thus, selecting the team responsible for monitoring social media and for spotting opportunities for moment marketing has to be a well thought of and deliberate decision.

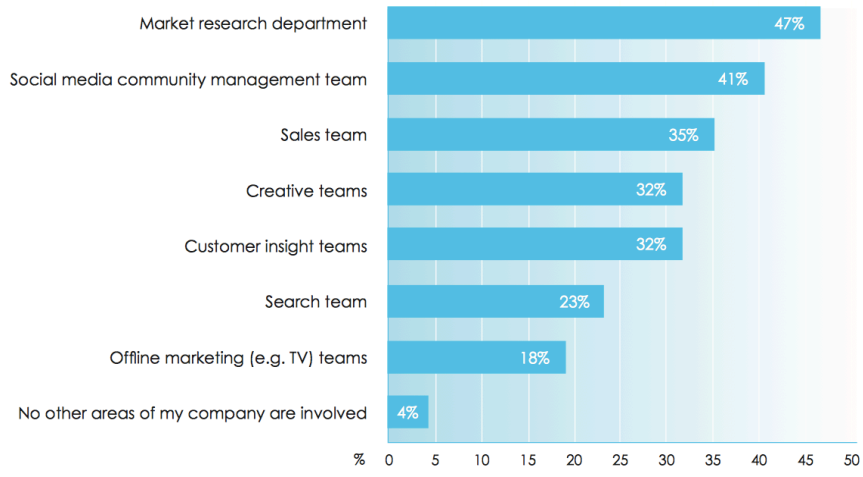
Reactions to moments have to be fast

Furthermore, reactions to moments have to be incredibly fast in order to be perceived as 'in the right time'. Social media has enabled marketers to reach customers more easily and faster than ever before, which expects from marketers to be attentive to what is of importance in social media all the time (Del Rowe, 2016). Because of this neccessity for fast reactions, content might not be screened as deliberately as it would normally have been. Hence,

mistakes of any kind are more likely to happen for these posts. The challenge faced here is to find a balance between a fast response to moments and the thorough verification of content that is published by the brand.

Moreover, there are many departments that are involved in a planned moment marketing strategy (*see Figure 6*). Thus, it is neccessary, that all these departments are in close collaboaration and are able to make decisons fast for the content to be still relevant to the consumer when the post goes online (TVTY - The moment marketing company, 2016).

Figure 6 Brand departments involved in devising a moment marketing strategy



Source: TVTY (2016:13)

Furthermore, social media activity in general is facing some constraints and difficulties:

Metrics and measurement of social media

In social media there is considerable uncertainty about what metrics to use to determine the effects of activities on the customer. As for social networking sites researchers argue what metrics to use in order to depict the effect of social media activities by the brand. Metrics such as site visits is considered one variable determining consumer engagement. However, consumer's engagment with the brand on social media is described in a multitude of ways with firms being uncertain about what is to be considered customer engagement. Thus, the effects of social media activities on consumers' decision process and loyalty measures are challenging to determine for marketers (Winer, 2009).

Planning and budgeting

The dependence of traditional metrics like reach and frequency in social media makes budget

allocation and planning of budgets for the new media difficult. Uncertainties among marketers regarding viewing social media as a supplement or complement to traditional channels, thus is social media adding to reach common goals or is it delivering something different and how much money to allocate to the new media are making planning and budgeting more difficult (Winer, 2009). Therefore a marketer on social media needs to ask himself/herself the following questions (Winer, 2009):

- What are the goals in my digital media appearance?
- How do I set an integrative budget with traditional and new media?
- What is the point of diminishing small returns with new media?

3. Goals and scope

3.1. Measuring brand equity

The concept of branding describes the creation of mental knots and guiding consumers in organizing their knowledge about products and services. The key in doing so is that consumers perceive a difference among brands in the product category. These differences are often related to attributes or benefits of the product or service (Keller, 2003b). "Brand equity provides a common denominator for interpreting marketing strategies and assessing the value of a brand; and there are many different ways as to how the value of a brand can be manifested or exploited to benefit the firm – in terms of proceeds and/or lower costs" (Keller, 2003b:9). Measuring brand equity is either financial or consumer related (Myers, 2003). Financial measures are mostly related to stock prices (Simon and Sullivan, 1993) (as cited by Myers, 2003), whereas consumer-based approaches argue that the strengths of a brand lie in consumers' experiences with the brand over time (Keller, 2003b). Due to the difficulty in measuring financial measures in social media *(see 2.2.3 Moment marketing and return on investment (ROI))*, only consumer based measurements of brand equity are considered in this research.

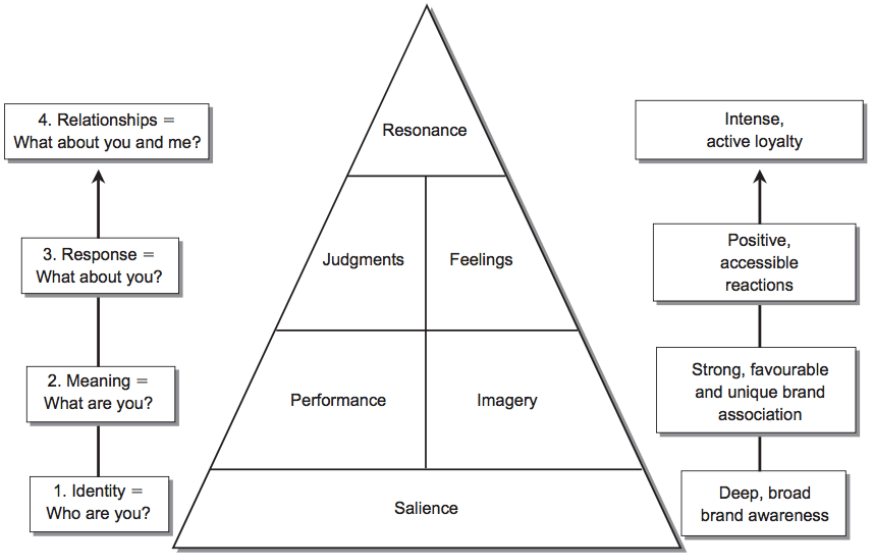
In brand equity research there are two important authors that conceptualize the brand equity construct and are basic literature for following authors researching brand equity. Aaker (1991, 1996) incorporates the perceptual as well as the behavioral dimension as part of brand equity. His definition of brand equity includes: brand awareness, brand associations, perceived quality, brand loyalty, as well as other proprietary aspects that are often omitted in brand equity research due to its irrelation with the customer's perspective (Aaker 1991, 1996; Yoo et al. 2001).

Opposed to Aaker, Keller conceptualizes customer-based brand equity (CBBE) as "the differential effect of brand knowledge on consumer response to the marketing of the brand" (1993:2), with brand awarenes and brand image eventually resulting in consumer behavior

(Keller, 1993). Brand Knowledge including brand recall and brand recognition together with brand image are conceptualized by Keller as 'brand knowledge' (Keller 1993, 2003a,b). Brand knowledge is what drives the perceived differential effect that manifests in brand equity (Keller, 2003b). Brand awareness "relates to the likelihood that a brand name will come to mind and the ease with which it does so" (Keller 1993:3). Brand awarenes consists of brand recognition, consumers's ability to recognize the brand after previous exposure and brand recall, the ability of the consumer to retrieve the brand when given the product category or equivalent cues (Keller, 1993). In a consumer's decision process, brand awarenes plays a vital role due to three reasons: (1) consumers thinking about the brand in a certain product category means including the brand in the consideration set for purchase (2) brand awareness of brands in the consideration set can affect purchase decision even if there are essentially no other brand associations and (3) brand awareness affects consumer decision making by establishing and strengthening brand associations that are vital for brand preferences (Keller, 1993). Brand image is defined as "perceptions about a brand reflected by the brand associations held in consumer memory" (Keller, 1993:3). Keller further distigushes brand image in types of brand associaitons (brand attributes, attitudes towards the brand and benefits of the brand) and the three dimensions of favourability, strengths and uniqueness of brand associations (Keller 1993, 2003a,b). The level of strengths of the brand associations (Aaker, 1991; Keller 1993, 2001) increases the more experienced one is with the brand or the more exposures one has with brand related subjects (Aaker, 1991; Keller, 1993). A high equity brand thus has more positive brand associations (brand image) than a low equity brand (Krishnan, 1996) (as cited by Faircloth, Capella, & Alford, 2001). Furthermore, the positivity or negativity of CBBE is thus linked to consumers' reacting more or less favorably to the brand than they do to the same marketing mix element when it is attributed to a fictiously named or unnamed alternative (Keller, 1993). In CBBE building a strong brand is seen as a contingent four-step process. The first step is to ensure consumers' brand identification and an association of the brand in consumers minds asking the question 'Who are you?' in terms of breadth and depth of brand awareness. The second step is about linking tangible (brand performance) and intangble (brand imagery) brand associations to form the brand meaning, asking the question 'What are you?'. The third step is about the customers' response to brand identification and brand meaning in terms of judgements and feelings about the brand, asking the question 'What about you? What do I think or feel about you?'. The fourth and last step is about converting brand responses into intense and loyal brand relationships, asking the question 'What about you and me? What kind of association and how much of a connection

would I like to have with you?'. To ensure facilitation of the process the four steps are broken down into six brand building blocks (Keller, 1993). All steps and building blocks are visualized in the CBBE pyramid by Keller:

Figure 7 Customer-based brand equity pyramid



Source: Keller (2003:11)

Moreover, Yoo (2000) states that brand communication positively influences brand equity under the condition of a satisfactory reaction of the customer towards the brand message as opposed to a non-branded alternative. Furthermore, brand communication has the ability to increase the probabilty that a brand will be in the consumer's evoked set, thus shortening and facilitating the decision making process as well as turning that choice into future habits (Yoo, Donthu, & Lee, 2000). Especially in social media communication, the consumer's perception of the communication positively influences perceptions of the brand (Bruhn, Schoenmueller, & Schäfer, 2012). Thus, marketing managers are advised to focus social media communication on building positive brand associations and exploring characteristics of the brand in order to positively influence consumer's attitude towards the brand (Schivinski & Dabrowski, 2016). Bruhn et al. (2012) found that a consumer's perception of brand communication positively influences the individual's awareness of brands. Maclnnis and Jaworski (1989) (as cited by Schivinski & Dabrowski, 2016) focused their research on firm-created social media communication and stated that this communication style not only influences brand awareness but also has an impact on brand perception. Furthermore, it is shown that advertising via social media creates favorable, strong and unique associations for the brand (Cobb-Walgren, Ruble, and Donthu, 1995) (as cited by Schivinski & Dabrowski,

2016).

3.2. Participation in social networks as an indicator for consumer-brand relationship

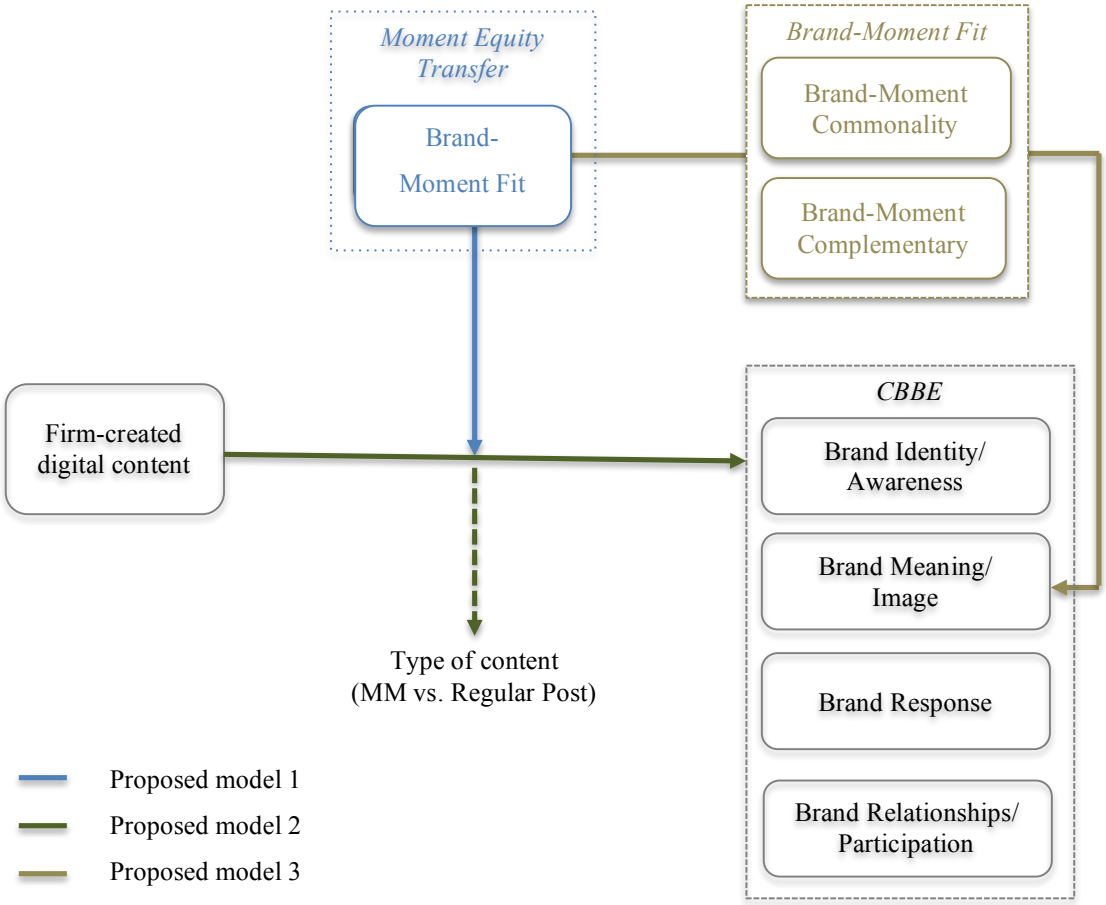
Content is considered the instrument that stimulates interaction on social networks. Thus, successful content derives from customers that positively interact with it by contributing to its spreading via sharing the post, giving feedback via commenting or simply showing their affection by reacting to the post (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014). Each of these actions will potentially promote the brand post and thus the brand itself to all the customer's friends' walls. Consequently, the friends of brand fans also gain the ability to disseminate the content, thus increasing the reach of the posted content (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014). Fan pages on social networks like Facebook are characterized as "brand oriented profiles that provide additional functionalities like detailed analytics and better content and fans administration (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014:1002). Interactivity via brand fan pages has the ability to improve customers' decision process and increase customers' involvement. Infomation exchange reduces the degree of information asymetry. With the feedback of customers, marketers can further improve advertising messages and adapt communication strategies to consumers' needs (Pavlou & Stewart, 2000). Thus, interactive marketing often acts on social network platforms such as Facebook and creates a dialogue between two parties, integrating the customer into the company's brand message. Unlike via traditional media channels, the interaction between the company and the customer in social neworks is mutually beneficial. The content in social media created by firms positively affects consumer behavior. Similiar to traditional media, firm-created content in social media increases sales and reinforces certain brand asscoations. The interaction of the customers with the brand in the new media by commenting, liking (or reacting) and sharing thus creates positive brand evaluations by the consumer (Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016). Moreover, consumer interaction means increasing consumer behavior rather than mere repurchase. Thus, developing strong interactions among social media can be a critical step in actualizing the concept of relationship marketing (Muñiz Jr. & O'Guinn, 2001).

3.3. Overall conceptual framework

Opposed to previous research undifferentiating the content of the social media communication, the aim of this study is to add to current research by differing between two

distinct forms of content in social media and testing the different impacts on customer-based brand equity, as well as on existing versuve differentiated brand associations. Creating brand posts in the moment that are relevant to the customer are one special form of firm-created social media content creation. The degree of brand moment fit is expected to moderate the effects of firm-created digital content on brand equity. The framework to be tested follows the research of Keller (1993, 2003b) and Hoeffler et al. (2002). The moment was pre-tested among two characteristics in line with research of Hoeffler et al. (2002) about secondary brand associations: The moment's awareness and knowledge, the moment's relevance and meaningfulness to the customer. In the main research the chosen moment of high knowledge and awareness and high meaningsfulness and relevance is tested for its fit with the chosen brands of different product categories. Awareness and knowledge are to be seen as fundamental to form relevance and meaningfulness, which is processed into the transferability of the moment's knowledge. Thus, a high degree of brand awarenes/knowledge and relevance/meaningfulness results in greater transferabilty of knowledge (here brand-moment fit), which is to be tested in the main study. Furthermore, the impact of a high versus a low brand-moment fit on the brand associations of the brand is examined in this research. Due to simplification of the general conceptual framework, the model is broken down into three distinct models that are tested seperateley.

Figure 8 Overall conceptual framework



The paper strives to answer the following research questions:

- Do firm-created moment marketing strategies positively influence customer-based brand equity?
- Does the moment marketing post have higher impact on customer-based brand equity compared to a regular brand post?
- Does the brand-moment fit moderate the effect of ment marketing on customer-based brand equity outcomes?
- What impact does a high versus a low brand-moment fit have on the brand asssociatons of the brand?

3.4. Research hypotheses and proposed models

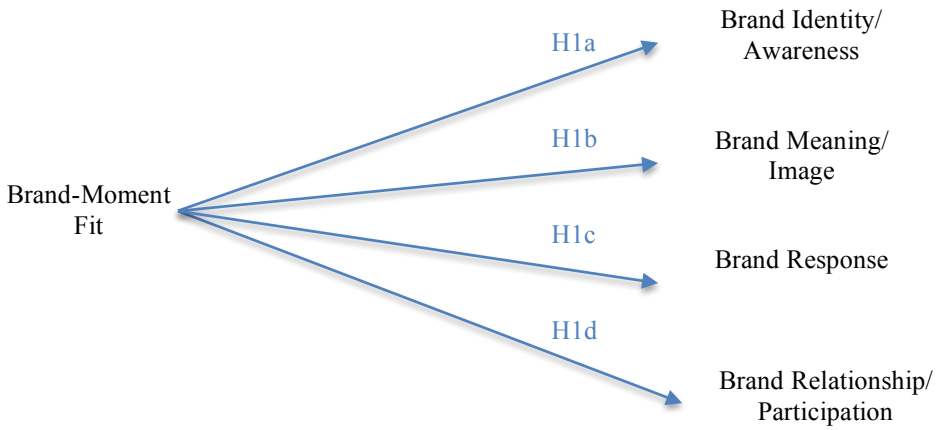
3.4.1. Proposed model 1

The effect of an increase in brand equity is, just like with regular brand extensions, expected

to be dependent on the transferability of the moment's awareness and knowledge (Hoeffler & Keller, 2002). Keller (2013) summarized that the important factors in the process of transferring secondary brand associations from one entity to another is what knowledge the consumer has about the secondary entity and if and how this knowledge will affect feelings and judgments about the brand when linked to it. The two general questions asked are: (1) What do consumers know about the entity (in this case the moment) and (2) Does any of this knowledge affect thoughts and feelings about the brand when it becomes linked or associated with the moment? (Keller, 2013)?. More specifically three factors have been identified in the transfer of secondary brand associations that leverage or moderate the effect. Each of the three factors build on the success of the proceeding factor, i.e. without awareness the consumer cannot experience relevance and meaningfulness of the moment (Hoeffler & Keller, 2002; Keller, 2013).

Thus, it is expected that the effect of moment marketing on brand equity will be moderated through these three factors. The three factors are: (1) Awareness and knowledge of the moment, (2) Relevance and meaningfulness of the moment and (3) Transferability of the moment's knowledge, in this case referred to as 'brand-moment fit'.

Figure 9 Proposed model 1



Brand-Moment Fit

"Assuming that some potentially useful and meaningful associations, judgments, or feelings exist regarding the entity and could possibly transfer to the brand, how strongly will this knowledge actually be linked to the brand?" (Keller, 2013). Factors for high transferability of knowledge from the moment to the brand are mainly to which extent associations of the

moment will become strong, favourable and unique as well as arise positive judgments and feelings when linked to the brand (Hoeffler & Keller, 2002). Similarity between the moment and the brand as well as the experiences of the consumer connecting moment and brand will affect the degree of transferability of knowledge (Hoeffler & Keller, 2002). This is due to the share of clear connections between the moment and the brand in high-fit pairings, thus reinforcing existing associations and strengthening the competitive position, wheras in low-fit pairings no meanings can be transferred because of an absence of identifiable linkages between the two (Becker-Olsen & Hill, 2006). In other words, it is expected that the more knowledge of the moment is linked to or transferred to the brand the greater will be the effect of moment marketing on the brand equity, thus brand-moment fit would mediate this effect.

H1: The greater the **brand-moment fit,** the greater will be the effect of moment marketing on:

a. Brand Identity/ Awareness

b. Brand Meaning/ Image

c. Brand Response

d. Brand Relationship/ Intentions to Participate

3.4.2. Proposed model 2

Maclnnis and Jaworski (1989) (as cited by Schivinski & Dabrowski, 2016) focused their research on firm-created social media communication and stated that this communication style not only influences brand awareness but also has an impact on brand perception. Furthermore, it is shown that advertising via social media creates favorable, strong and unique associations for the brand (Cobb-Walgren, Ruble, and Donthu, 1995) (as cited by Schivinski & Dabrowski, 2016).

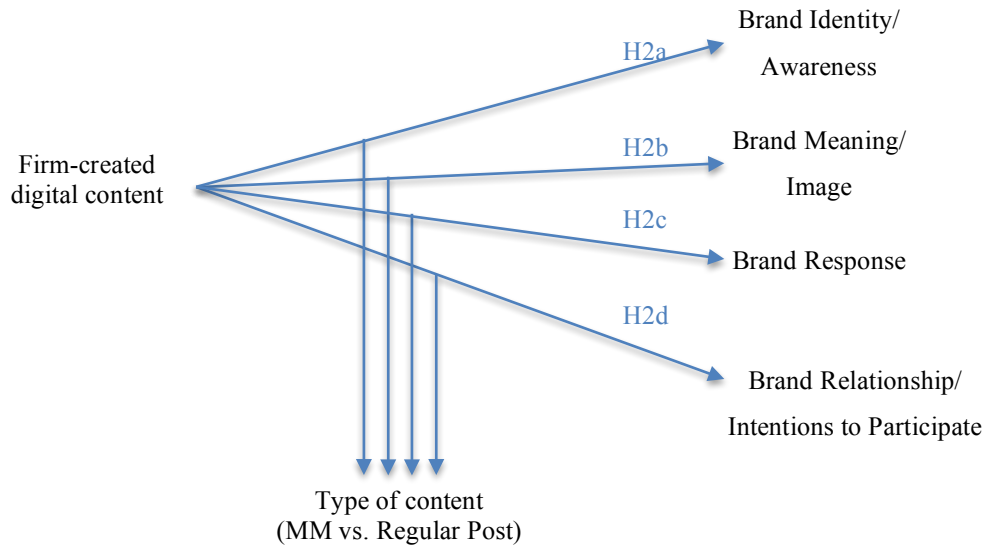
The effect of moment marketing on brand equity measures

“A product's brand equity can be affected by the company it keeps or the brands with which it chooses to associate“ (Washburn, Till, & Priluck, 2000). Thus, the original brand has associations that will be transmitted to the brand extension (Aaker & Keller, 1990). Equally a moment will have certain associations that will be associated with the brand when combined. The impact of the transferred associations, however, can differ in strengths and in positive versus negative associations (Aaker & Keller, 1990). Not only associations are being

transferred from the original brand to its extension but also brand attitude as well as quality perceptions, which can influence the success or failure of brand extensions (Aaker & Keller, 1990).

As with brand extensions the moment is expected to transmit certain equity values to the brand. In other words, the awareness and associations of the consumer regarding the moment will affect the equity of the brand when 'partnering' with the moment. Due to the equity values of the moment being associated with the brand, moment marketing is expected to positively influence brand equity.

Figure 10 Proposed model 2



Thus, the paper proposes:

H2: Firm-created moment marketing has a greater effect on

a. Brand Identity/ Awareness
b. Brand Meaning/ Image
c. Brand Response
d. Brand Relationship/ Intentions to Participate

compared to firm-created regular content**.**

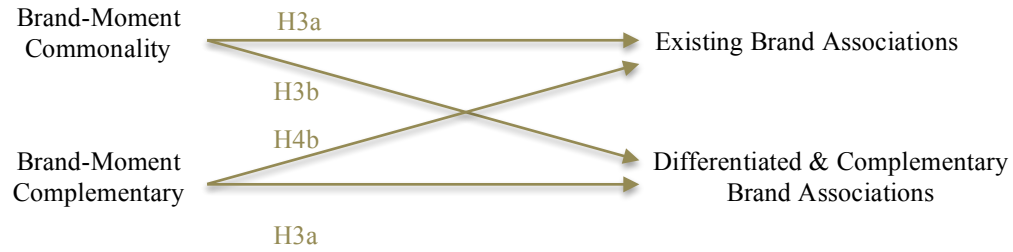
3.4.3. Proposed model 3

Choosing the right moment for the brand equity objectives

"Leveraging secondary brand associations may allow marketers to create or reinforce an important point-of-difference or a necessary or competitive point-of-parity versus competitors. When choosing to emphasize source factors or a particular person, place, or thing, marketers should take into account consumers' awareness of that entity, as well as how the associations, judgments, or feelings for it might become linked to the brand or affect existing brand associations" (Keller, 2013:262f). Thus, similarity between the moment and the brand, also referred to as the 'fit' of the moment with the brand, not only affects the extent of the impact of equity transfer but also gives two distinct paths to what moments to choose for what impact on prior brand associations. In other words, the brand-moment congruence will influence the direction of either positive or negative effects on the brand equity (Aaker & Keller, 1990). Fit in sponsoring is generally described as "a strategic match between sponsoring firms and sponsored nonprofit service providers in mission, target audience, and/or values" (Becker-Olsen & Hill, 2006). High fit for consumer resembles cognitive consistency and consumers respond favorably (Boush and Loken 1991; Broniarczyk and Alba 1994; Keller and Aaker 1992; Speed and Thompson 2000) (as cited by Becker-Olsen & Hill, 2006). On the other hand, if fit is perceived to be low, consumers experience cognitive inconsistency, which influences consumer responses negatively (Meenaghan 2002; Porter and Kramer 2002; Speed and Thompson 2000) (as cited by Becker-Olsen & Hill, 2006). Whereas Becker-Olsen et al. (2006) state that low fit pairings between the partners weaken the brand image, Hoefler et al. (2002) are of the opinion that high fit pairings versus low fit pairings can both have positive impacts on brand equity generally because linking similar entities will booster existing brand knowledge and association while dissimilar objects combined will foster the creation of new associations and differentiate the brand. In other words, the congruence between the moment and the brand will determine the direction of the newly acquired brand associations either strengthening existing brand image and brand equity due to a great similarity between the two entities or gaining new associations that before were not yet linked to the brand when the moment and the brand seem to have few associations in common. Thus, "a commonality leveraging strategy makes sense when consumers have associations to another entity that are congruent with desired brand associations" (Keller, 2013:263), whereas complementary branding strategies are strategically relevant in delivering a new brand positioning (Keller, 2013). High brand-

moment fit, related to as brand-moment commonality and low brand-moment fit, described as brand-moment complementary can be seen as two pathways for firm-created moment marketing, which will indirectly influence brand image outcomes. High fit or commonality is related to similar associations and responses for the entities (Sen and Bhattacharya, 2001) (as cited by Hoeffler & Keller, 2002), which will enhance or support existing associations of the brand (Hoeffler & Keller, 2002). Thus, it is proposed that:

Figure 11 Proposed model 3



H3: High brand-moment commonality (high-fit)

a. positively affects existing brand associations.

b. has no effect on differentiation and complementarity of brand associations.

However, if two similar entities strengthen existing brand associations, there is less opportunity for the development of new unique associations that add on to the existing set (Hoeffler & Keller, 2002). Thus, if the goal of the firm is to create a perceived differential advantage where none currently exists or broaden the brand's knowledge and image, a complementary strategy would be the construct to choose (Hoeffler & Keller, 2002). Especially for meanings and associations that would be difficult to create for the brand at that time, a brand-moment complementary strategy might be an easy and fast way to facilitate the expansion of brand equity in a desired direction. In comparison to commonality strategies, the probability of one of the competitors transferring similar associations to the brand at the same time is impaired (Bhattacharya, Rao, and Glynn 1995) (as cited by Hoeffler & Keller, 2002). Thus, it is proposed that:

H4: High brand-moment complementarity (low-fit)

a. positively affects differentiation and complementarity of brand associations.

b. has no effect on existing brand associations.

Notwithstanding that positive effects can occur from complementary strategies, several challenges in using low brand-moment fit for brand differentiation can be faced. The brand moves to a new yet unknown 'territory', which might result in consumers being unable to believe in the credibility of the newly acquired values (Hoeffler & Keller, 2002). Hence, the brand would weaken its branding positioning and the clear marketing and brand message prior to the communication strategy (Hoeffler & Keller, 2002). Furthermore, the competitive advantage of being unique in transferring these meanings and shaping the brand equity due to the complementary strategy might, in time, naturally lessen due to more firms adapting this approach for themselves (Hoeffler & Keller, 2002).

4. Research methodologies

4.1. Study design

Prior to the main research, three pre-tests were conducted to validate the choice of the moment and to evaluate matching brand-moment combinations, as well as to evaluate existing associations of the brands chosen.

Thus, the study was assembled as follows:

Pre-test 1: In this pre-test of n=30 the aim was to validate the choice of moment among three different sport events: Wimbledon 2016, Olympics/Paralympics 2016 and the EURO 2016. Scores for familiarity and relevance were highest for the EURO 2016.

Pre-test 2: The second pretest was conducted with n=30 to allocate the chosen brands to the two conditions of high brand-moment fit and low-brand moment fit. The initial eight brands were reduced to four for further research simplicity and according to highest scores in brand familiarity and unambiguous allocation to one of the two conditions (highest scores in high brand-moment fit vs. highest scores in low brand-moment fit). Hence, the brands Adidas and Krombacher were categorized under high brand-moment fit whereas the brands Labello and Edeka were classified under low brand-moment fit.

Pre-test 3: To validate the familiarity of the brands, respondents (n=10) were asked to freely state associations that come to mind for the four distinct brands in the research, which were used later in main study 3 as a measure for the impact of moment marketing on existing brand associations. A total of 3 associations per brand were chosen for the main study.

Hypothesis 1: This hypothesis tested for the effect of high brand-moment fit on brand equity constructs. Thus, the hypothesis was that the greater the brand-moment fit the greater would

be the effect on the brand equity items.

Hypothesis 2: In order to determine the differential effect of moment marketing posts on brand equity compared to regular brand posts, this hypothesis compared the two forms of content creation in terms of its impact on brand equity items.

Hypotheses 3 & 4: Finally, the paper proposed that high brand-moment fit will strengthen existing brand associations, while low brand-moment fit might enhance differentiated and complementary associations of the brand.

4.1.1. Pre-test 1

To validate the choice for the moment in this study, a pre-test was conducted asking n=30 respondents from Germany, mostly students, to evaluate the subjective awareness and knowledge as well as personal relevance and meaningfullness of three different moments. The choice for the moments was according to research from TVTY (2016). The moments most referred to in MM are sport events as their awareness and relevance is usually high. TVTY (2016) identified moments that were most likely to be used in a moment marketing strategy in 2016 (*see Figure 12*). In pre-test 1, respondents were asked to rate the three top events for 2016 (EURO, Olympics/Paralympics and Wimbledon) according to awareness and knowledge of the moments and the relevance and meaningfulness of the moment to them.

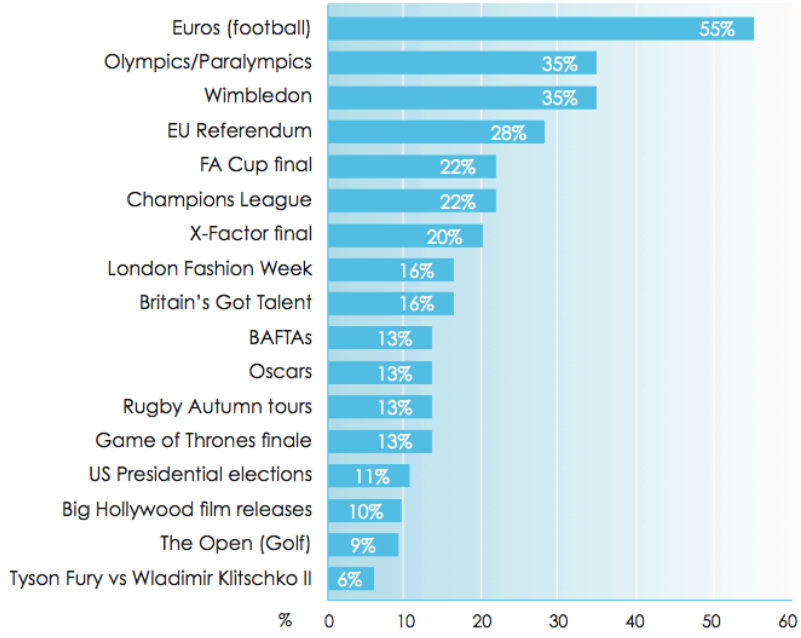
Awareness and knowledge of the moment

In order to transfer equity from the moment to the brand, consumers have to be familiar with the moment or have some prior knowledge about the moment. Ideally, consumers would be aware of the moment, feature strong, favorable, and unique associations about the moment, and have a positive attitude and judgments about the moment (Hoeffler & Keller, 2002; Keller, 2013). In other words, moment size and volume as well as the pool of associations that the consumer has about the moment are factors that will influence the extent of leverage on brand equity (Gwinner, 1997; Becker-Olsen & Hill, 2006). The more memorable the moment is to the consumer, the easier a link to the brand will be and the bigger is the effect on brand equity (Hoeffler & Keller, 2002). Thus, consumers' awareness and knowledge of the moment is a first and requisite step in moderating the effect of firm-created moment marketing on brand equity measures (Hoeffler & Keller, 2002).

Relevance and meaningfulness of the moment

Associations that are related to consumers' judgments and feelings are shown to be more relevant in terms of equity transfer than more specific associations, which are sometimes perceived as rather irrelevant to the consumer (Hoeffler & Keller, 2002). However, relevance of the moment differs between consumers (Hoeffler & Keller, 2002). That is because factors such as proximity of the moment to the consumer in terms of geographic and mental distance will increase perceptions of relevance and meaningfulness (Hoeffler & Keller, 2002). In fact, the more personal the impact on the consumer and the greater the perceived fit of the moment with the brand, the more relevant and meaningful will be the moment, which will then leverage the effect on brand equity.

