



INSTITUTO
UNIVERSITÁRIO
DE LISBOA

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Pedro Miguel Ribeiro de Almeida Proença Bilro

Master in Marketing

Supervisor:

Prof. Doutora Sandra Maria Correia Loureiro, Professora associada com agregação,
ISCTE Business School, Departamento de Marketing, Operações e Gestão Geral

October, 2020



BUSINESS
SCHOOL

Marketing, Operations and General Management Department

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Pedro Miguel Ribeiro de Almeida Proença Bilro

Master in Marketing

Supervisor:

Prof. Doutora Sandra Maria Correia Loureiro, Professora associada com agregação, ISCTE Business School, Departamento de Marketing, Operações e Gestão Geral

October, 2020

Aknowledgements

This master dissertation could not have been developed without the contribution of the following individuals, who somehow supported me along this process.

Firstly, I thank Prof. Sandra Loureiro as Supervisor of my dissertation, for all the support, insights and clear indications that truly contributed to enrich not only this academical work but also all the learning experience underlying to the whole process.

To my family, I would like to show my deep gratitude for all the effort, patience and support for my academical success along the years, especially for this last years, providing me the opportunity to be part of this Master Degree in ISCTE.

Finally, a special thanks to my close group of friends, which without their support I would not had achieved and surpassed academical and personal struggles throughout the years, providing me not only the belief to endure but also revealing why this journey of life is worth living.

Thank you all!

Abstract

For the last decades the interaction between brand and consumer has been profoundly investigated, leading companies to completely change their Marketing strategy. From Transactional, to a Relationship approach and finally the Consumer Experience. However, the year of 2020 will always be remembered not only for the COVID19 pandemic scenario, but also, the year organizations were defied as never before.

With the social distancing paradigm, organizations were forced to change their approach on how to maintain Consumer Engagement. Event based sectors were tremendously affected and the Sports industry was no exception. For 4 months, the weekly live supporters were obliged to only assist their Club games through TV broadcast, jeopardizing their engagement and love for the club. This dissertation, focuses on how this experiential shift to a Telepresence scenario, will affect the Emotional States amongst Sports Clubs supporters, and how will this enhance their Brand Love.

The results of this study show that Consumer Experience does in fact, influence Brand Love via Telepresence and Emotional States. But the same do not verify when considering this intermediated influence for Brand Engagement. It is also possible to observe the moderator effect that Emotional States represent, when considering the influence Brand Engagement reflects of Brand Love.

Keywords: Consumer Experience, Brand Love, Consumer Engagement, Telepresence.

JEL:

M31 - Marketing and Advertising: Marketing

M39 – Marketing and Advertising: Other

Resumo

Nas últimas décadas, a interação entre marca e consumidor foi profundamente investigada, levando empresas a mudar completamente a sua estratégia de Marketing. Desde Transacional, a Relacional e finalmente focando-se na Experiência do Consumidor. No entanto, o ano de 2020 será para sempre recordado não apenas pelo estado de Pandemia devido ao COVID19, mas também, o ano em que as empresas enfrentaram um desafio como nunca antes visto.

Com o paradigma de distanciamento social, as empresas viram-se forçadas a mudar a sua abordagem de como manter o Consumer Engagement. Vários setores que sobreviviam de eventos foram tremendamente afetados e a indústria do Desporto não foi exceção. Durante 4 meses, os apoiantes que assistiam semanalmente aos jogos dos seus clubes foram obrigados a acompanhar os jogos por transmissão televisiva, metendo em causa o seu Engagement e Amor pelo clube. Esta dissertação, explora como esta mudança experiencial para o cenário de Telepresence, irá afetar os Estados Emocionais entre os apoiantes de clubes desportivos e de que forma irá aumentar o seu Amor pela Marca.

Os resultados deste estudo, demonstram que de facto, a Experiência do Consumidor influencia o Amor pela Marca, através de Telepresence e Estados Emocionais. No entanto, o mesmo não se verifica quando considerando esta influência para o Brand Engagement. Adicionalmente, foi também possível verificar o efeito de Moderador que os Estados Emocionais representam quando considerando a influência que Brand Engagement tem em Brand Love.

Keywords: Experiência do Consumidor, Amor pela Marca, Consumer Engagement, Telepresence.

JEL:

M31 - Marketing and Advertising: Marketing

M39 – Marketing and Advertising: Other

Index

1. Introduction	1
1.1. Research Problematic	2
1.2. Objectives	2
1.3. Dissertation Structure	3
2. Literature Review	5
2.1. Relationship Marketing and Experiential Marketing	5
2.2. Consumer Experience	7
2.3. Telepresence	9
2.4. Consumer Engagement	10
2.5. Emotional and Cognitive States.....	12
2.6. Brand Love	13
3. Conceptual Model and Hypothesis	17
3.1. Conceptual Framework.....	17
3.2. Proposed Hypothesis	17
4. Research Study	23
4.1. Methodology	23
4.2. Data Collection	24
4.3. Questionnaire	25
4.4. Data Analysis	26
4.4.1. Data Treatment.....	26
4.4.3. Sample Profile.....	28
4.5. Results.....	29
4.5.1. Descriptive Analysis	29
4.5.1.1. Brand Experience	29
4.5.1.2. Telepresence.....	31
4.5.1.3. Emotional States.....	33
4.5.1.4. Brand Engagement	34
4.5.1.5. Brand Love.....	36
4.5.1.6. Love & Hate.....	37
4.5.2. Partial Least Square – Structural Model	38
4.5.2.1. Measurement Model Analysis.....	39

4.5.2.2. Structural Model Analysis.....	41
4.5.2.3. Moderator Analysis.....	44
5. Conclusions and Implications.....	45
5.1. Conclusions.....	45
5.2. Theoretical Implications	49
5.3. Managerial Implications	49
5.4. Limitations and Further Research.....	50
6. References.....	53
7. Appendix	63

Figure Index

Figure 1 - Proposed Conceptual Framework.....17

Figure 2 - Questionnaire Based Constructs, Scales and Literature25

Figure 3 - Sample Profile: Gender.....28

Figure 4 - Sample Profile: Age.....29

Figure 5 - Cronbach’s Alpha: Brand Experience, Sensory29

Figure 6 – Cronbach’s Alpha: Brand Experience, Affective.....30

Figure 7 – Cronbach’s Alpha: Brand Experience, Behavioral30

Figure 8– Cronbach’s Alpha: Brand Experience, Intellectual.....31

Figure 9 – Cronbach’s Alpha: Telepresence, Escapism31

Figure 10 – Cronbach’s Alpha: Telepresence, Presence32

Figure 11 – Cronbach’s Alpha: Telepresence, Vividness33

Figure 12 – Cronbach’s Alpha: Emotional States, Arousal33

Figure 13 – Cronbach’s Alpha: Emotional States, Pleasure.....34

Figure 14 – Cronbach’s Alpha: Brand Engagement, Cognitive Processing35

Figure 15 – Cronbach’s Alpha: Brand Engagement, Affection35

Figure 16 – Cronbach’s Alpha: Brand Engagement, Activation.....36

Figure 17 – Cronbach’s Alpha: Brand Love36

Figure 18 – Cronbach’s Alpha: Love & Hate, Hate37

Figure 19 – Cronbach’s Alpha: Love & Hate, Love37

Figure 20 – Convergent Validity: Composite Reliability and AVE.....39

Figure 21 – Discriminant Validity: Fornell-Larcker method40

Figure 22 – Discriminant Validity: Heterotrait-Monotrait40

Figure 23 – Hypothesis Testing, R Square42

Figure 24 – Hypothesis Testing, Path Coefficients43

Figure 25 – Consumer Experience – Scale, Categories and Items63

Figure 26 – Arousal – Scale, Categories and Items.....63

Figure 27 – Pleasure – Scale, Categories and Items.....63

Figure 28 – Brand Engagement– Scale, Categories and Items64

Figure 29 – Love & Hate– Scale, Categories and Items64

Figure 30 – Telepresence – Scale, Categories and Items65

Figure 31 – Brand Love 1 – Scale, Categories and Items66

Figure 32 – Brand Love 2 – Scale, Categories and Items66

Figure 33 – Model 193

Figure 34 – Model 2	94
Figure 35 – Cross Loadings Analysis.....	94
Figure 36 – Model Fit Analysis	95
Figure 37 – Path Coefficients Analysis	96
Figure 38 – Q Square Analysis.....	96
Figure 39 – F Square Analysis	96
Figure 40 – Convergent Validity	97
Figure 41 – Moderator Analysis.....	97
Figure 42 – Moderator Analysis Chart	97

1. Introduction

For the last century, Marketing have been suffering a tremendous shift that completely changed the organizations approach towards the consumer. Firstly, the purchase decision was analyzed only as a transactional action, where all decisions made by the consumer were considered rational. However, soon was understood that in fact, the consumer would recall past experiences with the brand, revealing additional considerations, besides the purchase moment. This marked the beginning of profound Marketing shift, making companies to adopt a new perspective on how to approach the customers (Grönroos, 1997).

Organizations started to adopt a relational approach, firstly by the means of attraction, then fostering satisfaction and lastly maintaining this relationship (Berry, 1995). Various researches then started to emerge, to explore and understand this new reality, with studies exploring the topics such as Relationship Value (Ravald & Grönroos, 1996) and Relationship Benefits (Hennig-Thurau, Gwinner, & Gremler, 2002).

In the current days we can still see this organizational focus through the name of CRM, with the goal of developing a long term relationship with customers instead of focusing for short-term oriented objectives (Sarmiento & Loureiro, 2019).

In 1982, a new concept was also brought to study, that would eventually represent a revolution that once again, led companies to adapt. In the purchase moment the consumer would not only consider the transactional benefits or the relationship recollections towards the brand. The experiential factor would also play a big part, when it comes to the decision, as the consumer aims to have an enjoyable experience (Holbrook & Hirschman, 1982). This lead into the industrial economy obsolescence, and gave origin to the service-based Experience Economy (Pine & Gilmore, 1998).

With time, comes adaptation, and the organizations successfully subsisting for the last decades, surely had to consider this experiential factor into their business models.

However, the year of 2020 brought a new challenge that would defy the successful experiential processes implemented until the year of 2019, the Coronavirus.

1.1. Research Problematic

The COVID19 pandemic led governments to compel the population into a social distancing paradigm, with a Quarantine approach for the first months. Several companies suffered and many others had benefited with the new paradigm, but surely all of them had to quickly adapt.

The sports industry was also a tremendously affected segment, that to adapt was led to an exclusive TV assistance to their games/events, as audiences were forbidden of live assistance for the first months (Carmo, 2020).

The mentioned events brought into question several topics that might represent tremendous importance for Sports Clubs to have into consideration during to this pandemic scenario. Sports clubs can be considered as Brands and supporters as their consumers (Lindberg, 2014), and the relationship between the two entities is academical studied to involve multiple sentiments, such as Passion (Cayolla & Loureiro, 2014).

Without permission for live assistance for the Sports clubs supporters, the only feasible alternative was to follow through TV Broadcasting, representing a tremendous change in the “weekly live game supporters” existing before the pandemic scenario. How would this reality shift affect the Supporters love for their clubs?

1.2. Objectives

In an academical perspective, the question can be interpreted as, how will consumer experience through a telepresence mean, influence the customers engagement and love for the brand? This is a key question to be answered that will not only bring additional insights into academical research but will also provide brands the understanding on the potential impact of this new reality.

Brakus, Schmitt, and Zarantonello (2009) introduced the characterization of brand experience with sensory, affective, behavioral and intellectual dimensions. But how will these factors be influencing the Telepresence dimension, and how for itself lead the customer to engage and love a certain brand?

This study bases its model framework on the literature review foundation, analyzing multiple constructs influence through the questionnaire and data treatment chapter, contributing to answer the Research Question proposed: Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States? As the question itself refers, the topics and structure to be further analyzed will follow the structure of Consumer Experience, Telepresence, Emotional States, Brand Love and Consumer Engagement.

Therefore, this study aims to contribute to the research regarding Consumer Experience, Brand Love and Consumer Engagement with preliminary insights on the possible outcomes of a customer experience mediated by telepresence and emotional states, helping brands fostering the customers' sentiments. With this in consideration, the current dissertation intends to:

- Propose a theoretical model, considering the relationships between the constructs of: Consumer Experience, Telepresence, Emotional States, Consumer Engagement and Brand Love;
- Assess if consumers with a Telepresence experience will engage and love a brand;
- Understand the impact emotional states will represent as moderator to love and engagement relationship.

1.3. Dissertation Structure

Primarily in the Introduction, the main subject will be presented and explored the corresponding relevance for the Marketing Literature. Also, the gap will be identified, followed by the objectives to be responded throughout this academical study.

The Literature Review covers the development of the main topics to answer the research question, including: Relationship and Experiential Marketing, Consumer Experience, Telepresence, Consumer Engagement, Emotional and Cognitive States, Brand Love,

Love & Hate. Following the Research Model and Hypothesis are presented, assessing the literature-based relationships that will be further studied in this dissertation.

Following, the empirical approach is introduced in the Research Study chapter. Firstly, with the Methodology used in this study with real data included as introduction. Also, the Data Collection process is described, followed by the overview of the Questionnaire for the Quantitative study.

In the Data Analysis chapter, the Data Treatment adopted is summarized, followed by the Sample Profile obtained. Proceeding, the Results are presented for each of the analysis adopted during the assessment.

At last, the Conclusions and Implications are described and developed, revealing the inherent implications, such as Theoretical and Managerial and also the Limitations and Further Research ideas.

2.Literature Review

2.1. Relationship Marketing and Experiential Marketing

Relationship Marketing has been academically studied in high volume in the last decades, since it is believed to be an important component of an observed Marketing shift, from a pure transactional paradigm to a relationship between the consumer and the brand. It was realized that the consumer started to bring up past experiences with brands, when it comes to the purchase decision moment, leading companies to consider other elements in their brands, creating a cycle that would empower the change in the paradigm previously mentioned. (Grönroos, 1997).

Companies had to start a relational approach with the consumer, starting with the attraction, secondly satisfaction and finally to maintain them (Berry, 1995). Christian Grönroos (1997) also added to this new philosophy, that was not only about establishing and maintaining, but also enhancing and even terminating, when necessary, the relationships with the customers, fulfilling both parties need through a mutual exchange.

Further researches on this clearly new reality, focused on how to maintain this relationships with terms emerging such as Relationship Benefits (Hennig-Thurau et al., 2002) or Relationship Value (Ravald & Grönroos, 1996).

As the investigation and developments about Relationship Marketing got a deeper understanding, it was started to be clear that this was an umbrella subject with several other relevant subareas beneath it. A fragmentation of the topic provided the discover of relationship communication (Balaji, Kumar Roy, & Kok Wei, 2016), relationship dynamics (Harmeling, Palmatier, Houston, Arnold, & Samaha, 2015) and a scope of various other subjects.

Currently a company's brand management takes into account Relationship Marketing when considering their CRM strategy, focusing on loyalty and long-term engagement instead of short-term oriented results (Sarmiento, Maria, & Loureiro, 2019).

Lin (2010) brought consumer's personality into consideration, as other authors also defended that brands personality would have influence in the relationship with the consumer (Aaker & Fournier, 1995). Aaker and Fournier (1995) also considered that customers might perceive brands with human characteristics, introducing Anthropomorphism into Marketing.

Fournier (1998) presented a theoretical base for Relationship Marketing between the consumer and the brand, introducing multiple categorizations of the subject, in which love, and passion were part of the elements to reach brand relationship quality.

Rauschnabel and Ahuvia (2014) developed and study, concluding that when there is a strong relationship amongst consumers that are positively disposed towards a certain brand, existing a correlation between anthropomorphism and brand love. Moreover, when analyzing some types of customers, such as extraverts and neurotics, we can conclude that they are more likely to feel brand love, because they see brands as relationship partners. (P. Rauschnabel, Ahuvia, Ivens, & Leischnig, 2015)

Experiential marketing is embedded in relationship marketing. Hence, Holbrook and Hirschman (1982) introduced the revolutionary idea that would change the traditional approach that consumers would decide in the consumption moment based in just rational reasoning. The new concept was about an experiential dimension defending that a consumer is driven by emotions as well, with the aim of reaching an enjoyable experience, through "fantasies, feelings and fun" (Holbrook & Hirschman, 1982: p.132). After this, following the previous affirmation, it was sustained that in fact there is an affective relationship with the product, from the consumer perspective (Carù, University, & Cova, 2003; Schmitt, 1999).

After this, the concept of Experience Economy has emerged with corporations no more offering just a product, but now, offering experiences, being a tremendous shift from industrial to a service-based economy (Joseph & Gilmore, 1998).

There are 3 main reasons responsible for this profound change from transactional to experiential marketing (Walter, Cleff, & Chu, 2013). The hedonistic paradigm that consumers are living, is one of the motives that caused this (Fransen & Lodder, 2010).

Another believed reason is the commoditization of the functional benefits cause through the high competition in the markets. Finally, the excessive advertisement of the conventional communications channels, lead to companies to adopt new strategies to differentiate themselves from its competitors (Schaefer, 2019).

As the time passed by, it was clear that Experiential Marketing has a tremendous influence on branding, since it does not only rely on functional metrics but in emotional aspects as well, with customers defining the brand's essence in experiences they had (Schmitt, 1999). With this, companies realized that, in order to survive and keep up with the customer needs evolution, they should entertain, stimulate and engage through emotions with customers, with customer experiences (Schmitt, 1999).

2.2. Consumer Experience

In the current world, understanding customer experience is crucial for companies aiming to succeed, having to focus on delivering successful customer interactions. Lemon & Verhoef (2016), conceptualized this topic approaching the Customer's Journey, covering the purchase cycle as a dynamic process. The 3 steps inherent to the Customer Journey were: Pre-purchase, Purchase and Post-purchase, including past experiences (such as previous purchases) and potential external factors. All of these factors taken into account, will lead into a successful/unsuccessful customer experience. (Lemon & Verhoef, 2016)

It is clear now, that in the moment of decision, the customer answers to more than it is offered emerging the concept of Consumer Experience (Grewal & Levy, 2007; Kotler, 1974). Facing the buying moment as an experience and not as a quotidian chore (Bellenger, 1980.; Han Shen & Tsuifang, 2011).

The customer experience is a conscious event, that can be defined by the relevance of opportunities that emerge in the interactions between the brand and the client in the purchase moment. An organization must generate a coherent, authentic and sensorial experience to its consumers that will engage, please and differentiate themselves from its competition, building an emotional bond with the customers (Berry, 2007).