Figure 12 Top events brands plan to launch moment marketing events around 2016 in the UK



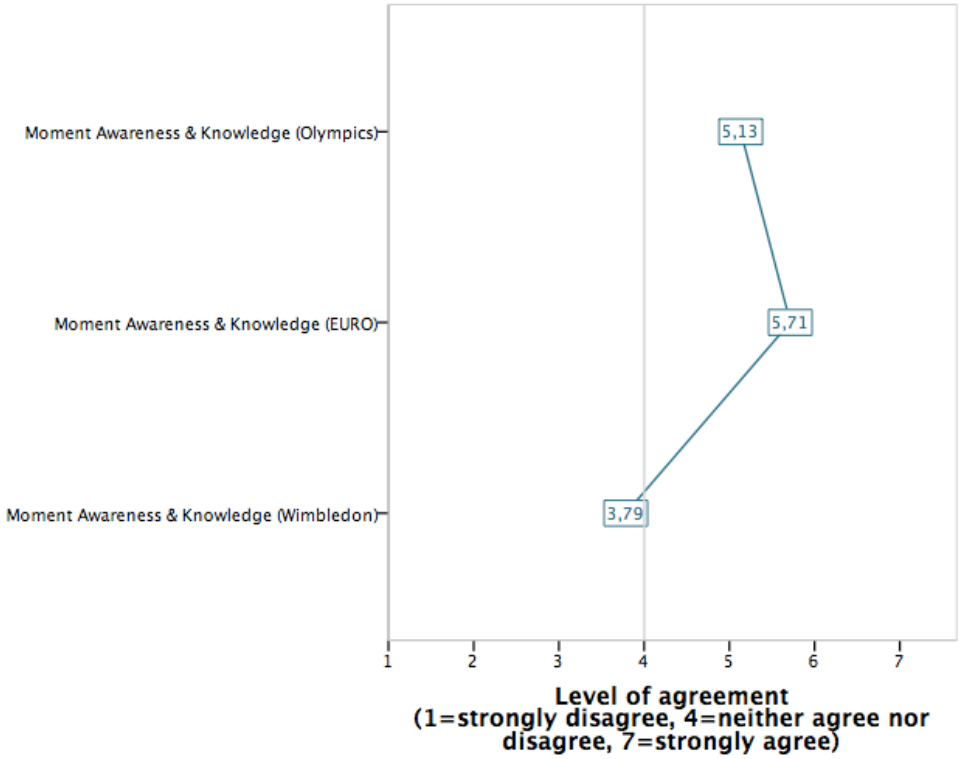
Source: TVTY (2016:9)

Respondents' degree of awareness and knowledge of the moment was measured on a four item scale accoring to research from Hoefler et al. (2002) and Yoo et al. (2001). Meaningfulness and relevance of the moment to the subjects was measured on a five item scale relating to research from Speed (2000). Items from the list of items were translated into German and back-translated by a bilingual researcher and can be obtained in both languages in Table 5 under 4.1.4.3.. The complete questionnaire can be found in *Appendix B under 8.2.2.1*. Respondents rated the items on a seven-point Likert scale from 1=strongly disagree to 7=strongly agree with 4=neither agree nor disagree.

The four items measuring moment awareness and knowledge of each moment (Wimbledon,

EURO, Olympics/Paralympics) were reduced to one variable each by composing weighted averages, where weights were taken from the factor loadings of principal components aanalysis (PCA) in SPSS, for a matter of simplicity and comparability[1]. This resulted in three variables: Moment Awareness & Knowledge (Wimbledon), Moment Awareness & Knowledge (EURO) and Moment Awareness & Knowledge (Olympics). In a mean plot the three new variables were compared in order to decide which moment had the greatest awareness and knowledge among respondents (*Figure 13*).

Figure 13 Mean plot for the awareness and knowledge for the moments EURO 2016, Wimbledon 2016 and Olympics/Paralympics 2016



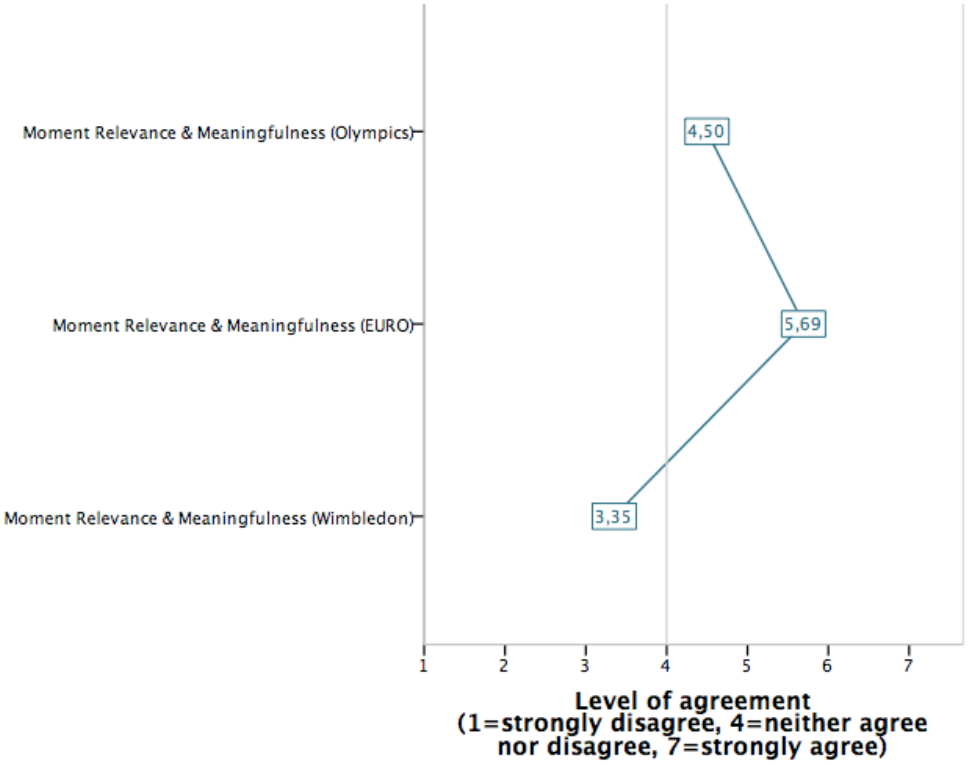
Source: SPSS Output based on survey

Likewise, the five items measuring moment relevance and meaningfulness of each moment (Wimbledon, EURO, Olympics/Paralympics) were reduced to one variable each by weighted average, where weights were taken from the factor loadings of principal components analysis (PCA) in SPSS[2]. This resulted in three variables: Moment Relevance & Meaningfulness (Wimbledon), Moment Relevance & Meaningfulness (EURO) and Moment Relevance & Meaningfulness (Olympics). In a mean plot the three new variables were compared in order

[1] Outputs from the PCA in SPSS can be found in the Appendix B under 8.2.2.2.
[2] Outputs from the PCA in SPSS can be found in the Appendix B under 8.2.2.2.

to decide which moment had the greatest relevance and meaningfulness among respondents (*Figure 14*).

Figure 14 Mean plot for the relevance and meaningfulness of the moments EURO 2016, Wimbledon 2016 and Olympics/Paralympics 2016



Source: SPSS Output based on survey

Subjects answers were in favor of the EURO 2016, being the moment they have the greatest knowledge and awareness of and that is the most meaningful and relevant to them. This outcome could be explained by a great passion for football by the German people as well as a special interest in the EURO 2016 due to being world champion of 2014. Thus, the choice of the moment to be tested for its fit with different brands in moment marketing was the EURO 2016.

4.1.2. Pre-test 2

A second pre-test was to classify the brand-moment combinations into the two conditions of high brand-moment fit and low brand-moment fit. A sample of n=30 respondents were asked to evaluate the fit of six brands with the EURO 2016 by being exposed to three screenshot examples of moment marketing relating to the EURO 2016, thus only text and image attributes were considered when assembling the brand post. After the three screenshots of each brand, respondents were asked items for brand-moment fit (transferability of

knowledge) on a six-item scale according to Speed (2000) and Keller (1996). Subjects evaluated their agreement and disagreement with the items on a seven-point Likert scale (1=strongly disagree, 4=neither agree nor disagree, 7=strongly agree). The brand-moment fit combinations were allocated to two experimental conditions (high brand-moment fit and low brand-moment fit) according to subjects' answer. Brand-moment fit combinations were reduced to one variable composed of weighted averages of the answers per brand by principal components analysis (PCA), with weights according to the factor loadings from dimension reduction[3].

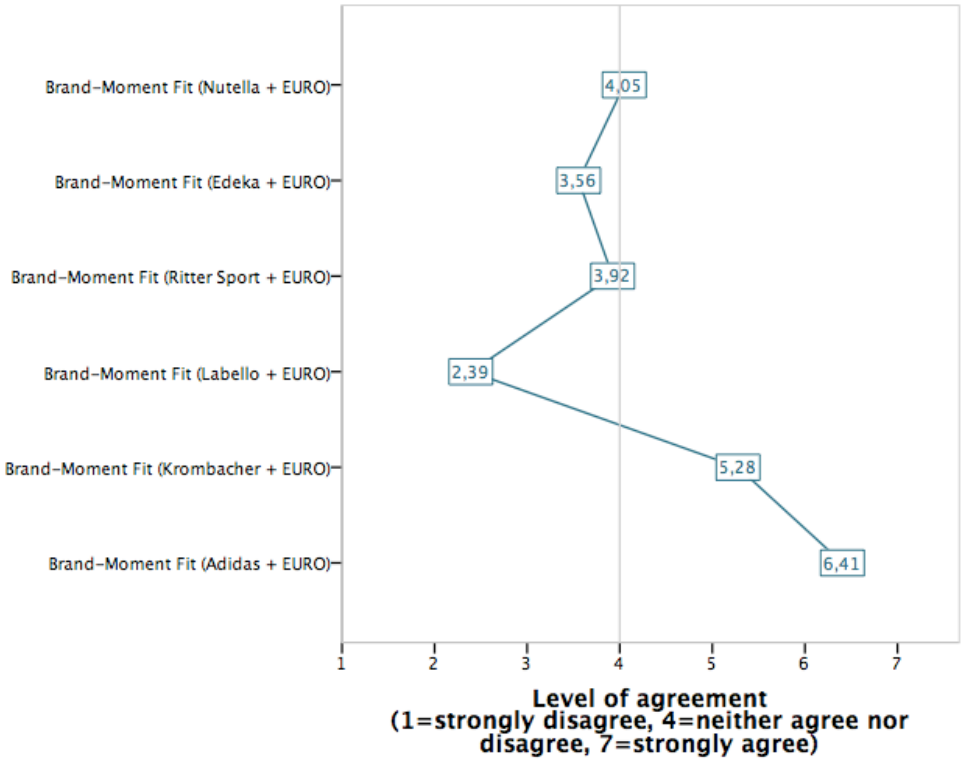
Concerning the industry selection for the pre-test and the main study, the following assumption has been set:

Industry selection:

The selection for the industries of sporting goods/apparel, alcoholic drinks (specifically beer), cosmetics (specifically face care) and retail/nutrition (specifically supermarkets) was based on considerations regarding relevance and variance criteria as proposed by Schivinski (2015). The chosen industries differed in their social media engagement. The literature on social media considers 'likes' as a manifest variable of brand engagement, thus the choice for the brands was based on the following criteria adapted from Schivinski (2016): a) the brand should belong to either of the six product categories; b) the frequency of firm-created content should be on a regular basis; c) brand likability and familiarity needed to be comparable in their extent among the different brands, thus choosing market leaders (first or second most popular brand) in their product category[4] d) the brand pages needed to have a fan page adapted for Germany and in German language and e) the brand page should be among the ten most followed Facebook pages in their product category (Socialbakers, 2017). Thus, six brands of the chosen industries were selected: Nutella (nutrition), Edeka (retail), Ritter Sport (nutrition), Labello (cosmetics), Krombacher (alcoholic drinks) and Adidas (sporting goods/apparel).

[3] Outputs from the PCA in SPSS can be found in the Appendix B under 8.2.3.2.
[4] See Appendix A Figure 25-28

Figure 15 Brand-moment fit for the brands Nutella, Edeka, Ritter Sport, Labello, Krombacher and Adidas with the EURO 2016



Source: SPSS Output based on survey

A total of four brands were chosen, resulting in two brands per fit condition. Brands in the low brand-moment fit condition were, *Labello* and *Edeka*, whereas for the high brand-moment fit condition the brands *Adidas* and *Krombacher* were chosen.

4.1.3. Pre-test 3

In order to examine existing brand associations of the chosen brands, a focus group of n=10 composed of students and employees alike was asked to state freely which 5 adjectives they associate with each of the brands. In order to not manipulate any brand associations, it was essential to let subjects answer without restrictions or suggestions from the author. This methodology has been exploited by other researchers before, e.g. Low and Lamb (2000) and Hogg et al. (2000). The idea behind this procedure was to avoid imposing a frame of reference. This resulted in 50 associations, albeit many referred to similar concepts, thus indicating that this might be an important or essential association in order to define the brand's image. For each brand, the most answered three associations were chosen to represent the brand's current image in the main study. If there wasn't enough accordance on

three associations, respondents were to evaluate the remaining associations, thus choosing for the highest agreement on the remaining associations. The list of associations for the four brands can be found in *Table 3*. The top three associations for each brand are visualized in italic.

Table 3 List of brand associations for the brands Adidas, Krombacher, Labello and Edeka

	Brand	List of Associations
High Brand-Moment Fit	Adidas	*sportive* (8x), *modern* (6x), *young* (6x) international (5x), innovative (5x), creative (2x), active (2x), functional (2x), successful (2x), fit (2x), happy, healthy, comfortable, dynamic, expensive, casual, local, corrupt, untenable, exploitative
	Krombacher	*masculine* (8x), *environmentally aware* (6x), *fresh/refreshing* (6x), traditional (4x), tasty (4x), natural (3x), sporty (2x), sociable (2x), tangy (2x), successful (2x), sympathetic (2x), westphalian, social, tasty, modern, high quality, not tasty, tasteless, present, known
Low Brand-Moment Fit	Labello	*feminine* (8x), *caring* (7x), *practical* (6x), protective (4x), diverse (4x), traditional (2x), tasty (2x), friendly (2x), young (2x), high quality, social, wintry, healing, pleasant, healthy, one-sided, sporty, small, appealing, superfluous, widespread
	Edeka	*diverse* (8x), *high quality* (7x), *fresh* (6x), friendly (3x), structured (3x), expensive (3x), reachable (3x), innovative (3x), humorous (2x), environmentally aware, public, open-minded, practical, familiar, inexpensive, healthy, regional, competent, modern, confident

Source: Results from research

4.1.4. Main Study

According to the pre-tests, the main study focused on four brands in two distinct conditions: (1) high brand-moment fit (Addidas and Krombacher) and (2) low brand-moment fir (Labello and Edeka) (*see Pre-test 2*). The choice of the moment or event of the EURO 2016 determining the brand-moment fit was validated in *Pre-test 1*. The EURO 2016 proved to be a familiar and relevant event, forming the essential base for further questions in the main study concerning the relationship of the moment with the brands.

4.1.4.1. Research Design and Data Collection

4.1.4.1.1. Experimental Research

The research design was in the form of an experimental study, meaning a control group (CO) was tested against the two moment experiments in order to minimize research bias and measurement effects. An experiment in quantitative research can be defined as "a test under controlled conditions that is made to demonstrate a known truth or examine the validity of a hypothesis" (Muijs, 2011:2). Thus, the substantial difference between experimental and non-

experimental research can be seen in the creation of a controlled environment in order to be able to focus only on the variables tested (Muijs, 2011). Furthermore, control is also increased by the manipulation of variables that are supposed to affect the outcomes (Muijs, 2011). Advantages of experimental research include control over the time sequence of the stimuli shown to respondents, as well as over influences of extraneous variables causing a relationship. This, however, could be seen as a disadvantage of expermental studies, because the controlled setting might not reflect real-life situations where respondents are usually influenced by other external stimuli that alter their decision.

The control group was not exposed to any of the two moment conditions but instead was tested for the reaction towards a typical brand post of the company (as opposed to an exposure to a brand post in accordance with the moment marketing principle). A total of n=120 participants were of the control group and were tested for the same brands as in the two research conditions (total of n=200).

4.1.4.1.2. Questionnaire design and data collection

Separate online-surveys were constructed and tested for two distinct research conditions in the MM group: (1) perceived high brand-moment fit and (2) perceived low brand-moment fit, as well as the control group. The surveys were uploaded on the social network Facebook in order to ensure that participants in the experiments are present and active in this particular social network. A total of eight different questionnaires were prepared with analogous questions, such that each one considered one brand and one event/post: Adidas and the EURO 2016, Krombacher and the EURO 2016, Labello and the EURO 2016, Edeka and the EURO 2016, Adidas and a regular brand post, Krombacher and a regular brand post, Labello and a regular brand post and Edeka and a regular brand post (*see Table 4*).

Table 4 Research conditions of the four chosen brands

Brand	Moment Marketing Condition		Control Condition
Adidas	High Brand-Moment Fit	Adidas + EURO 2016	Adidas + regular Post
Krombacher		Krombacher + EURO 2016	Krombacher + regular Post
Labello	Low Brand-Moment Fit	Labello + EURO 2016	Labello + regular Post
Edeka		Edeka + EURO 2016	Edeka + regular Post

Source: Compiled by the author

To simplify the questionnaire design and narrow down the wide range of possibilities, the following assumptions concerning the research design and data collection have been set:

1) *Platform:*

   To measure moment marketing activities in social media the decision was set to focus on social networks, more specifically on Facebook, being the biggest and most popular among them in Germany[5] and most relevant in terms of real-time content creation due to the large amount of regular users[6]. Moreover, previous literature examining customer engagement in Facebook reinforces the choice of the social networking platform (De Vries, Gensler, & Leeflan, 2012). The online questionnaires on the market research platform Qualtrics were distributed among the social network Facebook in different groups of bachelor students in order to assure that the amount of double answers from the same respondents was limited to a minimum, thus ensuring the monadic study design (students are less likely to obtain a second bachelor degree, thus the probability that respondents currently enrolled in a bachelor program at a certain university would also be enrolled in a second bachelor program was low, meaning that respondents were not exposed to more than one of the eight surveys if questionnaires were distributed via groups of bachelor students of eight different universities). Furthermore, IP-addresses of respondents were recorded and answers that came from the same address on more than one questionnaire were deleted from the data. A total of 401 answers were generated in the social network from the 7th until the 22nd of April 2017.

2) *Items:*

   The concept of brand equity will be tested in the four dimensions brand identity equal to brand awareness, brand meaning/image, brand response, as well as brand relationship/intentions to participate in social networks. Consumer-based brand equity constructs all related to research from Keller (1993, 2003).

3) *Monadic study:*

   The data collection was designed as a monadic study, meaning that each assessor only

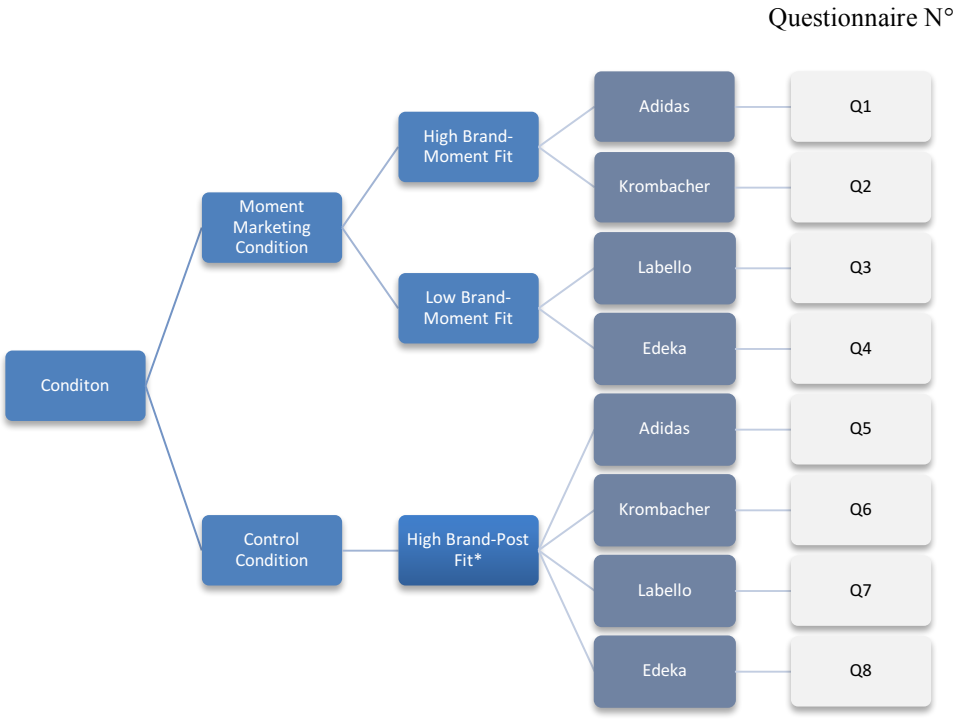
[5] see Appendix A Figure 29
[6] see Appendix A Figure 30

evaluates one stimulus. In this case a participant only answered one of the eight surveys in order to control for bias in responses due to the exposure of other questionnaires in the study (*see Figure 16*). Thus, randomization was of great importance, which will be discussed in more detail under *4.1.4.2. Sample Selection*.

4) *Procedure:*

In order to ensure transferability of the results and uniformity between the different groups, all eight questionnaires were of the same structure and course. After questions regarding the demographics of the subjects, a couple of screening questions were included to minimize biases from previous knowledge of the brand. Afterwards, respondents were exposed to three different posts of the brands either relating to the EURO 2016 (for the moment marketing group) or resembling a typical Facebook post of the brand without any relation to an event or moment (for the control group). In order to ensure the comparability of the different posts, the author composed each of the fictitious Facebook posts of the brands. For the moment marketing group, images were adapted to a connection of the EURO with each brand, though keeping the content of the post alike and simply conducting smaller adjustments to ensure that the post fits with the overall brand. For the control group, actual images from the Facebook brand pages were taken that transmitted a similar message and content of the heading of the post was brought in line among the brands. Images of moment marketing examples of the chosen brands were shown to respondents, thus only text and image attributes were considered when assembling the brand post, ignoring i.e. video content as a highly engaging tool. All fictitious brand posts used in this study can be found in *Appendix B under 8.2.5.1*. Brand post for Adidas, Krombacher, Labello and Edeka. To ensure respondents' attention to the posts a control question for the 'post liking' was added after each of the three posts. After the exposure to the Facebook posts, subjects were asked questions regarding the perceived fit of the EURO 2016 and the brand (for the control group the fit of the style of post with the brand was tested). Afterwards, questions regarding the brand equity items were asked and the questionnaire ended with respondents' evaluation of current brand associations as well as differentiated and complementary brand associations.

Figure 16 Classification of the questionnaires from this study according to means



*Note: The control condition reflected regular/normal Facebook posts of the brand, thus, all posts were of high fit with the brand

Source: Compiled by the author

4.1.4.2. Sample Selection

Non-probability sampling was conducted due to restrictions in social media presence of the respondents. In order to make the groups of respondents for each questionnaire comparable, quota sampling was used as the chosen method. Quota sampling is similar to regular random sampling with the difference of setting a fixed number of observations per group (Mooi & Sarstedt, 2011).

The sample group was constrained by two factors (Bruhn, Schoenmueller, & Schäfer, 2012): (1) Not all age groups are represented in social media; (2) Social media and its platforms are used selectively by users as every platform has different purposes. Therefore, age groups were mostly between the age of 18 and 34 years old[7]. Furthermore, it was ensured that participants of the survey are active on the social network Facebook and have been exposed to brand related content on brand like pages by sharing the online questionnaire via the social network and including questions concerning liking of brand pages. Moreover, the paper decided for respondents from Germany due to their medium activity level concerning

[7] See 5.1 "Descriptive of the sample population"

engagement and interactions on Facebook (Socialbakers, 2017). In fact, well- matched samples are proven to be more accurate in theoretical predictions and reduce influences of other environmental factors (Franke, Hofstede, & Bond, 1991). Germany is considered a country with medium number of social media followers on Facebook and a medium interaction on the network (n° of average fans 1 858 295; n° of average interaction 409 545), thus aiming to reflect consumer behavior with medium activity in social networks (Socialbakers, 2017). By choosing respondents from Germany it is expected to depict a representative image of impacts on brand equity with moment marketing according to a medium activity in consumer behavior in social networks.

Subjects were randomly assigned to one of the two moment conditions as well as the control group. Randomization assures that the impact of individuals' prior product schemas will not bias the results in any given treatment (Muijs, 2011). In each condition, subjects assessed moment-brand combinations (or post-brand combinations in the control group) representing the two similarity conditions (i.e., high brand-moment fit, low brand-moment fit) in comparison to the control condition. Cell sizes were evenly distributed, resulting in a uniform 50 subjects per cell assignment for the four MM conditions, as well as 30 subjects for each brand of the control condition.

A total of n=320 answers were collected, 120 of which came from the control group, whereas 200 respondents were of the MM condition. The sample of this study was naturally segmented by age group, due to respondents' obligatory profile on Facebook. Apart from that no further demographic restrictions have been applied to the sample.

4.1.4.3. Data groups and variables

It was necessary that respondents have a profile on Facebook in order to evaluate the brand posts in the later process. Thus, a screening question was included whether subjects have a profile on the social network or not. Due to the distrubution of the surveys solely via Facebook, it was evident that respondents had to have a profile on Facebook. However, if respondents answererd 'no' on the screening question they were redirected directly to the end of the survey, excluding them from analysis. Also, as frequency of use of the social network was of interest for the research a question concerning this was added as a screening variable. Following Schivinski (2016), two further screening questions were included prior to the questionaire to ensure that respondents had perceived a brand on Facebook and thus were eligible to participate in the experiment. The questions were: (1) 'Do you like/follow a brand

on Facebook?'[8] (2) 'How often do you see content from the brands you have liked/followed?'[9]. Furthermore, it was important that respondents were familiar with and liked the brand in order to eliminate biases related to different subjective attitudes toward the brands and have not been influenced by former seen posts of the brand relating to the moment of the EURO 2016. Thus, three more screening statements were included, rated on a seven point Likert-scale with 1=strongly disagree and 7=strongly agree, with 4=neither agree nor disagree: (3) 'I am familiar with brand x'[10], (4) 'I like brand x'[11] and (5) 'I have seen posts of brand x in the past where they relate to the EURO 2016'[12].

Furthermore, after each respondent's exposure to the examples of brand posts, consumers were to evaluate their liking of the seen post in order to ensure respondents' conscious awareness and close attention of the exemplary brand post.

Brand equity items & measurement

The CBBE construct consisting of brand identity/awareness, brand meaning/image, brand response and brand relationship/intentions to participate was measured according to previous research. Brand identity/awareness was measured using a three-item scale from Yoo et al. (2000), Yoo et al. (2001) and Buil et al. (2008). Brand meaning/image consisted of a combination of intangible brand imagery constructs and tangible brand performance indicators. Thus, brand meaning/image was measured using a six items according to Yoo et al. (2000), Yoo et al. (2001), Schivinski et al. (2015), Keller (2003b), Buil et al. (2008), Aaker (1991 & 1996) and Brakus et al. (2009). Brand response was tested on a scale of six items, relating to Zeithaml et al. (1996), Yoo et al. (2000), Buil et al. (2008), Aaker (1996), Keller, (2003b) and Del Río (2001). Brand relationship was measured in terms of intentions to participate on Facebook via reacting, sharing or commenting on a brand post on a three-item scale taken from Langaro et al. (2015).

Tested were only 'top of mind' or conscious brand associations opposed to research of McCarthy (2014) that suggested to test for unconscious associations as well.

[8] back translated from German measure: 'Liken/Folgen Sie einer Marke auf Facebook?'
[9] back translated from German measure: 'Wie oft sehen Sie Inhalte der Marke die sie liken/der Sie folgen auf Facebook?'
[10] back translated from German measure: 'Ich bin mit Marke x vertraut'
[11] back translated from German measure: 'Ich mag Marke x'
[12] back translated from German measure: 'Ich habe in der Vergangenheit Posts von Adidas gesehen, in denen auf die EM 2016 Bezug genommen wird'

Brand-moment fit items & measurement

In Pre-test 1, moment awareness and knowledge were measured using a four-item scale from Hoefler et al. (2002). Moment relevance and meaningfulness was measured with five items from to Speed et al. (2000). Finally, moments' knowledge transferability or brand-moment fit was measured using a six-item scale taken from Keller (2003b) and Speed et al. (2000).

Effect of brand moment fit on brand associations

The effect of brand-moment fit on brand associations from model 3 was measured according to changes in prior brand associations that were taken from pre-test (3). Three items were chosen for each brand, representing the most answered associations with the brand. Moreover, two more items for existing brand associations were consulted, as well as three items to test for differentiated/complementary brand associations. All items had relations to items taken from brand meaning/image and were adapted according to the research question.

All items, were to be rated on a seven-point Likert scale with 1=strongly disagree, 7=strongly agree, and 4=neither agree nor disagree, except for the three items of P which were rated on a seven-point scale of frequency with 1=never, 7=every time and 4=sometimes. The complete list of items can be found in Table 5.

Questionnaires in this study were in German in order to reduce misunderstandings and misinterpretations of questions by respondents due to language barriers. Back translation of the items/measurements by an independent translator was conducted in order to ensure comparability of the translations for quality and accuracy. During reconciliation, the original source material was compared with the back translation to look for issues where the meaning is confusing or slightly off in meaning. Under reconciliation, edits and adjustments are made as needed to optimize the final translation. All items in both languages (German and English) can be found in the *Appendix under 8.2.1. "Variables and Items"*.

4.1.4.4. Statistical Procedures

The data gathered throughout the procedures was analyzed with the use of different software: Microsoft Office Excel 2011 and IBM SPSS (version 22).

The first step in order to proceed with data analysis will be scale validation and reliability to test the internal consistency of the research tool used in the data collection process – the questionnaire – through the calculation and interpretation of the Cronbach's alpha (Muijs, 2011).

The second phase of the statistical procedure will be a descriptive analysis of the data gathered: Demographic aspects of the sample as a whole will be presented, as well as descriptive analysis of the two groups moment marketing condition and control condition in order to control for the homogeneity of the two groups.

The following step, and final within the context of statistical procedures, will be the test of hypothesis. The first four hypotheses concentrate on whether brand moment fit positively influences brand equity. It is proposed that the greater the fit between brand and moment, the greater will be the effect on brand equity. Thus, four linear regressions were pursued with IBM's SPSS (version 22).

Hypotheses H2 a-d were testing whether the effect of MM on BE is in fact greater than compared to a regular brand post (represented by the control group). Thus, the means of two groups were compared by an independent samples t-test in SPSS (version 22). Hypotheses 3 and 4 are concerning the effect of high brand moment fit vs. low brand moment fit on existing and differentiated brand associations. This was tested again via linear regression with SPSS (version 22).

Distributions among the answers were considered to be normal due to Central Limit Theorem which assumes a normal distribution when n is greater than 30. However, normality was validated in the tests of the simple linear regression in order to fulfill the assumptions.

4.1.4.4.1. Validity of the model

Validity gives answers to whether items to measure the constructs in this research are appropriate and describe the construct/variable well (Muijs, 2011).

Content validity of the items was assured due to the reference to prior research. All items that

describe a variable/construct were from previous research, thus validated before.

Predictive validity under the umbrella of criterion validity was assured by the design of screening questions in order to control for respondents that are eligible for the aims of the study (familiarity of the respondent with the brand). Familiarity scores lower than 4 (=neither agree nor disagree) were excluded from the dataset in order to assure reliability of answers for further analysis. Furthermore, a relationship between the constructs and the scale was validated through principal components analysis using statistical software SPSS (version 22).

4.1.4.4.2. Reliability of the model via Cronbach's Alpha

Reliability refers to the extent to which test scores are free of measurement error (Muijs, 2011). Because correlations among items are maximized and errors minimized when all items measure the same construct, Cronbach's alpha is widely believed to indirectly indicate the degree to which a set of items measures a single construct (Muijs, 2011). The Cronbach's alpha coefficient varies between 0 and 1 and is used to describe the reliability of factors extracted from questionnaires or scales. The closer the alpha value is to 1, the greater is the internal consistency of the scale (Gliem & Gliem, 2003) (*see Table 5*).

Table 5 Cronbach's Alpha coefficient and implied reliability

Alpha coefficient	Implied reliability
Below .50	Unacceptable
Above .50	Poor
Above .60	Questionable
Above .70	Acceptable
Above .80	Good
Above .90	Excellent

Source: George & Mallery, 2003:231

4.1.4.4.3. Dimensionality of the construct

The relationship structure und dimensionality of the variables was evaluated via a correlation matrix, with factor extraction from principal components analysis (PCA). Indicators like eigenvalues superior to 1, 'elbow points' in the scree plot and percentage of retained variance were evaluated in order to determine the number of factors to extract. In order to depict the belongingness of each variable to the component more clearly a rotated solution was chosen with the rotation method being a VARMIAX rotation with Kaiser Normalization. The rotated compound matrix then indicated the composition of items for each of the new factor.

4.1.4.4.4. Generalizability of the results

In order to be able to generalize the results of the sample to a larger population, it is necessary to set a cut-off point for the significance level, thus reducing the probability of a type I error. The significance level varies between 0 and 1, with smaller values indicating lower chances of making a type I error. A common cut-off point for the significance level is 0,05, meaning that the risk of concluding that a difference exists when in reality there is no difference is at 5% (Muijs, 2011). This study will also work with the standard sig. (2-tailed) cut-off point of 5%, as well as take a significance level of 10% into account, thus reducing type I error and being able to interpret and generalize results from this study accurately.

5. Research findings

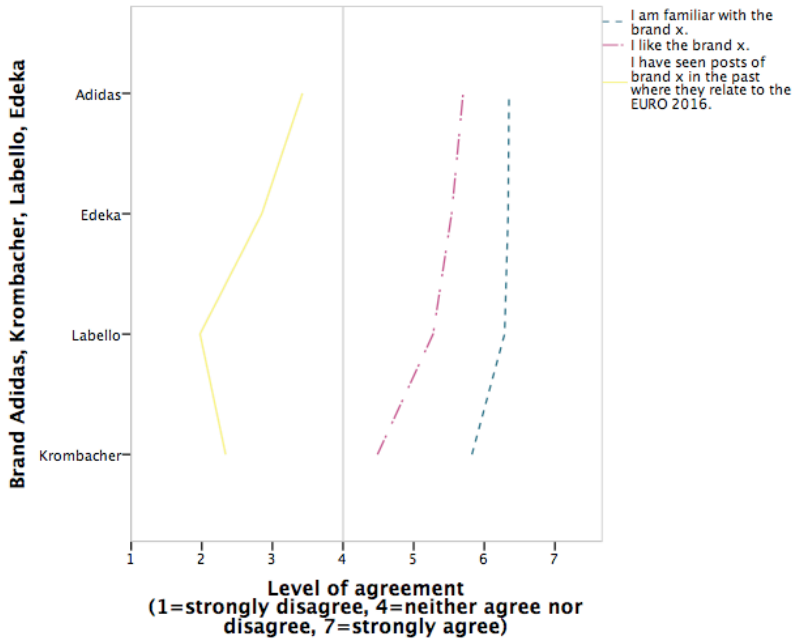
5.1. Descriptive of the sample population

A total of 11,67% of respondents did not complete the survey in the MM condition, whilst in the control condition 14,47% of subjects exited the questionnaire early. Moreover, 5% in the MM condition and 6,58% of respondents in the control condition were not eligible to be considered for further analysis due to answers that scored below the cut-off point of 4 (=neither agree nor disagree) for the question "How familiar are you with the brand". Thus, a total of 200 answers for the MM condition and 120 of responses for the control condition were generated[13]. A majority of 65% of respondents of the whole sample was female[14], with 62,5% of female answers in the MM condition and 69,2% of female respondents in the control condition. More than half of the subjects were between 25 and 34 years old and students of ages 18-34 were dominant in each of the two conditions as well. As it was a necessary criterion for participants of the study, all 320 respondents said that they have a profile on Facebook. Around 64% of the subjects use the social network Facebook several times per day, followed by 20% of respondents that indicated to use Facebook on a daily basis. 75% of Facebook users in this study are followers of a brand page on Facebook. However, content from the brand pages followed is seen by users rather irregularly and infrequently. For this study it was important, that participants were not influenced by previous brand posts that relate to the EURO. Furthermore, subjects needed to have some knowledge of the brand and have favorable opinions towards the brands in order to be eligible to answer questions regarding the equity of the brand. Thus, scores for brand familiarity and likability were high, whereas scores for brand posts relating to the EURO seen in the past were rather low (*see Figure 17*). Likeability scores for the shown brand post were comparable between the two groups, rating with a medium agreement. Agreement scores for brand awareness and positive brand image were moderately high in between the four brands,

[13] See Appendix B under 8.2.6.1.
[14] See Appendix B under 8.2.6.1.

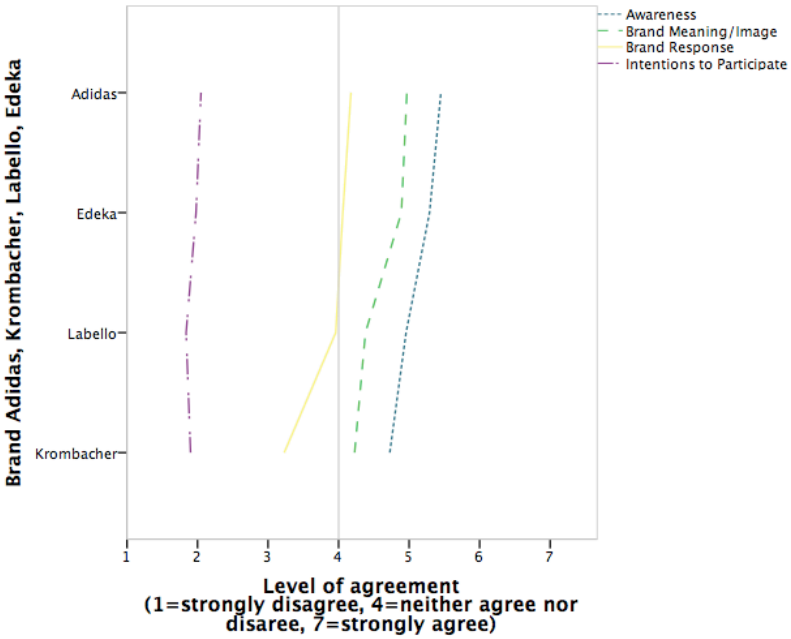
whereas subjects indicated medium scores for brand response and low scores for intentions to participate (*see Figure 18*).

Figure 17 Familiarity and likability of the brands and experience with brand posts relating to the EURO 2016



Source: adapted from SPSS outputs

Figure 18 Brand equity of the brands Krombacher, Edeka, Adidas and Labello

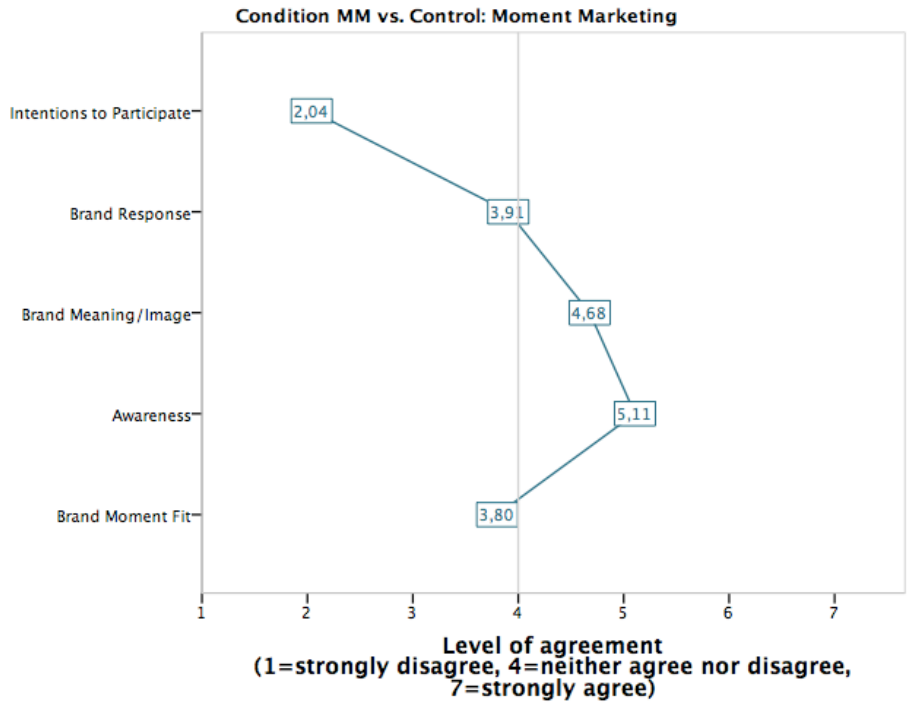


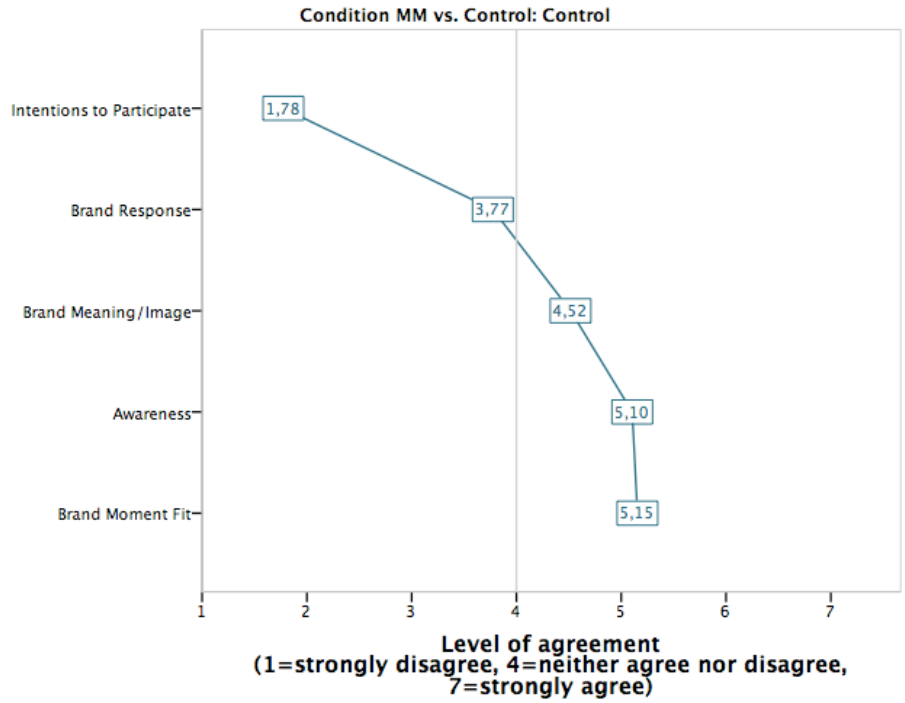
Source: adapted from SPSS outputs

Homogeneity of the two groups MM condition and CO condition

In order to control that the two conditions tested against each other in this study were of a homogenous nature, descriptive analyses were developed to depict each of the group's characteristics and make them comparable. In order to minimize manipulation by the author, it was important, that respondents were randomly assigned to one of the two conditions. Around 80 percent of Facebook users from the MM condition follow or like a brand on the social network, whereas in the control condition around 68% of respondents answered to do so. This gap of 12 percentage points might be due to the slightly younger respondents of the MM condition (≈90% between the age of 18-34) opposed to the control condition (≈86% between the age of 18-34), as well as more frequent usage of Facebook (≈95% several times per week or more in the MM condition; ≈92% several times per week or more in the control condition). Thus, even though more respondents from the MM group indicated to follow or like a brand on Facebook, they said to be exposed to content from these brand pages less frequently compared to respondents of the control group. Only 58% of respondents in the MM condition indicated to receive content from the brand pages liked several times per week or more, whereas 60% of the control group respondents said to received content that frequently. Concerning answers regarding brand equity items, the mean plots already indicate that there is little to no difference in brand equity perceptions in between the two groups of MM and the exposure to a regular brand post (*see Figure 19*).

Figure 19 Mean plots for BMF and BE in between the two groups MM condition and control condition





Source: adapted from SPSS outputs

Solely, means for brand-moment fit differ in between the groups, which is due to the general high fit of regular brand posts with the brands in the controlled condition.

5.2. Statistical Validations

5.2.1. Internal consistency and reliability

Internal consistency and reliability of the scales was tested by scores on Cronbach's alpha analysis. For each item and its subscales, an α-value was developed, thus indicating which set of questions describe the construct best. Values for each of the variables from Cronbach's alpha as well as excluded items due to α-values or due to PCA can be found in *Table 6*. It has to be noted here, that values for Cronbach's alpha are generally high with one exception. Because alpha scores fall below 0,6 for the items brand identity/awareness, which indicates a rather poor implied reliability, the further analysis cannot take into account this item. The low values for Cronbach's Alpha for awareness could be due to the number of items (3) for this variable or uncertainties among respondents. Furthermore, brand response was reduced to five items due to low correlations of BR6 with the other five items as well as a higher α-value after excluding the item.

Table 6 Validations for factor reduction of items

Variable	N° of Items	Scale	Cronbach's α[15]	Excluded Items	Decision based on	Extracted Factors/Name of Factor[16]
Brand-Moment Fit (BMF)	6	Likert Scale (1-7)	0,950	-	-	$1/BMF_{all}$
Brand Identity/ Awareness (AW)	3	Likert Scale (1-7)	*0,659*	*All* (AW1-AW3)	Cronbach's Alpha	-
Brand Meaning/ Image (BM)	6	Likert Scale (1-7)	0,875	BM4 – BM6	PCA*	$1/BM_{all}$
Brand Response (BR)	6	Likert Scale (1-7)	0,884	BR6	Cronbach's Alpha	$1/BR_{all}$
Existing Associations (EA)	3	Likert Scale (1-7)	0,888	-	-	$1/EA_{all}$
Differentiated Associations (DA)	3	Likert Scale (1-7)	0,820	-	-	$1/DA_{all}$
Brand Relationship/ Participation (P)	3	Likert Scale (1-7)	0,806	-	-	$1/P_{all}$

*see Table 8 and 9

Source: based on Outputs from SPSS

5.2.2. Dimensionality of the construct

In order to depict the underlying dimensions of the construct under analysis a PCA was conducted with IBM's SPSS (version 22) including all remaining items (after the reduction of items due to Cronbach's α values). All items from one construct e.g. BMF resulted in one new component thus supporting existing literature on the constructs except for brand meaning (*see Table 7*) which was split into two components after PCA.

[15] Output tables can be found at Annex B 8.2.6.3. under "Cronbach's alpha test for reliability"
[16] Output tables can be found at Annex B 8.2.6.4. under "Factor reduction and loadings of items"

Table 7 Rotated Component Matrix with all remaining variables after Cronbach's alpha

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
BMF1	,866	,022	-,014	,012	,100	,035
BMF2	,908	,048	-,015	-,004	,131	,077
BMF3	,882	-,009	-,063	,026	,099	,002
BMF4	,879	,061	,031	,051	,089	,032
BMF5	,912	,077	,006	,044	,009	-,021
BMF6	,826	,015	,028	,116	,133	-,024
BM1	,196	,513	,182	,143	,596	,092
BM2	,282	,352	,262	,119	,654	,073
BM3	,192	,330	,221	,138	,731	-,016
BM4	-,016	,751	,003	,114	,292	,307
BM5	,033	,666	,040	,146	,162	,372
BM6	,008	,682	,017	,047	,321	,434
BR1	,064	,722	,306	,193	-,220	-,192
BR2	,105	,859	,117	,197	,016	-,073
BR3	,054	,827	,093	,161	,154	-,113
BR4	,045	,782	,180	,075	,248	,085
BR5	,130	,696	,222	,009	,336	,242
EA1	,457	,446	,232	,055	,052	,497
EA2	,670	,202	,182	,122	-,017	,516
EA3	,710	,179	,083	,108	-,023	,471
DA1	-,023	,205	,852	,151	,148	-,001
DA2	,195	,124	,690	,168	,162	,318
DA3	-,122	,189	,835	,139	,140	-,042
P1	,102	,214	,101	,784	,203	,079
P2	,133	,192	,202	,787	-,112	,037
P3	,009	,130	,120	,857	,165	,009

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

a. Rotation converged in 19 iterations.

Source: adapted from SPSS Outputs

Whereas BM1-3 were depicting a compound on their own, BM4-6 were rather strongly related to brand response[17]. Thus, it was assumed, that BM4-6 are not reflecting brand meaning but rather define brand response. In order to depict the construct of brand meaning it was decided to reduce the number of items from 6 to 3, choosing BM1-3 to represent brand meaning in a new factor and eliminating BM4-6 from analysis at this point (*see Table 8*). Furthermore, due to the number of initial constructs as well as initial Eigenvalues λ for a sixth component of 0,914 (close to the desired value of 1) the number of new components from PCA was raised to six.

[17] Output tables can be found at Annex B 8.2.6.4. under "Factor reduction and loadings of items"

Table 8 Rotated Component Matrix with reduced items of BM

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
BMF1	,842	,015	,115	-,025	,014	,190
BMF2	,907	,030	,131	,005	-,003	,171
BMF3	,906	-,010	,072	-,029	,029	,071
BMF4	,848	,051	,111	,016	,056	,213
BMF5	,906	,088	,016	,009	,047	,144
BMF6	,850	,017	,109	,058	,117	,047
BM1	,134	,387	,720	,132	,146	,175
BM2	,217	,227	,752	,205	,125	,177
BM3	,162	,218	,796	,184	,143	,024
BR1	,011	,772	-,068	,228	,195	,081
BR2	,051	,853	,188	,055	,194	,122
BR3	,018	,808	,306	,042	,157	,036
BR4	,021	,732	,383	,166	,067	,113
BR5	,105	,610	,457	,230	,002	,205
EA1	,305	,358	,238	,151	,053	,692
EA2	,510	,134	,135	,098	,121	,749
EA3	,564	,114	,114	,009	,108	,696
DA1	-,014	,200	,161	,865	,153	,013
DA2	,146	,079	,213	,686	,163	,328
DA3	-,104	,197	,143	,848	,140	-,046
P1	,097	,177	,233	,108	,782	,058
P2	,101	,206	-,068	,182	,788	,139
P3	,010	,111	,176	,124	,856	-,006

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

a. Rotation converged in 6 iterations.

Source: adapted from SPSS Outputs

Finally, the components BMF_{all}, BR_{all}, BM_{all} and P_{all} were extracted for hypotheses 1 and 2. For hypotheses H3 and H4 the components EA_{all} and DA_{all} were extracted from PCA. The six new components together explain a total of 77,8% of the variability of the initial variables. The generated factor loadings for each new compound showed that all items on the compound have almost equal importance in describing the construct, thus for simplicity simple averages were calculated for each compound using Microsoft Excel 2011. To evaluate the adequacy of this analysis, it was necessary to verify if the following conditions are present: 1) The variables are metric; 2) The Kaiser-Meyer-Olkin statistic measures the adequacy of the analysis; 3) The variables must be correlated between themselves; 4) The Bartlett's test for matrix sphericity will confirm the correlations between variables.

5.3. Hypothesis 1

In the last step of empirical research, the paper strives to answer the given research questions by inductive statistical analysis. As the aim of research is to generate insights out of a sample that can be generalized to the whole population, a linear regression analysis was chosen as the appropriate analysis method.

To simplify the regression analysis, a principal components analysis has been performed in advance. Like this, the multi-dimensionality of BMF, BM, BR and P could be reduced to one

dimension[18]. As the first hypothesis only evaluates whether MM has an impact on brand equity, the control group was not taken into account at this point of research, thus resulting in a sample of 200 for the MM condition in hypothesis 1.

a) H1a: $AW = \beta_0 + \beta_1 * BMF + \varepsilon$

Due to an α-value below the acceptable 0,7, brand identity/awareness did not prove to be a reliable instrument in this research. Thus, the impact of BMF on AW from this research cannot be further evaluated.

b) H1b: $BM = \beta_0 + \beta_1 * BMF + \varepsilon$

This hypothesis tested if brand-moment fit (BMF) has a positive impact on consumer's brand meaning/image (BM). The value for R^2 and the preliminary analysis already indicated a moderate linear relationship between the variables BMF and BM. Correlations between the variables were moderately high (0,337), thus resulting in a positive linear association.

As defined by Cohen (1988), the association levels between variables can be classified according to the following:

Table 9 Classification of positive and negative Correlations

Classification	Positive Correlation	Negative Correlation
Absent	0 to 0,09	-0,09 to 0
Low	0,1 to 0,3	-0,3 to -1
Medium	0,3 to0,5	-0,5 to -0,3
High	0,5 to 1	-1 to -0,5

R^2 equals 0,114, meaning that only 11,4% of the variation of BM is explained by BMF and 88,6% is left unexplained. As this goodness of fit indicator for the regression line depicting the relationship between the two variables is considerably low at 11,4%, some researchers might argue that the regression line does not reflect actual behaviors of the variables. However, R^2 alone cannot be used as a cut-off value for the adequacy of the model fit. Especially in studies where human behavior/psychology is predicted and/or in cross-sectional study designs, low R^2 values are expected (Mooi & Sarstedt, 2011). Thus, the study assumes that low R^2 values can still reflect good model fit, especially after checking for the F-value in

[18] See Appendix B under 8.2.6.4.

ANOVA, which acts as a second indicator for the goodness of model fit (Mooi & Sarstedt, 2011). Sig (2-tailed)[19] from ANOVA has a value of 0,000. Thus, it can be concluded that the linear regression model under analysis is valid to continue with linear regression[20] [21]. Sig (2-tailed) of the coefficients supports H1 for the constant, thus the constant is needed in the model[22]. Moreover, Sig (2-tailed) of the explanatory variable is 0,000. Thus, the explanatory variable (brand-moment fit) significantly explains the dependent variable (brand meaning/image). Therefore, the equation of the linear regression model is:

$\hat{Y} = 3{,}247 + 0{,}269 * brand\text{-}moment\ fit$

With $\hat{\beta}_0 = 3{,}247$ being the level of BM when the BMF level equals zero and $\hat{\beta}_1 = 0{,}269$ being an increase of 0,269 in BM when the level of BMF increases by one unit.

In conclusion, after checking that the assumptions of the simple linear regression model are all completely fulfilled[23], it can be stated that the sample results can be used for prediction and results can be generalized. Consequently, BMF positively influences BM.

c) H1c: BR = β_0 + β_1* BMF + ε

In H1c, it has been examined if brand-moment fit (BMF) has a positive impact on consumer's brand response (BR). By the preliminary analysis and by the value of R^2 it was already evident that there is low linear relationship between the variables BMF and BR. The correlation matrix indicated a low positive linear association between the two variables (0,159) and R^2 was equal to 0,025, which means that only the 2,5% of the variation of BR is explained by BMF and 97,5% is left unexplained. As it was argued before, a low R^2 in this research is probably due to the prediction of human behavior in this study, which might lead to inconsistent answers among respondents and thus a low value for R^2. Due to a sig (2-tailed)[24] from ANOVA of 0,025, it can be concluded that the linear regression model under

[19] A significance level of α=5% is assumed

[20] H_0: R^2=0, H_1: $R^2 \neq 0$, H_0: the model is not valid H_1: the model is valid; H_0: $\beta_{1=\ldots}\ \beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: the model is not valid H_1: the model is valid

[21] See Appendix B under 8.2.7.2.

[22] H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: constant can be omitted H_1: constant is needed; H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: explanatory variable doesn't explain dependent H_1: explanatory variable significantly explains dependent variable

[23] See Appendix B under 8.2.7.2.3.

[24] A significance level of α=5% is assumed

analysis is valid to continue with linear regression[25] [26]. Sig (2-tailed) for the constant of the coefficients is equal to 0, indicating that the constant is needed in the model[27]. Moreover, sig (2-tailed) of the coefficient for the explanatory variable is equal to 0,025. Thus, it can be concluded that the explanatory variable (brand–moment fit) significantly explains the dependent variable (brand response). Therefore, the equation of the linear regression model is:

$\hat{Y} = 3{,}439 + 0{,}119 * \textit{brand-moment fit}$

With $\hat{\beta}_0 =$ 3,439 being the level of BR when the BMF level equals zero and $\hat{\beta}_1 =$ 0,119 being an increase of 0,119 in BR when the level of BMF increases by one unit.

In conclusion, after checking that the assumptions of the simple linear regression model are all completely fulfilled[28], it can be stated that the sample results can be used for prediction and results can be generalized. Consequently, BMF positively influences BR.

d) H1d: $P = \beta_0 + \beta_1 * BMF + \varepsilon$

Lastly it was to be tested if brand-moment fit (BMF) has a positive impact on consumer's brand relationship or intentions to participate (P). Preliminary analysis already suggested a low linear relationship between the variables BMF and P. This was proven by the values of the correlations of the two variables (0,245). R^2 is equal to 0,059, meaning that only 5,9% of the variation of P is explained by BMF, leaving 94,1% unexplained. The model, however, proved to be valid to continue with linear regression due to a sig (2-tailed)[29] from ANOVA of 0,00[30] [31]. Sig (2-tailed) for the constant of the coefficients is equal to 0, thus concluding, that

[25] H_0: R^2=0, H_1: $R^2 \neq 0$, H_0: the model is not valid H_1: the model is valid; H_0: $\beta_{1=\ldots} \beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: the model is not valid H_1: the model is valid

[26] see Appendix B under 8.2.7.3.

[27] H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: constant can be omitted H_1: constant is needed; H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: explanatory variable doesn't explain dependent H_1: explanatory variable significantly explains dependent variable

[28] see Appendix B under 8.2.7.3.3.

[29] a significance level of α=5% is assumed

[30] H_0: R^2=0, H_1: $R^2 \neq 0$, H_0: the model is not valid H_1: the model is valid; H_0: $\beta_{1=\ldots} \beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$,

[31] See Appendix B under 8.2.7.4.

the constant is needed in the model[32]. Moreover, sig. (2-tailed) of the coefficient for the explanatory variable is equal to 0,000, which indicates that the explanatory variable (brand-moment fit) significantly determines the dependent variable (brand relationship/intentions to participate). Therefore, the equation of the linear regression model is:

$\hat{Y} = 1{,}381 + 0{,}174 * \textit{brand-moment fit}$

With $\hat{\beta}_0 =$ 1,381 being the level of P when the BMF level equals zero and $\hat{\beta}_1 =$ 0,174 being an increase of 0,174 in P when the level of BMF increases by one unit.

In conclusion, after checking that the assumptions of the simple linear regression model are not completely fulfilled[33], it can be stated that the sample results cannot be used for prediction and results cannot be generalized, but can only be applied to this sample. Consequently, BMF positively influences P in this sample.

Table 10 summarizes research findings from H1a-d and lists standardized coefficients as well as t-values for the model under analysis.

Table 10 Hypotheses' standard coefficients, t-values and support

Hypotheses *(Direct Effects)*	Unstandardized coefficients	sig (2-tailed)	Hypothesis support
H1a Brand Moment Fit (BMF) → Brand Identity/Awareness (AW)	n/a	n/a	n/a
H1b Brand Moment Fit (BMF) → Brand Meaning/ Image (BM)	0,269	0,000	Supported** Supported*
H1c Brand Moment Fit (BMF) → Brand Response (BR)	0,119	0,025	Supported** Supported*
H1d Brand Moment Fit (BMF) → Brand Relationship/ Intentions to Participate (P)	0,174	0,000	Supported** Supported*

* if a significance level of 10% is assumed

** if a significance level of 5% is assumed

Source: compiled by the author according to Outputs from SPSS

5.4. Hypothesis 2

After it was validated that brand-moment fit has a positive effect on brand equity constructs, the paper strives to examine the degree of impact of BMF in moment marketing on BE in comparison to a regular brand post (control condition). Thus, independent samples t-test was

[32] H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: constant can be omitted H_1: constant is needed; H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: explanatory variable doesn't explain dependent H_1: explanatory variable significantly explains dependent variable

[33] See Appendix B under 8.2.7.4.3.

the chosen method in order to display if the means for the two groups (moment marketing condition vs. control condition) are significantly different.

Normality of the distribution was assumed according to a sample of n=200 for the moment marketing condition and n=120 for the control condition (all n>30 are assumed to perform normal). Thus, the total size of the sample for hypothesis 2 was n=320.

Levene's test for equality of variances[34] provides evidence that the two samples come from populations with equal variance of the variables BM and P[35]. The variable BR however comes from a population with unequal variance (*see Table 11*).

Table 11 Independent Samples t-Test for BE between the two conditions MM and control group

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand Meaning/Image all	Equal variances assumed	,991	,320	,692	318	,489	,10773	,15568	-,19857	,41403
	Equal variances not assumed			,686	244,171	,493	,10773	,15697	-,20146	,41693
Brand Response all	Equal variances assumed	8,552	,004	,835	318	,404	,12800	,15323	-,17347	,42947
	Equal variances not assumed			,805	222,726	,421	,12800	,15892	-,18517	,44117
Intentions to Participate all	Equal variances assumed	,580	,447	1,877	318	,061	,25068	,13359	-,01215	,51351
	Equal variances not assumed			1,912	265,446	,057	,25068	,13112	-,00749	,50886

Source: Output from SPSS

If a significance level of α=5% is assumed, the t-test for equality of means indicates that the means of the variables BM, BR and P are equal between the two sample groups (MM condition and control condition), supporting H0 that the two samples have equal means[36], thus rejecting hypotheses H2b-d of this paper. Brand relationship/intentions to participate however has the greatest difference in means between the two groups, indicating, that the MM condition has a slightly higher mean compared to the control condition. Nevertheless this difference in means between the two group for intentions to participate is insufficient for results of sig. (2-tailed) with a cut-off value of 5% of the t-test for equality of means. However, we can be 93,9% certain that MM in general has greater effects on intentions to participate compared to a regular brand post.

[34] H_0: $\sigma^2_1=\sigma^2_2$, H_1: $\sigma^2_1\neq\sigma^2_2$; H_0: the samples have equal variances, H_1: the sampled do not have equal variances

[35] A significance level of α=5% is assumed

[36] H_0: $\mu_1=\mu_2$, H_1: $\mu_1\neq\mu_2$; H_0: the samples have equal means, H_1: the sampled do not have equal means

Table 12 summarizes research findings from H2a-d and lists the means for the two conditions as well as the difference in means for the model under analysis.

Table 12 T-test results for equality of means between the two groups MM condition and control condition

Hypotheses *(Direct Effects)*	Mean MM condition	Mean Control condition	Mean difference	Hypothesis support
H2a $\mu_{AW(MMcondition)} \neq \mu_{AW(control\ condition)}$	n/a	n/a	n/a	n/a
H2b $\mu_{BM(MMcondition)} \neq \mu_{BM(control\ condition)}$	4,2717	4,1639	0,10773	Not supported** Not supported*
H2c $\mu_{BR(MMcondition)} \neq \mu_{BR(control\ condition)}$	3,8930	3,7650	0,12800	Not supported** Not supported*
H2d $\mu_{P(MMcondition)} \neq \mu_{P(control\ condition)}$	2,0449	1,7942	0,25068	Not supported** Supported*

* if a significance level of 10% is assumed

** if a significance level of 5% is assumed

Source: compiled by the author according to Outputs from SPSS

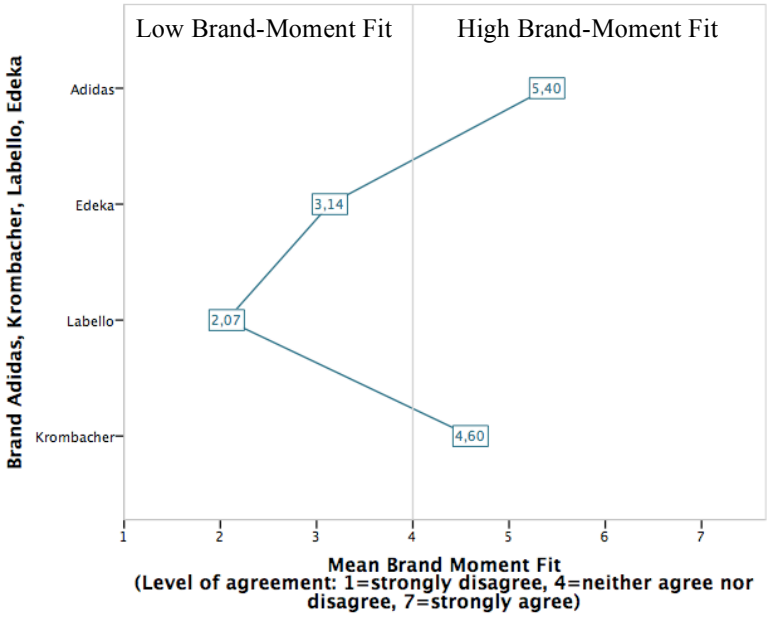
5.5. Hypotheses 3 & 4

Pre-test 2 already categorized the four chosen brands Krombacher, Adidas, Labello and Edeka according to their fit with the event of the EURO 2016. In the main study, this tendency was supported, thus classifying Krombacher and Adidas in the high brand-moment fit category, whereas Labello and Edeka show to be of low fit with the EURO 2016 (*shown in Figure 20*).

In the following, the paper distinguishes between HF (High Brand-Moment Fit), in this study mainly the brands Krombacher and Adidas and LF (Low Brand-Moment Fit), represented mainly by the brands Labello and Edeka. In order to depict high and low fit more accurately, all responses on the Likert-scale above 3,9 (with 4 being "neither agree nor disagree") were classified under the high-fit condition, whereas responses of 3,9 or lower were related to the low brand-moment fit condition. This resulted in a total of n=92 respondents for the high brand-moment fit condition opposed to n=108 subjects of the low brand-moment fit condition. Hypotheses H3 and H4 are testing whether the high brand-moment fit condition and the low brand-moment fit condition have influence on existing as well as new, differentiated brand associations. It is proposed that high brand-moment fit positively affects existing brand associations, while having no effect on differentiated and complementary associations. Furthermore, low brand-moment fit is expected to positively affect

differentiated and complementary brand associations, while having no effect on existing associations of the brand. As the aim of the research is to generate insights out of a sample that can be generalized to the whole population, a linear regression analysis was chosen as the appropriate analysis method. Due to the focus on the connection of the brand with the moment, the sample for this analysis considered solely the n=200 respondents from the MM condition.

Figure 20 Fit of the brands Krombacher, Adidas, Labello and Edeka with the event of the EURO 2016



Source: SPSS Output based on questionnaire

a) **H3a: EA = $\beta_0 + \beta_1$* HF (high-fit) + ε**

It has been examined whether high brand-moment fit (HF) has a positive impact on consumers' existing brand associations (EA). By the preliminary analysis and by the value of R^2 it was already evident that there is a moderate linear relationship between the variables HF and EA. In fact the correlation matrix suggested a high positive linear association between the two variables (0,506) with a R^2 equal to 0,256 (25,6% of the variation of EA is explained by HF and 74,4% is left unexplained). Sig (2-tailed)[37] from ANOVA has a value of 0,000, thus it can be concluded that the linear regression model under analysis is valid to continue with linear regression[38] [39]. Sig (2-tailed) of the coefficients supports H1 for the

[37] A significance level of α=5% is assumed

[38] H_0: R^2=0, H_1: $R^2 \neq 0$, H_0: the model is not valid H_1: the model is valid; H_0: $\beta_{1=\dots} \beta_{k=} 0$, H_1: $\exists \beta_k \neq 0$, H_0: the model is not valid H_1: the model is valid

[39] See Appendix B under 8.2.9.1.

constant. Thus, the constant is needed in the model[40]. Moreover, sig (2-tailed) of the explanatory variable is 0,000, supporting that the explanatory variable (high brand-moment fit) significantly explains the dependent variable (existing brand associations). Therefore, the equation of the linear regression model is:

*$\hat{Y}$ = 1,701 + 0,571 * high brand-moment fit*

With $\hat{\beta}_0 =$ 1,701 being the level of EA when the HF level equals zero and $\hat{\beta}_1 =$ 0,571 being an increase of 0,571 in EA when the level of HF increases by one unit.

In conclusion, after validating that the assumptions of the simple linear regression model are all completely fulfilled[41], it can be stated that the sample results can be used for prediction and results can be generalized. Hence, H1a is supported, thus, high brand-moment fit positively influences existing brand associations.

b) **H3b: DA = β_0 + β_1* HF (high-fit) + ε**

The paper proposed that high brand-moment fit (HF) has no effect on consumer's differentiated and complementary brand associations (DA). Preliminary analysis already suggested a low linear relationship between the two variables. The correlation matrix strengthened this assumption of a no linear association between the two variables with absent correlations of 0,091 and a low R^2 equal to 0,008 (0,8% of the variation of DA is explained by HF and 99,2% is left unexplained). Sig (2-tailed)[42] from ANOVA has a value of 0,386. Thus, it can be concluded that the linear regression model under analysis is not valid to continue with linear regression[43] [44]. Thus, the explanatory variable "high brand-moment fit" does not explain the dependent variable "differentiated associations".

Consequently, H3b is supported, thus, high brand-moment fit has no effect on differentiated brand associations for this sample.

[40] H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: constant can be omitted H_1: constant is needed; H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: explanatory variable doesn't explain dependent H_1: explanatory variable significantly explains dependent variable

[41] See Appendix B under 8.2.9.1.3.

[42] A significance level of α=5% is assumed

[43] H_0: R^2=0, H_1: $R^2 \neq 0$, H_0: the model is not valid H_1: the model is valid; H_0: $\beta_{1=\ldots} \beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: the model is not valid H_1: the model is valid

[44] See Appendix B under 8.2.9.2.

c) **H4a: DA = β_0 + β_1* LF (low-fit) + ε**

The paper proposed that low brand-moment fit (LF) positively affects consumer's differentiated and complementary brand associations (DA). By the preliminary analysis and by the value of R^2 it was already evident that there is a low to none linear relationship between the variables LF and DA. In fact, the correlation matrix confirmed a low to none positive linear association between the two variables (0,107) with a R^2 equal to 0,011, which means that 1,1% of the variation of DA is explained by LF and 98,9% is left unexplained. Sig (2-tailed)[45] from ANOVA has a value of 0,272. Thus, it can be concluded that the linear regression model under analysis is not valid to continue with linear regression[46] [47]. Thus, the explanatory variable "low brand-moment fit" does not explain the dependent variable "differentiated associations".