After the consolidation of the previous topic as an extremely relevant subject, it was made numerous efforts to develop a scale to measure the brand experience. Holbrook & Hirschman (1986) brought the TEAV model standing for Thought, Emotion, Activity and Value. This dimensions more specifically are: T-thought (cognitive reasoning); E-emotions (feelings); A-activities (physical and mental health); V-value (evaluative judgements).

Another approach to segment experiences into 4 groups was developed by (Pine & Gilmore, 1998) – Posteriorly validated by (Sands, 2008). Four “e” segments, that were: Entertainment; Esthetic; Educational; Escapist.

Classified each one in a framework of Active/Passive Participation and Immersive/Absorption experiences.

(Schmitt, 1999) focused on the purchase moment as a holistic moment, categorizing experiences into 5 distinct types: SENSE, for sensorial experiences; FEEL, for experiences involving affection; THINK, for cognitive experiences involving creativity; ACT, for physical experiences that would influence behaviors; RELATE, resulting from interactions with other psychographic or reference group.

Resembling the previous evaluation scale, (Brakus et al., 2009) stated sensations, feelings and behavioral responses as subjective consumer responses influencing the brand experience. With this in mind, a four-parameter scale was developed as: Sensory; Behavioral; Affective; Intellectual.

The two last parameterizations - (Schmitt, 1999) and (Brakus, Schmitt, Zarantonello, & Simon, 2009) - suit each other quite positively when analyzing brand experiences (Sands, 2008). The both scales are very similar with: Sensory corresponding to SENSE, Affective to FEEL, Behavioral to ACT, and Intellectual with THINK.

Therefore, Brakus et al., (2009) as a more recent approach as a practical scale to measure brand experience, and still covering the fundamental concepts raised by (Schmitt, 1999), seems to be the better option to adopt in the following research study.

2.3. Telepresence

This concept emerged with the development of technology. The feeling of being in an environment that is not real, a scenario of technological origin, a sensation denominated by (Steuer, 1992) as Telepresence. This situation can be experienced when watching a film or a video, for example, especially with the new trends in Virtual and Augmented Reality that are rising in the last years (Loureiro et al., 2019).

Steuer (1992) brought this concept because the academical researches about Virtual Reality were all related to the hardware, and none of it, about an experiential approach for the user. Presence, is the perceptions of (real) external space (Loomis, 1992). Telepresence, is about the experience of presence in a technological originated environment (Steuer, 1992).

Ten years later, Telepresence emerged in the moment of contact between a consumer and a virtual environment, modelling the process on how an individual learns about a product (Li et al., 2002). Steuer (1992) associated two dimensions determinants to Telepresence. They are “vividness”, as the ability to the technology to have a sensorial rich environment, and “interactivity” as to the degree to which the users of the technology can interact and modify the content of the artificial environment.

The term Range, emerged with Suh and Chang (2006), as the quantity of dimensions presented at the same time. For example, the comparison between a music in the radio or a music videoclip in the TV. The first, only provides an audio stimulus, but in the second situation, there is also a visual stimulus. As the quality of the dimensions, is about the quality of the stimulus. For instance, hearing music in the radio, or listening to live music. In the second example, the sound will have much more quality, without any radio interferences as might happen in the first case.

To reach a high sensation of Telepresence, both escape and vividness need to be present (Kim & Biocca, 1997). For example, when watching a 4K video, Telepresence is not achieved, since the quality of the video only influences the escape variable. However, according to Kim & Biocca (1997), using VR can provide a great Telepresence experience, providing the ability of controlling the environments. In this situation,

different sensorial stimulus exists and their sensorial depth is more profound (Klein, 2003).

2.4. Consumer Engagement

Prior research suggests the ‘customer engagement’ concept is expected to contribute to developing our understanding of customer experience and/or retention dynamics (Bowden, 2009). When considering the engagement literature, the most common associated terms are co-creation, interactions, processes, levels of knowledge, and consumption frequency. This definition goes beyond only involvement or commitment (Loureiro & Sarmento, 2019).

By being engaged, a person tends to have a higher participation on the brand community, enhancing the Word-of-Mouth, Brand Knowledge and Brand Loyalty. For these reasons, by participating in the community there will be a tendency to stay within the community (Sandra Maria Correia Loureiro, Pires, & Kaufmann, 2015).

Another approach to it, was how customer-bases and firm-based factors are related to customer engagement. As a conclusion, it was found that the customer-based factors (brand experience and brand love) and significantly related to customer engagement, specially brand experience. (Prentice, Wang, & Loureiro, 2019)

The concept of customer brand experience represents a potential consequence of customer brand engagement (Hollebeek, 2011). By being intrinsically related with the customer experience. Bowden (2009) refers that Customer Engagement is expected to enrich and support the development the understanding of the customer experience. Only with several interactions with a customer, the engagement can be enhanced. Concepts like cocreation, solution development or interaction are the representation of engagement. (Kumar & Pansari, 2016)

There are several ways how a customer can be involved in the company’s profit, nevertheless, engagement will be conceptualized as a definition that will go beyond the buying process. This topic is multidimensional and complex, it is intrinsically related with

the co-creation and the relationship marketing (Vivek, Beatty, & Morgan, 2012) subject by creating bonds with customers, with their own contribution through key interactions. (Bowden, 2009)

Companies must strengthen the bonds between them and the stakeholders, through engagement, innovation and co-creation. Loureiro et al. (2019) developed a framework presenting multiple arguments that might enhance the engagement. The 7 variables presented were: Leadership style; Attitudes; Identification; Goals; Organizational culture; Capabilities and Interactions Mechanisms. (Loureiro, Romero & Bilro, 2019)

As an adaptation of the Digital Era we currently live, the online brands also had to adapt itself by adopting the consumer experience as one of the principles for their sustainability. Good products/services are not enough. Consumers can quickly compare and change to other brands online. To fight this situation, online brands foster a credible and trustworthy experience. (Loureiro & Bilro, 2019)

Online reviews about a given experience are known to influence consumer's decisions, nevertheless, such opinions originate different degrees of engagement which may differently affect decisions. Companies that listen to the feedback, will be able to better align with consumers expectations, reflecting as a more relevant competitive advantage in the market. (Bilro, Loureiro, & Guerreiro, 2019)

On the same paradigm, it was also studied the relationship between the Website Quality, Emotions and Consumer-Brand Engagement in online environments. The findings showed that valid, useful and relevant content creates a greater emotional connection with customers and fosters their engagement. (Loureiro, Bilro, & Japutra, 2020)

Nowadays, customers are very active online always absorbing new information. The most successful Fashion Brands online, adopt an approach of a continuous updating their photos and videos, interacting with their customers and make them part of the brand itself by the means of other celebrities. (Loureiro, Serra, & Guerreiro, 2019)

Kumar and Pansari (2016) mentioned that a corporation must take into consideration the Customer Engagement, as the client's insights might be the way to involve/engage them.

With their contribution they can potentially convert clients that wouldn't be attracted to regular marketing channels, enriching their contribution to the Customer Engagement and even improving their own existing service/product or even contributing to under development projects. (Kumar, 2010)

Hollebeek (2011) when searching more about this topic, referred that when focusing on the relevance of experiences, it should be taken into account the customer's cognitive and emotional investment for the brands as well. The author segmented the Engagement topic into 3 different areas – cognitive processing; affection/emotional; activation/behavioral - making it possible to after his contribution, to researchers, study more objectively this area. It is affirmed than, that the drivers of engagement are: Immersion, Passion and Activation, according to each metric (Hollebeek, 2011).

In 2014, the same authors deepened their conceptualization of the 3 different segments. Cognitive reasoning, as the level of thought processing and elaboration the customer has in a consumer/brand interaction. Affection, referring to the positive affect the brand brings to the customer, in a consumer/brand interaction. Activation, defined as the effort/energy/time a user dedicates to a consumer/brand interaction. Also, they developed and validated a 10-item scale – sub elements of the previous 3 categories - to be used when empirically analyzing a customer brand relationship (Hollebeek, Glynn, & Brodie, 2014).

2.5. Emotional and Cognitive States

According to Forrest (2013) our behavioral reactions result according to our emotional states, that for themselves are triggered in the combination of internal factors and external stimulation of sensorial origin. The Model S-O-R, standing for Stimulus, Organism and Response emerged applying itself for the previously definition. To the Stimulus, is about any external variable, the Organism, refers to internal state and procedures and finally the being the consequence of the previous interactions that reflects itself as the human behavior. (Bagozzi, Gopinath, & Nyer, 1999; Sherman, Mathur, & Smith, 1997).

There is a developed model, consisting in 3 dimensions, that tends to interpret the affective response to external stimulus (Mehrabian & Russell, 1974). The dimensions are:

Arousal, referring to excitement, activeness and alertness during the customer experience (Bagozzi et al., 1999); Pleasure, as an hedonic quality of an affective emotional reaction towards a stimuli, or even the enjoyability of an emotional experience (Dubé & Morin, 2001; Kaltcheva, Weitz, Lutz, & Sawyer, 2006); Dominance, the state in which the individual feels that he's in control against the stimulus, or the opposite situation. For this reason, this dimension is not considered an emotion, but a cognitive state. However, Eroglu et al (2001) suggested that arousal and pleasure would properly characterize the appropriate emotional responses, making a wide range of studies not include the Dominance state.

In 2013, it was incorporated for the first time, involvement as an antecedent of emotions and satisfaction as outcomes in the S-O-R Model. Concluding that pleasure (and relaxation) would be anteceded by atmospheric cues and involvement, Concluding, atmospheric cues and involvement are important antecedents of relaxation and pleasure, and also, pleasure would not influence directly WOM. (Loureiro, Almeida, & Rita, 2013). In the same year, research results supported that there is positive relationship between emotions and the dimensions of consumer-brand engagement, except for dominance (Loureiro et al., 2020).

Loureiro et al. (2014) developed an investigation about the effects of virtual atmospheric cues on emotions and Word-of-Mouth (WOM) and the differences between the perceptions according to each gender. The main finding was that pleasure is the most effective emotion to lead to a positive WOM.

4 Years later, a study was developed regarding the dimensions of rural tourism experience, where it was concluded that during a rural experience the arousal would be influenced by education and esthetics, while escapism and esthetics would influence the memorability of the experience itself. (Kastenholz, Carneiro, Marques, & Loureiro, 2018)

2.6. Brand Love

As briefly mentioned above, Fournier (1998) schematized six components that would form Brand Relationship Quality, that when fulfilled (or not), it would influence the relationship stability and durability with the consumer. The components were Intimacy,

Interdependence, Commitment, Self-connection, Brand Partner Quality and finally Love/Passion, being this one in the core of all strong brand relationships, customers would feel that “something was missing” if they don’t use the brand for a certain period of time (Fournier, 1998).

Brand managers should seek information on how their brand could foster a richer and profound emotional bond with the consumers, developing a connection with a deep self and social identification with the brand. Taking into the account past interactions with a brand evolving mystery, intimacy, uniqueness, and overall involvement the customer will be led into a love sentiment towards the brand (Rodrigues & Rodrigues, 2019). And a consumer in this position, is more willing to be committed to the brand, forgiving potential negative situation, advocating favorably and even the capability to sacrifice for the brand (Rodrigues & Rodrigues, 2019). Nevertheless, bad experiences in brand interactions, such as failing in the production/delivery, low ethical practices, incoherent communication, and other sources of negative perceptions can lead to a bad reputation, leading the consumer on hating the brand (Loureiro, 2015).

Brand Satisfaction is also strongly related with Brand Love, and Consumer Experience deeply influencing Brand Trust and Satisfaction (Drennan et al., 2015). Multiple academic researchers leaned further into this subject, presenting scales that would have the goal of deconstruct, better studied and analyzed Brand Love.

Consumers experiencing brand love are more willing to participate in a co-creation approach, especially when the brand vividly communicates their values by motivating consumers to interact and engage, having a positive impact on brand loyalty. (Kaufmann, Loureiro, & Manarioti, 2016)

From a methodological approach, it was studied the emotional attachment towards a brand. Thompson et al (2005) presented a scale with three components that would be fragmented in subdimensions. They were: Affection, composed by Affectionate, Loved, Peaceful and Friendly; Connection, formed by Attached, Bonded and Connected; Passion, segmented by Passionate, Delighted and Captivated. Since it includes terms such as Passion and Loved, we can associate as a similar measurement of Love (Albert, Merunka, & Valette-Florence, 2009).

Carroll and Ahuvia (2006) proposed a 10 item scale, to define the topic from the customers characterization of how they would perceive a brand: “ it is a wonderful brand”, “makes me feel good”, “totally awesome brand”, “it makes me feel happy”, “I love this brand”, “it is a pure delight”, “I’m passionate about it”, “I’m very attached to this brand” including 2 reverse-coded items “I have neutral feelings about this brand” and “I have no particular feelings about this brand” (Carroll & Ahuvia, 2006).

Additionally, Albert et al. (2009) conducted a study where they presented 2 order category factors to conceptualizing a brand love scale. Duration, Dream, Memories, Unicity and Intimacy, as first order factors, correspond to Affection (a second order factor). Idealization and Pleasure, also as first order factors, would correspond to Passion (the remaining second order factor).

With another theoretical and explanatory prototype conceptualization, Batra et al. (2012) segmented Brand Love into 7 main categories, stating that this approach should better reflect how the customers actually experience brand love: Passion-driven behaviors, with strong will to use and invest resources into the brand; Self-brand integration, as brands ability to express consumers identity and desires, life’s deeper meanings and provide intrinsic rewards; Positive emotional connection, with a sense of positive attachment and having intuitive feelings of rightness; Anticipated separation distress; Long-term relationships, with a long connection (or a perspective of it) with the customer; Positive attitude valence; And attitudes held with high certainty and confidence. The previous main topics were then subdivided in factors, also segmented into scale items that would then compose the presented Brand Love scale (Batra et al., 2012).

A few years later, the same authors affirmed that the developed scale might be seen as extensive to be used when developing a study, since it was elaborated focusing on a theoretical approach with a wide range of components to take into account. Therefore, Batra et al. (2016), started to focus on a scale development to a better application of the academically interested in the topic of Brand Love. It was presented 3 approaches when studying Brand Love. Firstly, a 26-item scale, but depending on the necessity of focusing in the details, could be used instead a 13 item scale, or even a 6 item scale. In this

approach, the Attitude Strength (certainty and confidence) was not considered since it failed to correlate highly with the rest of the scale.

Regarding the world main sport, Cayolla et al. (2014) studied the fans club brand relationship with their passion for football, discovering relevant topics that might influence this relationship. Such as: Passion/Soul, being different, leaving all behind and personal risk (Cayolla & Loureiro, 2014). Another relevant study regarding the football club fans relationship in 2013, revealed that there are 6 major topics that might be influenced by this deep sentiment, such as: Personal, Financial, Family, Life planning, Job and Friends (Cayolla & Loureiro, 2013).

Shuv-Ami et al. (2020) proposed a scale approaching how the fan's involvement, loyalty and fandom might predict not only their love-hate for their sports club, but also the potential aggressions, premium price paid and frequency supporting their team. (Shuv-Ami et al., 2020)

3. Conceptual Model and Hypothesis

In this chapter it is presented the hypothesis to be adopted in the following study, based on the literature review previously presented, aiming to sustain the further research of this dissertation.

3.1. Conceptual Framework

The present study aims to understand how Consumer Experience influences Brand Love and Consumer Engagement, but also takes into consideration the intermediate constructs potentially evolved into this relationship. Therefore, the additional constructs taken into consideration are Telepresence and Emotional States, showing a theoretical correlation according to the previous developed Literature Review.

Sustaining the mentioned topics, the following Conceptual Framework is proposed.

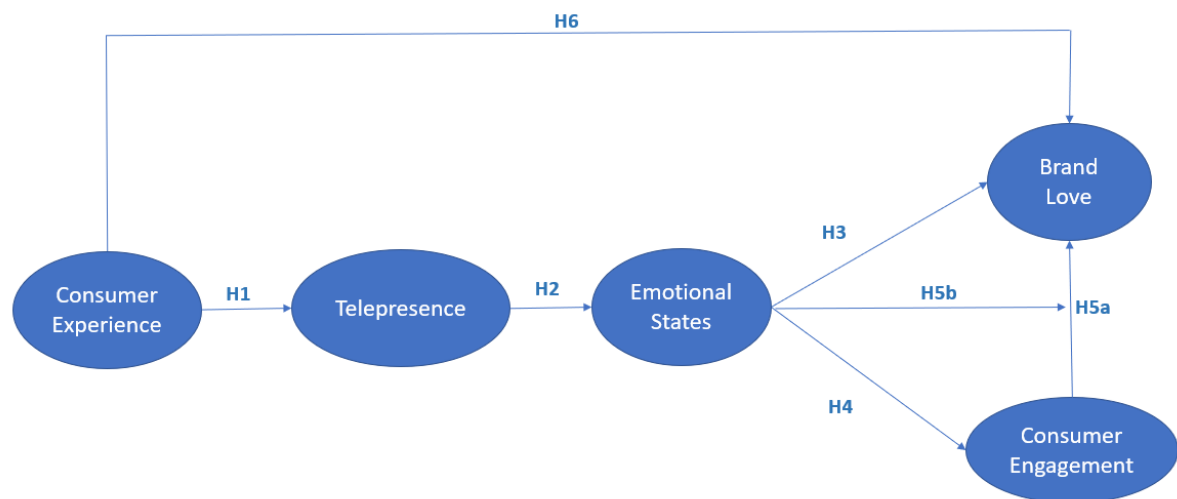


Figure 1 – Proposed Conceptual Framework

Source: Own Elaboration

3.2. Proposed Hypothesis

3.2.1. Hypothesis 1

It is clear for any sector nowadays that understanding the customer experience is mandatory for organizations wanting to excel, focusing on their interactions with their customers (Lemon & Verhoef, 2016). As *Berry* (2007) mentioned, organizations must provide a coherent, authentic and sensorial experience to its customers, in order to bond by engaging, pleasing and standing out from their competitors.

As explored on the literature review, the consumer experience was characterized by Brakus et al. (2009) by 4 dimensions: Sensory, Behavioral, Affective and Intellectual. In the following year, Mollen and Wilson (2010) started to characterize telepresence composed with terms of immersion, control, cognitive and sensory arousal. The last two telepresence components can be highly correlated with the dimensions Sensory and Intellectual of consumer experience, representing a potential influence of consumer experience on telepresence, worth of exploring further.

The initial mentions to telepresence were brought by Steuer (1993), with the concept and characterization of this construct, where it closely relies with the experience through technological components (e.g. Television). The author presented that Telepresence can be considered to separate in 3 segments: Escapism, Presence and Vividness. Years later, Mollen and Wilson (2010) described Telepresence as a sensation of being present in the reality transmitted, characterized by cognitive and sensorial arousal, control and immersion.