Consequently, H4a is rejected, thus, low brand-moment fit has no significant effect on differentiated and complementary brand associations.

d) **H4b: EA = β_0 + β_1* LF (low-fit) + ε**

Finally, low brand-moment fit (LF) is expected to have no effect on consumer's existing brand associations (EA). The preliminary analysis of the two variables indicated a moderate linear relationship between LF and EA. In fact, correlations for the two variables were rather high (0,535), thus confirming a positive linear association between the two variables. R^2 is equal to 0,286, which means that 28,6% of the variation of EA is explained by LF and 71,4% is left unexplained. ANOVA confirms, that the model under analysis is valid to continue with linear regression[48] [49] [50]. Sig (2-tailed) of the coefficients supports H1 for the constant. Thus, the constant is needed in the model[51]. Moreover, Sig (2-tailed) of the explanatory variable is 0,000, thus the explanatory variable (low brand-moment fit) significantly explains the

[45] A significance level of α=5% is assumed

[46] H_0: R^2=0, H_1: $R^2 \neq 0$, H_0: the model is not valid H_1: the model is valid; H_0: $\beta_{1=\dots} \beta_{k=} 0$, H_1: $\exists \beta_k \neq 0$, H_0: the model is not valid H_1: the model is valid

[47] See Appendix B under 8.2.9.3.

[48] a significance level of α=5% is assumed

[49] H_0: R^2=0, H_1: $R^2 \neq 0$, H_0: the model is not valid H_1: the model is valid; H_0: $\beta_{1=\dots} \beta_{k=} 0$, H_1: $\exists \beta_k \neq 0$, H_0: the model is not valid H_1: the model is valid

[50] see Appendix B under 8.2.9.4.

dependent variable (existing brand associations). Therefore, the equation of the linear regression model is:

$\hat{Y} = 1{,}435 + 0{,}690 * low\ brand\text{-}moment\ fit$

With $\hat{\beta}_0 =$ 1,435 being the level of EA when the LF level equals zero and $\hat{\beta}_1 =$ 0,690 being an increase of 0,690 in EA when the level of LF increases by one unit.

In conclusion, after checking that the assumptions of the simple linear regression model are all completely fulfilled[52], it can be stated that the sample results can be used for prediction and results can be generalized. Hence, H4b is not supported. Thus, low brand-moment fit positively influences existing brand associations, opposed to the hypotheses of the paper.

Table 13 summarizes research findings from H3a and b, as well as H4a and b, and lists standardized coefficients as well as t-values for the model under analysis.

Table 13 Hypotheses' standard coefficients, t-values and support

Hypotheses *(Direct Effects)*	Unstandardized coefficients	Sig. (2-tailed)	Hypothesis support
H3a High Brand Moment Fit (HF) → Existing Brand Associations (EA)	0,571	0,000	Supported* Supported**
H3b High Brand Moment Fit (HF) **no effect** Differentiated/complementary Brand Associations (DA)	0,113	0,386	Supported* Supported**
H4a Low Brand Moment Fit (LF) → Differentiated/complementary Brand Associations (DA)	0,139	0,272	Not Supported* Not Supported**
H4b Low Brand Moment Fit (LF) **no effect** Existing Brand Associations (EA)	0,690	0,000	Not supported* Not supported**

* if a significance level of 10% is assumed

** if a significance level of 5% is assumed

Source: compiled by the author according to Outputs from SPSS

[51] H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: constant can be omitted H_1: constant is needed; H_0: $\beta_{k=} 0$, H_1: $\exists\beta_k \neq 0$, H_0: explanatory variable doesn't explain dependent H_1: explanatory variable significantly explains dependent variable

[52] see Appendix B under 8.2.9.4.3.

6. Discussion

6.1. Conclusions

The shift in marketing from mass-market models to a personalized and interactive approach for selling goods and services and the purge of customer engagement (Kierzkowski, McQuade, Waitman, & Zeisser, 1996) led to a strong focus on digital media channels primarily for brand building, improving customers' knowledge and enhancing communication flows between the brand and the customer (Tiago & Veríssimo, 2014). However, decreasing conversation rates online and increasing costs for advertising led to fewer campaigns, more precise targeting and a great focus on engagement with the brand online (TVTY - The moment marketing company, 2016). The consumer interacting with a brand via social media expects less promotional content and more stories (Fulgoni, 2015), leading to greater online discussion between the consumer and the brand, generating positive feelings and empathy towards the brand (De Vries, Gensler, & Leeflan, 2012). Customer brand interaction via social media has the ability to deepen customers' engagement with the brand (Kotler & Keller, 2012), increase customers' involvement with the brand (Pavlou & Stewart, 2000), facilitate customers' decision process (Pavlou & Stewart, 2000), as well as increase perceptions of the value of the product and drive sales (De Vries, Gensler, & Leeflan, 2012). Thus, for marketers in social media it is essential to know which characteristics make branded content popular and what factors are conditioning consumer interaction (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014). Therefore, creating online content on the brand page that is considered attractive and interesting is key (Scott, The new rules of Marketing & PR, 2013). Often this content is relevant, engaging and memorable to the consumer and has little to do with the actual products sold by the brand but rather with the wants and needs of the audience that the brand would like to address (Davis, 2012). As a new trend in content marketing in social networks, the concept of moment marketing has arisen. Moment marketing as a communication strategy for content creation

under the umbrella of interactive marketing was expected to have an impact on equity measures of the brand including strengthening brand identity/awareness, brand meaning/image, brand response, as well as brand relationship/intentions to participate in social networks.

6.1.1. Impact on brand equity through interaction with event-related posts in social networks

The research found that MM has no significantly higher effect on brand identity/awareness, brand meaning/image and brand response compared to a regular brand post. However, consumers' intentions to participate slightly increase with content that is related to an event in MM. Thus, MM could be seen as tool for the boost of participation and engagement in social networks for brands that already display great awareness, likability, brand image and response behavior by consumers, which, in fact might in the long term have effects on deeper customer engagement with the brand (Kotler & Keller, 2012), an increase in customers' involvement with the brand (Pavlou & Stewart, 2000), facilitation of customers' decision process (Pavlou & Stewart, 2000), as well as increase perceptions of the value of the product and drive sales (De Vries, Gensler, & Leeflan, 2012) as these are all expected effects resulting from greater customer involvement online. In fact, some researchers argue that the main importance of firm-generated content in social media is to embrace communication with the customer and nurture the customer-brand relationship (Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016). If content creation in social media by brands is primarily used as a tool for acquiring or strengthening the relationship between the consumer and the brand, MM can be seen as a creative and effective strategy, especially when the event matches the interests of the target group and the brand fits well with the event.

6.1.2. The greater the perceived fit between the brand and the event, the greater the effect on brand equity

Brand-moment fit in this research showed to positively influence brand equity measures. This is in accordance with research concerning cognitive consistency (Boush and Loken 1991; Broniarczyk and Alba 1994; Keller and Aaker 1992; Speed and Thompson 2000) (as cited by Becker-Olsen & Hill, 2006), which proposes that two entities that are perceived in a similar way are perceived to be a good fit, thus providing a cosistent image even when the two entities are combined. Research found that a meaning transfer from one entity to another can take place when the two entities are perceived to fit well together (McCracken, 1989). Even

though the relationship between brand-moment fit is relatively low with correlations varying between 0,119 and 0,269 the tendency that high brand-moment fit has positive effects on brand equity measures is supported by this research. Furthermore, it has to be noted that not all equity items are affected by high brand-moment to the same degree. Brand identity/awareness and brand meaning/image are more influenced by the degree of brand-moment congruence than brand response and brand relationship/intentions to participate. Hence, brand-moment fit in MM is most relevant when the brand aims to increase identity/awareness and meaning/image.

6.1.3. Moment marketing as a driver for existing brand associations

In fact, this research found that high brand-moment fit strengthens the existing image of the brand (existing brand associations) with correlations of 0,506 but has no effect on differentiated and complementary associations of the brand.

Moreover, low-fit brand-moment combinations in this research proved to be having a great impact on existing brand associations with correlations of 0,535, as well as no significant impact on differentiated/complementary brand associations (correlations of 0,107). This result is opposed to expectations for the research based on existing literature by Hoeffler and Keller (2002) that proposed a complementary strategy for the development of new differentiated associations. Hence, with the aim of a company being the strengthening of existing brand associations the degree of perceived fit between the moment and the brand has no significantly different impact in terms of strengthening the existing brand image. In other words, high brand-moment fit and low brand-moment fit have almost equal impact on existing associations of the brand. However, when the aim of the company is to stimulate the creation of yet brand-unrelated associations (differentiated and complementary associations) a MM strategy would most probably not be the tool to use as moment marketing in general seems to have no significant role in the creation of differentiated associations. Thus, a MM or social media strategy for the formation of differentiated brand associations alone might not be the most effective due to almost no relationship between low brand-moment fit and complementary brand associations (correlations of 0,107).

Hence, it can be concluded, that brands should focus heavily on events that fit with the brand and the company behind it in order to retain credibility and gain effects on brand equity items. Nonetheless, in terms of strengthening existing brand associations the fit between the brand and the moment seems to be of no importance.

6.2. Research contributions

Regarding existing literature, this research contributes by providing new insights on the effects that MM has on consumer-based brand equity constructs.

The term moment marketing was just recently coined, which explains why no research from scientific journals can be found so far. Thus, this study acts as preliminary research in this field and thus has great scientific relevance. Results from this research contribute to findings in the related fields of digital content marketing and interactive marketing, hence being the first research that further defines characteristics of the content published in social media. Most research concerning content marketing focuses on the difference between firm-created and user-generated content. Contributing to previous studies, this research differentiates firm-created content further by the dimension of 'fit'. Thus, this study tests for highly aware and relevant content (pre-tested) under the two conditions of high fit with the brand and low fit with the brand against a controlled condition. Consequently, the underlying study provides guidance for social media marketers in how to construct content e.g. by linking it to an event.

6.3. Managerial implications

The main managerial implication that derives from this research is how MM should be used in the world of digital content marketing and interactive marketing. Because results show that MM has no significantly greater impact on most brand equity measurements than a regular brand post, marketers have to be careful as to what degree they are willing to spend time and resources on the creation of a MM strategy.

Especially, concerning consumers' intentions to participate in the social network Facebook, MM is a content strategy that has potential to increase participation via reactions to posts, commenting and sharing the post, thus strengthening engagement and, in the long-term might positively impact the consumer-brand relationship.

Furthermore, low fit as well as high fit combinations between the brand and the chosen event can stimulate existing brand associations alike whilst MM dos not have the power to give rise to differentiated and complementary associations alone. Nonetheless, marketers have to be careful as to what events to choose as event-brand fit, because two entities that are perceived to have no relation whatsoever might result in confusion by the consumer.

For MM to have any effect on brand equity, consumers' have to have great knowledge and

awareness of the event. Furthermore, the greater the relevance and meaningfulness of the event, the more knowledge has potential to be transmitted from the event to the brand (Hoeffler & Keller, 2002). Recently found specialized moment marketing companies are experts in identifying key moments and linking campaigns to events that are relevant for the brand (TVTY - The moment marketing company, 2016).

6.4. Limitations of the study

The results of this study have to be treated with caution due to several limitations of this research. Results from this research indicate that moment marketing strategies have mostly no advantage in terms of equity creation compared to a regular brand post. However, as moment marketing is described as a strategy, a company would have to have many posts relating to a moment in order to attain a relevant effect on the equity measures of the brand. The study however was limited to three brand posts per brand, which might not be enough to generalize results to a MM strategy that should include more posts than three. Also, a visual stimulus (post with image) used to measure attributes of social media marketing activities face difficulties in controlling possible error and could bias subjects responses due to personal dislike of the style of the post.

Brand posts in this study were manipulated by the author out of reasons for comparability and minimizing errors due to different likability of the brand post styles. However, brand post styles in this research might not reflect actual posts of the brands i.e. in their sense of humor, writing style, personal approach, image composition etc. Moreover, this study focused solely on brand posts that contain image and text compositions, ignoring videos and other forms of brand posts that could generate more attention and greater intentions to participate.

Also, this research only focused on a sample from Germany, thus making it difficult to generalize results to other countries. Different countries showed to have different social media usages, especially when it comes to participation in social networks (Socialbakers, 2017), thus insights from populations outside of Germany that differ in their social media engagement could provide insights especially for consumer behavior when motivations to participate in social networks is generally higher.

R^2 from the linear regression scored relatively low in between all the groups. Thus, residuals have high values because answers were not clearly distributed among the regression line. Therefore, the regression line drawn by SPSS might not reflect all the answers and, thus,

should be treated carefully when generalizing results.

The study design of experimental research might not reflect real-life situations and behaviors of respondents. In fact, MM is a strategy only on social media, which a brand would most likely not focus all its marketing activities on. Thus, consumers will be influenced by external stimuli coming from the same brand through different channels or even by other brands, which can alter opinions and responses of the consumer in different ways than depicted in this study under controlled conditions.

The study presented is limited to one event, more specifically a globally relevant sports event due to the necessity of a constant variable to make results comparable and keep the scope of the paper to a master thesis. However, this choice of event might not reflect MM in all of its possibilities and facets. I.e. the paper didn't control for the likability of the sports event but instead focused heavily on research concerning awareness/knowledge and relevance/meaningfulness of the event. Thus, it could be possible that results were biased due to personal dislike of the event type of the event itself.

Another important limitation of the study is the time sensitivity of the event in MM. As MM is a strategy that lives upon events that are relevant to the consumer at this exact moment in time, the event chosen for a MM strategy would most likely be an event that is of importance when the post is published, thus an event that is happening whilst the MM strategy is executed. In this research, however, the event of the EURO 2016 happened a year ago, which might have belittled consumer's reactions towards the posts presented.

6.5. Implications for future research

The majority of users of social networks in Germany are relatively young. Thus, future research should take social, economic and cultural differences into account when replicating this study. Furthermore, future studies in this field should contain an international sample to produce a stronger validation and generalization of findings.

Concerning the industries and brands chosen in this research, it might be necessary to consider more industries and brands in order to generalize results and obtain a bigger picture of the effects of MM. Furthermore, future research might want to compare different industries as these might differ in terms of social media engagement and generate different results.

Moreover, the underlying research was restricted to one event (the EURO 2016) because of the need for a constant variable in order to make results comparable and because it depicted real life situations more accurately (brands would most likely focus on one event for longer periods when designing a MM strategy). Hence, future research in this field could take more events into consideration and/or compare more aware vs. less aware and more relevant vs. less relevant events. Another approach for future studies would be to test for micro-moments as Warc & Deloitte (2016) foresee that the reference to micro-moments will have great potential for brands in social media. Furthermore, as results of this study might have been due to a small number of MM examples per brand (three), it might be relevant for future studies to create more than three posts per brand as this would depict a real-life situation for a MM strategy more accurately. Moreover, it could be tested to what degree the type of post in MM (characteristics/personality (i.e. humorous posts vs. serious posts), design (i.e. video, image, text, 360° video, live video etc.)) might generate greater effects on brand equity measures.

Future research should also try to relate MM activities to financial performance indicators in order to gain deeper insight into the benefits of MM on corporate financial success. Moreover, in addition to research testing for the effect on brand equity constructs, it might be interesting to determine the effect of MM on relationship marketing parameters as items for brand relationship/intentions to participate from this study showed to be impacted by MM to a greater extent than a regular brand post.

Another interesting direction for future studies in this field might be how well MM performs as a form of secondary brand associations like co-branding or sponsoring events in terms of effects on e.g. brand equity with relations to the input of human resources and funds.

Furthermore, when replicating this study, it might be of importance to control for sponsorship, testimonials, partnerships etc. that could impact the connection of the brand with the event. Thus, social media coverage of the event would then only be a result of another secondary brand associations like e.g. a sponsorship of the event.

Moreover, in order to respect time sensitivity of research on MM due to the necessity for the event to be currently happening, it might be of importance to conduct the data collection whilst the event testing for is happening e.g. such as during the World Championship in Soccer in 2018. By doing so, emotionality of respondents due the actuality of the event could be captured.

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APPENDIX

8. APPENDIX

8.1. APPENDIX A – Literature Review

Figure 21 Carlsberg moment marketing example with 'Game of Thrones'

Source: (Carlsberg, 2016)

Figure 22 Asos moment marketing example with 'Game of Thrones'

Source: (Asos, 2016)

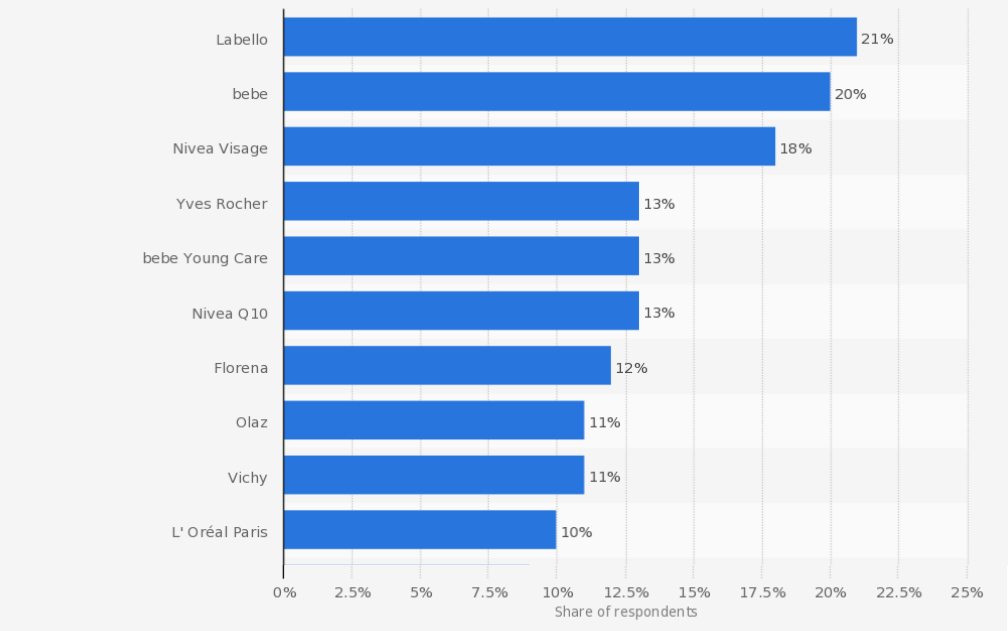
Figure 23 The Economist moment marketing example with 'Game of Thrones'

Source: (The Economist, 2016)

Figure 24 McDonalds moment marketing example with 'Game of Thrones'

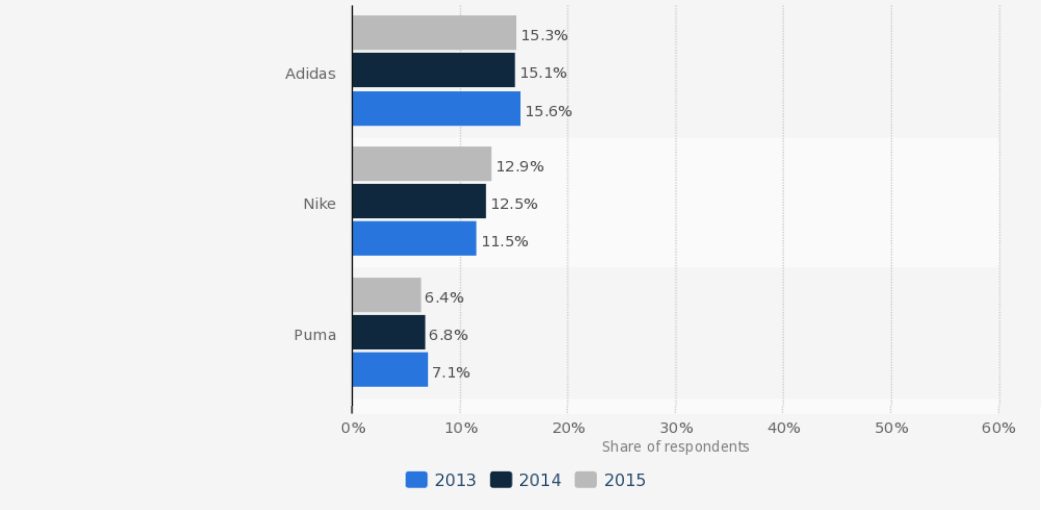
Source: (McDonalds, 2016)

Figure 25 Top ten used facial care brands in Germany in 2011



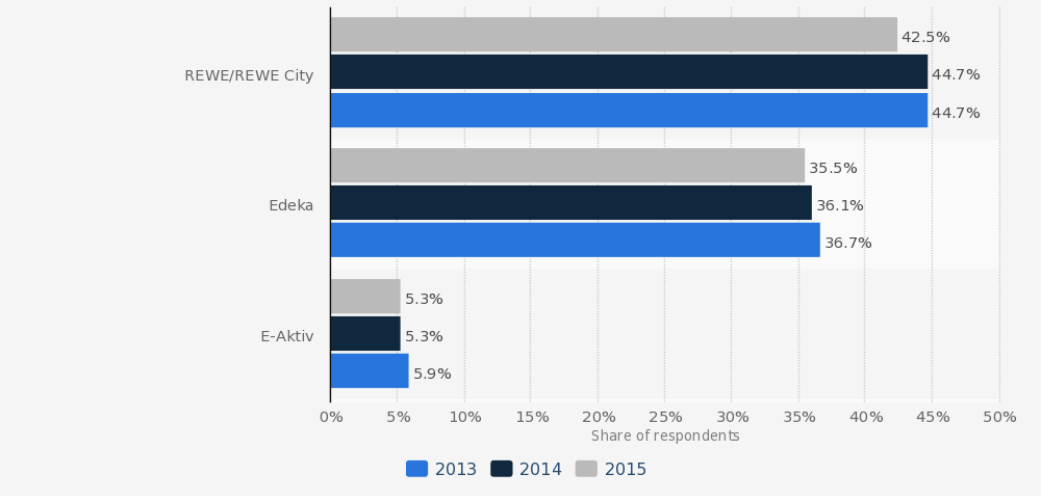
Source: shortened from (Statista, 2011)

Figure 26 Ranking of the most popular sports shoes brands in Germany from 2013 to 2015



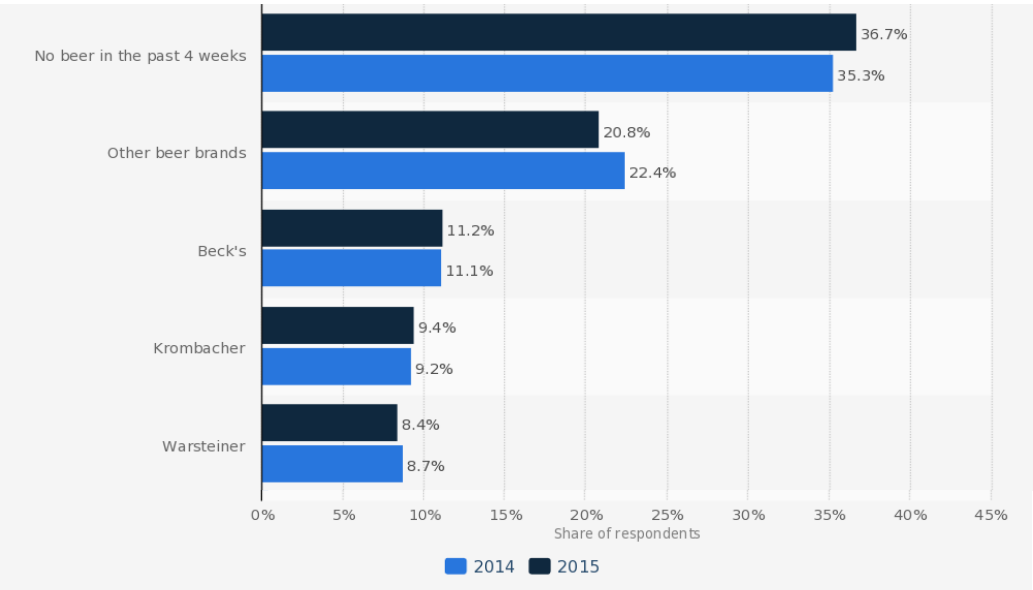
Source: shortened from (Statista, 2015a)

Figure 27 Ranking of the most popular supermarkets in Germany from 2013 to 2015



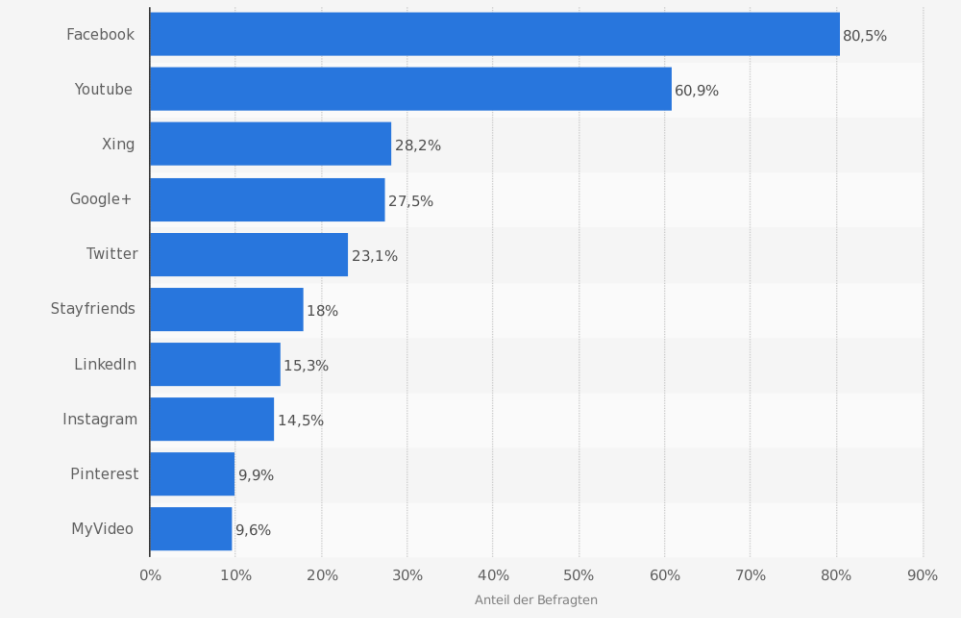
Source: shortened from (Statista, 2015b)

Figure 28 Ranking of the most popular beer brands in Germany in 2015



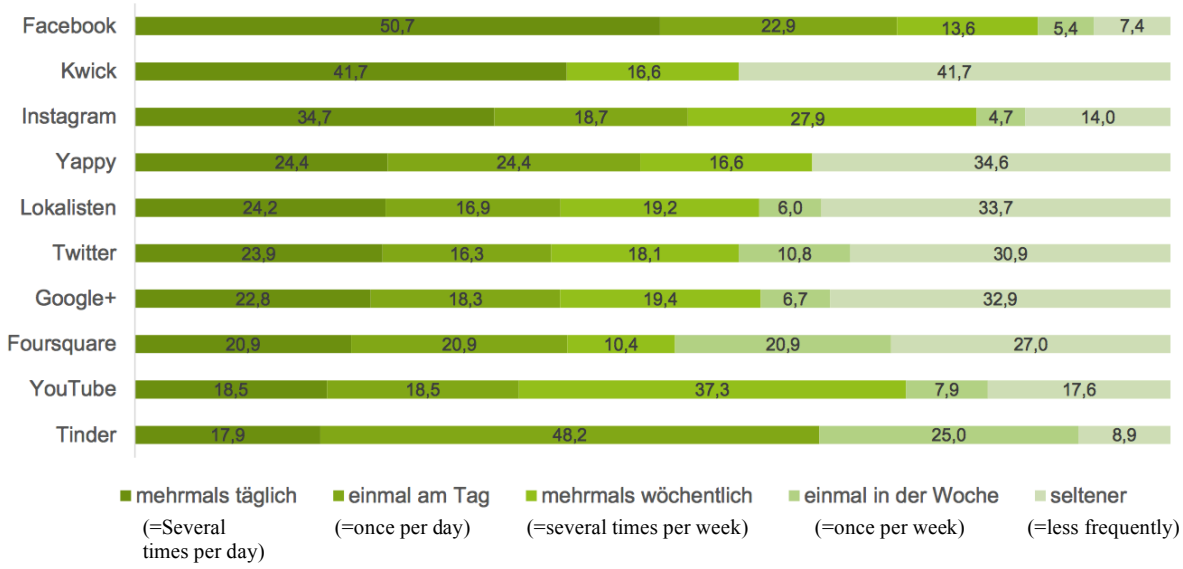
Source: shortened from (Statista, 2015c)

Figure 29 Usage of social media platforms in Germany in 2015



Source: (Statista, 2015d)

Figure 30 Frequency of use of different social networks in Germany in percent (%) in 2015



Source: (BurdaForward Social Trends, 2015)

8.2. APPENDIX B – Empirical Part

8.2.1. Variables and Items

Table 14 Variables and items for measurement in English and German translation

Brand Equity Variables	Measurement Items	Source
Brand Identity/ Awareness (AW)	**AW1** 'I can recognize brand x among other competing brands' *(Ich erkenne Marke x unter Marken der Konkurrenz)*	(Yoo et al. 2000)
	AW2 'Brand x is a brand I am very familiar with' *(Ich bin sehr vertraut mit Marke x)*	(Yoo et al. 2000, Buil et al. 2008)
	AW3 'I can easily recall advertisments of brand x' *(Es fällt mir leicht mich an Werbung von Marke x zu erinnern)*	(adapted from Yoo et al. 2001; Yoo et al. 2000)[53]
Brand Meaning/ Image (BM)	*Brand Imagery (intangible)*: **BM1** 'Several characteristics of brand x instantly come to my mind' *(Mir kommen viele Charaktereigenschaften von Marke x in den Sinn)*	(Schivinski et al., 2015; Yoo et al., 2001)
	BM2 'Brand x has a personality' *(Marke x hat eine Persönlichkeit)*	(Aaker, 1996; Buil et al. 2008)
	BM3 'Brand x is an emotional brand' *(Marke x ist eine emotionale Marke)*	(Aaker, 1996; Brakus et al., 2009)
	Brand Performance (tangible): **BM4** 'Brand x satisfies my needs' *(Marke x erfüllt meine Ansprüche)*	(Keller, 2003b)
	BM5 'Products of brand x are worth their price' *(Produkte von Marke x sind ihren Preis wert)*	(Schivinski et al., 2015)
	BM6 'Brand x offers very good quality products' *(Marke x hat Produkte von hoher Qualität)*	(Yoo et al. 2000; Aaker 1991, 1996)

[53] original measure: I can quickly recall the symbol or logo of X (Yoo et al. 2001:14; Yoo et al. 2000:203)

Brand Response (BR)	*Intentions to Purchase*	
	BR1 'I will not buy competing brands if brand x is available at the store' *(Ich kaufe keine Konkurrenzmarken wenn Marke x erhältlich ist)*	(Yoo et al. 2000; Buil et al. 2008)
	BR2 'I will recommend brand x frequently to friends who ask for my advice' *(Ich werde Marke x regelmäßig meinen Freunden empfehlen, die mich um Rat bitten)*	(Zeithaml et al. 1996)
	BR3 'I will buy brand x frequently' (*Ich werde regelmäßig Marke x kaufen*)	(Zeithaml et al., 1996)
	Brand Response:	
	BR4 'I have positive feelings toward brand x' *(Ich habe positive Gefühle zu Marke x)*	(Keller, 2003b)
	BR5 'The company which makes brand x has credibility' *(Die Firma von Marke x ist glaubwürdig)*	(Aaker, 1996; Buil et al. 2008)
	BR6 'If Brand X decided to sell products other than …, I would probably buy them' *(Falls Marke x beschließt, andere Produkte als … zu verkaufen, würde ich diese trotzdem noch kaufen)*	(Del Río, Vázquez, & Iglesisas, 2001)
Brand Relationship/ Intentions to Participate (P)	**P1** 'I will react to posts, photos or videos at the brand page (BP) in form of 'like' 'love' 'haha' 'wow' 'sad' 'angry'' *(Ich werde auf Posts, Fotos oder Videos auf der Markenseite in Form von "gefällt mir", "love", "haha", "wow", "traurig", "wütend" reagieren)*	(Langaro, Rita, & Salgueiro, 2015)
	P2 'I will comment the posts published at the BP' *(Ich werde Posts auf der Markenseite kommentieren)*	(Langaro, Rita, & Salgueiro, 2015)
	P3 'I will share with friends the content published at the BP' *(Ich werde Posts der Markenseite mit Freunden teilen)*	(Langaro, Rita, & Salgueiro, 2015)
BMF Variables	Measurement Items	Source
Moment Awareness/ Knowledge (MAK) (Pretested)	MAK1 'I am familiar with this moment' *(Mir ist dieses Event vertraut)*	(Hoefler et al. 2002)
	MAK2 'I have strong, favorable and unique associations about the moment' *(Ich habe starke, positive und einzigartige Assoziationen zu diesem Event)*	(Hoefler et al. 2002)

	MAK3 'The moment gives rise to positive feelings' *(Das Event erzeugt positive Gefühle)*	(Hoefler et al. 2002)
	MAK4 ' I can easily describe the moment to a friend' *(Ich kann das Event sehr leicht einem Freund beschreiben)*	(Hoefler et al. 2002)
Moment Relevance/ Meaningfulness (MRM) (Pretested)	**MRM1** 'I am a strong supporter of this moment' *(Ich bin ein starker Unterstützer dieses Events)*	(Speed et al. 2000)
	MRM2 'I enjoy following coverage of this moment' *(Ich genieße es Berichterstattungen über das Event zu verfolgen)*	(Speed et al. 2000)
	MRM3 'This moment is important to me' *(Das Event ist mir sehr wichtig)*	(Speed et al. 2000)
	MRM4 'This is a significant moment' *(Dies ist ein bedeutsames Event)*	(Speed et al. 2000)
	MRM5 'This moment is important to where I live' *(Dieses Event ist wichtig in meinem Herkunftsland)*	(Speed et al. 2000)
Brand-Moment Fit/ Brand-Post Fit (Control) (BMF)	**BMF1** 'The type of moment that is linked to brand x is very much in line with its core'/ 'The type of brand post is very much in line with brand x's core' *(Der Event-Typ der EM 2016 entspricht dem Kern der Marke x/ Der Marken Post entspricht dem Kern der Marke x)*	(Keller et al., 1992)
	BMF2 'Supporting this moment is very appropriate as it "fits" very well with brand x'/ 'The brand post is very appropriate as it "fits" very well with brand x' *(Dieses Event zu unterstützen, ergibt Sinn, da eine große Übereinstimmung zwischen Marke x und Event vorhanden ist/ Dieser Marken Post ergibt Sinn, da eine große Übereinstimmung zwischen Post und Marke vorhanden ist)*	(adapted from (Speed et al., 2000))[54]
	BMF3 'There is a logical connection between the moment and brand x'/ 'There is a logical connection between the post and brand x'	(Speed et al., 2000)

[54] original measure: 'The sponsor and the event fit together well.' (Speed et al. 2000:231)