Therefore, this correlation through Consumer Experience (Sensory, Affective, Behavioral, Intellectual) and Telepresence (Escapism, Presence, Vividness) sustains the adoption of this first hypothesis.

H1: Consumer Experience (Sensory, Affective, Behavioral, Intellectual) positively affects Telepresence (Escapism, Presence, Vividness).

3.2.2. Hypothesis 2

Our behavioral reactions are originated by our emotional states, that for themselves result from the combination of internal and external sensorial stimulus (Forrest, 2013). In 1974 the S-O-R Model was brought, as the Stimulus-Organism-Response sustaining the previous affirmation (Mehrabian, A., & Russell, 1974).

In this step, we consider the experience as the Stimulus on how it will arouse the customers (i.e. sports fans) and Pleasure, as the Organism reacts to the technological experience.

For this reason, this hypothesis aims to understand how Telepresence (Escapism, Presence, Vividness) might conditionate Emotional States (Arousal and Pleasure).

H2: Telepresence (Escapism, Presence, Vividness) positively affects Emotional States (Arousal and Pleasure).

3.2.3. Hypothesis 3

Emotional States (as Arousal and Pleasure) are considered as a positive consequence, caused by an emotional reaction towards a particular stimuli, such as during an enjoyable experience (Kaltcheva, Weitz, Lutz, & Sawyer, 2006). As the Consumer Experience is considered to deeply influence Brand Trust, but more important Satisfaction, that is strongly correlated with Brand Love (Drennan et al., 2015). As Loureiro (2010) refers, a good experience can originate arousal and pleasure, that can lead into a delight sentiment, and eventually, reflect itself as Passion and Love (Correia Loureiro & Kaufmann, 2012).

Koo and Ju (2010) developed a scale, acknowledged amongst the Academic paradigm, to be a sustainable approach when studying the topic of Pleasure. For this reason, it will be the adopted scale on the Quantitative study developed further on this dissertation. As for Brand Love, the considered scale will be the resumed 6 Item version of wide 26th component scale validated by Batra et al. (2016). Both these scales were considered when assessed the relationship of these two constructs.

H3: Emotional States (Arousal and Pleasure) positively affects Brand Love.

3.2.4. Hypothesis 4

In order to lead the customers into a successful brand engagement, brands must be able to personify the consumer experience with their product/service, making the connection between brand-consumer meaningful (Keller, 2013). The engagement with brands emerge when there is an emotional, symbolic and unique connection consumers create (Goldsmith, R. and Goldsmith, 2012). Results shown, support the positive relationships between emotions and the dimensions of consumer-brand engagement, except for dominance (Sandra Maria Correia Loureiro et al., 2020).

Therefore, this correlation through Emotional States (Arousal and Pleasure) and Consumer Engagement (Cognitive processing, Affection, Activation) sustains the adoption of this fourth hypothesis, with a objective of verifying if it will hold as referred in the theoretical foundation presented.

H4: Emotional States (Arousal and Pleasure) positively affects Consumer Engagement (Cognitive processing, Affection, Activation).

3.2.5. Hypothesis 5

According to Prentice et al. (2019) customer engagement is related to customer-bases and form-bases factors, as in other words, it was found that the customer-based factors (brand experience and brand love) are significantly related to customer engagement. (Prentice et al., 2019). Also, Thompson et al (2005) presented a 3 component scale, relating Affection, Connection (Consumer Engagement) and Passion (Brand Love).

When brands efficiently communicate their values, fostering the consumers to interact and engage through co-creation and impacting brand loyalty, they also increase the willingness of the customer to experience brand love (Kaufmann et al., 2016).

With the previous affirmation in mind, this hypothesis aims to understand and validate how Consumer Engagement (Cognitive processing, Affection, Activation) might positively conditionate Brand Love.

H5a: Consumer Engagement (Cognitive processing, Affection, Activation) positively affects Brand Love.

Also, Grisaffe and Nguyen (2011) mentioned that brand attachment may be achieved when customers develop a deep emotional bond for the brand. Thompson et al (2005) developed the previously mentioned scale for defining customers attachment to brands. The author considered Affection – with items exploring such as Affectionate, Loved, Peaceful and Friendly. Connection – with items referring to Attached, Loved, Peaceful and Friendly and Passion – with items segmented into Passion and Loved (Thompson et al., 2005). This scale reinforced that Consumer Engagement and Brand Love may come

under mutual effect. However, when assessing both topics separately, the relationship analysis should not only fall under direct influence of how consumer engagement might influence brand love (as in Hypothesis 5a), but also, how emotional states moderate the relationship between Consumer Engagement and Brand Love. For this reason, as an additional study, the following hypothesis emerged:

H5b: Emotional States moderates the relationship between Consumer Engagement (Cognitive processing, Affection, Activation) and Brand Love.

3.2.6. Hypothesis 6

When the concept on Consumer Experience first emerged, it was described an experiential dimension where the consumer is driven by emotions as well, with the aim of reaching an enjoyable experience, through “fantasies, feelings and fun” (Holbrook & Hirschman, 1982: p.132). Also, Brand Love is deeply related with emotions, as in the case of positive emotional connections, one of the 7 constructs existing to define Brand Love (Batra et al., 2012). Additionally, when mentioning Brand Satisfaction, it also strongly related with Brand Love and Consumer Experience reflecting a correlation to be considered when analyzing both constructs (Drennan et al., 2015) in this sixth hypothesis.

H6: Consumer Experience (Sensory, Affective, Behavioral, Intellectual) positively affects Brand Love.

For H3, H5a, H5b and H6, the adopted Brand Love scale will depend on the Cronbach's Alpha assessment result, regarding scale reliability for both Brand Love scale (Bagozzi et al., 2016) and Love & Hate scale (Shuv-Ami et al., 2020) on the data analysis chapter.

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

4. Research Study

4.1. Methodology

In this chapter, it is taken into consideration the hypothesis presented in the development stage and elaborated a methodology seeking to achieve the main goals of this research, taking into consideration the paradigm lived during the year of 2020.

In the year of 1863, a revolutionary sport was created that would change the world in the following centuries, as Football was formed by The Football Association in England (Polenghi, 2019). Currently, the most played sport all around the world and without any doubt, the main sport in Portugal, Football. According to the INE (Instituto Nacional de Estatística) in February 2020, from 667 715 individuals (male and female) signed in a sports Federation, 189 417 are signed in the Federação Portuguesa de Futebol, meaning that from a wide range of federated athletes in Portugal, 28% play's Football, reflecting in part the influence of the sport in our culture (INE, 2020a, 2020b).

Another lifechanging conception that transformed the world was Television. Introduced in Portugal for more than 60 years now, changing the society habits forever. Even considering the internet and smartphones revolutions in the first decades of the XXI Century, TV still makes part of the Portuguese society daily habits, especially when it comes to watch sports. In the first trimester of 2020, there was 4.15 Million subscribers to paid TV according to ANACOM, doing a comparison with the numbers of families in Portugal (4.148.057 according to PORDATA and INE) we can affirm that in average, almost 100% of Portuguese families possess a television service at their homes (ANACOM, 2020; Pordata, 2020).

When doing a parallelism between the 2 previous concepts, in 2019, from the top 10 of TV broadcast records, 9 were from Portugal national team of football matches and Champions League games. Only the 2nd place was not a Football game broadcast, instead, it was the 20 minutes after the football game between Portugal and Netherlands for the debut of the UEFA Nations League (being this the 1st place in the top 10 most viewed TV broadcasts in 2019 with 2.7 Million spectators) that it is believed people forgot to turn off the television since they were celebrating the victory. (Notícias, 2019)

Lastly, the final subject to influence the development of this topic, is the pandemic that changed the world in the beginning of the year of 2020. COVID19 brought us a new reality that made the world change its habits and behavior, and watching football was no exception. After the Football National Championship interruption that started in March, the Clubs returned to finish the season in June, but now to be exclusively broadcasted by TV without live audience (Carmo, 2020). As a new challenge to the supporters when demonstrating their love for their clubs.

The empirical study ahead will have as fundamental basis the academical studies mentioned through the Literature Review chapter, adapted to understand the real effects between the mentioned topics in the considered framework into the real world, considering the previous mentioned topics of Football and Television during the COVID19 social distancing paradigm.

This study aims to explore the cause and effect between constructs, with the goal of understanding their influence and results (Saunders, Lewis & Thornhill, 2009). To reach the mentioned goal, a questionnaire was made as a quantitative approach, so that the hypothesis could be statistically studied and with this, reach the stated goal.

4.2. Data Collection

The procedure performed was through an online survey, mainly due to the barrier of COVID19 quarantine that led this dissertation structure to be adapted to the conditions of social distancing.

The survey was published on social media (Facebook and LinkedIn) and also shared on Whatsapp Groups. As television sports assistance (specially football) in Portugal is a widely common habit.

The questionnaire introduction presented the current reality (at the time) where due to the new social distancing reality the Portuguese football championship had stopped (March, 2020), but soon (in June, 2020) returned with strict conditions, as the supporters could not assist live to their club games to avoid wide agglomerate of people, remaining the

only option of transmitting the game through Television broadcast. Linger until the end of the season.

Then, the respondent was asked to answer the survey, that contained multiple proved academical scales referring to every topic present in the presented framework, with the final goal of answering the research question of this dissertation.

4.3. Questionnaire

The developed digital survey was structured considering the items that would permit to compile the necessary data to study each considered topic in the framework model presented based on the Literature Review (Appendix I), for a Quantitative Analysis.

Firstly, it was presented an introduction to the respondents, regarding the current reality of the COVID19 and the profound shift all our lives had suffered. Then, the return of the Portuguese Football Championship where the Live audience were not permitted and the effect this would have on the club supporters when watching their team through television.

After the introduction, the questionnaire was separated into multiple segments, each one covering the topics explored on the Literature Review. Consumer Experience, Telepresence, Arousal, Pleasure, Consumer Engagement, Brand Love and Love & Hate.

Consumer Experience	Sensory	Brakus et al (2009)
	Affective	
	Behavioral	
	Intellectual	
Telepresence	Escapism	Kerrebroeck, Brengman and Willems (2017)
	Presence	
	Vividness	Keller and Block (1997)
Arousal		Koo and Ju (2010)
Pleasure		
Consumer Engagement	Cognitive Processing	Hollebeek, Glynn and Brodie (2014)
	Affection	
	Activation	
Brand Love	Higher-order factor Self-brand integration	Batra, Bagozzi and Ahuvia (2016)
	Higher-order factor Passion-driven behaviors	
	Higher-order factor Positive emotional connection	
	Long-term relationship	
	Anticipated separation distress	
Love & Hate	Attitude valence	Loureiro, Alon, Kaufmann and Shuv-Ami (2020)
	Love	
	Hate	

Figure 2 – Questionnaire Based Constructs, Scales and Literature.

Source: Own Elaboration

Finally, the last segment presented was regarding Demographic information (nationality, age and gender) to be possible to analyze the sample profile. Even though the survey was only published in Portuguese, it was also considered other nationalities who speak the Portuguese idiom that can represent a relevant share of the Portuguese population.

The understanding and clarity of the questions were heavily considered when developing the survey, so it could be fully understood by anyone responding to the survey and also to be easy to respond. Nevertheless, the considered questions were all translated from English articles and bibliography to Portuguese, adapted to the approached topic of supporting their club through television during the pandemic, and finally was approved by the Supervisor.

After this approval, the survey was shared with 6 selected people for diverse areas and possessing different characteristics that could be relevant when responding and evaluating the clarity and easiness of the survey, referring possible details to improve, technical issues or even spelling errors. Additionally, it was also a goal to understand if the distinct individuals from diverse areas and characteristics Marketing, other study area (Engineering), Football Fans, Non-Football Fans, Devoted supporters, less devoted supporters. With this test sample diversity, multiple observations were mentioned on the draft with different angles that were taken into consideration and properly rectified on the survey final version (Mooi, E. & Sarstedt, 2011).

After the mentioned validation, the survey was shared through a Link provided on the Google Forms platform, on Social Media Platforms (Facebook and LinkedIn) and Whatsapp groups with a wide and diverse sample.

4.4. Data Analysis

4.4.1. Data Treatment

Firstly, it was transferred the data set to the IBM SPSS Statistics 27 software, to be started the statistical analysis of the questionnaire. But prior to the analysis, it was also needed to be identified the types of variables that were being treated.

The great majority of the variables, were presented in a Likert Type scale, being identified as Ordinal variables. Only in the last segment of the questionnaire, the respondents were asked regarding demographic data (age group, nationality and gender), characterizing these variables as Nominal.

As a following approach, the Reliability of the scales was tested – based on the Cronbach's Alpha testing. Firstly, this reliability assessment was necessary to decide which Love scale (Brand Love or Love & Hate) should be the most proper to be adopted for further statistical studies on this approach and also, to reject the questions that were reducing the reliability of each the scale.

As the reliability assessment was done, it was now time to analyze the model and the significance of the influence each construct had on each other. The initial intended approach was to perform a Linear Regression analysis, but the sample didn't fit one of the 4 necessary assumptions brought to perform these tests [the 4 assumptions presented by Mooi and Sarstedt (2011) are: Linearity of residuals; Independence of residuals; Normal distribution of residuals; Equal variance of residuals] with the sample distribution verified as non-normal.

As the conclusions of the normality tests performed identified the sample as not normally distributed, a Non-parametric approach had to be adopted, turning to the Partial Least Square (PLS) analysis based on the Structural Equation Modelling (SEM), with the SmartPLS 3 Software.

Even with the high reliable scales defined through the Cronbach's Alpha testing on SPSS, the sample had to be once again under Pre-Testing to see its fit in terms of validity to proceed with the significance testing between the constructs on SmartPLS 3. Before proceeding with the significance of the construct's relationships in the model, first it is needed to do an assessment to the Outer Model, to ensure the model possesses a good level Internal Consistency Reliability, Discriminant Validity and Convergent Validity, as model needs to fulfill a satisfactory level of the mentioned validations, according to Gholami et al. (2013).

After this, the study proceeds with the Structural Model Analysis, starting with the Model Fit assessment. The use of this assessment is still under discussion when used in a PLS-SEM study, as some authors do not support this since it does not possess a defined measure for this analysis (Sarstedt et al., 2017)

Following, the Hypothesis testing and their mutual influence are analyzed to understand which are the significant influences in the model to be considered and the strength and relevance in each of them, to be further conclude this study.

Finally, the Moderator effect was also assessed for the dependent variables preceding Brand Love, to understand the strength and direction between them. After representing a significant value (with P Values = 0.00) it is analyzed the Moderator effect that Emotional States represent, with Brand Love as the Dependent Variable and Brand Engagement as the Independent Variable. (Chin et al., 2003).

4.4.2. Sample Profile

The sample had 307 respondents, which 67.4% were male, 31.3% were female and the remaining 1.3% preferred not to reveal, as it is shown in the following table.

		Frequency	Percent
Gender	Female	96	31.3
	Male	207	67.4
	Not Revealed	4	1.3
	Total	307	100.0

Figure 3 – Sample Profile: Gender

Source: Own Elaboration

Regarding age, the sample had to be part of one out of 4 options (not considering minors, due to privacy concerns). 62.2% were part of the 18-25 Years Old segment. 23.5% were included between 26-35 Years Old, and the 36-45 Years Old and 46 or More segments had 7.8% and 6.5% of respondents respectively.

		Frequency	Percentage
Age	18-25 Years Old	191	62.2
	26-35 Years Old	72	23.5
	36-45 Years Old	24	7.8
	46 or more	20	6.5
	Total	307	100.0

Figure 4 – Sample Profile: Age

Source: Own Elaboration

Finally, even though the questionnaire was only shared in Portuguese, it was considered the nationality of the respondents due to a considerable share of the Portuguese population having foreign origins.

4.5. Results

4.5.1. Descriptive Analysis

Following, it may be found the descriptive analysis results done on SPSS Software to each topic included in the Literature Review and Hypothesis. More specifically, the descriptive statistics focused were Mean, Standard Deviation and Cronbach's Alpha (to test the reliability of the adopted scales – values above 0.6 are acceptable, 0.7 have a good level of reliability and 0.9 a great level of reliability)

4.5.1.1. Brand Experience

The Brand Experience scale is separated in 4 items, Sensory, Affective, Behavioral and Intellectual. To a deeper and a more reliable scale, the different item reliability was evaluated separately, as you may find following.

Sensory

In the survey, the Sensory segment included 3 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
BExp1a	This experience makes a strong impression on my visual sense or other senses.	4.4	1.868	0.914
BExp2a	I find this experience interesting in a sensory way.	4.46	1.858	

Figure 5 – Cronbach's Alpha: Brand Experience, Sensory

Source: Own Elaboration

When considering the BExp3a, the Cronbach's Alpha value was -0.021. So, it was considered the SPSS table of Item Total Statistics, in the column "Cronbach's Alpha if deleted" (not considering the BExp5b value) assuming the value of 0.914 – being this adjusted scale considered to have a great reliability level.

Affective

In the survey, the Affective segment included 3 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Chronbach's Alpha
BExp4	This experience induces feelings and sentiments.	4.86	1.611	0.836
BExp6	This experience is an emotional experience.	4.84	1.669	

Figure 6 – Cronbach's Alpha: Brand Experience, Affective

Source: Own Elaboration

When considering the BExp5b, the Cronbach's Alpha value was -0.611. So, it was considered the SPSS table of Item Total Statistics, in the column "Cronbach's Alpha if deleted" (not considering the BExp5b value) assuming the value of 0.914 – being this adjusted scale considered to have a very good reliability level.

Behavioral

In the survey, the Behavioral segment included 3 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Chronbach's Alpha
BExp7c	I engage in physical actions and behaviors during this experience.	4.64	1.781	0.890
BExp8c	This experience results in bodily experiences.	4.34	1.658	

Figure 7 – Cronbach's Alpha: Brand Experience, Behavioral

Source: Own Elaboration

When considering the BExp9c, the Cronbach's Alpha value was -0.268. So, it was considered the SPSS table of Item Total Statistics, in the column "Cronbach's Alpha if

deleted” (not considering the BExp9c value) assuming the value of 0.890 – being this adjusted scale considered to have a very good reliability level.

Intellectual

In the survey, the Intellectual segment included 3 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach’s Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
BExp10d	I engage in a lot of thinking when I encounter this experience.	4.84	1.686	0.642
BExp12d	This experience stimulates my curiosity and problem solving.	3.6	1.8	

Figure 8– Cronbach’s Alpha: Brand Experience, Intellectual

Source: Own Elaboration

When considering the BExp11d, the Cronbach’s Alpha value was -0.416. So, it was considered the SPSS table of Item Total Statistics, in the column “Cronbach’s Alpha if deleted” (not considering the BExp11d value) assuming the value of 0.642 – being this adjusted scale considered to have a good reliability level.

4.5.1.2. Telepresence

The Telepresence scale is separated in 3 items, Escapism, Presence and Vividness. To a deeper and a more reliable scale, the different item reliability was evaluated separately, as you may find following.

Escapism

In the survey, the Escapism segment included 3 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach’s Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
Telep1a	I like the escapism aspect of the experience.	4.71	1.804	0.908
Telep2a	The sleigh ride experience lets me forget some of the real-life problems I have	4.14	2.105	
Telep3a	Using this experience lets me vent and relieve stress from the day	4.67	2.017	

Figure 9 – Cronbach’s Alpha: Telepresence, Escapism | Source: Own Elaboration

When considering the Cronbach’s Alpha value of 0.908. It is considered as a high value, being this item considered to have a great reliability level.

Presence

In the survey, the Presence segment included 7 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach’s Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
Telep4b	During the sleigh ride, I felt I was in the world the computer created	3.33	1.896	0.926
Telep5b	During the sleigh ride, I forgot that I was in the middle of an experiment.	3.15	1.866	
Telep6b	During the sleigh ride, my body was in the room, but my mind was inside the world created by the computer	4.05	2.091	
Telep7b	The Christmas landscape seemed to me ‘somewhere I visited’ rather than ‘something I saw	3.07	1.943	
Telep8b	I felt I was more in the ‘computer world’ than the ‘real world’ around me when I was going through the winter landscape. (reversed)	3.19	1.995	
Telep9b	I forgot about my immediate surroundings when I was navigating through the winter landscape	3.44	2.006	
Telep10b	When the sleigh ride ended, I felt like I came back to the ‘real world’ after a journey	3.49	2.001	

Figure 10 – Cronbach’s Alpha: Telepresence, Presence

Source: Own Elaboration

When considering the Cronbach’s Alpha value of 0.926, it is considered as a high value, being this item considered to have a great reliability level.

Vividness

In the survey, the Vividness segment included 6 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach’s Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
Telep11c	They were difficult to portray or imagine - They were easy to portray or imagine	5.28	1.594	0.873
Telep12c	They were Easy Tasks - They were difficult tasks	5.74	1.45	
Telep13c	They were easy to understand - They were hard to understand	5.78	1.307	
Telep14c	They needed little effort - They needed a lot of effort	5.63	1.631	
Telep15c	They were easy to follow - They were hard to follow	5.71	1.355	
Telep16c	They demanded little attention - They demanded a lot of attention	5.22	1.704	

Figure 11 – Cronbach’s Alpha: Telepresence, Vividness | Source: Own Elaboration

When considering the Cronbach’s Alpha value of 0.873, it is considered as a high value, being this item considered to have a very good reliability level.

4.5.1.3. Emotional States

The Emotional States scale is separated in 2 items, Arousal and Pleasure. To a deeper and a more reliable scale, the different item reliability was evaluated separately, as you may find following.

Arousal

In the survey, the Arousal segment included 4 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach’s Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
Aro1a	Aroused – Not Aroused	4.85	1.799	0.945
Aro2a	Wide Awake – Sleepy	5.28	1.702	
Aro3a	Excited – Calm	4.98	1.791	
Aro4a	Frenzied – Sluggish	4.61	2.041	

Figure 12 – Cronbach’s Alpha: Emotional States, Arousal

Source: Own Elaboration

When considering the Cronbach's Alpha value of 0.945, it is considered as a high value, being this item considered to have a great reliability level.

Pleasure

In the survey, the Pleasure segment included 5 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
Ple1b	Contented – Depressed	5.34	1.645	0.955
Ple2b	Happy – Unhappy	5.32	1.566	
Ple3b	Satisfied – Unsatisfied	5.2	1.649	
Ple4b	Pleased – Annoyed	5.28	1.578	
Ple5b	Free – Restricted	4.15	2.023	

Figure 13 – Cronbach's Alpha: Emotional States, Pleasure

Source: Own Elaboration

When considering the Cronbach's Alpha value of 0.955, it is considered as a high value, being this item considered to have a great reliability level.

4.5.1.4. Brand Engagement

The Brand Engagement scale is separated in 3 items, Cognitive Processing, Affection and Activation. To a deeper and a more reliable scale, the different item reliability was evaluated separately, as you may find following.

Cognitive Processing

In the survey, the Cognitive Processing segment included 3 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
CEng1a	Watching my club on television gets me to think about my club.	4.99	1.85	0.915
CEng2a	I think about my club a lot when I'm watching television.	4.75	1.92	
CEng3a	Watching my club on television stimulates my interest to learn more about my club.	4.46	1.865	

Figure 14 – Cronbach's Alpha: Brand Engagement, Cognitive Processing

Source: Own Elaboration

When considering the Cronbach's Alpha value of 0.915, it is considered as a high value, being this item considered to have a great reliability level.

Affection

In the survey, the Affection segment included 4 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
CEng4b	I feel very positive when I watch my club on television.	5.06	1.652	0.953
CEng5b	Watching my club on television makes me happy.	4.76	1.79	
CEng6b	I feel good when I watch my club on television.	5.01	1.845	
CEng7b	I'm proud to watch my club on television.	5.11	1.62	

Figure 15 – Cronbach's Alpha: Brand Engagement, Affection

Source: Own Elaboration

When considering the Cronbach's Alpha value of 0.953, it is considered as a high value, being this item considered to have a great reliability level.

Activation

In the survey, the Activation segment included 4 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
CEng8c	I spend a lot of time watching my club on television, compared to other clubs	5.34	2.127	0.825
CEng9c	Whenever I'm watching football on television, I usually it is my club.	4.88	1.949	
CEng10c	My club is the one I usually use when I watch football on tv.	4.46	2.21	

Figure 16 – Cronbach's Alpha: Brand Engagement, Activation

Source: Own Elaboration

When considering the Cronbach's Alpha value of 0.825, it is considered as a high value, being this item considered to have a very good reliability level.

4.5.1.5. Brand Love

In the survey, the Brand Love construct included 6 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach's Alpha for the construct:

		Mean	Std. Deviation	Cronbach's Alpha
Blove 1	To what extent do you feel that supporting your club says something true and deep about whom you are as a person?	4.11	2.107	0.924
Blove 2	To what extent do you feel yourself desiring to support your football club?	4.87	1.847	
Blove 3	Please express to which extent to which you feel emotionally connected to your club.	5.3	1.7	
Blove 4	Please express to which extent you believe that you will be supporting your club for a long time.	5.73	1.722	
Blove 5	Suppose that your club were to go out of existence, to what extent would you feel Anxiety	4.6	2.166	
Blove 6	On the following scales, please express your overall feelings and evaluations towards your club.	5.68	1.628	

Figure 17 – Cronbach's Alpha: Brand Love

Source: Own Elaboration

When considering the Cronbach's Alpha value of 0.924, it is considered as a high value, being this item considered to have a great reliability level.

4.5.1.5. *Love & Hate*

The Love & Hate scale is separated in 2 items, Hate and Love. To a deeper and a more reliable scale, the different item reliability was evaluated separately, as you may find following.

Hate

In the survey, the Hate segment included 4 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach’s Alpha for the construct:

		Mean	Std. Deviation	Chronbach's Alpha
Lo&Ha1a	I hate the teams that are the main rivals of my team	5.42	1.788	0.748
Lo&Ha2a	I hate the dominant colors/symbols of the teams that are the main rivals of my team	5.7	1.498	
Lo&Ha3a	I hate when the teams that are the main rivals of my team win against other teams (including in international games)	5.67	1.752	
Lo&Ha4a	I hate the fans of the teams who are the main rivals of my team	2.84	2.118	

Figure 18 – Cronbach’s Alpha: Love & Hate, Love

Source: Own Elaboration

When considering the Cronbach’s Alpha value of 0.748, it is considered as a high value, being this item considered to have a very good reliability level.

Love

In the survey, the Love segment included 3 questions. Following you may find a table, presenting the Mean, Standard Deviation and Cronbach’s Alpha for the construct:

		Mean	Std. Deviation	Chronbach's Alpha
Lo&Ha5b	I love my sports team	2.58	1.996	0.829
Lo&Ha6b	I enjoy watching the games of my sports team	2.87	2.064	
Lo&Ha7b	I would miss my sports team very much if it ceased to exist	2.13	1.698	

Figure 19 – Cronbach’s Alpha: Love & Hate, Hate

Source: Own Elaboration

When considering the Cronbach's Alpha value of 0.829, it is considered as a high value, being this item considered to have a very good reliability level.

In conclusion, it was eliminated the items that were decreasing the reliability of the scales (BExp3a, BExp5b, BExp9c and BExp11d) and chosen the most reliable construct to define the Love of respondents (Brand Love is the most reliable), having now a high reliability model to proceed with this study.

4.5.2. Partial Least Square – Structural Equation Model

4.5.2.1. Measurement Model Analysis

Internal Consistency Reliability

Regarding the Consistency Reliability, the test was previously made in SPSS. By having the Cronbach's Alpha values higher than 0.7, the internal consistency was verified.

Convergent Validity

When assessing the model for the analysis of the Convergent Validity, the procedures to take into account in this analysis are: Factor Loadings, defining the consolidation of the items to each construct, removing the values below 0.7; Average Variance Extracted, on which is the value explains the quantity of the variance that is explained by the construct, as the values must be higher than 0.5; And Composite Reliability, indicators possessing outer loadings with a value lower than 0.7, should be eliminated.

Considering the Factor Loadings of the model to be higher than 0.7, the following items had to be eliminated from the model (with values below 0.7): BExp12d, Telep8b, Telep11c, Telep12c, Telep13c, Telep14c, Telep15c and Telep16c (the last 5 are all the items of Vividness segment from Telepresence). After excluding the mentioned items, the model was recalculated (figure 40, appendix 5).

Coming to the Average Variance Extraction and Composite Reliability assessment, all constructs filled the necessary requirements to be validated, with indicators above 0.5 and above 0.7 correspondently, as it is verified in the following table:

	Composite Reliability	Average Variance Extracted (AVE)
Brand Love	0.945	0.744
Consumer Engagement	0.948	0.648
Consumer Experience	0.941	0.696
Emotional States	0.974	0.809
Telepresence	0.947	0.667

Figure 20 – Convergent Validity: Composite Reliability and AVE

Source: Own Elaboration

With all mentioned adjustments, the indicators meet the required conditions, according to Gholami et al. (2013).

Discriminant Validity

The purpose of this specific assessment is to conclude how distinct are each construct from each other, as they need to show a high level of independence. There are 3 approaches when it comes to the Discriminant Validity assessment: Cross-loadings examination, method of Fornell-Larcker and HTMT Criteria.

Cross-loadings

In this approach, the Discriminant validity is verified when each item has a higher correlation with its own correspondent construct and lower correlation with other constructs (Gefen & Straub, 2005). For the presented model, this can be confirmed when analyzed (figure 35, Appendix 5)

Fornell-Larcker method

In this criterion, the approach is quite similar to the previously presented to evaluate the Discriminant Validity, where the square root AVE must be higher to the correspondent construct, than with the remaining in the model.

Nevertheless, in the presented model, the Square root AVE indicator for Consumer Engagement is higher when compared with Emotional States, meaning that Emotional States better explain the variance of Consumer Engagement, than the last construct itself,

representing not enough Discriminant Validity. The previous statements can be confirmed in the following table.

	Brand Love	Consumer Engagement	Consumer Experience	Emotional States	Telepresence
Brand Love	0.862				
Consumer Engagement	0.756	0.805			
Consumer Experience	0.532	0.692	0.834		
Emotional States	0.782	0.864	0.689	0.900	
Telepresence	0.492	0.789	0.749	0.741	0.817

Figure 21 – Discriminant Validity: Fornell-Larcker method | Source: Own Elaboration

HTMT (Heterotrait-Monotrait)

As a validation test for the Discriminant validity, and also to confirm the results computed in the Fornell-Larcker criterion the HTMT approach was performed, where the indicator must have values below 0.9 to show a positive Discriminant Validity result (Gold, Malhotra, & Segars, 2001).

Once more, all the indicators demonstrate that Discriminant Validity is present in almost every construct except for Consumer Engagement and Emotional states, as you can confirm in the following table.

	Brand Love	Consumer Engagement	Consumer Experience	Emotional States	Telepresence
Brand Love					
Consumer Engagement	0.800				
Consumer Experience	0.564	0.743			
Emotional States	0.821	0.901	0.726		
Telepresence	0.519	0.839	0.776	0.763	

Figure 22 – Discriminant Validity: Heterotrait-Monotrait

Source: Own Elaboration

After assessing the model with 3 distinct validations for the Discriminant Validity, only the correlation between Emotional States and Consumer Engagement is considered not to possess the indicators below the value to support the Discriminant Validity

conditions. Therefore, Hypothesis 4 will not be considered on further examinations of this study.

Succeeding the Discriminant and Convergent Validity analysis, the Model Fit should be assessed before the proceeding with the analysis of the constructs mutual influence.

4.5.2.2. Structural Model Analysis

Model Fit

The Model Fit goodness is defined according to the examination of the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI).

Bentler et al. (1980) brought to the structural equation modeling one of the first Fit measures: SRMR. The indicator define a Model as Fit, when the value is lower than 0.10, or in a more conservative approach 0.8 (Hu & Bentler, 1998). A few years later, the authors Henseler et al. (2014) introduced this approach to circumvent the misspecification of a model on the Partial Least Square-SEM.

The NFI assessment, known as well as the Bentler and Bonnet Index (Bentler & Bonett, 1980), is also adopted as an index to conclude the goodness of a Model Fit. To represent a good fit, the value must be above 0.9 (Lohmöller, 1989).

For the considered model in this study, the SRMR value was 0.086 - slightly above the indicator limit of 0.08 - and the NFI indicator of 0.589 - considerably lower than the acceptable threshold of 0.9 (figure 36, Appendix 5).

However, for some authors the Model Fit assessment should be considered under careful consideration on PLS-SEM (or not even considered), since it does not possess a defined goodness Model Fit measure (Sarstedt et al., 2017) and subsequently some authors assume the limited base it possesses for research and confirmation (Westland, 2015). For the reason mentioned in the previous statement, the Model Fit values will not be considered, and the model study will proceed.

Hypothesis Testing Results

Finally, the effects of the constructs on each other will be analyzed by the bootstrapping algorithm. It will be demonstrated the effect significance (or lack of significance) each predictable variable has on the corresponding outcome variable.

Following, the reasoning suggested by (Ramayah et al., 2017; Sarstedt et al., 2017) will be adopted. The considered indicators will firstly be RSquare, Path Coefficients and T-values and secondly the QSquare and FSquare.

In table 23, the Rsquare values represent the percentage level on which the variance of the correspondent construct is explained by the related independent variables.

	R Square
Brand Love	0.693
Emotional States	0.547
Telepresence	0.561

Figure 23 – Hypothesis Testing, RQuare

Source: Own Elaboration

The path coefficients are now assessed as well as their significance level, revealing the impact and strength of the effect of the independent constructs on the corresponding dependent constructs.

Hypothesis	Relation	Original Sample (O)	Sample Mean (M)	Std Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	Cons. Exp. -> Telep.	0.749	0.750	0.022	34.314	0.000
H2	Telep. -> Emot. States	0.740	0.740	0.022	34.118	0.000
H3	Emot. States -> B.Love	0.568	0.563	0.061	9.334	0.000
H5a	Cons. Eng. -> B.Love	0.539	0.542	0.063	8.563	0.000
H6	Cons. Exp. -> B.Love	0.069	0.070	0.050	1.389	0.165

Figure 24 – Hypothesis Testing, Path Coefficients

Source: Own Elaboration

As you might conclude on the previous table results, the relation between Consumer Experience and Brande Love, possess a P-Value higher than 0.05 (p-value=0.165), concluding that the null Hypothesis 6 is rejected. Regarding the remaining relationships all of them are proved to be significant with the corresponding P-values lower than 0.05.

Concerning the Q Square, it represents the predictive relevance of the model for positive values, as for the F Square indicator it reflects the effect size of the constructs, with values lower than 0.1 is considered a low effect, higher than 0.15 as a moderate effect and values over 0.3 is considered a large effect. The corresponding tables can be found in closer detail on the Appendix 5, figure 38 and 39 respectively.

For the Q Square values, all were above 0 representing predictive relevance as follows: Brand Love with a corresponding Q Square value of 0.507; Emotional States with a corresponding Q Square value of 0.437; Telepresence with a corresponding Q Square value of 0.358.

As for the meaning of the effect represented by the F Square values, the results were the following. Hypothesis 1 (Consumer Experience positively affects Telepresence) with Telepresence increasing 127.5% when Consumer Experience increases by one standard deviation, meaning a very high effect. Hypothesis 2 (Telepresence positively affects Emotional States) with Emotional States increasing 120.9% when Telepresence increases by one standard deviation, meaning a very high effect. Hypothesis 3 (Emotional States positively affects Brand Love) with Brand Love increasing 25.1% when Emotional States increases by one standard deviation, meaning a moderate effect. Hypothesis 5a (Consumer Engagement positively affects Brand Love) with Brand Love increasing 19.8% when Consumer Engagement increases by one standard deviation, meaning a moderate effect.

4.5.2.3. Moderator

Finally, assessing Hypothesis 5b, the Moderator effect on Brand Love's preceding variables was assessed, considering the mentioned construct as the Dependent Variable, Brand Engagement as the Independent Variable and Emotional States as the Moderator effect. Since all PValues = 0.00, it can be confirmed the significant Moderator effect correlation observed (Appendix 5, figure 40). As Emotional States increase by one Standard Deviation, it positively influences the effect Brand Engagement has on Brand Love by 62.5%.

5. Conclusions and Implications

5.1. Conclusion

With the 2020 Social Distancing paradigm the world had to adopt new measures to align their policies with this reality. Sports Clubs that would normally engage with their audience in live events (live matches assistance) are now under proof, with only Television broadcasts as option to the fans to follow their club.

With this in mind, based on the Literature Review of this dissertation, it is approached the influence that the Consumer Experience will have on Brand Love and Consumer Engagement, through Telepresence and Emotional States – that reflected in the empirical study as how club supporters will engage and love their club, only having the possibility of supporting their sports team through Television transmission.