	(Es gibt eine logische Verbindung zwischen dem Event und der Marke x/ Es gibt eine logische Verbindung zwischen dem Post und Marke x)	
	BMF4 'The image of the moment and the image of brand x are similar'/ 'The brand post is in accordance with brand x's image' *(Das Image der Marke x und das Image des Events sind sich ähnlich/ Der Marken Post stimmt mit dem Image der Marke überein)*	(Speed et al., 2000)
	BMF5 'Brand x and the moment stand for similar things'/ 'The brand post supports what brand x stands for' *(Marke x und das Event stehen für ähnliche Dinge/ Der Marken Post unterstützt für was Marke x steht)*	(Speed et al., 2000)
	BMF6 'It makes sense to me that brand x relates to this moment'/ 'It makes sense to me that brand x would create this brand post' *(Es ergibt Sinn für mich, dass sich Marke x auf dieses Event bezieht/ Es ergibt Sinn für mich, dass Marke x diesen Marken Post erstellt)*	(Speed et al., 2000)
Change in Brand Associations Variables	Measurement Items	Source
Existing Brand Associations (EA)	*Associations x,y & z for Adidas (sport/apparel):* sportive, modern and young *(sportlich, modern und jung)* *Associations x,y & z for Krombacher (alcoholic beverages):* Masculine, environmentally aware & fresh/refreshing *(maskulin, umweltbewusst & frisch/erfrischend)* *Associations x,y & z for Labello (cosmetics/face care):* Feminine, caring & practical *(feminin, pflegend & praktisch)* *Associations x,y & z for Edeka (retail/supermarket):* Fresh, high quality & diverse *(Frisch, hochwertig & vielseitig)* **EA1**: 'After seeing the brand posts I think that brand x is a …(associations x, y & z) brand' *(Nachdem ich die Marken Posts gesehen habe denke ich, dass Marke x eine …(Assoziationen x, y, & z)*	(all ssociations adapted from Pre-Test (3))

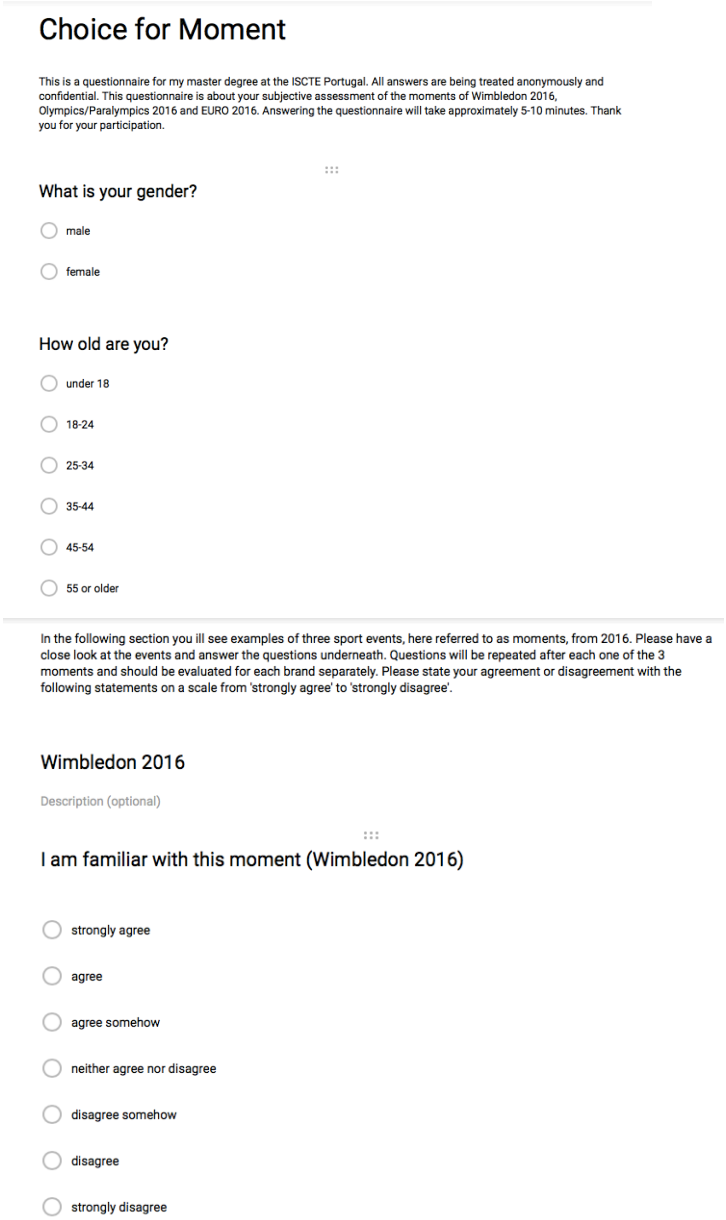
	Marke ist) **EA2**:' The ideas and images that come to mind when thinking about brand x are strengthened by the brand posts' *(Die Ideen und Bilder die mir in den Kopf kommen wenn ich an Marke x denke wurden durch die Marken Posts verstärkt)* **EA3**: 'Characteristics I ascribed to brand x are supported by the brand posts' *(Die Charaktereigenschaften die ich Marke x zuschreibe wurden durch die Marken Posts unterstützt)*
Differentiated/Complementary Brand Associations (DA)	**DA1**: 'After reading the brand posts I see new facets of brand x' *(Nachdem ich die Marken Posts von Marke x gelesen habe, sehe ich neue Facetten von Marke x)* **DA2**: 'The ideas and images that come to mind when thinking about brand x are complemented by the brand posts' (*Die Ideen und Bilder die mir in den Kopf kommen wenn ich an Marke x denke wurden durch die Marken Posts ergänzt)* **DA3**: 'After reading the brand posts, I see characteristics of brand x that I did not see before' *(Nachdem ich die Marken Posts gelesen habe, sehe ich Charaktereigenschaften von Marke x die ich vorher nicht gesehen habe)*

Note: "x" is replaced by the brand name in the questionnaire

8.2.2. Pre-Test 1

8.2.2.1. Pre-Test 1 Questionnaire

Figure 31 Pre-test 1 Questionnaire



Choice for Moment

This is a questionnaire for my master degree at the ISCTE Portugal. All answers are being treated anonymously and confidential. This questionnaire is about your subjective assessment of the moments of Wimbledon 2016, Olympics/Paralympics 2016 and EURO 2016. Answering the questionnaire will take approximately 5-10 minutes. Thank you for your participation.

What is your gender?

- male
- female

How old are you?

- under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older

In the following section you ill see examples of three sport events, here referred to as moments, from 2016. Please have a close look at the events and answer the questions underneath. Questions will be repeated after each one of the 3 moments and should be evaluated for each brand separately. Please state your agreement or disagreement with the following statements on a scale from 'strongly agree' to 'strongly disagree'.

Wimbledon 2016

Description (optional)

I am familiar with this moment (Wimbledon 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I have strong, favorable and unique associations about the moment (Wimbledon 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

The moment (Wimbledon 2016) gives rise to positive feelings

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I can easily describe the moment (Wimbledon 2016) to a friend

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I am a strong supporter of this moment (Wimbledon 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I enjoy following coverage of this moment (Wimbledon 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

This moment (Wimbledon 2016) is important to me

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

This is a significant moment (Wimbledon 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

This moment (Wimbledon 2016) is important to where I live

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

EURO 2016

I am familiar with this moment (EURO 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I have strong, favorable and unique associations about the moment (EURO 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

The moment (EURO 016) gives rise to positive feelings

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I can easily describe the moment (EURO 2016) to a friend

- strongly agree
- agree
- agree somehow
- heiter agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I am a strong supporter of this moment (EURO 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I enjoy following coverage of this moment (EURO 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

This moment (EURO 2016) is important to me

- strongly agree
- agree

- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

This is a significant moment (EURO 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

This moment (EURO 2016) is important to where I live

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

Olympics/Paralympics 2016

Description (optional)

I am familiar with this moment (Olympics 2016)

- strongly agree
- agree

- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I have strong, favorable and unique associations about the moment (Olympics 2016)

- strongly agree
- agree
- agree somehow
- heiter agree nor disagree
- disagree somehow
- disagree
- strongly disagree

The moment (Olympics 2016) gives rise to positive feelings

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

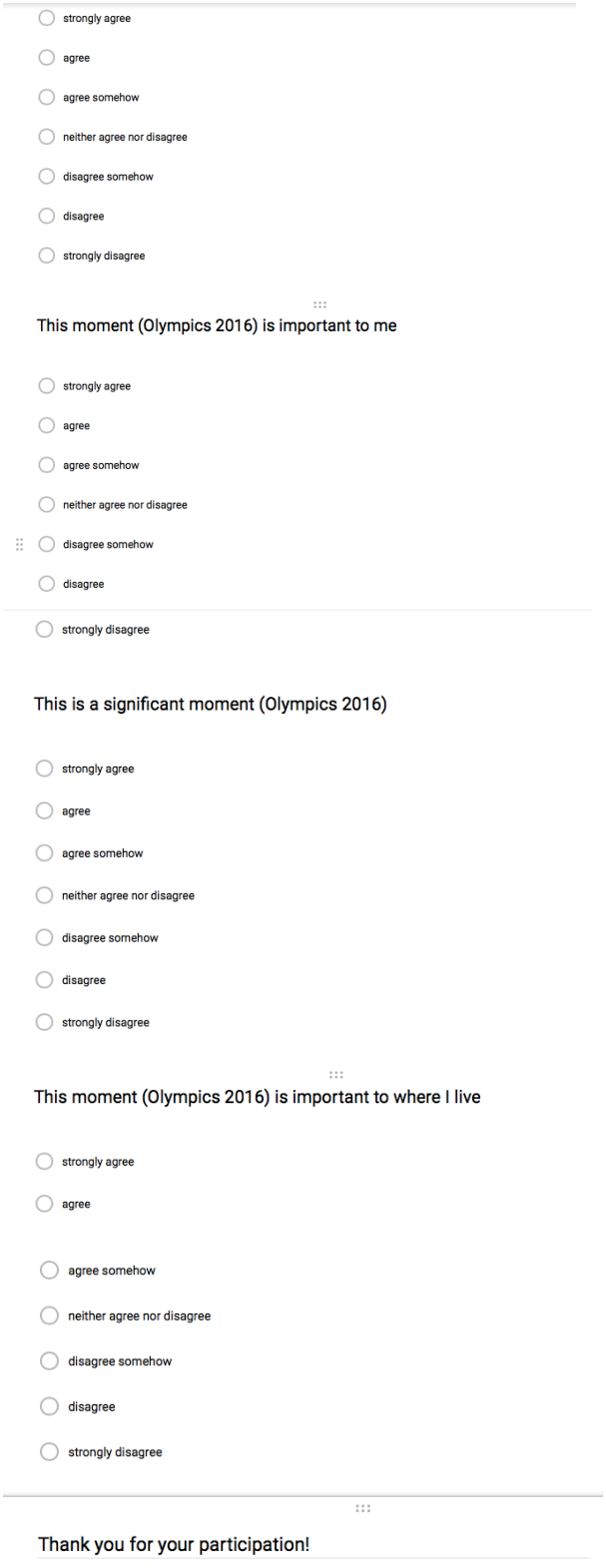
I can easily describe the moment (Olympics 2016) to a friend

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I am a strong supporter of this moment (Olympics 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

I enjoy following coverage of this moment (Olympics 2016)



8.2.2.2. Pre-Test 1 PCA Factor Reduction & Loadings

I. WIMBLEDON 2016

a) Moment Awareness & Knowledge (MAK):

Table 15 Correlation matrix: MAK for Wimbledon 2016

Correlation Matrix

		I am familiar with this moment.	I have strong, favorable and unique associations about the moment.	The moment gives rise to positive feelings.	I can easily describe the moment to a friend.
Correlation	I am familiar with this moment.	1,000	,748	,786	,895
	I have strong, favorable and unique associations about the moment.	,748	1,000	,878	,726
	The moment gives rise to positive feelings.	,786	,878	1,000	,772
	I can easily describe the moment to a friend.	,895	,726	,772	1,000

Table 16 KMO and Bartle's test: MAK for Wimbledon 2016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,783
Bartlett's Test of Sphericity	Approx. Chi-Square	111,472
	df	6
	Sig.	,000

Table 17 Variance explained by factor: MAK for Wimbledon 2016

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,403	85,076	85,076	3,403	85,076	85,076
2	,374	9,362	94,438			
3	,119	2,972	97,409			
4	,104	2,591	100,000			

Extraction Method: Principal Component Analysis.

Table 18 Factor loadings for component: MAK for Wimbledon 2016

Component Matrix[a]

	Component
	1
The moment gives rise to positive feelings.	,931
I am familiar with this moment.	,930
I can easily describe the moment to a friend.	,920
I have strong, favorable and unique associations about the moment.	,908

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

b) Relevance & Meaningfulness (MRM):

Table 19 Correlation matrix: MRM for Wimbledon 2016

Correlation Matrix

		I am a strong supporter of this moment.	I enjoy following coverage of this moment.	This moment is important to me.	This is a significant moment.	This moment is important to where I live.
Correlation	I am a strong supporter of this moment.	1,000	,785	,910	,630	,583
	I enjoy following coverage of this moment.	,785	1,000	,850	,473	,591
	This moment is important to me.	,910	,850	1,000	,687	,695
	This is a significant moment.	,630	,473	,687	1,000	,633
	This moment is important to where I live.	,583	,591	,695	,633	1,000

Table 20 KMO and Bartle's test: MRM for Wimbledon 2016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,807
Bartlett's Test of Sphericity	Approx. Chi-Square	121,073
	df	10
	Sig.	,000

Table 21 Variance explained by factor: MRM for Wimbledon 2016

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,755	75,107	75,107	3,755	75,107	75,107
2	,606	12,123	87,231			
3	,397	7,942	95,172			
4	,176	3,526	98,699			
5	,065	1,301	100,000			

Extraction Method: Principal Component Analysis.

Table 22 Factor loadings for component: MRM for Wimbledon 2016

Component Matrix[a]

	Component
	1
This moment is important to me.	,964
I am a strong supporter of this moment.	,912
I enjoy following coverage of this moment.	,863
This moment is important to where I live.	,800
This is a significant moment.	,781

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

II. EURO 2016

a) Moment Knowledge & Awareness (MAK):

Table 23 Correlation matrix: MAK for EURO 2016

Correlation Matrix

		I am familiar with this moment.	I have strong, favorable and unique associations about the moment.	The moment gives rise to positive feelings.	I can easily describe the moment to a friend.
Correlation	I am familiar with this moment.	1,000	,499	,565	,733
	I have strong, favorable and unique associations about the moment.	,499	1,000	,853	,674
	The moment gives rise to positive feelings.	,565	,853	1,000	,689
	I can easily describe the moment to a friend.	,733	,674	,689	1,000

Table 24 KMO and Bartle's test: MAK for EURO 2016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,735
Bartlett's Test of Sphericity	Approx. Chi-Square	75,004
	df	6
	Sig.	,000

Table 25 Variance explained by component: MAK for EURO 2016

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,013	75,320	75,320	3,013	75,320	75,320
2	,611	15,268	90,588			
3	,235	5,886	96,474			
4	,141	3,526	100,000			

Extraction Method: Principal Component Analysis.

Table 26 factor loadings of component: MAK for EURO 2016

Component Matrix[a]

	Component
	1
The moment gives rise to positive feelings.	,901
I can easily describe the moment to a friend.	,892
I have strong, favorable and unique associations about the moment.	,878
I am familiar with this moment.	,796

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

b) Moment Relevance & Meaningfulness (MRM):

Table 27 Correlation matrix: MRM for EURO 2016

Correlation Matrix

		I am a strong supporter of this moment.	I enjoy following coverage of this moment.	This moment is important to me.	This is a significant moment.	This moment is important to where I live.
Correlation	I am a strong supporter of this moment.	1,000	,856	,881	,722	,186
	I enjoy following coverage of this moment.	,856	1,000	,933	,837	,441
	This moment is important to me.	,881	,933	1,000	,799	,447
	This is a significant moment.	,722	,837	,799	1,000	,496
	This moment is important to where I live.	,186	,441	,447	,496	1,000

Table 28 KMO and Bartle's test: MRM for EURO 2016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,794
Bartlett's Test of Sphericity	Approx. Chi-Square	143,562
	df	10
	Sig.	,000

Table 29 Variance explained by factor: MRM for EURO 2016

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,744	74,883	74,883	3,744	74,883	74,883
2	,862	17,248	92,130			
3	,235	4,697	96,827			
4	,100	2,005	98,832			
5	,058	1,168	100,000			

Extraction Method: Principal Component Analysis.

Table 30 Factor loadings of the component: MRM for EURO 2016

Component Matrix[a]

	Component
	1
I enjoy following coverage of this moment.	,965
This moment is important to me.	,963
This is a significant moment.	,904
I am a strong supporter of this moment.	,885
This moment is important to where I live.	,535

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

III. OLYMPICS 2016

a) Moment Awareness & Knowledge (MAK):

Table 31 Correlation matrix: MAK for Olympics 2016

Correlation Matrix

		I am familiar with this moment.	I have strong, favorable and unique associations about the moment.	The moment gives rise to positive feelings.	I can easily describe the moment to a friend.
Correlation	I am familiar with this moment.	1,000	,422	,143	,388
	I have strong, favorable and unique associations about the moment.	,422	1,000	,808	,637
	The moment gives rise to positive feelings.	,143	,808	1,000	,482
	I can easily describe the moment to a friend.	,388	,637	,482	1,000

Table 32 KMO and Bartle's test: MAK for Oympics 2016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,603
Bartlett's Test of Sphericity	Approx. Chi-Square	52,323
	df	6
	Sig.	,000

Table 33 Variance explained by factor: MAK for Olympics 2016

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,497	62,431	62,431	2,497	62,431	62,431
2	,892	22,292	84,723			
3	,477	11,929	96,652			
4	,134	3,348	100,000			

Extraction Method: Principal Component Analysis.

Table 34 Factor loadings of component: MAK for Olympics 2016

Component Matrix[a]

	Component
	1
I have strong, favorable and unique associations about the moment.	,938
The moment gives rise to positive feelings.	,817
I can easily describe the moment to a friend.	,804
I am familiar with this moment.	,550

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

b) Moment Relevance & Meaningfulness (MRM):

Table 35 Correlation matrix: MRM for Olympics 2016

Correlation Matrix

		I am a strong supporter of this moment.	I enjoy following coverage of this moment.	This moment is important to me.	This is a significant moment.	This moment is important to where I live.
Correlation	I am a strong supporter of this moment.	1,000	,788	,808	,209	-,146
	I enjoy following coverage of this moment.	,788	1,000	,853	,232	,086
	This moment is important to me.	,808	,853	1,000	,095	,023
	This is a significant moment.	,209	,232	,095	1,000	-,237
	This moment is important to where I live.	-,146	,086	,023	-,237	1,000

Table 36 KMO and Bartle's test: MRM for Olympics 2016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,677
Bartlett's Test of Sphericity	Approx. Chi-Square	74,157
	df	10
	Sig.	,000

Table 37 Variance explained by factor: MRM for Olympics 2016

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,692	53,836	53,836	2,692	53,836	53,836
2	1,225	24,494	78,330			
3	,768	15,353	93,683			
4	,187	3,749	97,432			
5	,128	2,568	100,000			

Extraction Method: Principal Component Analysis.

Table 38 Factor loadings for component: MRM for Olympics 2016

Component Matrix[a]

	Component
	1
I enjoy following coverage of this moment.	,937
This moment is important to me.	,930
I am a strong supporter of this moment.	,923
This is a significant moment.	,303
This moment is important to where I live.	-,062

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

8.2.3. Pre-Test 2

8.2.3.1. Pre-Test 2 Questionnaire

Figure 32 Pre-test 2 Questionnaire

Moment Brand Fit in Moment Marketing

This is a questionnaire for my master degree at the ISCTE Portugal. All answers are being treated anonymously and confidential. This questionnaire is about your subjective assessment of the following brands and their fit with the moment of the EURO 2016. Answering the questionnaire will take approximately 5-10 minutes. Thank you for your participation.

What is your gender

- male
- female

How old are you?

- under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older

Moment Brand Fit in Moment Marketing

In the following you will see examples of brands that related to the moment of the EURO 2016 in their Facebook posts. Please have a close look at the posts and answer the questions underneath. Questions will be repeated after each one of the 8 brands and should be evaluated for each brand separately.

Adidas

Please state your agreement or disagreement with the following statements on a scale from 'strongly agree' to 'strongly disagree'.

The type of moment (EURO 2016) that is linked to Adidas is very much in line with its core

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Supporting this moment (EURO 2016) is very appropriate as it "fits" very well with Adidas

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

There is a logical connection between the moment (EURO 2016) and Adidas

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

The image of the moment (EURO 2016) and the image of Adidas are similar

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Adidas and the moment (EURO 2016) stand for similar things

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

It makes sense to me that Adidas relates to this moment (EURO 2016)

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Krombacher

Krombacher
4. Juli 2016 ·

HALBFINALE - was für ein Elfer-Drama! Sieben deutsche Tore bedeuten 35 weitere Frische-Fässchen bei unserer Krombacher Torprämie. Und damit ist noch lange nicht Schluss: Denn am Ende des Turniers verlosen wir die gesammelten Fässchen an euch. Was tippt ihr nun für Donnerstag? #EM2016 #GERITA

Krombacher hat 7 neue Fotos hinzugefügt.
7. Juni 2016 ·

Der Countdown zum Anpfiff läuft und ihr seid jetzt schon unsere Europameister! Im Dornseifer Markt Kreuztal, dem Famila Markt Gifhorn und auch bei Cathrin zuhause ist alles für ein grandioses Fußball-Fest vorbereitet. Wie feiert ihr die EM mit Krombacher? #emfieber

Krombacher
9. Juni 2016 ·

Na, habt ihr eure Biervorräte schon aufgefüllt? 🙂 #EM2016

Sag es mit den tierischen Artenbotschaften:
www.krombacher.de/artenbotschafter

The type of moment (EURO 2016) that is linked to Krombacher is very much in line with its core

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Supporting this moment (EURO 2016) is very appropriate as it "fits" very well with Krombacher

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

There is a logical connection between the moment (EURO 2016) and Krombacher

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree
- ○ strongly disagree

The image of the moment (EURO 2016) and the image of Krombacher are similar

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Krombacher and the moment (EURO 2016) stand for similar things

- ○ strongly agree
- ○ agree

- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

It makes sense to me that Krombacher relates to this moment (EURO 2016)

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Labello

The type of moment (EURO 2016) that is linked to Labello is very much in line with its core

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Supporting this moment (EURO 2016) is very appropriate as it "fits" very well with Labello

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

There is a logical connection between the moment (EURO 2016) and Labello

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

The image of the moment (EURO 2016) and the image of Labello are similar

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Labello and the moment (EURO 2016) stand for similar things

- ○ strongly agree
- ○ agree

- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

It makes sense to me that Labello relates to this moment (EURO 2016)

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Ritter Sport

The type of moment (EURO 2016) that is linked to Ritter Sport is very much in line with its core

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Supporting this moment (EURO 2016) is very appropriate as it "fits" very well with Ritter Sport

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

There is a logical connection between the moment (EURO 2016) and Ritter Sport

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

The image of the moment (EURO 2016) and the image of Ritter Sport are similar

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Ritter Sport and the moment (EURO 2016) stand for similar things

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

It makes sense to me that Ritter Sport relates to this moment (EURO 2016)

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Edeka

EDEKA
21. Juni 2016 ·

Nehmt die Nordiren in die Zange. Der Weg zum 2. Sieg führt nur über den 1. Kommentar!

EDEKA
2. Juli 2016 ·

Ihr könnt "a casa" fahren. Abfahrt: Heute Abend gegen 22:45 Uhr!

EDEKA
7. Juli 2016 ·

Adieu, les Bleus! Danke für die tolle EM – wir spielen sie dann mal zu Ende! Trost findet ihr bei uns:

The type of moment (EURO 2016) that is linked to Edeka is very much in line with its core

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Supporting this moment (EURO 2016) is very appropriate as it "fits" very well with Edeka

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

There is a logical connection between the moment (EURO 2016) and Edeka

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

The image of the moment (EURO 2016) and the image of Edeka are similar

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

Edeka and the moment (EURO 2016) stand for similar things

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

It makes sense to me that Edeka relates to this moment (EURO 2016)

- strongly agree
- agree
- agree somehow
- neither agree nor disagree
- disagree somehow
- disagree
- strongly disagree

Nutella

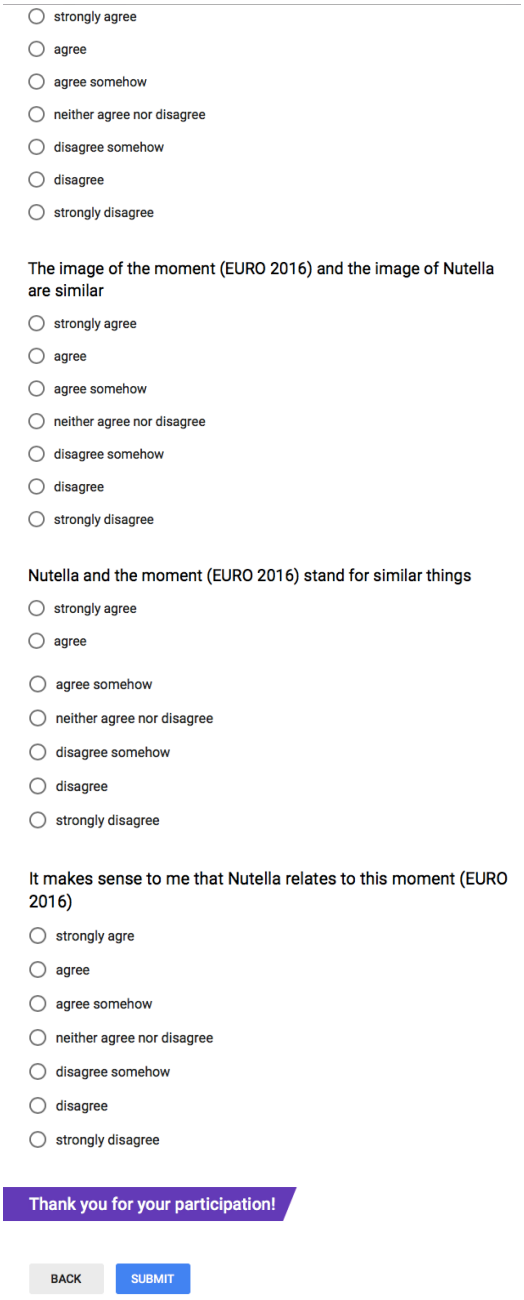
The type of moment (EURO 2016) that is linked to Nutella is very much in line with its core

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

Supporting this moment (EURO 2016) is very appropriate as it "fits" very well with Nutella

- ○ strongly agree
- ○ agree
- ○ agree somehow
- ○ neither agree nor disagree
- ○ disagree somehow
- ○ disagree
- ○ strongly disagree

There is a logical connection between the moment (EURO 2016) and Nutella



8.2.3.2. Pre-Test 2 PCA Factor Reduction & Loadings

I. ADIDAS + EURO

a) Brand-Moment Fit (BMF):

Table 39) Correlation matrix: BMF Adidas (MM condition)

Correlation Matrix

		The type of moment that is linked to brand Adidas is very much in line with its core.	Supporting this moment is very appropriate as it "fits" very well with brand Adidas.	There is a logical connection between the moment and brand Adidas.	The image of the moment and the image of brand Adidas are similar.	Brand Adidas and the moment stand for similar things.	It makes sense to me that brand Adidas relates to this moment.
Correlation	The type of moment that is linked to brand Adidas is very much in line with its core.	1,000	,355	,364	,346	,377	,347
	Supporting this moment is very appropriate as it "fits" very well with brand Adidas.	,355	1,000	,499	,755	,758	,697
	There is a logical connection between the moment and brand Adidas.	,364	,499	1,000	,630	,738	,697
	The image of the moment and the image of brand Adidas are similar.	,346	,755	,630	1,000	,842	,568
	Brand Adidas and the moment stand for similar things.	,377	,758	,738	,842	1,000	,712
	It makes sense to me that brand Adidas relates to this moment.	,347	,697	,697	,568	,712	1,000

Table 40 KMO and Bartle's test: BMF Adidas (MM condition)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,799
Bartlett's Test of Sphericity	Approx. Chi-Square	113,541
	df	15
	Sig.	,000

Table 41 Variance explained by factor: BMF Adidas (MM condition)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,981	66,344	66,344	3,981	66,344	66,344
2	,788	13,135	79,479			
3	,542	9,031	88,510			
4	,417	6,956	95,466			
5	,146	2,440	97,907			
6	,126	2,093	100,000			

Extraction Method: Principal Component Analysis.

Table 42 Factor loadings for component: BMF Adidas (MM condition)

Component Matrix[a]

	Component 1
Brand Adidas and the moment stand for similar things.	,930
The image of the moment and the image of brand Adidas are similar.	,870
Supporting this moment is very appropriate as it "fits" very well with brand Adidas.	,851
It makes sense to me that brand Adidas relates to this moment.	,838
There is a logical connection between the moment and brand Adidas.	,816
The type of moment that is linked to brand Adidas is very much in line with its core.	,517

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

II. KROMBACHER + EURO

a) Brand-Moment Fit (BMF):

Table 43 Correlation matrix: BMF Krombacher (MM condition)

Correlation Matrix

		The type of moment that is linked to brand Krombacher is very much in line with its core.	Supporting this moment is very appropriate as it "fits" very well with brand Krombacher.	There is a logical connection between the moment and brand Krombacher.	The image of the moment and the image of brand Krombacher are similar.	Brand Krombacher and the moment stand for similar things.	It makes sense to me that brand Krombacher relates to this moment.
Correlation	The type of moment that is linked to brand Krombacher is very much in line with its core.	1,000	,715	,453	,462	,572	,742
	Supporting this moment is very appropriate as it "fits" very well with brand Krombacher.	,715	1,000	,476	,443	,451	,778
	There is a logical connection between the moment and brand Krombacher.	,453	,476	1,000	,401	,460	,576
	The image of the moment and the image of brand Krombacher are similar.	,462	,443	,401	1,000	,356	,421
	Brand Krombacher and the moment stand for similar things.	,572	,451	,460	,356	1,000	,562
	It makes sense to me that brand Krombacher relates to this moment.	,742	,778	,576	,421	,562	1,000

Table 44 KMO and Bartle's test: BMF Krombacher (MM condition)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,853
Bartlett's Test of Sphericity	Approx. Chi-Square	80,527
	df	15
	Sig.	,000

Table 45 Variance explained by factor: BMF Krombacher (MM condition)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,666	61,093	61,093	3,666	61,093	61,093
2	,689	11,487	72,580			
3	,628	10,463	83,044			
4	,555	9,255	92,299			
5	,264	4,395	96,694			
6	,198	3,306	100,000			

Extraction Method: Principal Component Analysis.

Table 46 Factor loadings for component: BMF Krombacher (MM condition)

Component Matrix[a]

	Component
	1
It makes sense to me that brand Krombacher relates to this moment.	,891
The type of moment that is linked to brand Krombacher is very much in line with its core.	,859
Supporting this moment is very appropriate as it "fits" very well with brand Krombacher.	,844
Brand Krombacher and the moment stand for similar things.	,721
There is a logical connection between the moment and brand Krombacher.	,709
The image of the moment and the image of brand Krombacher are similar.	,633

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

III. LABELLO + EURO

a) Brand-Moment Fit (BMF):

Table 47 Correlation matrix: BMF Labello (MM condition)

Correlation Matrix

		The type of moment that is linked to brand Labello is very much in line with its core.	Supporting this moment is very appropriate as it "fits" very well with brand Labello.	There is a logical connection between the moment and brand Labello.	The image of the moment and the image of brand Labello are similar.	Brand Labello and the moment stand for similar things.	It makes sense to me that brand Labello relates to this moment.
Correlation	The type of moment that is linked to brand Labello is very much in line with its core.	1,000	,855	,791	,710	,690	,533
	Supporting this moment is very appropriate as it "fits" very well with brand Labello.	,855	1,000	,744	,763	,666	,616
	There is a logical connection between the moment and brand Labello.	,791	,744	1,000	,858	,702	,765
	The image of the moment and the image of brand Labello are similar.	,710	,763	,858	1,000	,786	,755
	Brand Labello and the moment stand for similar things.	,690	,666	,702	,786	1,000	,571
	It makes sense to me that brand Labello relates to this moment.	,533	,616	,765	,755	,571	1,000

Table 48 KMO and Bartle's test: BMF Labello (MM condition)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,816
Bartlett's Test of Sphericity	Approx. Chi-Square	156,806
	df	15
	Sig.	,000

Table 49 Variance explained by factor: BMF Labello (MM condition)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,614	76,893	76,893	4,614	76,893	76,893
2	,553	9,221	86,115			
3	,390	6,495	92,609			
4	,207	3,447	96,056			
5	,161	2,690	98,747			
6	,075	1,253	100,000			

Extraction Method: Principal Component Analysis.

Table 50 Factor loadings for component: BMF Labello (MM condition)

Component Matrix[a]

	Component
	1
The image of the moment and the image of brand Labello are similar.	,929
There is a logical connection between the moment and brand Labello.	,927
Supporting this moment is very appropriate as it "fits" very well with brand Labello.	,885
The type of moment that is linked to brand Labello is very much in line with its core.	,873
Brand Labello and the moment stand for similar things.	,839
It makes sense to me that brand Labello relates to this moment.	,802

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

IV. RITTER SPORT + EURO

a) Brand-Moment Fit (BMF):

Table 51 Correlation matrix: BMF Ritter Sport (MM condition)

Correlation Matrix

		The type of moment that is linked to brand Ritter Sport is very much in line with its core.	Supporting this moment is very appropriate as it "fits" very well with brand Ritter Sport.	There is a logical connection between the moment and brand Ritter Sport.	The image of the moment and the image of brand Ritter Sport are similar.	Brand Ritter Sport and the moment stand for similar things.	It makes sense to me that brand Ritter Sport relates to this moment.
Correlation	The type of moment that is linked to brand Ritter Sport is very much in line with its core.	1,000	,891	,883	,876	,854	,679
	Supporting this moment is very appropriate as it "fits" very well with brand Ritter Sport.	,891	1,000	,891	,878	,825	,673
	There is a logical connection between the moment and brand Ritter Sport.	,883	,891	1,000	,806	,759	,568
	The image of the moment and the image of brand Ritter Sport are similar.	,876	,878	,806	1,000	,853	,711
	Brand Ritter Sport and the moment stand for similar things.	,854	,825	,759	,853	1,000	,675
	It makes sense to me that brand Ritter Sport relates to this moment.	,679	,673	,568	,711	,675	1,000

Table 52 KMO and Bartle's: BMF Ritter Sport (MM condition)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,907
Bartlett's Test of Sphericity	Approx. Chi-Square	192,649
	df	15
	Sig.	,000

Table 53 Variance explained by factor: BMF Ritter Sport (MM condition)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,960	82,672	82,672	4,960	82,672	82,672
2	,485	8,082	90,754			
3	,235	3,912	94,666			
4	,138	2,295	96,961			
5	,103	1,722	98,683			
6	,079	1,317	100,000			

Extraction Method: Principal Component Analysis.

Table 54 Factor loadings for component: BMF Ritter Sport (MM condition)

Component Matrix[a]

	Component
	1
The type of moment that is linked to brand Ritter Sport is very much in line with its core.	,954
Supporting this moment is very appropriate as it "fits" very well with brand Ritter Sport.	,950
The image of the moment and the image of brand Ritter Sport are similar.	,942
Brand Ritter Sport and the moment stand for similar things.	,913
There is a logical connection between the moment and brand Ritter Sport.	,905
It makes sense to me that brand Ritter Sport relates to this moment.	,779

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

V. EDEKA + EURO

a) Brand-Moment Fit (BMF):

Table 55 Correlation matrix: BMF Edeka (MM condition)

Correlation Matrix

		The type of moment that is linked to brand Edeka is very much in line with its core.	Supporting this moment is very appropriate as it "fits" very well with brand Edeka.	There is a logical connection between the moment and brand Edeka.	The image of the moment and the image of brand Edeka are similar.	Brand Edeka and the moment stand for similar things.	It makes sense to me that brand Edeka relates to this moment.
Correlation	The type of moment that is linked to brand Edeka is very much in line with its core.	1,000	,903	,742	,873	,871	,481
	Supporting this moment is very appropriate as it "fits" very well with brand Edeka.	,903	1,000	,656	,877	,842	,493
	There is a logical connection between the moment and brand Edeka.	,742	,656	1,000	,634	,751	,731
	The image of the moment and the image of brand Edeka are similar.	,873	,877	,634	1,000	,875	,541
	Brand Edeka and the moment stand for similar things.	,871	,842	,751	,875	1,000	,597
	It makes sense to me that brand Edeka relates to this moment.	,481	,493	,731	,541	,597	1,000

Table 56 KMO and Bartle's: BMF Edeka (MM condition)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,828
Bartlett's Test of Sphericity	Approx. Chi-Square	181,942
	df	15
	Sig.	,000

Table 57 Variance explained by factor: BMF Edeka (MM condition)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,658	77,627	77,627	4,658	77,627	77,627
2	,751	12,515	90,143			
3	,277	4,623	94,765			
4	,149	2,488	97,253			
5	,096	1,605	98,858			
6	,069	1,142	100,000			

Extraction Method: Principal Component Analysis.

Table 58 Factor loadings for component: BMF Edeka (MM condition)

Component Matrix[a]

	Component 1
Brand Edeka and the moment stand for similar things.	,942
The type of moment that is linked to brand Edeka is very much in line with its core.	,934
The image of the moment and the image of brand Edeka are similar.	,919
Supporting this moment is very appropriate as it "fits" very well with brand Edeka.	,915
There is a logical connection between the moment and brand Edeka.	,847
It makes sense to me that brand Edeka relates to this moment.	,705

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

VI. NUTELLA + EURO

a) Brand-Moment Fit (BMF):

Table 59 Correlation matric: BMF Nutella (MM condition)

Correlation Matrix

		The type of moment that is linked to brand Nutella is very much in line with its core.	Supporting this moment is very appropriate as it "fits" very well with brand Nutella.	There is a logical connection between the moment and brand Nutella.	The image of the moment and the image of brand Nutella are similar.	Brand Nutella and the moment stand for similar things.	It makes sense to me that brand Nutella relates to this moment.
Correlation	The type of moment that is linked to brand Nutella is very much in line with its core.	1,000	,707	,634	,731	,613	,590
	Supporting this moment is very appropriate as it "fits" very well with brand Nutella.	,707	1,000	,779	,745	,611	,781
	There is a logical connection between the moment and brand Nutella.	,634	,779	1,000	,760	,640	,821
	The image of the moment and the image of brand Nutella are similar.	,731	,745	,760	1,000	,696	,740
	Brand Nutella and the moment stand for similar things.	,613	,611	,640	,696	1,000	,773
	It makes sense to me that brand Nutella relates to this moment.	,590	,781	,821	,740	,773	1,000

Table 60 KMO and Bartle's: BMF Nutella (MM condition)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,865
Bartlett's Test of Sphericity	Approx. Chi-Square	137,890
	df	15
	Sig.	,000

Table 61 Variance explained by factor: BMF Nutella (MM condition)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,547	75,784	75,784	4,547	75,784	75,784
2	,479	7,988	83,772			
3	,417	6,952	90,724			
4	,243	4,048	94,772			
5	,193	3,213	97,985			
6	,121	2,015	100,000			

Extraction Method: Principal Component Analysis.

Table 62 Factor loadings for component: BMF Nutella (MM condition)

Component Matrix[a]

	Component
	1
It makes sense to me that brand Nutella relates to this moment.	,904
The image of the moment and the image of brand Nutella are similar.	,896
There is a logical connection between the moment and brand Nutella.	,891
Supporting this moment is very appropriate as it "fits" very well with brand Nutella.	,887
Brand Nutella and the moment stand for similar things.	,827
The type of moment that is linked to brand Nutella is very much in line with its core.	,814

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

8.2.4. Pre-Test 3

8.2.4.1. Pre-Test 3 Questionnaire

Figure 33 Pre-test 3 Questionnaire

Brand Associations

This is a questionnaire for my master degree at the ISCTE Portugal. All answers are being treated anonymously and confidential. This questionnaire is about your subjective associations of the given brand. Answering the questionnaire will take approximately 5 minutes. Thank you for your participation.

What is your gender?

- male
- female

What is your age?

- under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older

Please freely state in the following 5 upcoming character traits/associations about the brands underneath.

Please state 5 adjectives per brand that describe the brand to you.

Description (optional)

Which adjectives would you ascribe to Adidas? (name 5)

Long-answer text

Which adjectives would you ascribe to Krombacher? (name 5)

Long-answer text

Which adjectives would you ascribe to Labello? (name 5)

Long-answer text

Which adjectives would you ascribe to Edeka? (name 5)

Long-answer text

Thank you for your participation!

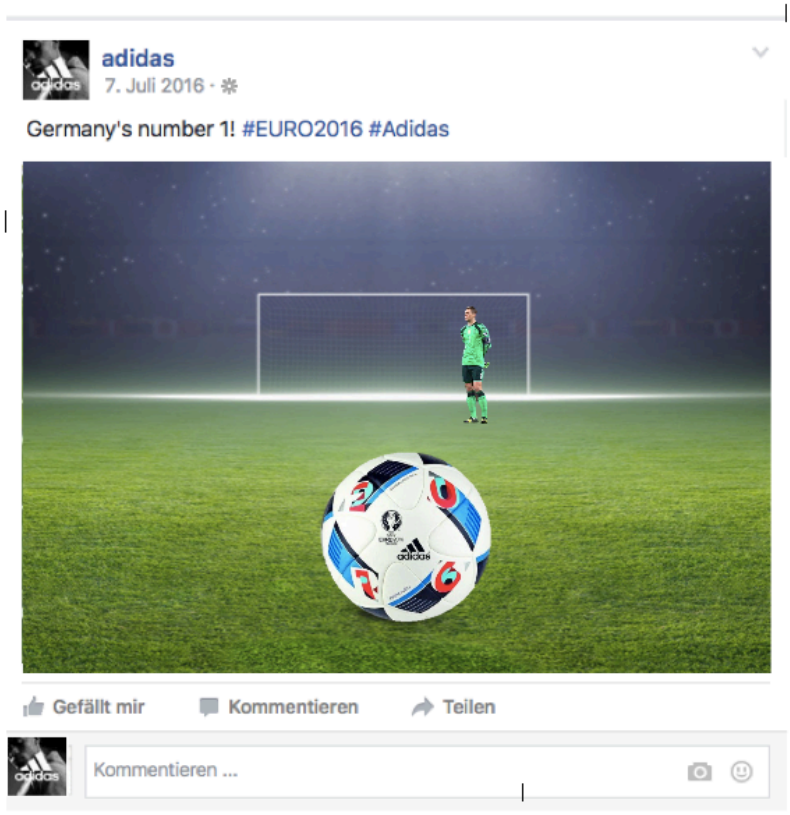
8.2.5. Main Study Questionnaire

8.2.5.1. Brand Post for Adidas, Krombacher, Labello and Edeka

MOMENT MARKETING CONDITION

Adidas

Figure 34 Brand posts Adidas (MM condition)



Edeka

Figure 35 Brand posts Edeka (MM condition)

EDEKA
7. Juli 2016 ·
How do you celebrate the victory of our team? #EURO2016 #dieMannschaft

Gefällt mir Kommentieren Teilen
Kommentieren ...

EDEKA
2. Juli 2016 ·
Germany's number 1! #EURO2016 #Edeka

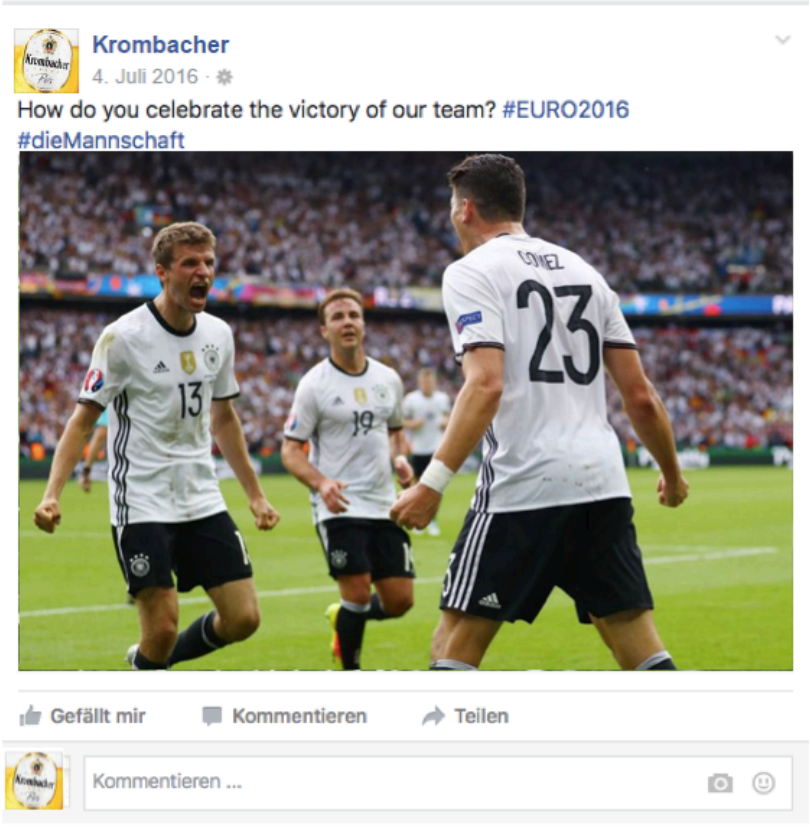
Gefällt mir Kommentieren Teilen
Kommentieren ...

Labello

Figure 36 Brand posts Labello (MM condition)

Krombacher

Figure 37 Brand posts Krombacher (MM condition)

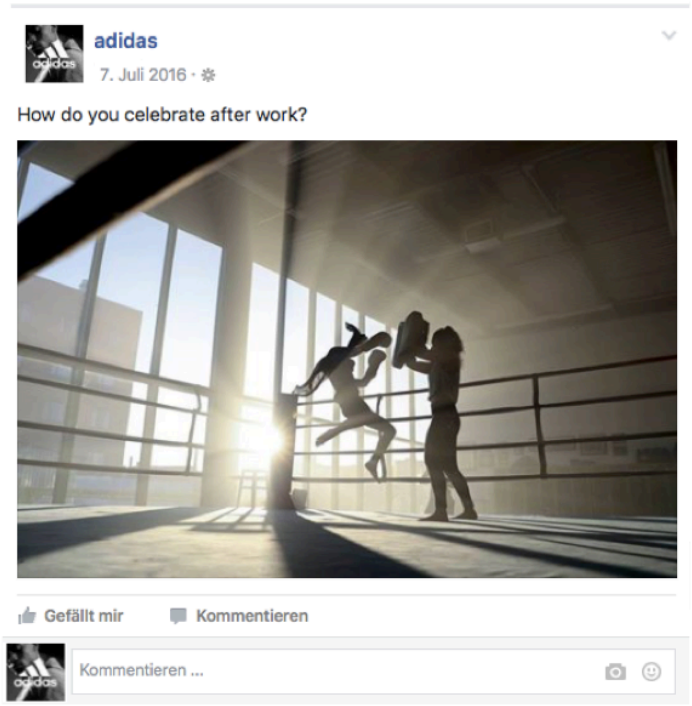

Krombacher
4. Juli 2016 ·
How do you celebrate the victory of our team? #EURO2016
#dieMannschaft
Gefällt mir
Kommentieren
Teilen
Kommentieren ...


Krombacher
9. Juni 2016 ·
Germany's number 1! #EURO2016 #Krombacher
Gefällt mir
Kommentieren
Teilen
Kommentieren ...

CONTROL: NORMAL BRAND POST

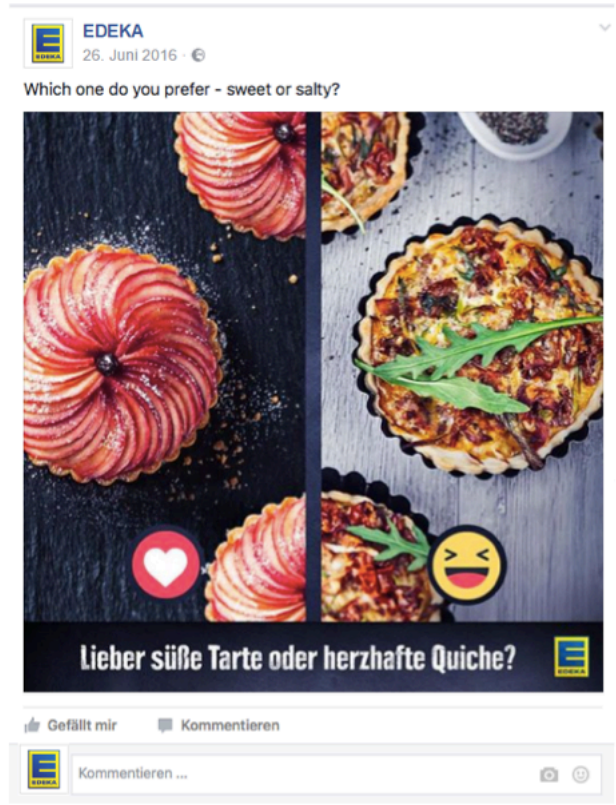
Adidas

Figure 38 Brand posts Adidas (control condition)



Edeka

Figure 39 Brand posts Edeka (control condition)


EDEKA
26. Juni 2016
Which one do you prefer - sweet or salty?
Lieber süße Tarte oder herzhafte Quiche?
Gefällt mir
Kommentieren
Kommentieren ...


EDEKA
7. Juli 2016
Germany's number 1 for fruits and vegetables
WIR SO:
Yeaaah, zum 4. Mal!
UND ALLE SO:
FRUCHTHANDEL MAGAZIN
RETAIL AWARD 2017
DEUTSCHLANDS NUMMER EINS FÜR OBST UND GEMÜSE
Gefällt mir
Kommentieren
Kommentieren ...

Labello

Figure 40 Brand posts Labello (control condition)

Krombacher

Figure 41 Brand posts Krombacher (control condition)


Krombacher
2. Juli 2016
Which one do you prefer?
Für jeden Geschmack ...
Krombacher
Gefällt mir
Kommentieren
Kommentieren ...


Krombacher
7. Juli 2016
Germany's number 1 in the categories "Pils" and "beer-mix beverages"
Testsieger!
Krombacher
Radler
Krombacher
Radler
Krombacher
Pils
Krombacher
Krombacher
Gefällt mir
Kommentieren
Kommentieren ...

8.2.6. Main Study: Descriptives & PCA

8.2.6.1. Descriptives of the sample population

Table 63 Total of respondents (split by condition)

Condition MM vs. Control

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moment Marketing	200	62,5	62,5	62,5
	Control	120	37,5	37,5	100,0
	Total	320	100,0	100,0	

Figure 42 Gender distribution

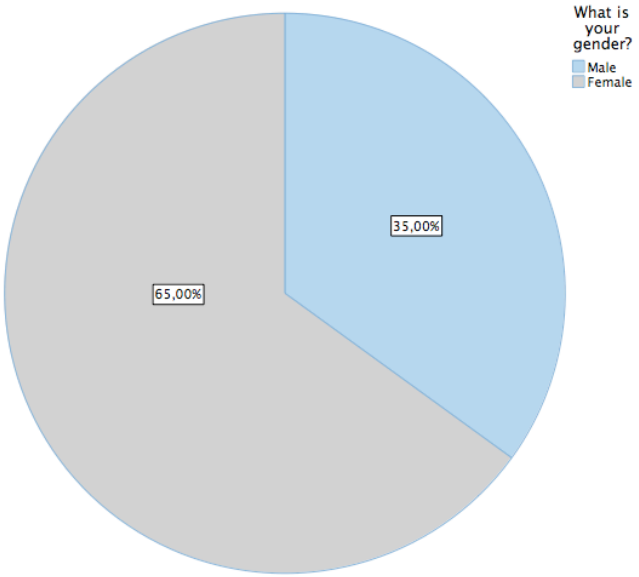


Figure 43 Gender distribution (split by condition)

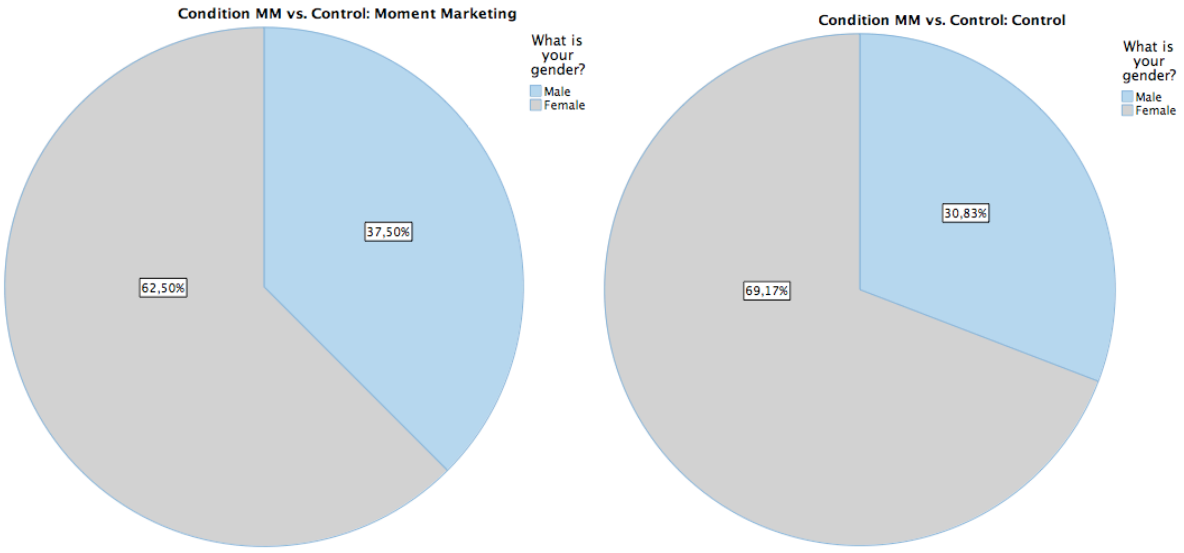


Figure 44 Age distribution

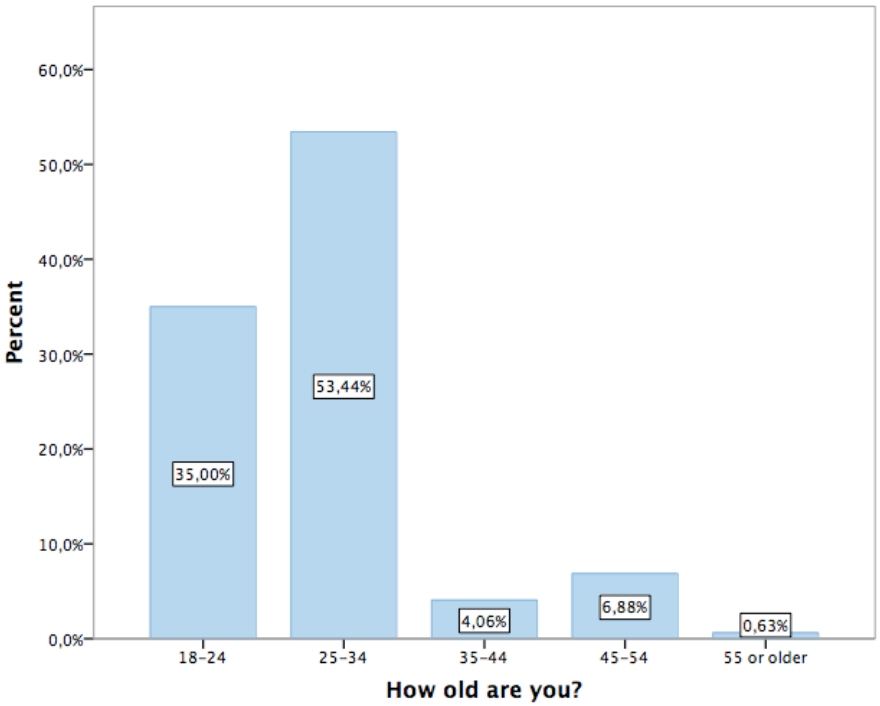


Figure 45 Age distribution (split by condition)

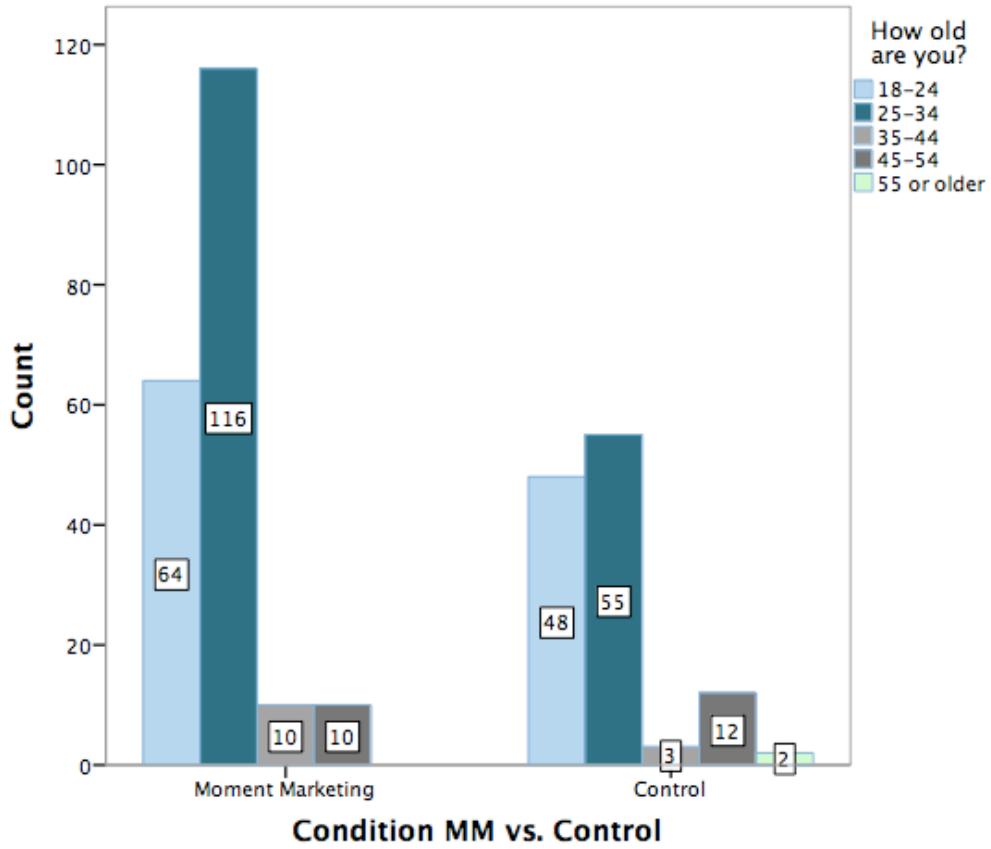


Figure 46 Occupation distribution

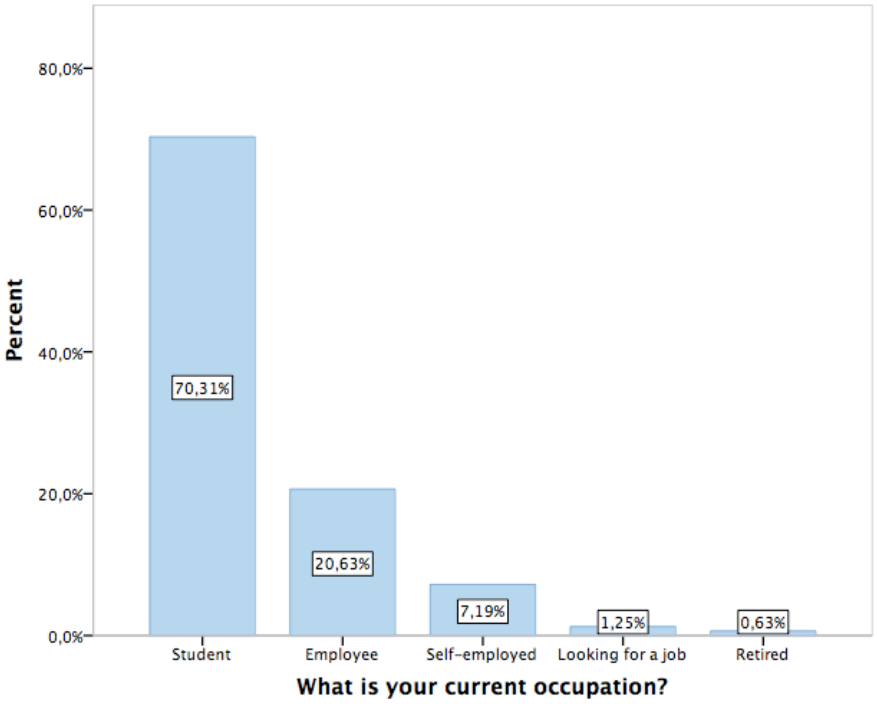


Figure 47 Occupation distribution (split by condition)

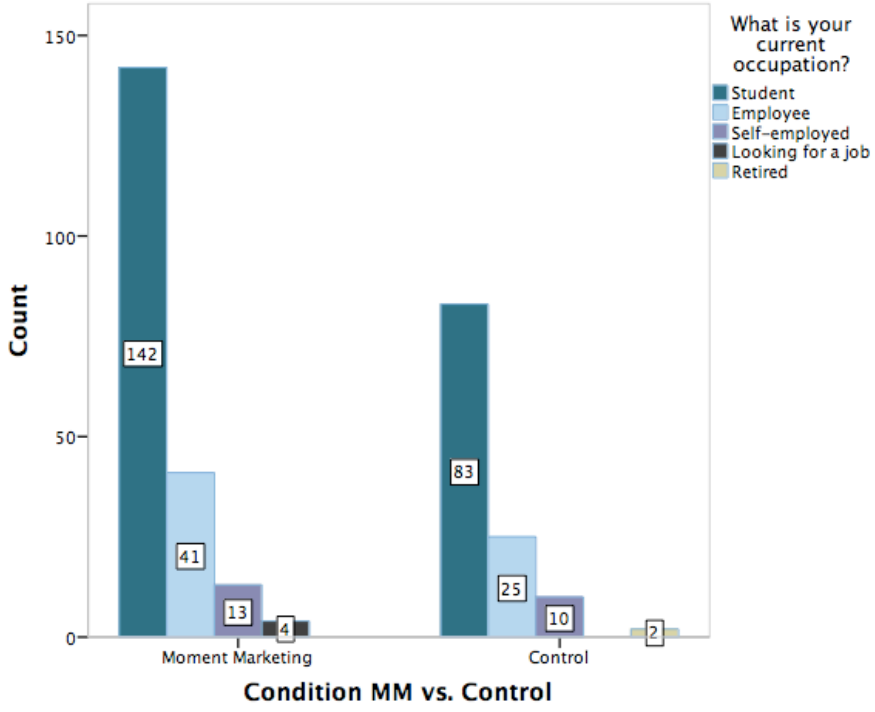


Table 64Profile on Facebook

Do you have a profile on Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	320	100,0	100,0	100,0

Figure 48 Frequency of use of Facebook

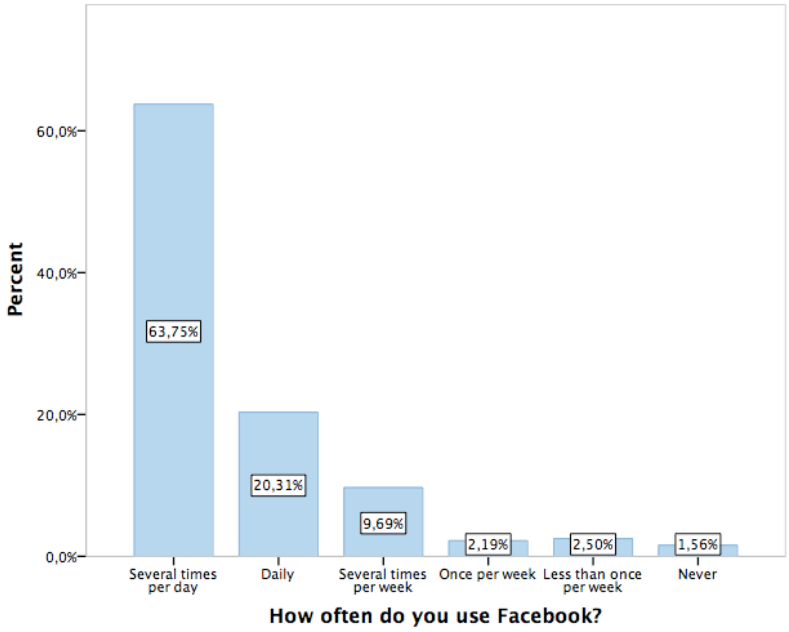


Figure 49 Brand page liking/following

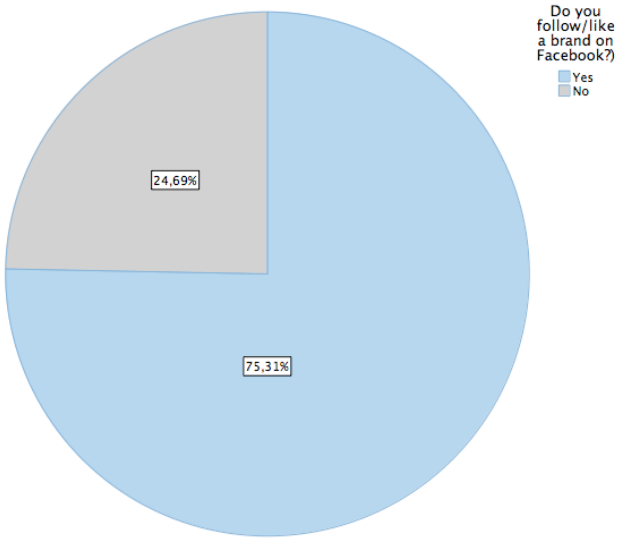


Figure 50 Frequency of receive of content on brand pages

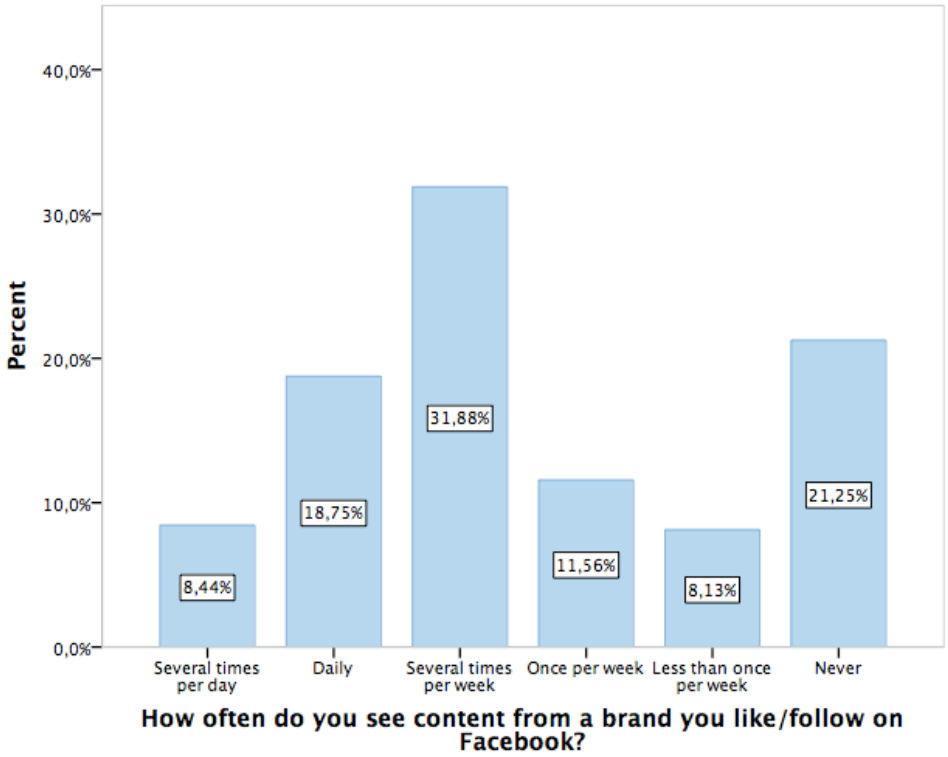
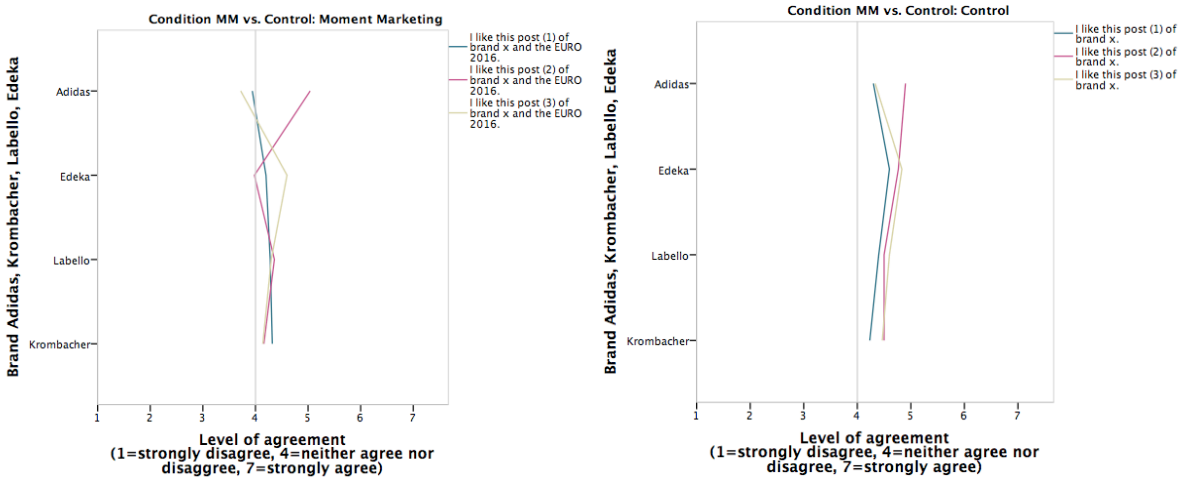


Figure 51 Likability of brand posts (split by condition)



8.2.6.2. Brand Familiarity

8.2.6.2.1. Krombacher

Table 65 Frequency table on brand familiarity for Krombacher (MM condition)