Brakus et al. (2009) brought the characterization of consumer experience with the 4 dimensions Sensory, Affective, Behavioral and Intellectual. The part these might represent in a significant relationship with Escapism, Presence and Vividness feelings is the first studied construct influence in this research. Mollen and Wilson (2010) introduced a characterization for Telepresence as a sensation of being in the actual virtual transmitted reality, characterizing Telepresence with the terms of immersion, control and specially cognitive and sensory arousal, potentially representing an influence of the precedent construct (consumer experience) with one of the dimensions being “sensory” and “intellectual”.

Additional research concluded that to reach high state of telepresence sensation, the consumer needs to be stimulated in terms of interactivity and vividness, and only one of the previous dimensions being present will not foster the Telepresence sensation (Klein, 2003). According to Crespo (2018) assisting to a video (or television) does not possess an interactivity part, even if when compared with images, the vividness is much higher. Having in account all these influential factors for both constructs, the present study explores the influence that consumer experience represents on telepresence. However, in opposition to Crespo (2018), when experimentally analyzed (with an approach of live television broadcast), the results showed a significant positive relationship between Consumer Experience and Telepresence.

The author Bitner (1992) mentioned that the environment surrounding the consumer leads into a higher engagement towards the brand. Even if through means of telepresence, the

environment still plays a very important part in the consumer experience. As Li et al. (2002) affirmed, Telepresence is enhanced when consumers interact with virtual environments, having an impact on how the consumers perceives the product and learns. The research of Li et al., (2002) presented 3 dimensions that can characterize the Telepresence sensation: Cognitive, Connotative and Affective. Regarding the last dimension, the current study considers the emotional attachment to the experience as a consequence of the Telepresence sentiment, being positively verified on the empirical study chapter. This reasoning, supports Li et al., (2002) conclusions regarding the emotional part of Telepresence, but instead of considering the 2 constructs together, it separates both into different steps of the experiential process, with a direct influence reflected in the empirical study.

Carroll and Ahuvia (2006) mentioned that the degree of emotionally engagement that a satisfied consumer show for a brand, can be defined as brand love. The authors also stated that, hedonic brands possess a higher probability to foster brand love on consumers, when compared with utilitarian brands (Carroll & Ahuvia, 2006). Additionally, the authors Drennan et al. (2015) verified that brand satisfaction was positively related with brand love, supporting the concept that emotional states positively affects brand love. Both mentioned studies support the conclusions obtained throughout this research, with a verified significant positive relationship between emotional states and brand love.

In this study, it is also considered the precedent influence that Emotional States might have on Consumer Engagement. This relationship was previously proposed and analyzed, where findings showed that consumers who feel an emotionally pleasant environment, tend to demonstrate more positive feelings towards a certain product (Bitner, 1992). In other words, Bitner (1992) verified that the positive emotional sentiments of the environment lead into a higher engagement of the consumer, towards the brand. A more recent study exploring this same construct relationship also supported the previous affirmation, more specifically concluding that emotional states significantly affect consumer engagement (Crespo, 2018).

Nevertheless, the current study does not show a congruent result for this construct influence when compared with the previous mentioned. Pre-test analysis (discriminant

validity) of the model did not permitted the further research on this relationship, with both scales showing constructs as highly related between them.

The relationship between the two constructs that form Hypothesis 5a are still under few academical exploration. However, the role of cognitive engagement and its impact on brand love have been under investigation by Shin and Back (2020). More specifically, it has been proven a significant positive effect of cognitive engagement on brand love, by both direct relationship and mediated through brand loyalty (Shin & Back, 2020).

Also, a different perspective of this constructs interaction is brought by Wallace et al. (2014) with the founding's on the consumers attitudes towards a brand who which they are virtually engaged, considering the outcomes as Brand Love and Advocacy. The relationship was proved to be significant between the constructs, and additionally found that consumers engaged with inner self-expressive brands are more likely to promote Word of Mouth for the Brand and for consumers engaged with socially self-expressive brands they found a higher acceptance of wrongdoing from a brand (Wallace et al., 2014). Additionally, the Moderator effect of Emotional States when considering the relationship between Consumer Engagement and Brand Love, came to sustain the importance of considering emotional categorization when aiming to achieve a Brand Love relationship with the customer holding Thompson et al. (2005) characterization of Brand Attachment, directly associating affection, connection and passion.

Both hypotheses come to sustain the research developed in this dissertation, supporting the positive significant relationship between Brand Engagement and Brand Love, and the existent Moderator effect that Emotional States represent in this relationship.

Rodrigues et al. (2015) developed the study on how Brand Experience leads to Brand Love, with the dependent variable having dimensions of Sensory. Affective and Intellectual influencing Brand Love. Only the Behavioral dimension have no influence on the second construct (Rodrigues, Ferreira, & Rodrigues, 2015). They further develop their conceptualization by affirming that brand experience should be taken into consideration, when explaining the emotional connection consumers show for a brand. The same authors, presented another study, re-affirming the existence of Brand Experience influence on Brand Love, with higher incidence on Sensory and Affective dimensions (Ferreira et al., 2019). Another study, ensured the same conclusion of the previous authors, defending that in fact Brand Experience does influence Brand Love,

evolving Brand Trust and Satisfaction in between the two constructs (Meisenzahl, 2017). However, in this academical study does not support the previous mentioned academical studies, as the Consumer Experience did not reflect a significant influence on Brand Love (when assessing the Path Coefficients analysis).

Lastly, taking into account all the previous conclusions regarding each hypothesis developed and studied along this dissertation, it can be affirmed that Consumer Experience does in fact influence Brand Love via Telepresence and Emotional States when separately analyzed the relationships between each pair of construct interactions. The same cannot be stated when referring the same influence over Consumer Engagement, as it could not be supported with the empirical study results.

5.2. Theoretical Implications

The current dissertation contributes to academical literature on how the consumer experience through telepresence will affect consumer love for a certain brand. However, it also leaves for further exploration, if this correlation is Moderated by the presence of Sports Clubs, or in fact, it verifies for other traditional brands.

In more detail, this study goes into opposition of Crespo (2018) as the author affirmed when an individual is assisting to Television, it only acquires one of the 2 sentiments referred as essential to achieve Telepresence sensation (Klein, 2003). The empirical study of this research represented the Consumer Experience as watching TV, and it was verified to be positively affecting Telepresence. With this in mind, only one of the following can hold. Either Crespo (2018) affirmation regarding assisting TV do not foster interactivity, do not holds. Or Klein (2003) affirmation regarding Vividness and Interactivity as the 2 needed sentiments to reach Telepresence, do not hold. The present research introduces this question to be considered as a future research topic, on how really this Interactivity dimension can be seen into defining the Telepresence sentiment. Also, a considerable variable to have into account into this potential study, is how involvement of Sports Clubs vs Normal Brands in the experience might Moderate the interactivity sentiment.

This study also contributes as an example for academical use, on how the consumer experience is essential when fostering customer engagement and love, reinforcing the shift to an experiential focused economy (Pine & Gilmore, 1998).

5.3. Managerial Implications

This study delivers relevant insights for companies that during the 2020 pandemic crisis or even in the future, intend to foster their brand love and engagement with the social distancing constraints, through telepresence means.

Firstly, for companies that subsisted on live events (e.g. sports clubs, summer festivals, theater) being restricted during the pandemic paradigm to avoid live crowd gatherings. This study can be used as a basis on how to approach their customers, in another perspective, opting to provide live events through television or internet streaming, continuing to foster their love for the brand/organization. Currently in the football industry, each main club has their own TV channel. This provides the liberty to enhance the customer experience as each club desire, fostering their supporters love for the brand with personalized interactions for each club. Also, this study reinforces that the live TV broadcasting of the games continues to increase their fans love for the club

Secondly, for other sector brands practicing emotional advertising for product/service promotion, this study can provide relevant inputs to new campaigns or marketing strategies, with the research foundation that the experience through the means of telepresence and emotional states, do influence the customer brand love.

Also, for technological brands commercializing products as TV's, can consider this study's conclusions and employ them in their innovation department to improve their products. For instance, as it was mentioned during this research, a high state of telepresence is reached when a consumer is stimulated in terms of vividness and interactivity (Klein, 2003). When an individual is watching TV, even though it experiments a high vividness experience, there is no relevant interaction. This could be a starting point for these brands, to understand how they could interact with a viewer, enhancing their telepresence feelings, that for itself could foster emotional states and finally brand love.

In conclusion, this study can be relevant for organizations searching to innovate, with the goal of understanding how consumers feel towards a brand with an approach through the mentioned constructs, how can they adapt during the social distancing paradigm or even how can organizations improve their customers love towards the brand. Ultimately, companies should always seek to innovate under new circumstances, as “The future is uncertain... but this uncertainty is at the very heart of human creativity” (Prigogine, 2002).

5.4 Limitations and Further Research

This academical study exhibited limitations during its development. Following you may find these constraints to be taken into consideration and suggestions for future research with the objective of these limitations being successfully addressed.

Even though the sample dimension showed an adequate size for this kind of academical study, a higher number of respondents would provide a wider comprehension, more profound understanding and a better reflection for the conclusions to be generalized.

Also, the study only focused on the people who spoke Portuguese (Portuguese people or originated from countries with Portuguese as official language), characterizing very specifically the population of Portugal. This might be seen as a positive factor when the aim of the study is to obtain conclusions regarding Portuguese population, but it also can be seen as a negative point when considering the generalization for individuals from other countries/cultures. With this in mind, a higher sample diversity in terms of nationality would be a relevant factor to have in consideration, depending on the objective of the study itself, to avoid the potential bias caused by the cultural impact of the sample.

Other potential factor that should be taken into consideration is the generational impact the sample might show. The great majority of respondents are from younger age intervals (62.2% from 18-25 years old and 23.5% from 25-35 years old) that might influence the results of the study. Therefore, future research should also consider a more diverse sample in terms of respondents from diverse generations.

This academical study adopted its empirical chapter with a quantitative approach, based on an online questionnaire. Other approaches were considered along the process (e.g. a

live experimental study) but due to social distancing restraints, measures to prevent COVID19 dissemination, the questionnaire became the most reliable option. Additionally, a qualitative study should provide a greater understanding and insights regarding some of the studied topics, enriching the study research and conclusions.

As for the empirical study as well, a questionnaire regarding TV broadcast of football games was adopted. In future research, the approach to other kinds of technologies (e.g. Virtual Reality) would bring relevant insights on how each technology would differentially influence the consumer. Also, shifting the focus from Sports to other sectors would be an interesting approach, to understand if the results would maintain or vary according to different categories.

Finally, a future study under the same structure of the current dissertation, but applied in a non-pandemic paradigm would also become relevant, to understand if the social distancing measures represented a significant shift in results and conclusions.

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

6. References

- Aaker, J. L., & Fournier, S. (1995). A Brand as a Character, A Partner and a Person: Three Perspectives on the Question of Brand Personality. *Advances in Consumer Research*, 22(1), 391–395. <https://doi.org/10.1108/03090561211260031>
- Albert, N., Merunka, D., & Valette-Florence, P. (2009). The feeling of love toward a brand: Concept and measurement. *Advances in Consumer Research*, 36(January), 300–307.
- ANACOM. (2020). Estatísticas - TV paga subscrita por 89,3% das famílias. Retrieved September 10, 2020, from <https://www.anacom-consumidor.pt/-/estatisticas-tv-paga-subscrita-por-89-3-das-familias>
- Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). Brand love: development and validation of a practical scale. *Marketing Letters*, 28(1). <https://doi.org/10.1007/s11002-016-9406-1>
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the Academy of Marketing Science*, 27(2), 184–206. <https://doi.org/10.1177/0092070399272005>
- Balaji, M. S., Kumar Roy, S., & Kok Wei, K. (2016). Does relationship communication matter in B2C service relationships? *Journal of Services Marketing*, 30(2), 186–200. <https://doi.org/10.1108/JSM-08-2014-0290>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Bellenger. (n.d.).
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606. <https://doi.org/10.1037/0033-2909.88.3.588>
- Berry. (2007). Retrieved from www.zingermans.com
- Bilro, R. G., Loureiro, S. M. C., & Guerreiro, J. (2019). Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. *Journal of Hospitality Marketing and Management*, 28(2), 147–171. <https://doi.org/10.1080/19368623.2018.1506375>
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 57–71.

- Bowden, J. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74.
<https://doi.org/10.2753/MTP1069-6679170105>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52–68.
<https://doi.org/10.1509/jmkg.73.3.52>
- Carmo, C. (2020). Como a Covid-19 mudou o futebol em Portugal? Manual completo para o regresso da I Liga. Retrieved September 15, 2020, from <https://www.tsf.pt/desporto/como-a-covid-19-mudou-o-futebol-em-portugal-manual-completo-para-o-regresso-da-i-liga-12269423.html>
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Carù, A., University, B., & Cova, I. B. (2003). *Revisiting consumption experience A more humble but complete view of the concept*. Retrieved from www.sagepublications.com
- Cayolla, R., & Loureiro, S. M. C. (2014). Fans club brand relationship: Football passion. *International Journal of Business and Globalisation*, 12(1), 82–97.
<https://doi.org/10.1504/IJBG.2014.058032>
- Cayolla, R. R., Maria, S., & Loureiro, C. (2013). *Consequences of Being Deeply in Love: the Fan-football Club Relationship*. (May).
- Chin, W. W., Marcellin, B. L., & Newsted, P. R. (2003). A partial least squares latent variable modeling approach for measuring interaction effects: Results from a Monte Carlo simulation study and an electronic-mail emotion/adoption study. *Information Systems Research*, 14(2). <https://doi.org/10.1287/isre.14.2.189.16018>
- Christian Grönroos. (1997). From Marketing Mix to Relationship Marketing. *Management Decision*, 131–135. https://doi.org/10.1007/978-3-658-07768-6_10
- Correia Loureiro, S. M., & Kaufmann, H. R. (2012). Explaining Love of Wine Brands. *Journal of Promotion Management*, 18(3), 329–343.
<https://doi.org/10.1080/10496491.2012.696460>
- Crespo, M. (2018). *THE EFFECTS OF VIRTUAL SHOE STORE ON CONSUMER ENGAGEMENT AND BEHAVIORAL INTENTION THROUGH TELEPRESENCE , EMOTIONAL AND COGNITIVE STATES : EXPLORING TWO BACKGROUND MUSIC BEAT* Maria Felício Crespo.
- Dissertations, D., & Kumar, A. (2010). *Trace: Tennessee Research and Creative*

- Exchange THE EFFECT OF STORE ENVIRONMENT ON CONSUMER EVALUATIONS AND BEHAVIOR TOWARD SINGLE-BRAND APPAREL RETAILERS*. Retrieved from https://trace.tennessee.edu/utk_graddiss/816
- Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., & Proud, W. (2015). Examining the role of wine brand love on brand loyalty: A multi-country comparison. *International Journal of Hospitality Management*, 49, 47–55. <https://doi.org/10.1016/j.ijhm.2015.04.012>
- Dubé, L., & Morin, S. (n.d.). *Background music pleasure and store evaluation Intensity effects and psychological mechanisms*.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). *Atmospheric qualities of online retailing A conceptual model and implications*. 54, 177–184.
- Ferreira, P., Rodrigues, P., & Rodrigues, P. (2019). Brand Love as Mediator of the Brand Experience-Satisfaction- Loyalty Relationship in a Retail Fashion Brand. *Management & Marketing. Challenges for the Knowledge Society*. <https://doi.org/10.2478/mmcks-2019-0020>
- Forrest, R. (2013). Museum atmospherics: The role of the exhibition environment in the visitor experience. *Visitor Studies*, Vol. 16, pp. 201–216. <https://doi.org/10.1080/10645578.2013.827023>
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>
- Fransen, M., & Lodder, P. (2010). The Effects of Experience-Based Marketing Communication on Brand Relations and Hedonic Brand Attitudes: the Moderating Role of Affective Orientation. *ACR North American Advances*, NA-37, 801–802.
- Gefen, D., & Straub, D. (2005). A Practical Guide To Factorial Validity Using PLS-Graph: Tutorial And Annotated Example. *Communications of the Association for Information Systems*, 16(July). <https://doi.org/10.17705/1cais.01605>
- Gholami, R., Sulaiman, A. B., Ramayah, T., & Molla, A. (2013). Senior managers' perception on green information systems (IS) adoption and environmental performance: Results from a field survey. *Information & Management*.
- Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of Management Information Systems*, 18(1), 185–214. <https://doi.org/10.1080/07421222.2001.11045669>
- Goldsmith, R. and Goldsmith, E. (2012). Brand personality and brand engagement. In

- American Journal of Management* (Vol. 12).
- Grewal, D., & Levy, M. (2007). Retailing research: Past, present, and future. *Journal of Retailing*, 83(4), 447–464. <https://doi.org/10.1016/j.jretai.2007.09.003>
- Grisaffe, D. B., & Nguyen, H. P. (2011). Antecedents of emotional attachment to brands. *Journal of Business Research*, 64(10), 1052–1059. <https://doi.org/10.1016/j.jbusres.2010.11.002>
- Han Shen, C., & Tsuifang, H. (2011). The effect of atmosphere on customer perceptions and customer behavior responses in chain store supermarkets. *African Journal of Business Management*, 5(24), 10054–10066. <https://doi.org/10.5897/ajbm10.608>
- Harmeling, C. M., Palmatier, R. W., Houston, M. B., Arnold, M. J., & Samaha, S. A. (2015). Transformational relationship events. *Journal of Marketing*, 79(5), 39–62. <https://doi.org/10.1509/jm.15.0105>
- Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality. *Journal of Service Research*, 4(3), 230–247. <https://doi.org/10.1177/1094670502004003006>
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., ... Calantone, R. J. (2014). Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). *Organizational Research Methods*, 17(2), 182–209. <https://doi.org/10.1177/1094428114526928>
- Holbrook, M. B., & Hirschman, E. C. (n.d.). *The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun*.
- Hollebeek, L. (2011, December). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing*, Vol. 19, pp. 555–573. <https://doi.org/10.1080/0965254X.2011.599493>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hu, L., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological Methods*, 3(4), 424–453. <https://doi.org/10.1037//1082-989x.3.4.424>
- INE. (2020a). Praticantes de futebol inscritos na Federação Portuguesa de Futebol (N.º) por Localização geográfica (Distrito/ Região) e Sexo. Retrieved September 10,

- 2020, from
https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_indicadores&indOcorrCod=0008036&contexto=bd&selTab=tab2
- INE. (2020b). Praticantes inscritos (N.º) em federações desportivas por Sexo e Modalidades desportivas. Retrieved September 10, 2020, from
https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_indicadores&indOcorrCod=0001122&contexto=bd&selTab=tab2
- João Sko Brakus, J., Schmitt, B. H., Zarantonello, L., & Simon, W. E. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73, 1547–7185.
- Joseph, B., & Gilmore, J. H. (n.d.). *EXPERIENCE ECONOMY*.
- Kaltcheva, V. D., Weitz, B. A., Lutz, R., & Sawyer, A. (2006). (electronic) When Should a Retailer Create an Exciting Store Environment? *Journal of Marketing*, 70, 107–118.
- Kastenholz, E., Carneiro, M. J., Marques, C. P., & Loureiro, S. M. C. (2018). The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction. *Journal of Travel and Tourism Marketing*, 35(2), 189–201.
<https://doi.org/10.1080/10548408.2017.1350617>
- Kaufmann, H. R., Loureiro, S. M. C., & Manarioti, A. (2016). Exploring behavioural branding, brand love and brand co-creation. *Journal of Product and Brand Management*, 25(6), 516–526. <https://doi.org/10.1108/JPBM-06-2015-0919>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.; Prentice Hall, Ed.).
- Kim, T., & Biocca, F. (n.d.). *Kin & Biocca 1997.pdf*.
- Klein, L. R. (2003). Creating virtual product experiences: The role of telepresence. *Journal of Interactive Marketing*, 17(1), 41–55. <https://doi.org/10.1002/dir.10046>
- Koo, D., & Ju, S. (2010). Computers in Human Behavior The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. *Computers in Human Behavior*, 26(3), 377–388.
<https://doi.org/10.1016/j.chb.2009.11.009>
- Kotler, P. (n.d.). *Atmospherics as a Marketing Tool*. Retrieved from
<https://www.researchgate.net/publication/239435728>
- Kumar, V., & Pansari, A. (2016, August 1). Competitive advantage through engagement. *Journal of Marketing Research*, Vol. 53, pp. 497–514.