I am familiar with the brand Krombacher.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	3,6	3,6	3,6
	Disagree	2	3,6	3,6	7,3
	Disagree somehow	1	1,8	1,8	9,1
	Neither agree nor disagree	4	7,3	7,3	16,4
	Agree somehow	19	34,5	34,5	50,9
	Agree	11	20,0	20,0	70,9
	Strongly agree	16	29,1	29,1	100,0
	Total	55	100,0	100,0	

Brand Familiarity Krombacher CONTROL

Table 66 Frequency table on brand familiarity for Krombacher (control condition)

I am familiar with the brand Krombacher. (CONTROL)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	5,7	5,7	5,7
	Disagree somehow	3	8,6	8,6	14,3
	Neither agree nor disagree	3	8,6	8,6	22,9
	Agree somehow	8	22,9	22,9	45,7
	Agree	8	22,9	22,9	68,6
	Strongly agree	11	31,4	31,4	100,0
	Total	35	100,0	100,0	

8.2.6.2.2. Labello

Table 67 Frequency table on brand familiarity for Labello (MM condition)

I am familiar with the brand Labello.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	2,0	2,0	2,0
	Neither agree nor disagree	1	2,0	2,0	3,9
	Agree somehow	11	21,6	21,6	25,5
	Agree	9	17,6	17,6	43,1
	Strongly agree	29	56,9	56,9	100,0
	Total	51	100,0	100,0	

Brand Familiarity Labello CONTROL

Table 68 Frequency table on brand familiarity for Labello (control condition)

I am familiar with the brand Labello. (CONTROL)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	6,3	6,3	6,3
	Neither agree nor disagree	2	6,3	6,3	12,5
	Agree somehow	3	9,4	9,4	21,9
	Agree	11	34,4	34,4	56,3
	Strongly agree	14	43,8	43,8	100,0
	Total	32	100,0	100,0	

8.2.6.2.3. Edeka

Table 69 Frequency table on brand faniliarity for Edeka (MM condition)

I am familiar with the brand Edeka.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	3,8	3,8	3,8
	Disagree somehow	1	1,9	1,9	5,7
	Neither agree nor disagree	1	1,9	1,9	7,5
	Agree somehow	8	15,1	15,1	22,6
	Agree	12	22,6	22,6	45,3
	Strongly agree	29	54,7	54,7	100,0
	Total	53	100,0	100,0	

Brand Familiarity Edeka CONTROL

Table 70 Frequency tabel on brand familiarity for Edeka (control condition)

I am familiar with the brand Edeka. (CONTROL)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree somehow	1	3,2	3,2	3,2
	Neither agree nor disagree	1	3,2	3,2	6,5
	Agree somehow	8	25,8	25,8	32,3
	Agree	3	9,7	9,7	41,9
	Strongly agree	18	58,1	58,1	100,0
	Total	31	100,0	100,0	

8.2.6.2.4. Adidas

Table 71 Frequency table on brand familiarity for Adidas (MM condition)

I am familiar with the brand Adidas.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	1,9	1,9	1,9
	Disagree somehow	1	1,9	1,9	3,7
	Neither agree nor disagree	1	1,9	1,9	5,6
	Agree somehow	10	18,5	18,5	24,1
	Agree	11	20,4	20,4	44,4
	Strongly agree	30	55,6	55,6	100,0
	Total	54	100,0	100,0	

Brand Familiarity Adidas CONTROL

Table 72 Frequency table on brand familiarity for Adidas (control condition)

I am familiar with the brand Adidas. (CONTROL)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3,1	3,1	3,1
	Disagree somehow	1	3,1	3,1	6,3
	Agree somehow	5	15,6	15,6	21,9
	Agree	9	28,1	28,1	50,0
	Strongly agree	16	50,0	50,0	100,0
	Total	32	100,0	100,0	

8.2.6.3. Cronbach's Alpha test for reliability

8.2.6.3.1. Brand-Moment Fit (BMF):

Table 73 Cronbach's alpha: BMF

Case Processing Summary

		N	%
Cases	Valid	320	100,0
	Excluded[a]	0	,0
	Total	320	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,950	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BMF1	21,49	68,853	,815	,944
BMF2	21,50	64,539	,898	,934
BMF3	21,46	64,049	,860	,939
BMF4	21,73	67,735	,831	,942
BMF5	21,83	64,216	,877	,936
BMF6	21,05	66,863	,793	,946

8.2.6.3.1. Brand Awareness (AW):

Table 74 Cronbach's alpha: AW

Reliability Statistics

Cronbach's Alpha	N of Items
,659	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AW1	9,67	6,822	,414	,632
AW2	10,04	5,989	,590	,418
AW3	10,96	5,280	,436	,637

8.2.6.3.2. Brand Meaning/Image (BM):

Table 75 Cronbach's alpha: BM

Reliability Statistics

Cronbach's Alpha	N of Items
,875	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BM1	23,66	31,378	,747	,841
BM2	23,33	32,994	,667	,856
BM3	23,38	33,541	,614	,865
BM4	22,73	32,586	,712	,848
BM5	22,91	34,829	,634	,861
BM6	22,43	34,478	,711	,850

8.2.6.3.3. Brand Response (BR):

Table 76 Cronbach's alpha: BR

Reliability Statistics

Cronbach's Alpha	N of Items
,884	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BR1	20,29	40,257	,615	,878
BR2	19,73	36,808	,804	,845
BR3	19,49	37,266	,763	,852
BR4	18,46	39,534	,768	,852
BR5	18,15	42,861	,702	,865
BR6	19,23	43,981	,551	,885

8.2.6.3.1. Existing Associations (EA):

Table 77 Cronbach's alpha: EA

Reliability Statistics

Cronbach's Alpha	N of Items
,888	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EA1	8,01	9,492	,710	,900
EA2	8,57	8,554	,842	,785
EA3	8,62	8,756	,793	,829

8.2.6.3.1. Differentiated Associations (DA):

Table 78 Cronbach's alpha: DA

Reliability Statistics

Cronbach's Alpha	N of Items
,820	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DA1	6,94	6,946	,763	,658
DA2	6,52	8,539	,567	,852
DA3	7,05	6,944	,702	,724

8.2.6.3.1. Brand Relationship/Intentions to Participate (P):

Table 79 Cronbach's alpha: P

Reliability Statistics

Cronbach's Alpha	N of Items
,806	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	3,56	5,063	,656	,749
P2	4,16	6,805	,623	,770
P3	3,99	5,890	,708	,679

8.2.6.4. Factor Reduction & Loadings

To replace the initial variables by PCs, the following criteria have to be fulfilled:

. Initial variables must be all in the same scale (Likert scale) and be related to the same topic (correlation): OK!

. n>10 observations per initial variable

. a) KMO: For PCA the initial values have to be correlated. KMO indicates whether the sample is appropriate to perform PCA: from 0-1, all above 0,6 is acceptable.

. b) Bartlett's Test: H0: "the correlation matrix is an identity matrix = the initial variables are not correlated" has to be rejected

Table 80 Correlation matrix factor reduction

Correlation Matrix

		BMF1	BMF2	BMF3	BMF4	BMF5	BMF6	BM1	BM2	BM3	BM4	BM5	BM6	BR1	BR2	BR3
Correlation	BMF1	1,000	,819	,722	,708	,743	,691	,237	,306	,219	,052	,088	,079	,045	,088	,069
	BMF2	,819	1,000	,842	,771	,807	,759	,248	,311	,256	,107	,154	,155	,030	,083	,096
	BMF3	,722	,842	1,000	,729	,790	,766	,186	,230	,206	,032	,118	,100	-,027	,064	,053
	BMF4	,708	,771	,729	1,000	,868	,667	,272	,340	,254	,106	,107	,109	,084	,160	,109
	BMF5	,743	,807	,790	,868	1,000	,714	,216	,293	,182	,081	,128	,096	,100	,158	,094
	BMF6	,691	,759	,766	,667	,714	1,000	,223	,293	,251	,071	,141	,099	,039	,124	,071
	BM1	,237	,248	,186	,272	,216	,223	1,000	,722	,620	,572	,474	,519	,353	,522	,570
	BM2	,306	,311	,230	,340	,293	,293	,722	1,000	,650	,441	,369	,442	,308	,429	,394
	BM3	,219	,256	,206	,254	,182	,251	,620	,650	1,000	,428	,328	,424	,253	,388	,462
	BM4	,052	,107	,032	,106	,081	,071	,572	,441	,428	1,000	,688	,726	,401	,611	,625
	BM5	,088	,154	,118	,107	,128	,141	,474	,369	,328	,688	1,000	,726	,419	,535	,503
	BM6	,079	,155	,100	,109	,096	,099	,519	,442	,424	,726	,726	1,000	,346	,537	,528
	BR1	,045	,030	-,027	,084	,100	,039	,353	,308	,253	,401	,419	,346	1,000	,635	,540
	BR2	,088	,083	,064	,160	,158	,124	,522	,429	,388	,611	,535	,537	,635	1,000	,764
	BR3	,069	,096	,053	,109	,094	,071	,570	,394	,462	,625	,503	,528	,540	,764	1,000
	BR4	,110	,133	,041	,107	,103	,109	,562	,469	,470	,679	,542	,636	,510	,657	,686
	BR5	,176	,238	,139	,192	,173	,193	,565	,530	,521	,671	,563	,707	,430	,613	,578
	EA1	,399	,460	,375	,438	,403	,362	,493	,470	,384	,441	,428	,469	,363	,439	,411
	EA2	,586	,598	,527	,613	,594	,552	,509	,376	,263	,260	,263	,290	,206	,291	,224
	EA3	,613	,633	,570	,641	,607	,552	,323	,370	,271	,241	,238	,256	,162	,275	,193
	DA1	,002	,008	-,020	,047	,017	,060	,340	,367	,360	,267	,285	,254	,358	,292	,286
	DA2	,199	,222	,140	,250	,217	,235	,358	,375	,357	,262	,297	,283	,568	,743	,239
	DA3	-,100	-,065	-,092	-,055	-,071	-,014	,308	,318	,300	,227	,226	,234	,318	,268	,271
	P1	,121	,124	,121	,199	,161	,199	,348	,333	,343	,321	,237	,164	,326	,340	,248
	P2	,118	,126	,115	,136	,163	,193	,257	,226	,170	,227	,237	,164	,326	,340	,248
	P3	,054	,052	,050	,077	,057	,128	,280	,258	,301	,244	,240	,194	,266	,290	,293

	BR4	BR5	EA1	EA2	EA3	DA1	DA2	DA3	P1	P2	P3
BMF1	,110	,176	,399	,586	,613	,002	,199	-,100	,121	,118	,054
BMF2	,133	,238	,460	,598	,633	,008	,222	-,065	,124	,126	,052
BMF3	,041	,139	,375	,527	,570	-,020	,140	-,092	,121	,115	,050
BMF4	,107	,192	,438	,613	,641	,047	,250	-,055	,199	,136	,077
BMF5	,103	,173	,403	,594	,607	,017	,217	-,071	,161	,163	,057
BMF6	,109	,193	,362	,509	,552	,060	,235	-,014	,199	,193	,128
BM1	,562	,565	,493	,376	,323	,340	,358	,308	,348	,257	,280
BM2	,469	,530	,470	,403	,370	,367	,375	,318	,333	,226	,258
BM3	,470	,521	,384	,291	,271	,360	,357	,300	,343	,170	,301
BM4	,679	,671	,441	,260	,241	,267	,262	,227	,321	,227	,244
BM5	,542	,563	,428	,263	,238	,285	,297	,226	,325	,237	,240
BM6	,636	,707	,469	,290	,256	,254	,283	,234	,295	,164	,194
BR1	,510	,430	,363	,206	,162	,358	,249	,318	,305	,326	,266
BR2	,657	,613	,439	,291	,275	,292	,238	,268	,353	,340	,290
BR3	,686	,578	,411	,224	,193	,286	,239	,271	,328	,328	,293
BR4	1,000	,718	,440	,269	,219	,330	,324	,325	,227	,227	,248
BR5	,718	1,000	,509	,364	,316	,379	,391	,340	,301	,188	,210
EA1	,440	,509	1,000	,708	,647	,255	,390	,218	,237	,249	,178
EA2	,269	,364	,708	1,000	,818	,163	,418	,073	,253	,272	,155
EA3	,219	,316	,647	,818	1,000	,100	,323	-,008	,237	,244	,111
DA1	,330	,379	,255	,163	,100	1,000	,568	,743	,278	,317	,282
DA2	,364	,391	,390	,418	,323	,568	1,000	,493	,314	,258	,299
DA3	,324	,340	,218	,073	-,008	,743	,493	1,000	,270	,285	,259
P1	,325	,301	,237	,253	,237	,278	,314	,270	1,000	,533	,636
P2	,227	,188	,249	,272	,244	,317	,258	,285	,533	1,000	,602
P3	,248	,210	,178	,155	,111	,282	,299	,259	,636	,602	1,000

Table 81 KMO and Bartle's test for factor reduction

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,916
Bartlett's Test of Sphericity	Approx. Chi-Square	6410,256
	df	325
	Sig.	,000

Table 82 Variance explained for factor reduction

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	9,326	35,869	35,869	9,326	35,869	35,869	6,285	24,174	24,174
2	4,931	18,964	54,833	4,931	18,964	54,833	6,023	23,167	47,341
3	1,970	7,578	62,411	1,970	7,578	62,411	2,484	9,554	56,895
4	1,443	5,549	67,959	1,443	5,549	67,959	2,280	8,770	65,665
5	1,083	4,165	72,124	1,083	4,165	72,124	1,679	6,459	72,124
6	,914	3,515	75,638						
7	,851	3,273	78,912						
8	,545	2,097	81,009						
9	,487	1,873	82,882						
10	,427	1,642	84,524						
11	,415	1,596	86,120						
12	,405	1,557	87,676						
13	,348	1,339	89,015						
14	,341	1,310	90,325						
15	,311	1,196	91,522						
16	,291	1,121	92,642						
17	,268	1,031	93,673						
18	,240	,921	94,595						
19	,224	,860	95,455						
20	,220	,848	96,302						
21	,202	,778	97,080						
22	,196	,753	97,833						
23	,174	,669	98,502						
24	,167	,643	99,145						
25	,116	,446	99,590						
26	,106	,410	100,000						

Extraction Method: Principal Component Analysis.

Table 83 Rotated component matrix

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
BMF1	,857	,013	-,026	,020	,119
BMF2	,906	,050	-,022	-,002	,142
BMF3	,869	-,024	-,079	,038	,125
BMF4	,869	,048	,017	,062	,107
BMF5	,892	,041	-,019	,067	,038
BMF6	,809	-,005	,010	,131	,161
BM1	,201	,565	,192	,137	,551
BM2	,284	,406	,271	,110	,623
BM3	,180	,374	,222	,138	,711
BM4	,028	,829	,038	,086	,197
BM5	,090	,750	,082	,109	,064
BM6	,075	,797	,071	-,004	,209
BR1	,019	,618	,255	,267	-,218
BR2	,078	,805	,087	,247	-,013
BR3	,021	,778	,062	,211	,130
BR4	,047	,793	,178	,091	,191
BR5	,158	,755	,243	-,004	,258
EA1	,531	,542	,282	,004	-,040
EA2	,749	,300	,235	,061	-,092
EA3	,781	,267	,130	,053	-,088
DA1	-,028	,197	,843	,168	,136
DA2	,245	,197	,725	,130	,108
DA3	-,132	,173	,823	,160	,134
P1	,119	,243	,114	,766	,183
P2	,143	,178	,201	,787	-,117
P3	,018	,143	,127	,846	,159

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

a. Rotation converged in 6 iterations.

Table 84 Correlation matrix for factor reduction with reduced BM

Correlation Matrix

		BMF1	BMF2	BMF3	BMF4	BMF5	BMF6	BM1	BM2	BM3	BR1	BR2	BR3	BR4	BR5	EA1	EA2	EA3	DA1	DA2	DA3	P1	P2	P3
Correlation	BMF1	1,000	,819	,722	,708	,743	,691	,237	,306	,219	,045	,088	,069	,110	,176	,399	,586	,613	,002	,199	-,100	,121	,118	,054
	BMF2	,819	1,000	,842	,771	,807	,759	,248	,311	,256	,030	,083	,096	,133	,238	,460	,598	,633	,008	,222	-,065	,124	,126	,052
	BMF3	,722	,842	1,000	,729	,790	,766	,186	,230	,206	-,027	,064	,053	,041	,139	,375	,527	,570	-,020	,140	-,092	,121	,115	,050
	BMF4	,708	,771	,729	1,000	,868	,667	,272	,340	,254	,084	,160	,109	,107	,192	,438	,613	,641	,047	,250	-,055	,199	,136	,077
	BMF5	,743	,807	,790	,868	1,000	,714	,216	,293	,182	,100	,158	,094	,103	,173	,403	,594	,607	,017	,217	-,071	,161	,163	,057
	BMF6	,691	,759	,766	,667	,714	1,000	,223	,293	,251	,039	,124	,071	,109	,193	,362	,509	,552	,060	,235	-,014	,199	,193	,128
	BM1	,237	,248	,186	,272	,216	,223	1,000	,722	,620	,353	,522	,570	,562	,565	,493	,376	,323	,340	,358	,308	,348	,257	,280
	BM2	,306	,311	,230	,340	,293	,293	,722	1,000	,650	,308	,429	,394	,469	,530	,470	,403	,370	,367	,375	,318	,333	,226	,258
	BM3	,219	,256	,206	,254	,182	,251	,620	,650	1,000	,253	,388	,462	,470	,521	,384	,291	,271	,360	,357	,300	,343	,170	,301
	BR1	,045	,030	-,027	,084	,100	,039	,353	,308	,253	1,000	,635	,540	,510	,430	,363	,206	,162	,358	,249	,318	,305	,326	,266
	BR2	,088	,083	,064	,160	,158	,124	,522	,429	,388	,635	1,000	,764	,657	,613	,439	,291	,275	,292	,238	,268	,353	,340	,290
	BR3	,069	,096	,053	,109	,094	,071	,570	,394	,462	,540	,764	1,000	,686	,578	,411	,224	,193	,286	,239	,271	,328	,275	,293
	BR4	,110	,133	,041	,107	,103	,109	,562	,469	,470	,510	,657	,686	1,000	,718	,440	,269	,316	,364	,364	,324	,325	,227	,248
	BR5	,176	,238	,139	,192	,173	,193	,565	,530	,521	,430	,613	,578	,718	1,000	,509	,364	,316	,379	,391	,340	,301	,188	,210
	EA1	,399	,460	,375	,438	,403	,362	,493	,470	,384	,363	,411	,440	,509	,509	1,000	,708	,647	,255	,390	,218	,237	,249	,178
	EA2	,586	,598	,527	,613	,594	,509	,376	,403	,291	,206	,291	,224	,269	,364	,708	1,000	,818	,163	,418	,073	,253	,272	,155
	EA3	,613	,633	,570	,641	,607	,552	,323	,370	,271	,162	,275	,193	,219	,316	,647	,818	1,000	,100	,323	-,008	,237	,244	,111
	DA1	,002	,008	-,020	,047	,017	,060	,340	,367	,360	,358	,292	,286	,330	,379	,255	,163	,100	1,000	,568	,743	,278	,317	,282
	DA2	,199	,222	,140	,250	,217	,235	,358	,375	,357	,249	,238	,239	,364	,391	,390	,418	,323	,568	1,000	,493	,314	,258	,299
	DA3	-,100	-,065	-,092	-,055	-,071	-,014	,308	,318	,300	,318	,268	,271	,324	,340	,218	,073	-,008	,743	,493	1,000	,270	,285	,259
	P1	,121	,124	,121	,199	,161	,199	,348	,333	,343	,305	,353	,328	,325	,301	,237	,253	,237	,278	,314	,270	1,000	,533	,636
	P2	,118	,126	,115	,136	,163	,193	,257	,226	,170	,326	,340	,275	,227	,188	,249	,272	,244	,317	,258	,285	,533	1,000	,602
	P3	,054	,052	,050	,077	,057	,128	,280	,258	,301	,266	,290	,293	,248	,210	,178	,155	,111	,282	,299	,259	,636	,602	1,000

Table 85 KMO and Bartle's test for factor reduction with reduced BM

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,905
Bartlett's Test of Sphericity	Approx. Chi-Square	5520,131
	df	253
	Sig.	,000

Table 86 Variance explained for factor reduction with reduced BM

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	8,295	36,067	36,067	8,295	36,067	36,067	5,442	23,660	23,660
2	4,505	19,587	55,654	4,505	19,587	55,654	3,476	15,112	38,772
3	1,717	7,465	63,119	1,717	7,465	63,119	2,535	11,024	49,795
4	1,420	6,176	69,295	1,420	6,176	69,295	2,266	9,853	59,649
5	1,076	4,679	73,974	1,076	4,679	73,974	2,247	9,770	69,419
6	,888	3,863	77,837	,888	3,863	77,837	1,936	8,418	77,837
7	,600	2,607	80,444						
8	,496	2,155	82,599						
9	,418	1,820	84,419						
10	,412	1,793	86,212						
11	,406	1,766	87,977						
12	,351	1,527	89,504						
13	,328	1,427	90,931						
14	,315	1,369	92,300						
15	,291	1,266	93,565						
16	,251	1,093	94,658						
17	,232	1,010	95,668						
18	,221	,961	96,629						
19	,205	,893	97,521						
20	,177	,770	98,291						
21	,169	,737	99,028						
22	,116	,504	99,532						
23	,108	,468	100,000						

Extraction Method: Principal Component Analysis.

Table 87 Rotated component matrix with reduced BM

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
BMF1	,842	,015	,115	-,025	,014	,190
BMF2	,907	,030	,131	,005	-,003	,171
BMF3	,906	-,010	,072	-,029	,029	,071
BMF4	,848	,051	,111	,016	,056	,213
BMF5	,906	,088	,016	,009	,047	,144
BMF6	,850	,017	,109	,058	,117	,047
BM1	,134	,387	,720	,132	,146	,175
BM2	,217	,227	,752	,205	,125	,177
BM3	,162	,218	,796	,184	,143	,024
BR1	,011	,772	-,068	,228	,195	,081
BR2	,051	,853	,188	,055	,194	,122
BR3	,018	,808	,306	,042	,157	,036
BR4	,021	,732	,383	,166	,067	,113
BR5	,105	,610	,457	,230	,002	,205
EA1	,305	,358	,238	,151	,053	,692
EA2	,510	,134	,135	,098	,121	,749
EA3	,564	,114	,114	,009	,108	,696
DA1	-,014	,200	,161	,865	,153	,013
DA2	,146	,079	,213	,686	,163	,328
DA3	-,104	,197	,143	,848	,140	-,046
P1	,097	,177	,233	,108	,782	,058
P2	,101	,206	-,068	,182	,788	,139
P3	,010	,111	,176	,124	,856	-,006

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

a. Rotation converged in 6 iterations.

8.2.7. Main Study: Model 1

8.2.7.1. BMF → BM: Simple Linear Regression

8.2.7.1.1. Preliminary exploratory analysis

Table 88 Pearson Correlation BMF and BM

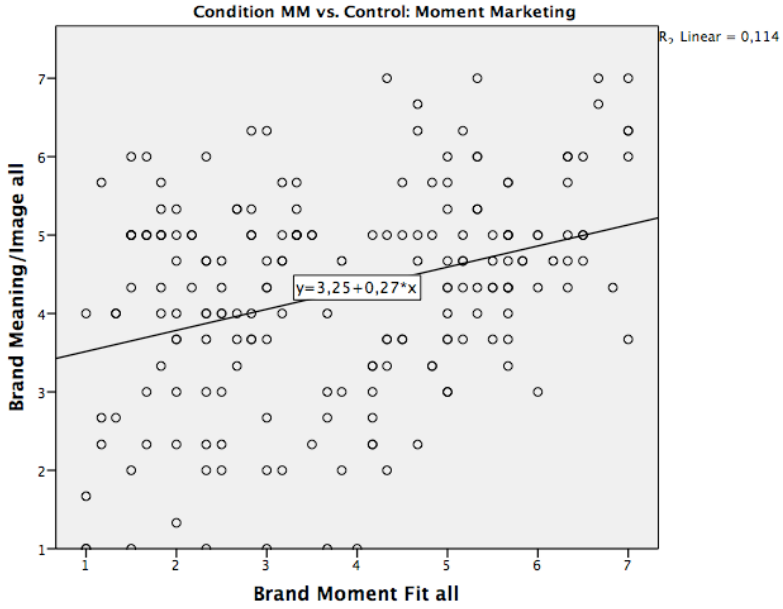
Correlations[a]

		Brand Moment Fit all	Brand Meaning/Image all
Brand Moment Fit all	Pearson Correlation	1	,337**
	Sig. (2-tailed)		,000
	N	200	200
Brand Meaning/Image all	Pearson Correlation	,337**	1
	Sig. (2-tailed)	,000	
	N	200	200

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

a. Condition MM vs. Control = Moment Marketing

Table 89 Scatterplot for BMF --> BM



8.2.7.1.2. Simple Linear Regression

Table 90 Simple linear regression model summary BMF --> BM

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,337[b]	,114	,109	1,25656

a. Condition MM vs. Control = Moment Marketing

b. Predictors: (Constant), Brand Moment Fit all

c. Dependent Variable: Brand Meaning/Image all

Table 91 Simple linear regression ANOVA test BMF --> BM

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,123	1	40,123	25,411	,000[c]
	Residual	312,629	198	1,579		
	Total	352,751	199			

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Brand Meaning/Image all
c. Predictors: (Constant), Brand Moment Fit all

Table 92 Simple linear regression Coefficients BMF --> BM

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,247	,222		14,631	,000
	Brand Moment Fit all	,269	,053	,337	5,041	,000

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Brand Meaning/Image all

8.2.7.1.3. Checking the assumptions of the simple linear regression model

1. Linearity of the relationship between x/y → Scatterplot ✓
2. The mean of the residual component of the model is zero: $E(\varepsilon_{i)} = 0$ ✓

Table 93 Variance residual term for BMF --> BM

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,5157	5,1299	4,2717	,44902	200
Residual	-3,32278	2,58844	,00000	1,25340	200
Std. Predicted Value	-1,684	1,911	,000	1,000	200
Std. Residual	-2,644	2,060	,000	,997	200

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Brand Meaning/Image all

3. The independent variable is not correlated with the residual terms: Cov (εi, Xk) = 0 ✓

Table 94 Simple linear Pearson correlations BMF --> unstandardized residual for BMF → BM

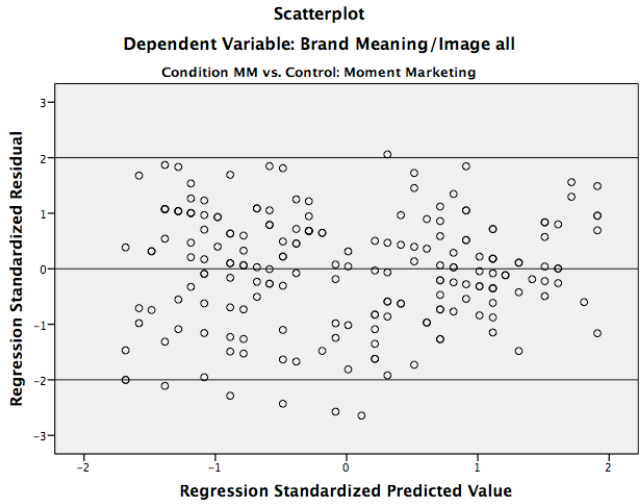
Correlations[a]

		Brand Moment Fit all	Unstandardized Residual
Brand Moment Fit all	Pearson Correlation	1	,000
	Sig. (2-tailed)		1,000
	N	200	200
Unstandardized Residual	Pearson Correlation	,000	1
	Sig. (2-tailed)	1,000	
	N	200	200

a. Condition MM vs. Control = Moment Marketing

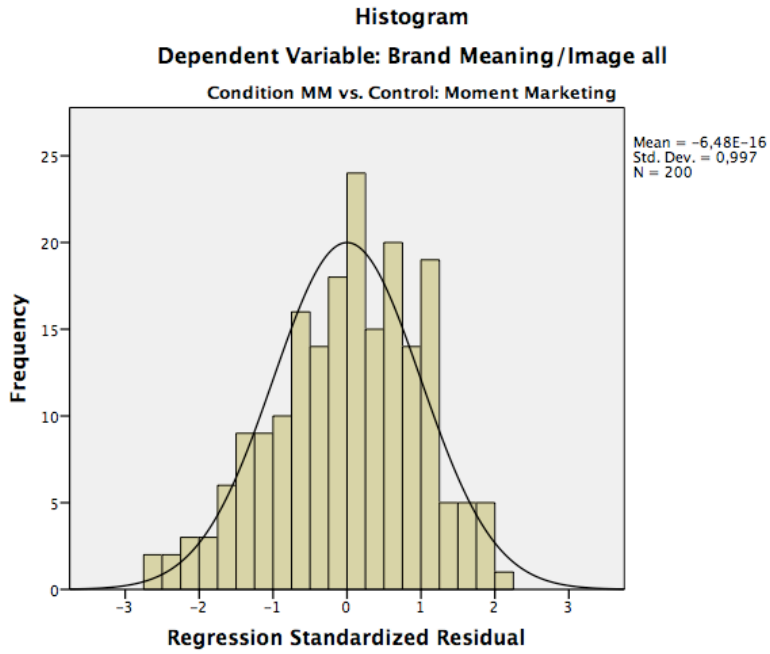
4. The variance of the random term is constant $Var\ (\varepsilon_i)=\sigma^2$ ✓

Table 95 Variance random term for BMF --> BM



5. The residuals follow a normal distribution: $\varepsilon_i \cap N\ (0, \sigma^2)$ ✓

Table 96 Normality distribution for the residuals of BMF --> BM



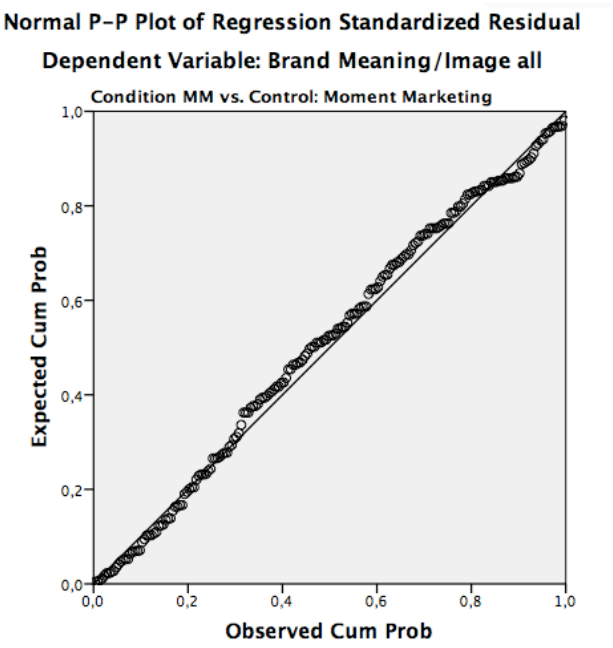


Table 97 Kolgomorov-Smirnov for BMF --> BM

Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,047	200	,200*	,985	200	,029

*. This is a lower bound of the true significance.

a. Condition MM vs. Control = Moment Marketing

b. Lilliefors Significance Correction

Sig 0,200> 0,05: accept H_0 = normality of distribution for the residual = the regression model can be used for prediction/ generalizing the results.

8.2.7.2. BMF → BR: Simple Linear Regression

8.2.7.2.1. Preliminary exploratory analysis

Table 98 Pearson correlations BMF --> BR

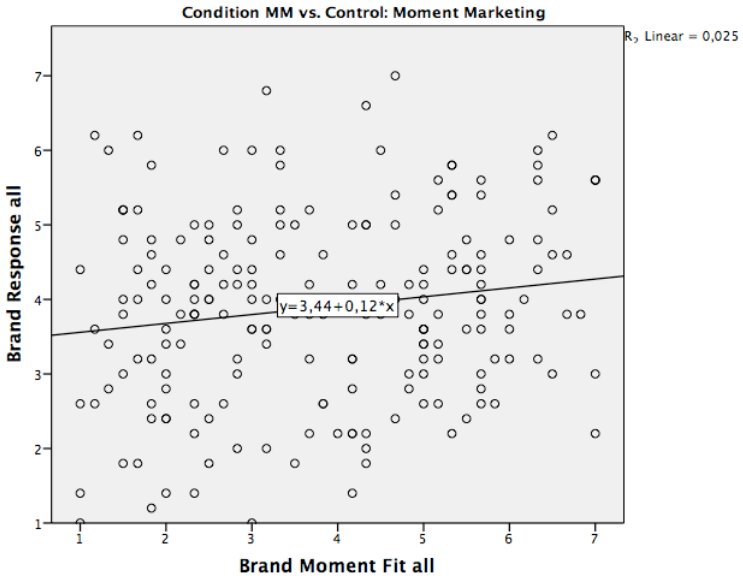
Correlations[a]

		Brand Moment Fit all	Brand Response all
Brand Moment Fit all	Pearson Correlation	1	,159*
	Sig. (2-tailed)		,025
	N	200	200
Brand Response all	Pearson Correlation	,159*	1
	Sig. (2-tailed)	,025	
	N	200	200

*. Correlation is significant at the 0.05 level (2-tailed).

a. Condition MM vs. Control = Moment Marketing

Table 99 Scatter plot BMF --> BR



8.2.7.2.2. Simple Linear Regression

Table 100 Simple linear regression model summary BMF --> BR

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,159[b]	,025	,020	1,23709

a. Condition MM vs. Control = Moment Marketing
b. Predictors: (Constant), Brand Moment Fit all
c. Dependent Variable: Brand Response all

Table 101 Simple linear regression ANOVA test BMF --> BR

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,855	1	7,855	5,133	,025[c]
	Residual	303,015	198	1,530		
	Total	310,870	199			

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Brand Response all
c. Predictors: (Constant), Brand Moment Fit all

Table 102 Simple linear regression coefficients BMF --> BR

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,439	,218		15,744	,000
	Brand Moment Fit all	,119	,053	,159	2,266	,025

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Brand Response all

8.2.7.2.3. Checking the assumptions of the simple linear regression

1. Linearity of the relationship between x/y → Scatterplot ✓

2. The mean of the residual component of the model is zero: $E(\varepsilon_{i)} = 0$ ✓

Table 103 Variance residual term for BMF --> BR

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,5585	4,2727	3,8930	,19868	200
Residual	-2,79659	3,00462	,00000	1,23397	200
Std. Predicted Value	-1,684	1,911	,000	1,000	200
Std. Residual	-2,261	2,429	,000	,997	200

a. Condition MM vs. Control = Moment Marketing

b. Dependent Variable: Brand Response all

3. The independent variable is not correlated with the residual terms: Cov (εi, Xk) = 0 ✓

Table 104 Simple linear Pearson correlations BMF --> unstandardized residual for BMF → BR

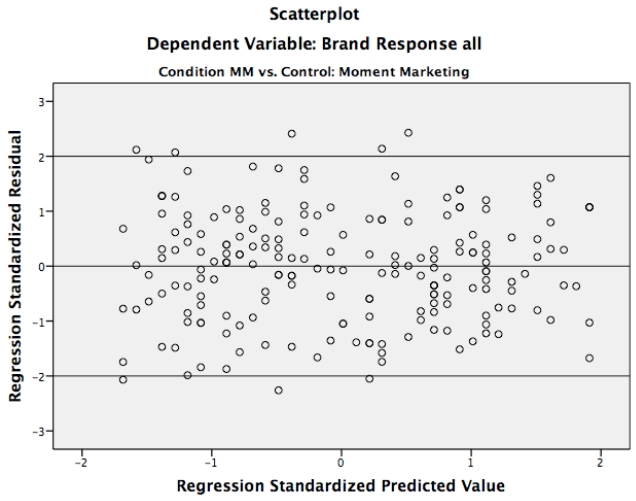
Correlations[a]

		Brand Moment Fit all	Unstandardized Residual
Brand Moment Fit all	Pearson Correlation	1	,000
	Sig. (2-tailed)		1,000
	N	200	200
Unstandardized Residual	Pearson Correlation	,000	1
	Sig. (2-tailed)	1,000	
	N	200	200

a. Condition MM vs. Control = Moment Marketing

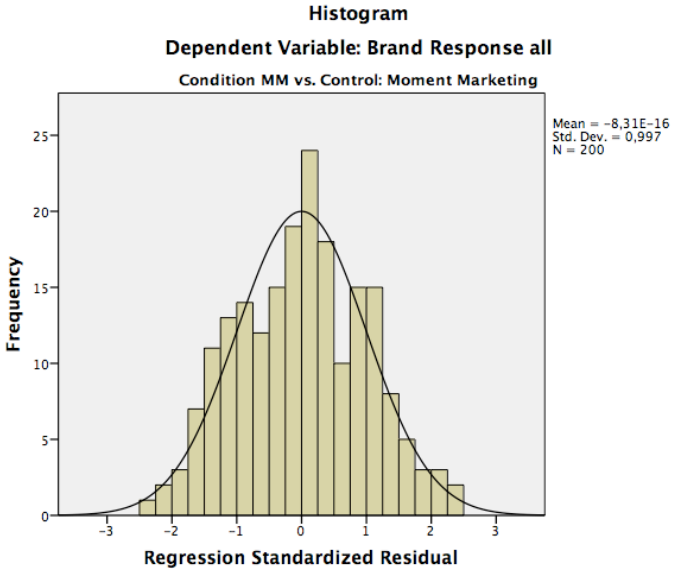
4. The variance of the random term is constant $Var(\varepsilon_{i)} = \sigma^2$ ✓

Table 105 Variance random term for BMF --> BR



5. The residuals follow a normal distribution: $\varepsilon_i \cap N\,(0, \sigma^2)$ ✓

Table 106 Normality distribution for the residuals of BMF --> BR



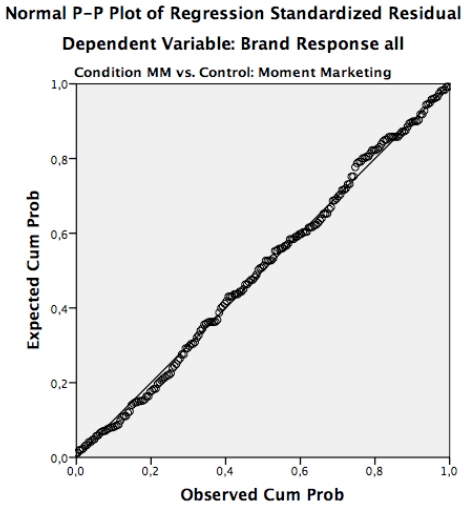


Table 107 Kolgomorov-Smirnov test for BMF --> BR

Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,038	200	,200*	,992	200	,357

*. This is a lower bound of the true significance.

a. Condition MM vs. Control = Moment Marketing

b. Lilliefors Significance Correction

Sig 0,200 >0,05: accept H_0 = normality of distribution for the residual = the regression model can be used for prediction/ generalizing the results.

8.2.7.3. BMF → P: Simple Linear Regression

8.2.7.3.1. Preliminary exploratory analysis

Table 108 Pearson correlations BMF --> P

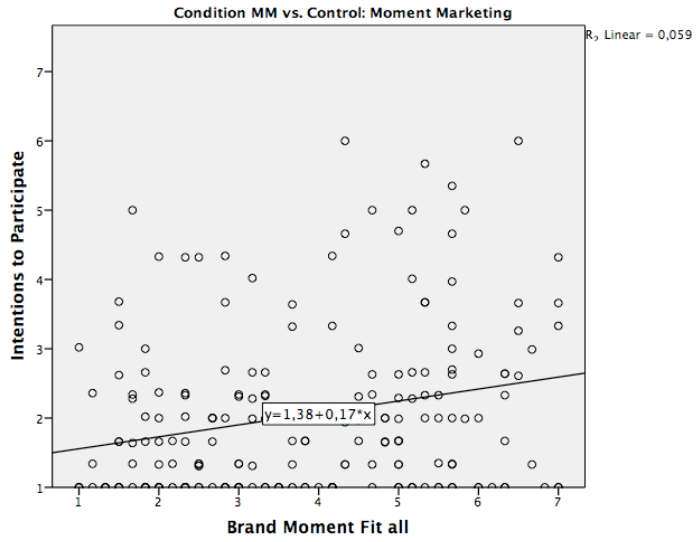
Correlations[a]

		Brand Moment Fit all	Intentions to Participate all
Brand Moment Fit all	Pearson Correlation	1	,245**
	Sig. (2-tailed)		,000
	N	200	200
Intentions to Participate all	Pearson Correlation	,245**	1
	Sig. (2-tailed)	,000	
	N	200	200

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

a. Condition MM vs. Control = Moment Marketing

Table 109 Scatter plot BMF --> P



8.2.7.3.2. Simple Linear Regression

Table 110 Simple linear regression model summary BMF --> P

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,245[b]	,060	,055	1,15483

a. Condition MM vs. Control = Moment Marketing

b. Predictors: (Constant), Brand Moment Fit all

c. Dependent Variable: Intentions to Participate all

Table 111 Simple linear regression ANOVA test BMF --> P

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,826	1	16,826	12,617	,000[c]
	Residual	264,057	198	1,334		
	Total	280,883	199			

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Intentions to Participate all
c. Predictors: (Constant), Brand Moment Fit all

Table 112 Simple linear regression coefficients BMF --> P

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,381	,204		6,772	,000
	Brand Moment Fit all	,174	,049	,245	3,552	,000

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Intentions to Participate all

8.2.7.3.3. Checking the assumptions of the simple linear regression

1. Linearity of the relationship between x/y → Scatterplot ✓
2. The mean of the residual component of the model is zero: $E(\varepsilon_{i)} = 0$ ✓

Table 113 Variance residual term for BMF --> P

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,5553	2,6006	2,0448	,29078	200
Residual	-1,60063	3,86455	,00000	1,15192	200
Std. Predicted Value	-1,684	1,911	,000	1,000	200
Std. Residual	-1,386	3,346	,000	,997	200

a. Condition MM vs. Control = Moment Marketing
b. Dependent Variable: Intentions to Participate all

3. The independent variable is not correlated with the residual terms: Cov (εi, Xk) = 0 ✓

Table 114 Simple linear Pearson correlations BMF --> unstandardized residual for BMF → P

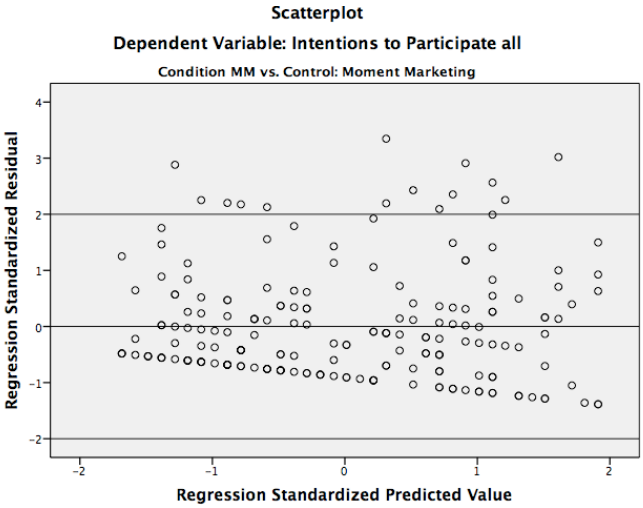
Correlations[a]

		Brand Moment Fit all	Unstandardized Residual
Brand Moment Fit all	Pearson Correlation	1	,000
	Sig. (2-tailed)		1,000
	N	200	200
Unstandardized Residual	Pearson Correlation	,000	1
	Sig. (2-tailed)	1,000	
	N	200	200

a. Condition MM vs. Control = Moment Marketing

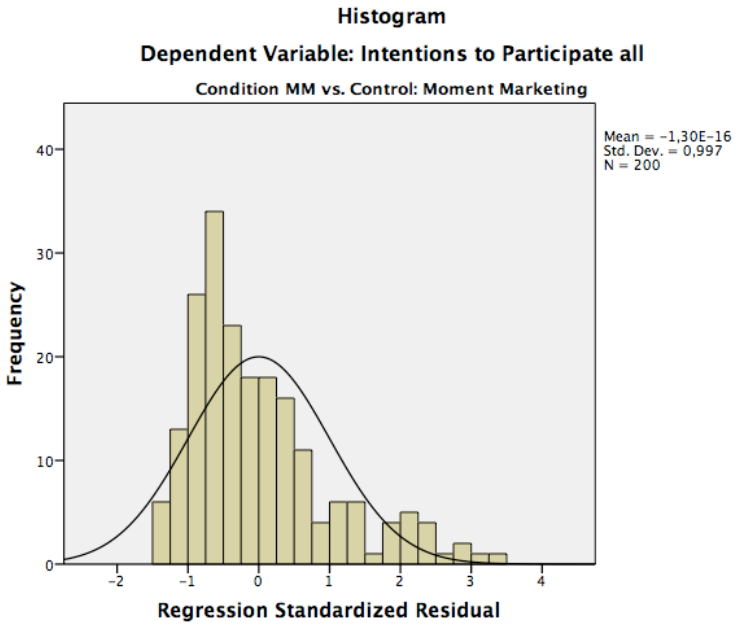
4. The variance of the random term is constant $Var\ (\varepsilon_i)=\sigma^2$ ✓

Table 115 Variance random term for BMF --> P



5. The residuals follow a normal distribution: $\varepsilon_i \cap N\ (0, \sigma^2)$ ✗

Table 116 Normality distribution for the residuals of BMF --> P



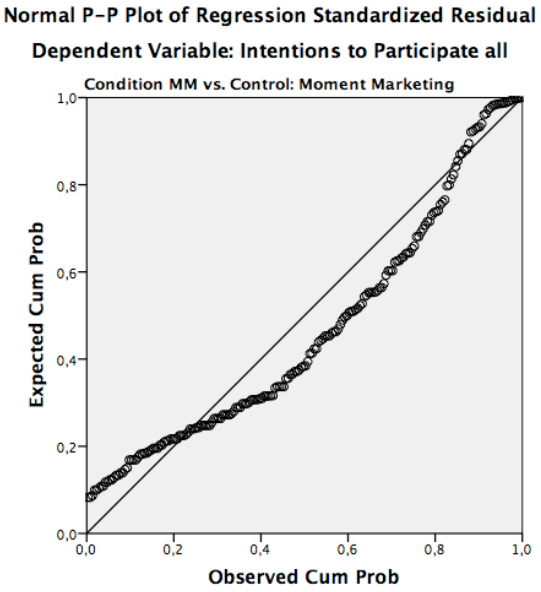


Table 117 Kolgomorov-Smirnov test for BMF --> P

Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,121	200	,000	,896	200	,000

a. Condition MM vs. Control = Moment Marketing

b. Lilliefors Significance Correction

Sig 0,000<0,05: reject H_0 = no normality of distribution for the residual = the regression model cannot be used for prediction/generalizing results.

8.2.8. Main Study: Model 2

8.2.8.1. Control group vs. MM group → BE: Independent Samples T-Test

Table 118 Independent samples t-test control group vs. MM group: Group statistics

Group Statistics

	Condition MM vs. Control	N	Mean	Std. Deviation	Std. Error Mean
Brand Meaning/Image all	Moment Marketing	200	4,2717	1,33140	,09414
	Control	120	4,1639	1,37599	,12561
Brand Response all	Moment Marketing	200	3,8930	1,24986	,08838
	Control	120	3,7650	1,44680	,13207
Intentions to Participate all	Moment Marketing	200	2,0449	1,18805	,08401
	Control	120	1,7942	1,10288	,10068

Table 119 Independent samples t-test control group vs. MM group

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand Meaning/Image all	Equal variances assumed	,991	,320	,692	318	,489	,10773	,15568	-,19857	,41403
	Equal variances not assumed			,686	244,171	,493	,10773	,15697	-,20146	,41693
Brand Response all	Equal variances assumed	8,552	,004	,835	318	,404	,12800	,15323	-,17347	,42947
	Equal variances not assumed			,805	222,726	,421	,12800	,15892	-,18517	,44117
Intentions to Participate all	Equal variances assumed	,580	,447	1,877	318	,061	,25068	,13359	-,01215	,51351
	Equal variances not assumed			1,912	265,446	,057	,25068	,13112	-,00749	,50886

8.2.9. Main Study: Model 3

8.2.9.1. High BMF →EA: Simple Linear Regression

8.2.9.1.1. Preliminary exploratory analysis

Table 120 Pearson correlations high BMF --> EA

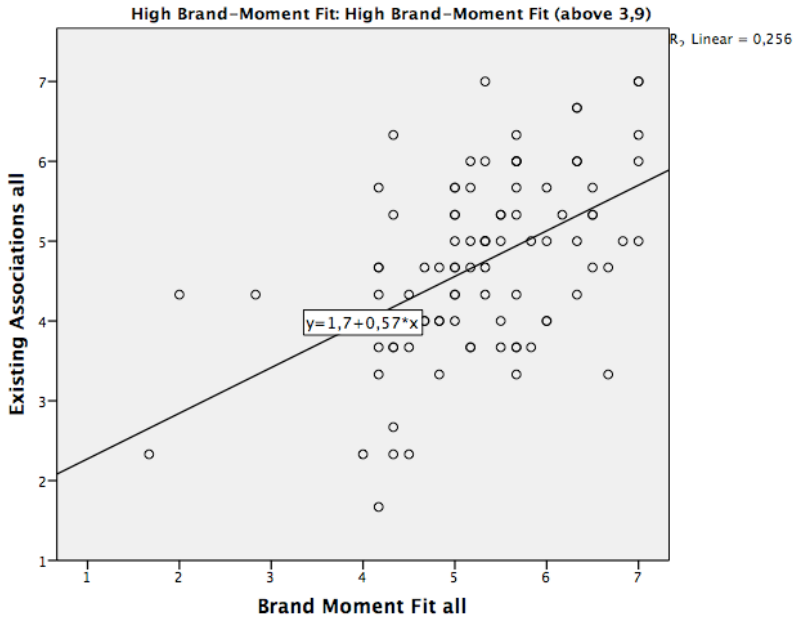
Correlations[a]

		Brand Moment Fit all	Existing Associations all
Brand Moment Fit all	Pearson Correlation	1	,506**
	Sig. (2-tailed)		,000
	N	92	92
Existing Associations all	Pearson Correlation	,506**	1
	Sig. (2-tailed)	,000	
	N	92	92

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

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

Table 121 Scatter plot high BMF --> EA



8.2.9.1.2. Simple Linear Regression

Table 122 Simple linear regression model summary high BMF --> EA

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,506[b]	,256	,247	,98067

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Predictors: (Constant), Brand Moment Fit all

c. Dependent Variable: Existing Associations all

Table 123 Simple linear regression ANOVA test high BMF --> EA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,733	1	29,733	30,917	,000[c]
	Residual	86,555	90	,962		
	Total	116,288	91			

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Dependent Variable: Existing Associations all

c. Predictors: (Constant), Brand Moment Fit all

Table 124 Simple linear regression coefficients high BMF --> EA

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,701	,551		3,089	,003
	Brand Moment Fit all	,571	,103	,506	5,560	,000

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Dependent Variable: Existing Associations all

8.2.9.1.3. Checking the assumptions of the simple liner regression

1. Linearity of the relationship between x/y → Scatterplot ✓

2. The mean of the residual component of the model is zero: $E(\varepsilon_{i)} = 0$ ✓

Table 125 Residual statistics high BMF --> EA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,6553	5,7007	4,7102	,57161	92
Residual	-2,41375	2,25345	,00000	,97527	92
Std. Predicted Value	-3,595	1,733	,000	1,000	92
Std. Residual	-2,461	2,298	,000	,994	92

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Dependent Variable: Existing Associations all

3. The independent variable is not correlated with the residual terms: Cov (εi, Xk) = 0 ✓

Table 126 Pearson correlations BMF →unstandardized residual for high BMF --> EA

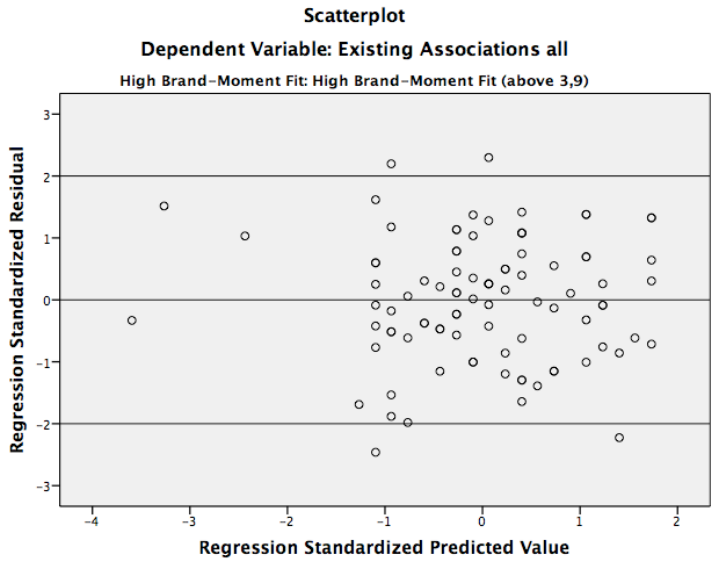
Correlations[a]

		Brand Moment Fit all	Unstandardized Residual
Brand Moment Fit all	Pearson Correlation	1	,000
	Sig. (2-tailed)		1,000
	N	92	92
Unstandardized Residual	Pearson Correlation	,000	1
	Sig. (2-tailed)	1,000	
	N	92	92

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

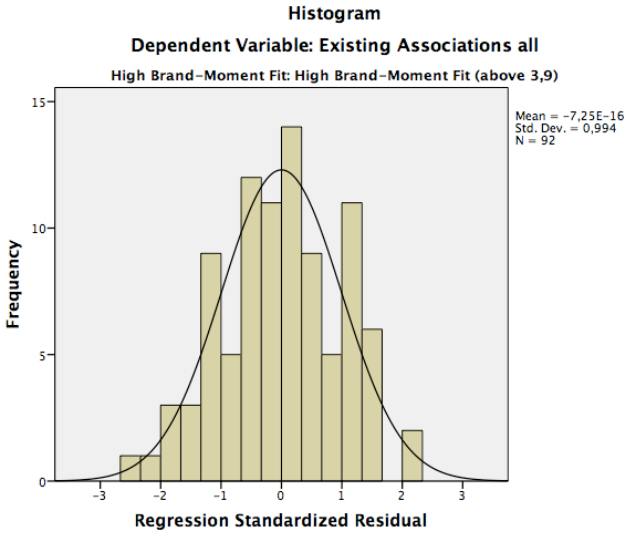
4. The variance of the random term is constant $Var(\varepsilon_{i)} = \sigma^2$ ✓

Table 127 Variance of the random term high BMF --> EA



5. The residuals follow a normal distribution: $\varepsilon_i \cap N\,(0, \sigma^2)$ ✓

Table 128 Normality distribution high BMF --> EA



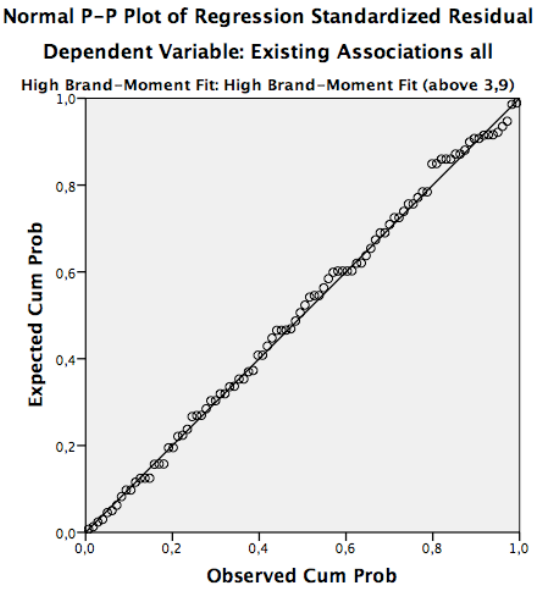


Table 129 Kolgomorov-Smirnov test high BMF --> EA

Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,057	92	,200*	,992	92	,877

*. This is a lower bound of the true significance.

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Lilliefors Significance Correction

Sig 0,200 >0,05: accept H_0 = normality of distribution for the residual = the regression model can be used for prediction/ generalizing the results.

8.2.9.2. High BMF →DA: Simple Linear Regression

8.2.9.2.1. Preliminary exploratory analysis

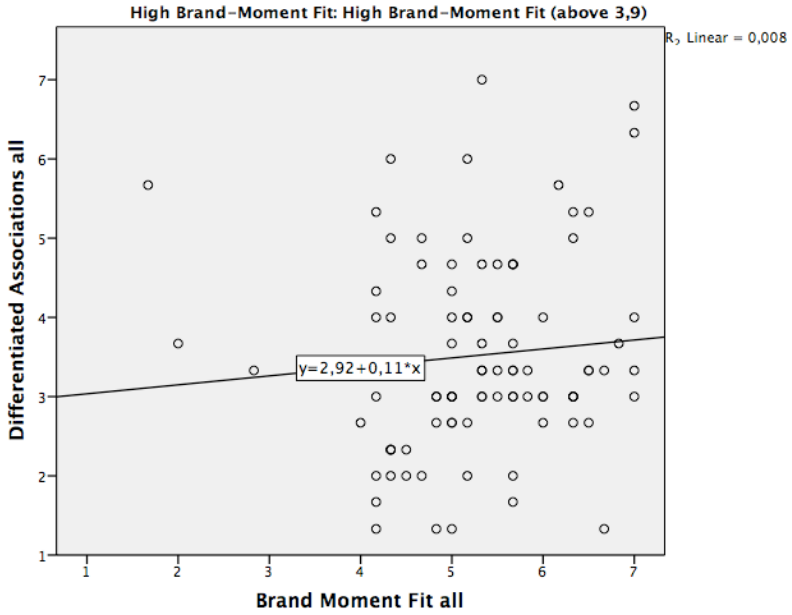
Table 130 Pearson correlations high BMF --> DA

Correlations[a]

		Brand Moment Fit all	Differentiated Associations all
Brand Moment Fit all	Pearson Correlation	1	,091
	Sig. (2-tailed)		,386
	N	92	92
Differentiated Associations all	Pearson Correlation	,091	1
	Sig. (2-tailed)	,386	
	N	92	92

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

Table 131 Scatter plot high BMF --> DA



8.2.9.2.2. Simple Linear Regression

Table 132 Simple linear regression model summary high BMF --> DA

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,091[b]	,008	-,003	1,23974

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Predictors: (Constant), Brand Moment Fit all

c. Dependent Variable: Differentiated Associations all

Table 133 Simple linear regression ANOVA test high BMF --> DA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,166	1	1,166	,759	,386[c]
	Residual	138,327	90	1,537		
	Total	139,493	91			

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Dependent Variable: Differentiated Associations all

c. Predictors: (Constant), Brand Moment Fit all

Table 134 Simple linear regression coefficients high BMF --> DA

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,922	,696		4,197	,000
	Brand Moment Fit all	,113	,130	,091	,871	,386

a. High Brand-Moment Fit = High Brand-Moment Fit (above 3,9)

b. Dependent Variable: Differentiated Associations all

8.2.9.3. Low BMF →DA: Simple Linear Regression

8.2.9.3.1. Preliminary exploratory analysis

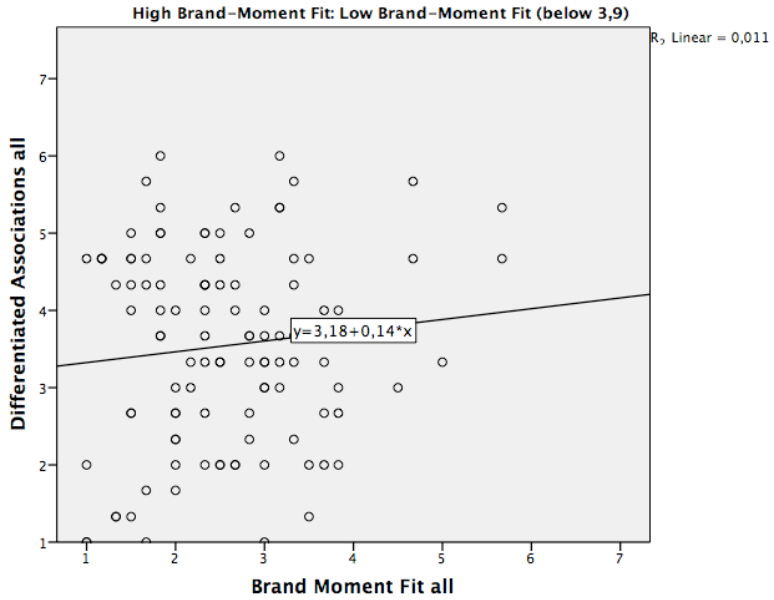
Table 135 Pearson correlations low BMF --> DA

Correlations[a]

		Brand Moment Fit all	Differentiated Associations all
Brand Moment Fit all	Pearson Correlation	1	,107
	Sig. (2-tailed)		,272
	N	108	108
Differentiated Associations all	Pearson Correlation	,107	1
	Sig. (2-tailed)	,272	
	N	108	108

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

Table 136 Scatter plot low BMF --> DA



8.2.9.3.2. Simple Linear Regression

Table 137 Simple linear regression model summary low BMF --> DA

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,107[b]	,011	,002	1,27464

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Predictors: (Constant), Brand Moment Fit all

c. Dependent Variable: Differentiated Associations all

Table 138 Simple linear regression ANOVA test low BMF --> DA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,982	1	1,982	1,220	,272[c]
	Residual	172,220	106	1,625		
	Total	174,202	107			

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Dependent Variable: Differentiated Associations all

c. Predictors: (Constant), Brand Moment Fit all

Table 139 Simple linear regression coefficients low BMF --> DA

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,185	,347		9,181	,000
	Brand Moment Fit all	,139	,126	,107	1,105	,272

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Dependent Variable: Differentiated Associations all

8.2.9.4. Low BMF →EA: Simple Linear Regression

8.2.9.4.1. Preliminary exploratory analysis

Table 140 Pearson correlations low BMF --> EA

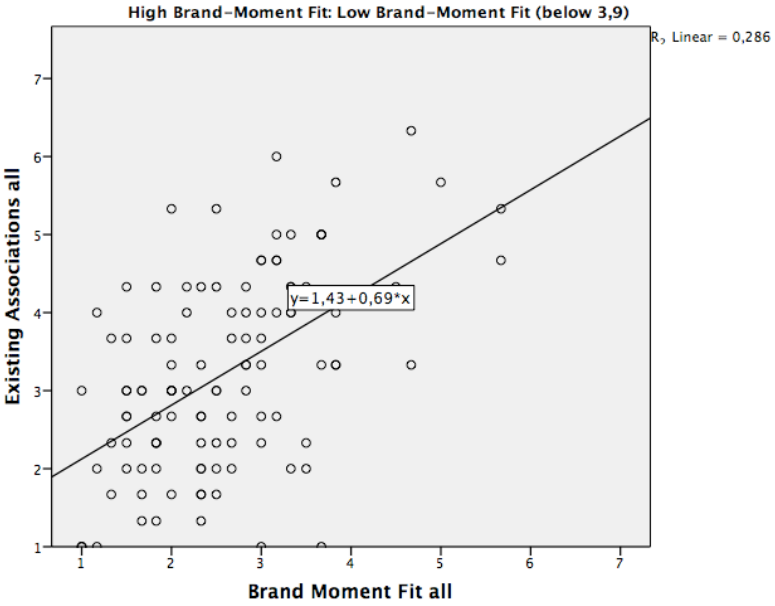
Correlations[a]

		Brand Moment Fit all	Existing Associations all
Brand Moment Fit all	Pearson Correlation	1	,535**
	Sig. (2-tailed)		,000
	N	108	108
Existing Associations all	Pearson Correlation	,535**	1
	Sig. (2-tailed)	,000	
	N	108	108

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

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

Table 141 Scatter plot low BMF --> EA



8.2.9.4.2. Simple Linear Regression

Table 142 Simple linear regression model summary low BMF --> EA

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,535[b]	,286	,280	1,06743

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Predictors: (Constant), Brand Moment Fit all

c. Dependent Variable: Existing Associations all

Table 143 Simple linear regression ANOVA test low BMF --> EA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,454	1	48,454	42,526	,000[c]
	Residual	120,776	106	1,139		
	Total	169,230	107			

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Dependent Variable: Existing Associations all

c. Predictors: (Constant), Brand Moment Fit all

Table 144 Simple linear regression coefficients low BMF --> EA

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,435	,291		4,938	,000
	Brand Moment Fit all	,690	,106	,535	6,521	,000

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Dependent Variable: Existing Associations all

8.2.9.4.3. Checking the assumptions of the simple liner regression

1. Linearity of the relationship between x/y → Scatterplot ✓

2. The mean of the residual component of the model is zero: $E(\varepsilon_{i)} = 0$ ✓

Table 145 Residual statistics low BMF --> EA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1242	5,3452	3,2066	,67293	108
Residual	-2,96577	2,51605	,00000	1,06243	108
Std. Predicted Value	-1,608	3,178	,000	1,000	108
Std. Residual	-2,778	2,357	,000	,995	108

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Dependent Variable: Existing Associations all

3. The independent variable is not correlated with the residual terms: Cov (εi, Xk) = 0 ✓

Table 146 Pearson correlations BMF →unstandardized residual for low BMF --> EA

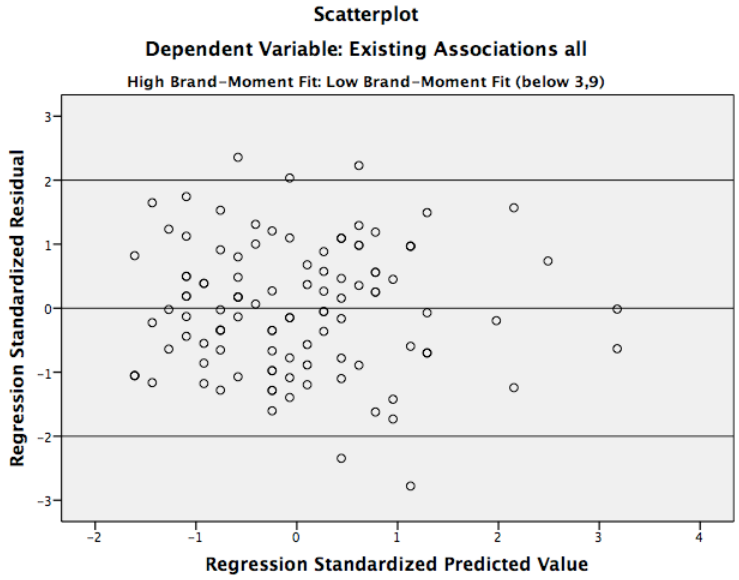
Correlations[a]

		Brand Moment Fit all	Unstandardized Residual
Brand Moment Fit all	Pearson Correlation	1	,000
	Sig. (2-tailed)		1,000
	N	108	108
Unstandardized Residual	Pearson Correlation	,000	1
	Sig. (2-tailed)	1,000	
	N	108	108

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

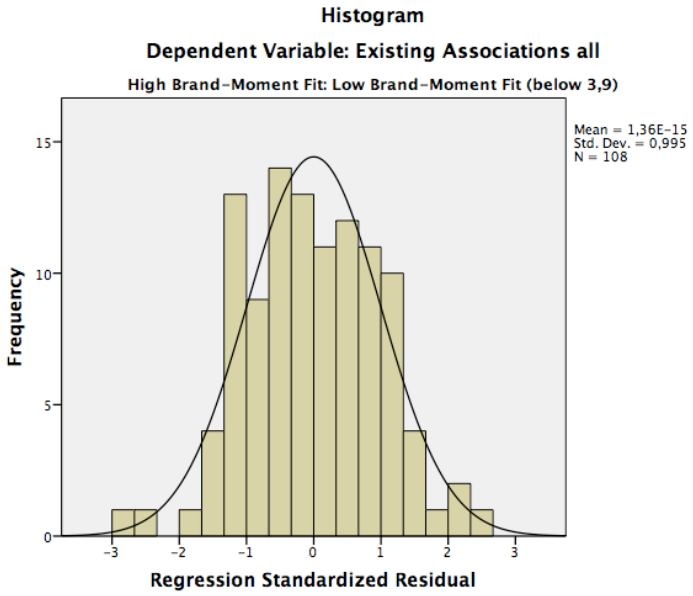
4. The variance of the random term is constant $Var(\varepsilon_{i)} = \sigma^2$ ✓

Table 147 Variance of the random term low BMF --> EA



5. The residuals follow a normal distribution: $\varepsilon_i \cap N\,(0, \sigma^2)$ ✓

Table 148 Normality distribution low BMF --> EA



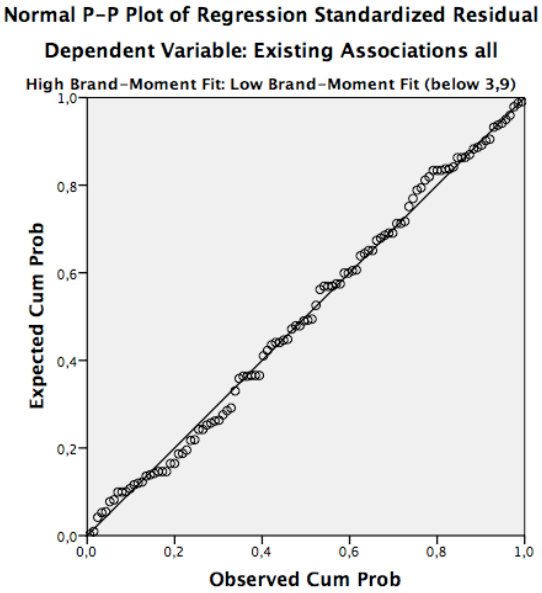


Table 149 Kolgomorov-Smirnov low BMF --> EA

Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,048	108	,200*	,993	108	,824

*. This is a lower bound of the true significance.

a. High Brand-Moment Fit = Low Brand-Moment Fit (below 3,9)

b. Lilliefors Significance Correction

Sig 0,200 >0,05: accept H_0 = normality of distribution for the residual = the regression model can be used for prediction/ generalizing the results.