- <https://doi.org/10.1509/jmr.15.0044>
- Lemon, K. N., & Verhoef, P. C. (2016). *Understanding Customer Experience Throughout the Customer Journey*. 80(November), 69–96.
<https://doi.org/10.1509/jm.15.0420>
- Li, H., Daugherty, T., Biocca, F., Hairong, L., Daugherty, T., & Biocca, F. (2002). Impact of 3-D advertising on product knowledge , brand attitude , and purchase ...
Journal of Advertising, 31(1), 43.
- Lin, L. Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: An empirical study of toys and video games buyers. *Journal of Product & Brand Management*, 19(1), 4–17.
<https://doi.org/10.1108/10610421011018347>
- Lindberg, M. (2014). *Football Clubs as Brands and their Supporters as Consumers – How SL Benfica can Attract new Fans and Satisfy Current Ones*. (April).
- Lohmöller, J.-B. (1989). *Latent Variable Path Modeling with Partial Least Squares*. Springer.
- Loomis, J. M. (1992). Distal Attribution and Presence. *Presence: Teleoperators and Virtual Environments*, 1(1), 113–119. <https://doi.org/10.1162/pres.1992.1.1.113>
- Loureiro, Sandra M.C. (2010). Satisfying and delighting the rural tourists. *Journal of Travel and Tourism Marketing*, 27(4), 396–408.
<https://doi.org/10.1080/10548408.2010.481580>
- Loureiro, Sandra Maria Correia, Almeida, M., & Rita, P. (2013). The effect of atmospheric cues and involvement on pleasure and relaxation: The spa hotel context. *International Journal of Hospitality Management*, 35, 35–43.
<https://doi.org/10.1016/j.ijhm.2013.04.011>
- Loureiro, Sandra Maria Correia, & Bilro, R. G. (2019). *Be or Not Be Online Engaged. 2015*, 18–34. <https://doi.org/10.4018/978-1-5225-8575-6.ch002>
- Loureiro, Sandra Maria Correia, Bilro, R. G., & Japutra, A. (2020). The effect of consumer-generated media stimuli on emotions and consumer brand engagement. *Journal of Product and Brand Management*, 29(3), 387–408.
<https://doi.org/10.1108/JPBM-11-2018-2120>
- Loureiro, Sandra Maria Correia, Guerreiro, J., Eloy, S., Langaro, D., & Panchapakesan, P. (2019). Understanding the use of Virtual Reality in Marketing: A text mining-based review. *Journal of Business Research*, 100, 514–530.
<https://doi.org/10.1016/j.jbusres.2018.10.055>

- Loureiro, Sandra Maria Correia, Pires, A. R., & Kaufmann, H. R. (2015). Creating value for customers through engagement and participation in brand communities. *International Journal of Business Performance Management*, 16(2–3), 114–132. <https://doi.org/10.1504/IJBPM.2015.068720>
- Loureiro, Sandra Maria Correia, & Ribeiro, L. (2014). Virtual Atmosphere: The Effect of Pleasure, Arousal, and Delight on Word-of-Mouth. *Journal of Promotion Management*, 20(4), 452–469. <https://doi.org/10.1080/10496491.2014.930283>
- Loureiro, Sandra Maria Correia, Romero, J., & Bilro, R. G. (2019). Stakeholder engagement in co-creation processes for innovation: A systematic literature review and case stud. *Journal of Business Research*, (February 2018), 1–22. <https://doi.org/10.1016/j.jbusres.2019.09.038>
- Loureiro, Sandra Maria Correia, & Sarmiento, E. M. (2019). Place attachment and tourist engagement of major visitor attractions in Lisbon. *Tourism and Hospitality Research*, 19(3), 368–381. <https://doi.org/10.1177/1467358418761211>
- Loureiro, Sandra Maria Correia, Serra, J., & Guerreiro, J. (2019). How Fashion Brands Engage on Social Media: A Netnography Approach. *Journal of Promotion Management*, 25(3), 367–378. <https://doi.org/10.1080/10496491.2019.1557815>
- Maria, S., & Loureiro, C. (2015). *Loving and hating brands : multiple relationships between consumers and brands*. 18, 417–438. <https://doi.org/10.4018/978-1-4666-6547-7.ch018>
- Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. *The MIT Press*.
- Meisenzahl, J. (2017). *Correlation of brand experience and brand love using the example of FlixBus*. SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES.
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9–10), 919–925. <https://doi.org/10.1016/j.jbusres.2009.05.014>
- Mooi, E. & Sarstedt, M. (2011). *A concise guide to market research - The process, data, and methods using IBM SPSS Statistics*. Springer.
- Notícias, D. de. (2019). TELEVISÃO EXIBE CADA VEZ MAIS NOVELAS, MAS É FUTEBOL QUE OS PORTUGUESES VEEM. Retrieved September 10, 2020, from <https://life.dn.pt/televisao-exibe-cada-vez-mais-novelas-mas-e-futebol-que-os-portugueses-veem/familia/354480/>

- Polenghi, E. (2019). The Origin, History, and Invention of Soccer. Retrieved September 10, 2020, from <https://www.liveabout.com/who-invented-soccer-3556873>
- Pordata. (2020). Agregados domésticos privados: total e por tipo de composição. Retrieved September 10, 2020, from <https://www.pordata.pt/DB/Portugal/Ambiente+de+Consulta/Tabela>
- Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50(May), 50–59. <https://doi.org/10.1016/j.jretconser.2019.04.020>
- Prigogine, I. (2002). *The Transpersonal Relationship in Psychotherapy*. Petruska Clarkson.
- Ramayah, T., Yeap, J. A. L. J., Ahmad, N. N. H., Abdul-Halim, H., Rahman, S. A., & Halim, H. (2017). Testing a confirmatory model of Facebook usage in SmartPLS using consistent PLS. *International Journal of Business and Innovation*, 3(2), 1–14. <https://doi.org/10.1109/RFIC.2004.1320574>
- Rauschnabel, P. A., & Ahuvia, A. C. (2014). You're so lovable: Anthropomorphism and brand love. *Journal of Brand Management*, 21(5), 372–395. <https://doi.org/10.1057/bm.2014.14>
- Rauschnabel, P., Ahuvia, A., Ivens, B., & Leischnig, A. (2015). The Personality of Brand Lovers. *Consumer Brand Relationships: Meaning, Measuring, Managing*, 108–122. https://doi.org/10.1057/9781137427120_6
- Ravald, A., & Grönroos, C. (1996). The value concept and relationship marketing. *European Journal of Marketing*, 30(2), 19–30. <https://doi.org/10.1108/03090569610106626>
- Rodrigues, P., Ferreira, P., Rodrigues, P. (2015). *Brand Experience leads to Brand Love – Retail Fashion Brand Case*. (April 2016), 0–11. <https://doi.org/10.13140/RG.2.1.2699.0489>
- Rodrigues, P., & Rodrigues, C. (2019). Brand love matters to Millennials: the relevance of mystery, sensuality and intimacy to neo-luxury brands. *Journal of Product and Brand Management*. *Journal of Product & Brand Management*, 28.
- Sands, S. (2008). The Influence of In-Store Experiential Events on Shopping Value Perceptions and Shopping Behavior. In *Advances in Consumer Research* (Vol. 35).
- Sarmiento, E. M., Maria, S., & Loureiro, C. (n.d.). *Brand love relationship : a true love or a missing story ?* 33–56.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Handbook of Market Research. In

- Handbook of Market Research*. <https://doi.org/10.1007/978-3-319-05542-8>
- Saunders, M., Lewis, P. & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Pearson Education.
- Schaefer, M. (n.d.). Why is experiential marketing important? Seven inspirational case studies! Retrieved October 12, 2020, from <https://businessesgrow.com/2019/09/16/experiential-marketing-2/>
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions. In *Psychology & Marketing* (Vol. 14). John Wiley & Sons, Inc.
- Sheth, J., Parvatiyar, A., & Berry, L. L. (2014). Relationship Marketing of Services: Growing Interest, Emerging Perspectives. *Handbook of Relationship Marketing*, 23(4), 149–170. <https://doi.org/10.4135/9781452231310.n6>
- Shin, M., & Back, K. J. (2020). Effect of Cognitive Engagement on the Development of Brand Love in a Hotel Context. *Journal of Hospitality and Tourism Research*, 44(2), 328–350. <https://doi.org/10.1177/1096348019890055>
- Shuv-Ami, A., Toder Alon, A., Loureiro, S. M. C., & Kaufmann, H. R. (2020). A new love–hate scale for sports fans. *International Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-11-2019-0122>
- Sture, J. (1993). Defining virtual reality: Dimensions determining telepresence. *Journal of Communication*, 42(4), 73–93.
- Suh, K. S., & Chang, S. (2006). User interfaces and consumer perceptions of online stores: The role of telepresence. *Behaviour and Information Technology*, 25(2), 99–113. <https://doi.org/10.1080/01449290500330398>
- Thompson, M., MacInnis, D., & Park, W. (2005). The ties that bind: measuring the strength of customers attachment to brands. *Journal of Consumer Psychology*, 15(1), 77–91.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 127–145. <https://doi.org/10.2753/MTP1069-6679200201>
- Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: Brand love and WOM outcomes. *Journal of Product and Brand Management*, 23(1), 33–42. <https://doi.org/10.1108/JPBM-06-2013-0326>

- Walter, N., Cleff, T., & Chu, G. (2013). Brand Experience'S Influence on Customer Satisfaction and Loyalty: a Mirage in Marketing Research? *International Journal of Management Research and Business Strategy*, 2(1), 130–144.
- Westland, J. C. (2015). Partial least squares path analysis. In *Structural Equation Models* (pp. 26–46).

7. Appendix

Appendix A – Questionnaire Scales

Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? (Brakus et. al, 2009)		
Category		Items Adapted
Sensory	This brand makes a strong impression on my visual sense or other senses.	Esta experiência deixa-me fortes impressões a nível visual, e outros sentidos.
	I find this brand interesting in a sensory way.	Acho esta experiência interessante em termos sensoriais.
	This brand does not appeal to my senses.a	Esta experiência não estimula os meus sentidos.
Affective	This brand induces feelings and sentiments.	Esta experiência induz-me sentimentos e sensações.
	I do not have strong emotions for this brand.a	Não tenho emoções fortes com esta experiência.
	This brand is an emotional brand.	Esta experiência é emocional.
Behavioral	I engage in physical actions and behaviors when I use this brand.	Eu tenho reações comportamentais e físicas, durante esta experiência.
	This brand results in bodily experiences	Esta experiência resulta em sensações corporais.
	This brand is not action oriented.a	Esta experiência não me estimula a tomar uma ação.
Intellectual	I engage in a lot of thinking when I encounter this brand.	Quando tenha esta experiência, dá-me origem a vários pensamentos.
	This brand does not make me think.a	Esta experiência não me faz pensar.
	This brand stimulates my curiosity and problem solving.	Esta experiência estimula a minha curiosidade e resolve-me problemas.

Figure 25 – Consumer Experience – Scale, Categories and Items

Source: Own Elaboration

The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention (Koo and Ju, 2010)			
Category			Items Adapted
Arousal	When I use Online Shopping Stores, I'm	Aroused – Not Aroused	Quando vejo o meu clube de futebol pela televisão, eu sou
		Wide Awake – Sleepy	
		Excited – Calm	
		Frenzied – Sluggish	
			Muito Agitado - Nada Agitado
			Desperto - Sonolento
			Excitado - Calmo
			Frenético - Lento

Figure 26 – Arousal – Scale, Categories and Items

Source: Own Elaboration

The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention (Koo and Ju, 2010)			
Category			Items Adapted
Pleasure	Using online shopping site is	Contented – Depressed	Ver o meu clube pela televisão faz-me sentir
		Happy – Unhappy	
		Satisfied – Unsatisfied	
		Pleased – Annoyed	
		Free – Restricted	
			Contente - Depressivo
			Feliz - Infeliz
			Satisfeito - Insatisfeito
			Animado- Aborrecido
			Livre - Restrito

Figure 27 – Pleasure – Scale, Categories and Items

Source: Own Elaboration

Consumer Brand Engagement in Social Media: Conceptualization, Scale, Development and Validation (Hollebeek et al. 2014)			
Category	Items	Adapted Items	
Brand Engagement	Cognitive Processing	Using [brand] gets me to think about [brand].	Ao ver o meu clube pela televisão, deixa-me a pensar sobre o meu clube.
		I think about [brand] a lot when I'm using it.	Eu penso muito no meu clube, ao vê-lo pela televisão.
		Using [brand] stimulates my interest to learn more about [brand].	Ver jogos do meu clube pela televisão, estimula o meu interesse em aprender mais sobre o meu clube.
	Affection	I feel very positive when I use [brand].	Sinto-me muito positivo ao ver o meu clube pela televisão.
		Using [brand] makes me happy.	Ver o meu clube pela televisão, deixa-me feliz.
		I feel good when I use [brand].	Sinto-me bem quando vejo o meu clube pela televisão.
		I'm proud to use [brand].	Tenho orgulho em ver o meu clube pela televisão.
	Activation	I spend a lot of time using [brand], compared to other [category] brands	Eu passo muito mais tempo a ver o meu clube pela televisão, do outros clubes de futebol.
		Whenever I'm using [category], I usually use [brand].	Sempre que vejo futebol pela televisão, normalmente é o meu clube.
[Brand] is one of the brands I usually use when I use [category].		O meu clube é ds únicos que vejo, quando vejo futebol.	

Figure 28 – Brand Engagement– Scale, Categories and Items

Source: Own Elaboration

A new love–hate scale for sports fans (Loureiro et. Al, 2020)			
Category	Items	Adapted Items	
Love & Hate	Hate	I hate the teams that are the main rivals of my team	Odeio as equipas que são as principais rivais da minha equipa
		I hate the dominant colors/symbols of the teams that are the main rivals of my team	Odeio as cores/símbolos das equipas que são as principais rivais da minha equipa.
		I hate when the teams that are the main rivals of my team win against other teams (including in international games)	Odeio quando as equipas que são as principais rivais da minha equipa, ganham a outras equipas (incluindo jogos internacionais)
		I hate the fans of the teams who are the main rivals of my team	Odeio os fãs das equipas que são as principais rivais da minha equipa.
	Love	I love my sports team	Eu amo o meu clube de futebol.
		I enjoy watching the games of my sports team	Eu desfruto de ver os jogos do meu clube.
		I would miss my sports team very much if it ceased to exist	Eu iria sentir muita falta do meu clube, se este deixasse de existir.

Figure 29 – Love & Hate– Scale, Categories and Items

Source: Own Elaboration

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall (Kerrebroeck, Brengman and Willems, 2017) / Vividness Effects: A Resource-Matching Perspective (Keller and Block, 1997)			
Category	Items	Adapted Items	
Escapism	I like the escapism aspect of the experience.	Gosto da sensação de escape à realidade, durante a experiência.	
	The sleigh ride experience lets me forget some of the real-life problems I have	Esta experiência, faz-me esquecer os meus problemas da vida real.	
	Using this experience lets me vent and relieve stress from the day	Esta experiência permite-me relaxar e aliviar o stress do dia-a-dia.	
Presence	During the sleigh ride, I felt I was in the world the computer created	Durante a experiência, sinto que estou num mundo computadorizado (artificial).	
	During the sleigh ride, I forgot that I was in the middle of an experiment.	Durante a experiência, esqueço-me que estou a ver o jogo pela televisão.	
	During the sleigh ride, my body was in the room, but my mind was inside the world created by the computer	Durante a experiência, o meu corpo está na sala, mas a minha mente está dentro da realidade da televisão.	
	The Christmas landscape seemed to me 'somewhere I visited' rather than 'something I saw	Esta experiência parece mais algo que eu assisti ao vivo, do que algo que vi pela televisão.	
	I felt I was more in the 'computer world' than the 'real world' around me when I was going through the winter landscape. (reversed)	Durante a experiência, eu sinto mais que estou num mundo computadorizado do que no mundo real.	
	I forgot about my immediate surroundings when I was navigating through the winter landscape	Durante a experiência, eu esqueço-me do que me rodeia.	
	When the sleigh ride ended, I felt like I came back to the 'real world' after a journey	Quando a experiência acabou, eu senti que voltei à realidade depois de uma aventura.	
Vividness	The actions during the experience were: As ações realizadas durante o jogo foram:	They were difficult to portray or imagine - They were easy to portray or imagine	São difíceis de retratar/imaginar - São fáceis de retratar/imaginar
		They were Easy Tasks - They were difficult tasks	Foram tarefas difíceis - Foram tarefas fáceis
		They were easy to understand - They were hard to understand	Foram difíceis de compreender - Foram fáceis de compreender
		They needed little effort - They needed a lot of effort	Necessitam de pouco esforço - Necessitam de muito esforço
		They were easy to follow - They were hard to follow	Foram difíceis de seguir - Foram fáceis de seguir
		They demanded little attention - They demanded a lot of attention	Requerem muita atenção - Requerem pouca atenção

Figure 30 – Telepresence – Scale, Categories and Items

Source: Own Elaboration

Brand love: development and validation of a practical scale (Bagozzi et. Al, 2016)					
Category	Factor	Items			6 Item
Brand Love	Higher-order factor Self-brand integration	Current Self Identity	To what extent do you feel that...	• Wearing of BRAND X says something “true” and “deep” about whom you are as a person?a,b	✗
		Desired self-identity	To what extent is BRAND X able to...	• BRAND X is an important part of how you see yourself?	
				• Make you look like you want to look?a	
		Life meaning and intrinsic rewards	To what extent is BRAND X able to...	• Do something that makes your life more meaningful?a	
	• Contribute something towards making your life worth living?				
	Attitude strength 1	To what extent do you...	• Find yourself thinking about BRAND X?a		
			• Find that BRAND X keeps popping into your head?		
	Higher-order factor Passion-driven behaviors	Willingness to invest resources	To what extent...	• Are you willing to spend a lot of money improving and fine-tuning a product from BRAND X after you buy it?a	
		Passionate desire to use	Using the products: To what extent do you feel yourself...	• Are you willing to spend a lot of TIME improving and fine-tuning a product from BRAND X after you buy it?	
				• Desiring to wear BRAND X?a,b	✗
	Things done in the past (involvement)	To what extent have you...	• Longing to wear BRAND X?		
			• Interacted with BRAND X in the past?a		
	Higher-order factor Positive emotional connection	Intuitive Fit	Please express the extent to which...	• Been involved with BRAND X in the past?	
				• You feel there is a natural “fit” between you and BRAND X.a	
		Emotional attachment	Please express the extent to which...	• BRAND X seems to fit your own tastes perfectly.	
				• You feel emotionally connected to BRAND X?a,b	✗
Positive affect	To what extent do you feel that BRAND X...	• You feel you have a “bond” with BRAND X.			
		• Is fun?a			
Long-term relationship	Please express the extent to which you...	• Is exciting?			
		• Believe that you will be wearing BRAND X for a long time.a,b	✗		
Anticipated separation distress	Suppose BRAND X were to go out of existence, to what extent would you feel...	• Expect that BRAND X will be part of your life for a long time to come.			
		• Anxiety.a,b	✗		
Attitude valence	On the following scales, please express your overall feelings and evaluations towards BRAND X.	• Apprehension			
		• 7-point negative-positivea,b	✗		
			• 7-point unfavorable-favorable		

Figure 31 – Brand Love 1 – Scale, Categories and Items

Source: Own Elaboration

Brand love: development and validation of a practical scale (Bagozzi et. Al, 2016)	
Adapted Items	
Em que medida sentes que	• Apoiar o teu clube diz algo de verdadeiro e profundo sobre quem tu és como pessoa?
Vendo futebol pela televisão: Em que medida sentes que	• Desejas apoiar o teu clube?
Em que medida expressas que..	• Te sentes emocionalmente conectado ao teu clube?
Em que medida expressas que..	• Acreditas que irás apoiar o teu clube durante muito tempo?
Imagina que apoiar o teu clube iria deixar de ser possível, Em que medida te sentirias...	• Ansiedade
Na escala seguinte, por favor expressa o teu sentimentos gerais e avaliações, relativamente a apoiar o teu clube.	• 7 Point Likert scale, Negativo para Positivo

Figure 32 – Brand Love 2 – Scale, Categories and Items

Source: Own Elaboration

Appendix B – Questionnaire

Secção 1 de 9

Coronavírus - O impacto nos adeptos e clubes de futebol

No âmbito do meu projecto final de Mestrado em Marketing, no ISCTE Business School, decidi desenvolver a minha tese tendo como base 3 pilares de extrema importância para que seja uma dissertação de sucesso. Paixão (Desporto), Atualidade (Corona Vírus) e Relevância (impacto do paradigma actual nos clubes desportivos).

Desta forma, e com a actual decisão de dar continuidade ao Campeonato Português de Futebol à porta fechada, está a ser desenvolvido um estudo, analisando o impacto que esta decisão terá nos adeptos, relativamente ao acompanhamento do seu clube apenas pela televisão.

Este questionário terá a duração de aproximadamente 5 minutos. Todos os seus dados serão apenas usados para fins académicos.

Demonstro desde já o meu profundo agradecimento pela sua participação.

Após a secção 1 Continuar para a secção seguinte

Secção 2 de 9

A Experiência

Nesta secção inicial do questionário, considere a experiência que será, ao apoiar o seu clube apenas pela televisão.

Avalie numa escala de 1 a 7, de que forma se sente de acordo com cada questão.

Esta experiência deixa-me fortes impressões a nível visual e outros níveis sensoriais. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Acho esta experiência interessante em termos sensoriais. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Esta experiência não estimula os meus sentidos. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Esta experiência induz-me sentimentos e sensações. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Não tenho emoções fortes com esta experiência. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Esta experiência desperta-me emoções. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Eu tenho reacções comportamentais e físicas, durante esta experiência. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Esta experiência resulta em sensações corporais. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Esta experiência não me estimula a tomar uma acção. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Quando tenho esta experiência, dá-me origem a vários pensamentos. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Esta experiência não me faz pensar. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Esta experiência estimula a minha curiosidade e resolve-me problemas. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Secção 3 de 9

Ver o meu clube, pela televisão

No presente segmento, procuramos analisar com mais atenção a visualização do jogo pela televisão.

Gosto da sensação de escape à realidade, durante a experiência. *

1 2 3 4 5 6 7

Discordo Totalmente Concordo Totalmente

⋮								
Esta experiência, faz-me esquecer os meus problemas da vida real. *								
	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente
Esta experiência permite-me relaxar e aliviar o stress do dia-a-dia. *								
	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente
Durante a experiência, sinto que estou num mundo computadorizado (artificial). *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
Durante a experiência, esqueço-me que estou a ver o jogo pela televisão. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
Durante a experiência, o meu corpo está na sala, mas a minha mente está dentro da realidade da * televisão.								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
Esta experiência parece mais algo que eu assisti ao vivo, do que algo que vi pela televisão. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Durante a experiência, eu sinto mais que estou num mundo computadorizado do que no mundo real. *								
	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Durante a experiência, eu esqueço-me do que me rodeia. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Quando a experiência acaba, eu sento que voltei à realidade depois de uma aventura. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

As ações realizadas durante a experiência: *								
	1	2	3	4	5	6	7	
São difíceis de retratar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	São fáceis de retratar

As ações realizadas durante a experiência foram: *								
	1	2	3	4	5	6	7	
Foram tarefas difíceis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Foram tarefas fáceis

As ações realizadas durante a experiência: *								
	1	2	3	4	5	6	7	
Foram difíceis de compreender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Foram fáceis de compreender

As acções realizadas durante a experiência: *

1 2 3 4 5 6 7

Necessitam de muito esforço Necessitam de pouco esforço

As acções realizadas durante a experiência: *

1 2 3 4 5 6 7

Foram difíceis de seguir Foram fáceis de seguir

As acções realizadas durante a experiência: *

1 2 3 4 5 6 7

Requerem muita atenção Requerem pouca atenção

Secção 4 de 9

O que sente durante esta experiência



Agora, consideramos de que forma reage e quais os seus sentimentos quando está a assistir a um jogo de Futebol do seu clube através da televisão.

Quando vejo o meu clube de futebol pela televisão, eu fico muito agitado *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Quando vejo o meu clube de futebol pela televisão, eu fico desperto *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Quando vejo o meu clube de futebol pela televisão, eu fico excitado *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Quando vejo o meu clube de futebol pela televisão, eu fico frenético. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Ver o meu clube pela televisão faz-me sentir contente *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Ver o meu clube pela televisão faz-me sentir feliz *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Ver o meu clube pela televisão faz-me sentir satisfeito *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Ver o meu clube pela televisão faz-me sentir animado. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Ver o meu clube pela televisão faz-me sentir livre *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Secção 5 de 9

Engagement após a experiência.



Nesta secção, é pretendido avaliar alguns dos comportamentos e consequências a nível sentimental, ao ver o seu clube pela televisão.

Ao ver o meu clube pela televisão, deixa-me a pensar sobre o meu clube. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Eu penso muito no meu clube, ao vê-lo pela televisão. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Ver jogos do meu clube pela televisão, estimula o meu interesse em aprender mais sobre o meu clube. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Sinto-me muito positivo ao ver o meu clube pela televisão. *

1 2 3 4 5 6 7

Discordo totalmente Concordo totalmente

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Ver o meu clube pela televisão, deixa-me feliz *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
Sinto-me bem quando vejo o meu clube pela televisão. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
Tenho orgulho em ver o meu clube pela televisão. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
Eu passo muito mais tempo a ver o meu clube pela televisão, do que outros clubes de futebol. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
Sempre que vejo futebol pela televisão, normalmente é o meu clube. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente
O meu clube é dos únicos que vejo, quando vejo futebol. *								
	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

A relação com seu clube



Neste passo, avaliamos os seus sentimentos relativamente ao seu clube.

Em que medida sentes que apoiar o teu clube diz algo de verdadeiro e profundo sobre quem tu és como pessoa? *

1 2 3 4 5 6 7

Não diz nada sobre quem sou. Diz muito sobre quem sou.

Em que medida sentes que desejas apoiar o teu clube ao ver o jogo pela televisão? *

1 2 3 4 5 6 7

Não sinto, de todo. Sinto muito.

Em que medida te sentes emocionalmente conectado ao teu clube? *

1 2 3 4 5 6 7

Não sinto, de todo. Sinto muito.

Em que medida expressas que acreditas que irás apoiar o teu clube durante muito tempo? *

1 2 3 4 5 6 7

Não sinto, de todo. Sinto muito.

Imagina que apoiar o teu clube iria deixar de ser possível. Em que medida sentirias ansiedade? *

1 2 3 4 5 6 7

Não sentiria, de todo. Sentiria muita ansiedade.

Por favor, expressa os teus sentimentos gerais e avaliações, relativamente a apoiar o teu clube. *

1 2 3 4 5 6 7

Não tenho sentimentos, ao apoiar o meu clube.

Tenho vários sentimentos, ao apoiar o meu clube.

Secção 7 de 9

○ Amor pelo seu clube



Por fim, avaliamos o amor pelo seu clube e sentimentos que possa ter relativamente aos clubes rivais.

Eu amo o meu clube de futebol. *

1 2 3 4 5 6 7

Discordo totalmente

Concordo totalmente

Eu desfruto de ver os jogos do meu clube. *

1 2 3 4 5 6 7

Discordo totalmente

Concordo totalmente

Eu iria sentir muita falta do meu clube, se este deixasse de existir. *

1 2 3 4 5 6 7

Discordo totalmente

Concordo totalmente

Odeio as equipas que são as principais rivais da minha equipa *

1 2 3 4 5 6 7

Discordo totalmente

Concordo totalmente

Odeio as cores/símbolos das equipas que são as principais rivais da minha equipa. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Odeio quando as equipas que são as principais rivais da minha equipa, ganham a outras equipas *
(incluindo jogos internacionais)

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Odeio os fãs das equipas que são as principais rivais da minha equipa. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

Secção 8 de 9

Informações Demográficas



Última secção.

Género *

- Feminino
- Masculino
- Prefiro não revelar.

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Faixa Etária *

Menor de 18 anos

18 - 25 anos

26 - 35 anos

36 - 45 anos

46 ou mais

Nacionalidade *

Portuguesa

Outra

Após a secção 8 Continuar para a secção seguinte

Secção 9 de 9

Questionário Concluído

Muito obrigado pela sua participação.

Appendix C – Sample Profile

Statistics

		Gender	Age	Nationality
N	Valid	307	307	307
	Missing	0	0	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	95	30,9	30,9	30,9
	Male	208	67,8	67,8	98,7
	Prefer not to reveal.	4	1,3	1,3	100,0
	Total	307	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25 Years Old	192	62,5	62,5	62,5
	26 - 35 Years Old	71	23,1	23,1	85,7
	36 - 45 Years Old	24	7,8	7,8	93,5
	46 Years Old or more	20	6,5	6,5	100,0
	Total	307	100,0	100,0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	16	5,2	5,2	5,2
	Portuguese	291	94,8	94,8	100,0
	Total	307	100,0	100,0	

Appendix D – Descriptive Analysis. Scale Reliability (Cronbach’s Alpha)

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-,221	-,168	3

Item Statistics

	Mean	Std. Deviation	N
BExp1a	4,40	1,868	307
BExp2a	4,46	1,858	307
BExp3a	3,77	1,954	307

Inter-Item Correlation Matrix

	BExp1a	BExp2a	BExp3a
BExp1a	1,000	,841	-,424
BExp2a	,841	1,000	-,569
BExp3a	-,424	-,569	1,000

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BExp1a	8,23	3,141	,415	,712	-2,629 ^a
BExp2a	8,17	4,215	,224	,762	-1,467 ^a
BExp3a	8,86	12,779	-,517	,334	,914

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-,611	-,469	3

Item Statistics

	Mean	Std. Deviation	N
BExp4b	4,86	1,611	307
BExp5b	3,61	1,805	307
BExp6b	4,84	1,669	307

Inter-Item Correlation Matrix

	BExp4b	BExp5b	BExp6b
BExp4b	1,000	-,567	,719
BExp5b	-,567	1,000	-,509
BExp6b	,719	-,509	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BExp4b	8,46	2,974	,102	,571	-2,064 ^a
BExp5b	9,70	9,243	-,580	,343	,836
BExp6b	8,47	2,557	,149	,532	-2,577 ^a

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-,268	-,299	3

Item Statistics

	Mean	Std. Deviation	N
BExp7c	4,64	1,781	307
BExp8c	4,34	1,658	307
BExp9c	3,78	1,672	307

Inter-Item Correlation Matrix

	BExp7c	BExp8c	BExp9c
BExp7c	1,000	,803	-,549
BExp8c	,803	1,000	-,504
BExp9c	-,549	-,504	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BExp7c	8,11	2,748	,250	,673	-2,034 ^a
BExp8c	8,41	2,700	,358	,651	-2,421 ^a
BExp9c	8,97	10,666	-,555	,312	,890

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-,416	-,431	3

Item Statistics

	Mean	Std. Deviation	N
BExp10d	4,84	1,686	307
BExp11d	3,37	1,748	307

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

BExp12d	3,60	1,800	307
---------	------	-------	-----

Inter-Item Correlation Matrix

	BExp10d	BExp11d	BExp12d
BExp10d	1,000	-,582	,474
BExp11d	-,582	1,000	-,227
BExp12d	,474	-,227	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BExp10d	6,97	4,868	-,074	,461	-,587 ^a
BExp11d	8,44	8,959	-,464	,341	,642
BExp12d	8,21	2,471	,255	,228	-2,775 ^a

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,908	,908	3

Item Statistics

	Mean	Std. Deviation	N
Telep1a	4,71	1,804	307
Telep2a	4,14	2,105	307
Telep3a	4,67	2,017	307

Inter-Item Correlation Matrix

	Telep1a	Telep2a	Telep3a
Telep1a	1,000	,770	,689
Telep2a	,770	1,000	,844
Telep3a	,689	,844	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Telep1a	8,81	15,670	,761	,598	,915
Telep2a	9,38	12,341	,880	,779	,813
Telep3a	8,84	13,531	,821	,716	,864

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,926	,927	7

Item Statistics

	Mean	Std. Deviation	N
Telep4b	3,33	1,896	307
Telep5b	3,15	1,866	307
Telep6b	4,05	2,091	307
Telep7b	3,07	1,943	307
Telep8b	3,19	1,995	307
Telep9b	3,44	2,006	307
Telep10b	3,49	2,001	307

Inter-Item Correlation Matrix

	Telep4b	Telep5b	Telep6b	Telep7b	Telep8b	Telep9b	Telep10b
Telep4b	1,000	,685	,492	,598	,688	,565	,626
Telep5b	,685	1,000	,549	,720	,566	,605	,704
Telep6b	,492	,549	1,000	,670	,505	,635	,729
Telep7b	,598	,720	,670	1,000	,546	,754	,803
Telep8b	,688	,566	,505	,546	1,000	,613	,639
Telep9b	,565	,605	,635	,754	,613	1,000	,817
Telep10b	,626	,704	,729	,803	,639	,817	1,000

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Telep4b	20,40	101,149	,719	,607	,920
Telep5b	20,58	100,317	,759	,635	,916
Telep6b	19,68	98,517	,705	,554	,922
Telep7b	20,65	96,959	,821	,727	,910
Telep8b	20,54	100,308	,698	,562	,922
Telep9b	20,29	96,631	,799	,708	,912
Telep10b	20,24	94,143	,876	,802	,904

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,873	,878	6

Item Statistics			
	Mean	Std. Deviation	N
Telep11c	5,28	1,594	307
Telep12c	5,74	1,450	307
Telep13c	5,78	1,307	307
Telep14c	5,63	1,631	307
Telep15c	5,71	1,355	307
Telep16c	5,22	1,704	307

Inter-Item Correlation Matrix						
	Telep11c	Telep12c	Telep13c	Telep14c	Telep15c	Telep16c
Telep11c	1,000	,702	,674	,444	,528	,408
Telep12c	,702	1,000	,638	,637	,610	,432
Telep13c	,674	,638	1,000	,471	,642	,421
Telep14c	,444	,637	,471	1,000	,570	,576
Telep15c	,528	,610	,642	,570	1,000	,431
Telep16c	,408	,432	,421	,576	,431	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Telep11c	28,07	35,044	,681	,587	,850
Telep12c	27,61	35,141	,768	,652	,836
Telep13c	27,57	37,350	,713	,583	,847
Telep14c	27,72	34,737	,679	,549	,851
Telep15c	27,64	37,152	,694	,522	,849
Telep16c	28,13	36,127	,558	,372	,875

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,945	,947	4

Item Statistics

	Mean	Std. Deviation	N
Aro1a	4,85	1,799	307
Aro2a	5,28	1,702	307
Aro3a	4,98	1,791	307
Aro4a	4,61	2,041	307

Inter-Item Correlation Matrix

	Aro1a	Aro2a	Aro3a	Aro4a
Aro1a	1,000	,859	,766	,759
Aro2a	,859	1,000	,848	,803
Aro3a	,766	,848	1,000	,868
Aro4a	,759	,803	,868	1,000

Item-Total Statistics

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Aro1a	14,87	27,369	,838	,751	,937
Aro2a	14,44	27,476	,897	,826	,921
Aro3a	14,74	26,715	,889	,818	,922
Aro4a	15,12	24,705	,863	,777	,933

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,955	,961	5

Item Statistics

	Mean	Std. Deviation	N
Ple1b	5,34	1,645	307
Ple2b	5,32	1,566	307
Ple3b	5,20	1,649	307
Ple4b	5,28	1,578	307
Ple5b	4,15	2,023	307

Inter-Item Correlation Matrix

	Ple1b	Ple2b	Ple3b	Ple4b	Ple5b
Ple1b	1,000	,933	,912	,901	,653
Ple2b	,933	1,000	,907	,920	,681
Ple3b	,912	,907	1,000	,918	,719
Ple4b	,901	,920	,918	1,000	,754
Ple5b	,653	,681	,719	,754	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Ple1b	19,94	39,692	,906	,897	,938

Ple2b	19,96	40,374	,922	,906	,937
Ple3b	20,08	39,249	,930	,887	,934
Ple4b	19,99	39,869	,944	,902	,933
Ple5b	21,13	38,817	,725	,585	,977

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,915	,915	3

Item Statistics

	Mean	Std. Deviation	N
CEng1a	4,99	1,850	307
CEng2a	4,75	1,920	307
CEng3a	4,46	1,865	307

Inter-Item Correlation Matrix

	CEng1a	CEng2a	CEng3a
CEng1a	1,000	,806	,749
CEng2a	,806	1,000	,791
CEng3a	,749	,791	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CEng1a	9,21	12,828	,822	,683	,883
CEng2a	9,45	12,066	,854	,730	,856
CEng3a	9,74	12,834	,810	,661	,893

Reliability Statistics

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,953	,954	4

Item Statistics

	Mean	Std. Deviation	N
CEng7b	5,06	1,652	307
CEng4b	4,76	1,790	307
CEng5b	5,01	1,845	307
CEng6b	5,11	1,620	307

Inter-Item Correlation Matrix

	CEng7b	CEng4b	CEng5b	CEng6b
CEng7b	1,000	,774	,823	,847
CEng4b	,774	1,000	,864	,848
CEng5b	,823	,864	1,000	,881
CEng6b	,847	,848	,881	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CEng7b	14,89	25,121	,853	,746	,949
CEng4b	15,19	23,577	,875	,781	,943
CEng5b	14,93	22,587	,912	,835	,932
CEng6b	14,83	24,638	,915	,839	,932

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,825	,831	3

Item Statistics

	Mean	Std. Deviation	N
CEng8c	5,34	2,127	307
CEng9c	4,88	1,949	307
CEng10c	4,46	2,210	307

Inter-Item Correlation Matrix

	CEng8c	CEng9c	CEng10c
CEng8c	1,000	,774	,389
CEng9c	,774	1,000	,702
CEng10c	,389	,702	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CEng8c	9,34	14,721	,618	,646	,821
CEng9c	9,79	13,068	,885	,788	,560
CEng10c	10,22	14,740	,572	,551	,871

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,924	,930	6

Item Statistics

	Mean	Std. Deviation	N
Blove 1	4,11	2,107	307
Blove 2	4,87	1,847	307
Blove 3	5,30	1,700	307
Blove 4	5,73	1,722	307
Blove 5	4,60	2,166	307
Blove 6	5,68	1,628	307

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

Inter-Item Correlation Matrix

	Blove 1	Blove 2	Blove 3	Blove 4	Blove 5	Blove 6
Blove 1	1,000	,643	,641	,440	,636	,519
Blove 2	,643	1,000	,852	,709	,654	,687
Blove 3	,641	,852	1,000	,810	,714	,809
Blove 4	,440	,709	,810	1,000	,645	,887
Blove 5	,636	,654	,714	,645	1,000	,678
Blove 6	,519	,687	,809	,887	,678	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Blove 1	26,18	64,880	,653	,542	,930
Blove 2	25,42	63,832	,821	,748	,905
Blove 3	24,99	64,163	,896	,840	,896
Blove 4	24,56	66,279	,793	,828	,909
Blove 5	25,69	60,894	,766	,597	,914
Blove 6	24,61	66,898	,823	,822	,906

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,748	,777	4

Item Statistics

	Mean	Std. Deviation	N
Lo&Ha1a	5,42	1,788	307
Lo&Ha2a	5,70	1,498	307
Lo&Ha3a	5,67	1,752	307
Lo&Ha4a	2,84	2,118	307

Inter-Item Correlation Matrix

	Lo&Ha1a	Lo&Ha2a	Lo&Ha3a	Lo&Ha4a
Lo&Ha1a	1,000	,706	,677	,186
Lo&Ha2a	,706	1,000	,768	,200
Lo&Ha3a	,677	,768	1,000	,253
Lo&Ha4a	,186	,200	,253	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Lo&Ha1a	14,21	16,989	,640	,543	,634
Lo&Ha2a	13,93	18,293	,709	,654	,618
Lo&Ha3a	13,96	16,394	,716	,635	,591
Lo&Ha4a	16,79	20,579	,237	,065	,879

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,829	,831	3

Item Statistics

	Mean	Std. Deviation	N
Lo&Ha5b	2,58	1,996	307
Lo&Ha6b	2,87	2,064	307
Lo&Ha7b	2,13	1,698	307

Inter-Item Correlation Matrix

	Lo&Ha5b	Lo&Ha6b	Lo&Ha7b
Lo&Ha5b	1,000	,680	,646
Lo&Ha6b	,680	1,000	,537
Lo&Ha7b	,646	,537	1,000

Item-Total Statistics

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Lo&Ha5b	4,99	10,908	,757	,573	,690
Lo&Ha6b	4,71	11,246	,677	,479	,779
Lo&Ha7b	5,45	13,843	,645	,436	,809

Appendix E – SmartPLS 3 – Data Analysis

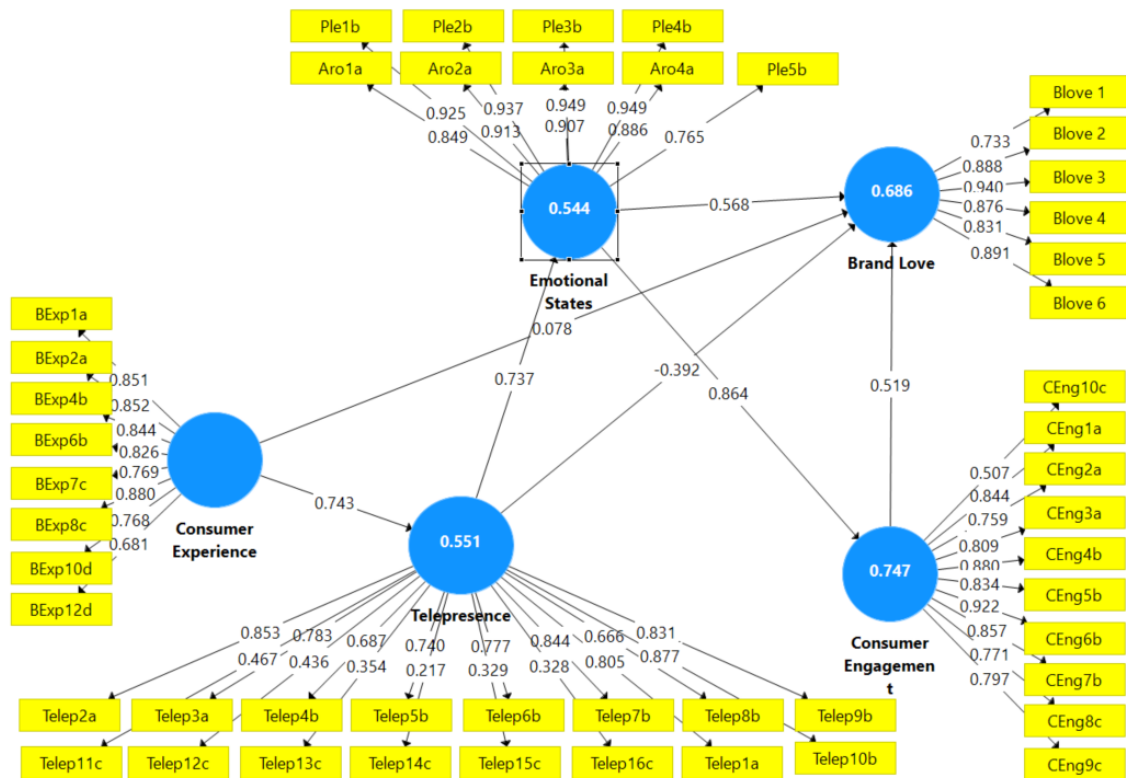


Figure 33 – Model 1

Source: SMARTPLS 3 – Model Representation

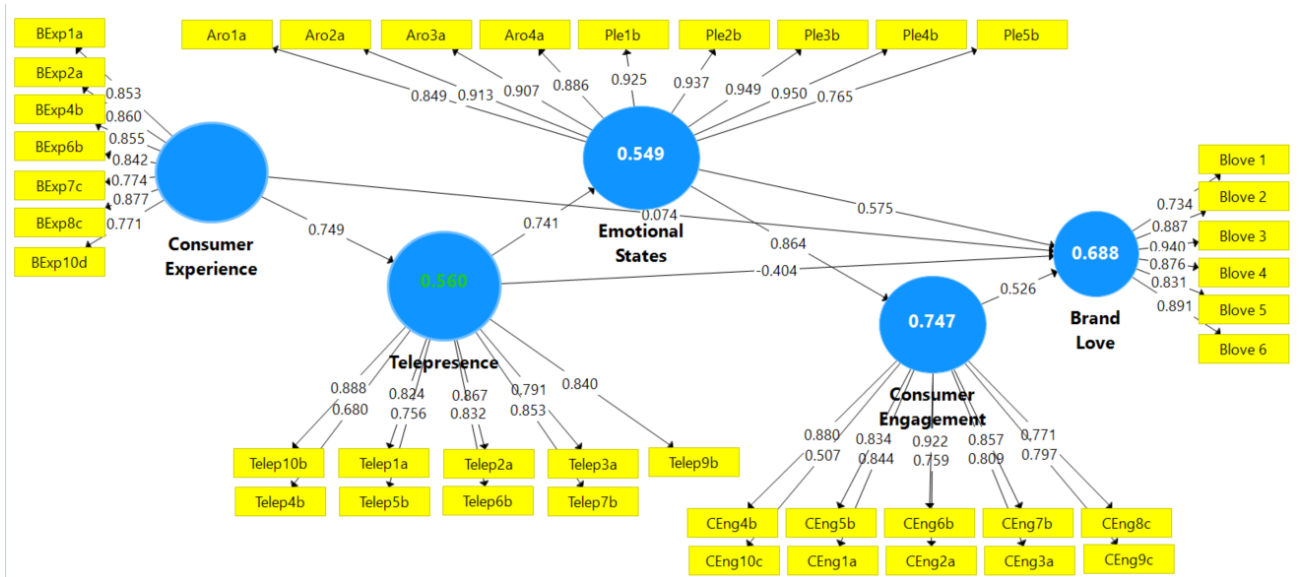


Figure 34 – Model 2

Source: SMARTPLS 3 – Model Representation

Cross Loadings

		Brand Experience	Telepresence	Emotional States	Consumer Engagement	Brand Love
Brand Experience	BExp1a	0.853	0.684	0.562	0.537	0.465
	BExp2a	0.860	0.754	0.554	0.572	0.347
	BExp4b	0.855	0.651	0.590	0.604	0.454
	BExp6b	0.842	0.601	0.627	0.657	0.451
	BExp7c	0.774	0.450	0.521	0.513	0.418
	BExp8c	0.877	0.635	0.656	0.654	0.588
	BExp10d	0.771	0.552	0.502	0.488	0.365
Telepresence	Telep1a	0.773	0.824	0.720	0.701	0.505
	Telep2a	0.662	0.867	0.641	0.717	0.374
	Telep3a	0.621	0.791	0.686	0.740	0.380
	Telep4b	0.381	0.680	0.434	0.566	0.395
	Telep5b	0.439	0.756	0.410	0.479	0.259
	Telep6b	0.685	0.832	0.622	0.689	0.459
	Telep7b	0.590	0.853	0.611	0.617	0.376
	Telep9b	0.555	0.840	0.600	0.572	0.372
Telep10b	0.661	0.888	0.611	0.648	0.442	
Emotional States	Aro1a	0.634	0.607	0.849	0.722	0.752
	Aro2a	0.620	0.605	0.913	0.749	0.764
	Aro3a	0.600	0.592	0.907	0.792	0.793
	Aro4a	0.605	0.643	0.886	0.703	0.713
	Ple1b	0.599	0.697	0.925	0.780	0.652
	Ple2b	0.634	0.703	0.937	0.787	0.669
	Ple3b	0.598	0.663	0.949	0.822	0.737

	Ple4b	0.683	0.731	0.950	0.850	0.714
	Ple5b	0.599	0.752	0.765	0.778	0.522
Consumer Engagement	CEng10c	0.418	0.538	0.418	0.507	0.330
	CEng1a	0.571	0.587	0.674	0.844	0.672
	CEng2a	0.547	0.568	0.592	0.759	0.577
	CEng3a	0.533	0.595	0.665	0.809	0.606
	CEng4b	0.614	0.752	0.786	0.880	0.580
	CEng5b	0.571	0.713	0.742	0.834	0.522
	CEng6b	0.668	0.734	0.807	0.922	0.673
	CEng7b	0.578	0.705	0.826	0.857	0.687
	CEng8c	0.517	0.521	0.693	0.771	0.719
	CEng9c	0.530	0.635	0.660	0.797	0.630
Brand Love	Blove 1	0.369	0.460	0.621	0.533	0.734
	Blove 2	0.591	0.597	0.824	0.737	0.887
	Blove 3	0.564	0.474	0.740	0.701	0.940
	Blove 4	0.363	0.327	0.590	0.637	0.876
	Blove 5	0.379	0.309	0.606	0.585	0.831
	Blove 6	0.448	0.365	0.641	0.691	0.891

Figure 35 – Cross Loadings Analysis

Source: Own Elaboration

Model Fit

	Saturated Model	Estimated Model
SRMR	0.086	0.167
d_ULS	6.375	24.131
d_G	7.474	8.293
Chi-Square	8244.615	8613.598
NFI	0.589	0.570

Figure 36 – Model Fit Analysis

Source: Own Elaboration

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Cons. Eng. -> B.Love	0.539	0.542	0.063	8.563	0.000
Cons. Exp. -> B.Love	0.069	0.070	0.050	1.389	0.165
Cons. Exp. -> Telep.	0.749	0.750	0.022	34.314	0.000

Emot. States -> B.Love	0.568	0.563	0.061	9.334	0.000
Telep. -> B.Love	-0.402	-0.400	0.066	6.105	0.000
Telep. -> Emot. States	0.740	0.740	0.022	34.118	0.000

Figure 37 – Path Coefficients Analysis

Source: Own Elaboration

Qsquare			
	SSO	SSE	Q² (=1-SSE/SSO)
Brand Love	1842.000	907.781	0.507
Consumer Engagement	3070.000	3070.000	
Consumer Experience	2149.000	2149.000	
Emotional States	2763.000	1555.255	0.437
Telepresence	2763.000	1774.568	0.358

Figure 38 – Q Square Analysis

Source: Own Elaboration

FSquare

	Brand Love	Consumer Engagement	Consumer Experience	Emotional States	Telepresence
Brand Love					
Consumer Engagement	0.198				
Consumer Experience	0.006				1.275
Emotional States	0.251				
Telepresence				1.209	

Figure 39 – F Square Analysis

Source: Own Elaboration

Can Consumer Experience influence Brand Love and Consumer Engagement via Telepresence and Emotional States?

	Composite Reliability	Average Variance Extracted (AVE)
Brand Love	0.945	0.744
Consumer Engagement	0.948	0.648
Consumer Experience	0.941	0.696
Emotional States	0.974	0.809
Telepresence	0.947	0.667

Figure 40 – Convergent Validity

Source: Own Elaboration

Moderator

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Engagement -> Brand Love	0.292	0.298	0.070	4.156	0.000
Emotional States -> Brand Love	0.472	0.470	0.071	6.621	0.000
Moderating Effect 1 -> Brand Love	-0.132	-0.129	0.031	4.238	0.000

Figure 41 – Moderator Analysis

Source: Own Elaboration

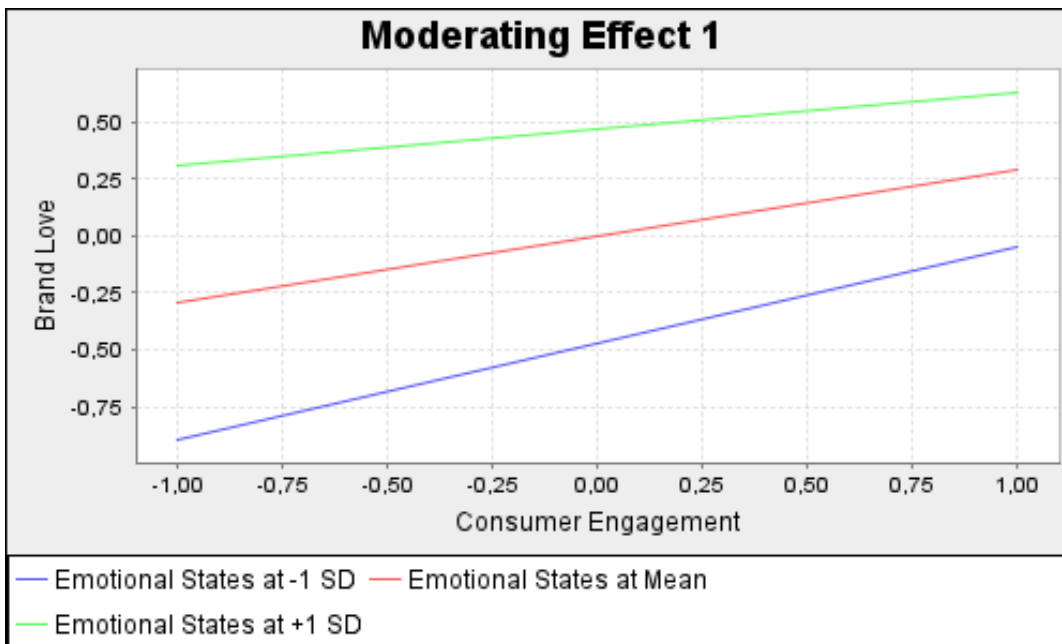


Figure 42 – Moderator Analysis Chart

Source: SMARTPLS 3 – Model Representation