ISCTE Business School
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ONLINE BRANDING TO GENERATION Z

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Executive summary

The world has been digitalized, no one is really offline anymore. Always connected to a certain communication channel that allows users to access the Internet at all times. Gadgets and the latest technologies are used more often and by a larger amount of people. The level of acceptance of new technologies has increased in a shorter amount of time. The group that is adopting a new product in the introduction or growth stage of the product life cycle, is defined as an early adopter. Early adopters, known to be venturesome, have brand expectations of highly innovative, good quality products for the best price The generation born between mid 1990s and 2010 is called Generation Z. They are born in the digital world. Growing up with touch screen, smartphones and tablets, enabled this generation to manage these items as if it is a toy like lego or claydough. This study will attempt to demonstrate and support the following assumption:

'Does Generation Z exhibit a higher level of early adopters than the other adopter levels?'

An online survey has been conducted among the Dutch Generation Z to measure the adopter level. With the analyses of the research conducted, it can be concluded that there is measured a higher level of early adopters than the other adopter levels. The respondents do think highly innovative, good quality products for the best price are important, however more important for them is the customer service of a brand.

Given the digital nature of the existence of Generation Z it was expected that all online activities were preferred over offline activities. The respondents prefer shopping in a mall, group activities such as bowling and cinema more than the online versions.

From the five and a half hours a day Generation Z spend online, is spend mostly on social media. Where most favourite platforms are Facebook and Instagram. However they do think television is the most important medium for a brand to use as their promotion channel. That does not mean that they don't expect anything from a brand on the social media platforms, it is expected that a good brand is present on one of these platforms. Other important promotion channels for the respondents are Internet banners and printed media.

Review sites and peers have most influence on the respondents, which could impact their brand perception.

Abstract

Generation Z is the first generation growing up in a digitalized world, where Internet has become a primary need. Growing up with touch screens, smartphones and tablets impacts the development of this generation. They are born between mid 1990s and 2010.

This research will attempt to demonstrate and support the assumption that Generation Z exhibits more Early adopters than the other adopter levels.

Analyses did confirm the assumption, which would supposedly lead to higher brand expectations of highly innovative, quality products for the best price. However more important for the respondents is customer service.

Key words: online branding, generation Z, brand expectations, traditional media, modern media, early adopter.

JEL Classification System: M31 (Marketing), I21 (Analysis of Education), D71(Social Choice; Clubs; Committees; Associations)

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Confronted with young children always asking for my iPhone to play with, I was positively surprised by the ease of how they use devices like these. Also my cousin going for the first time to high school, did not have to get his books at school at the beginning of the school year. He was only obliged to have an iPad for his classes. These developments must have a lot of impact on this generation. Therefore the topic online branding to Generation Z was chosen. To finalize the master of marketing at ISCTE this dissertation has been written.

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Index

Index of tables and figures

Figures:

Tables:

1. Introduction

1.1. Research purpose

'*Welcome to the On-Demand Generation: tweens, teens and young adults who expect to get the content they want, when they want it and where they want it'*. (Learmonth, 2010)

Generation Z is also described as Digital Natives or the On-Demand Generation. For this generation, new digital technologies – computers, cell phones, sidekicks – are primary mediators of human-to-human connections (Palfrey, 2008). It is the most tech savvy generation of all. Most of them master to control the latest technologic innovations within seconds since they were babies or toddlers. Smart phones, tablets, touch screen, they know how to use these gadgets as if it is lego or claydough.

The adaptation of these innovations went rapid, so rapid that for this generation Internet has become a primary need. It is their oxygen, which provides them of any information they need, when they need. Entertainment on demand: they watch shows and movies online, listen to music planned in their schedule and played according their preferences. They are live streaming and downloading, but they are willing to pay for content. However when paying for the content, it should be of the best quality (Learmonth, 2010). In private life they are connected 24/7, but also schools are implementing these technologic innovations. To keep up to date with what society demands, 21th century skills are need to be acquired in order to be prepared for future careers (Allen, 2011).

These developments led to a change of use in the traditional media. This is the information society, everything is available and nothing can be deleted. Many companies experienced what the power of Internet can do to your image.

This shift in usage of media and constant information stream, demands transparency from the companies. Most brands have a website and are available on the social media. But how to brand this On-demand generation is not yet implemented very well.

1.2. Scope of research

This research will focus on the investigation of branding on Generation Z. This is a wide research area, therefore it is necessary to narrow down the scope of the research. This study specifies on the level of adoption within generation Z, influencers, leisure time, level of engagement and their brand expectations.

1.3. Research Area

The research area of this investigation is Generation Z, in particular branding on Generation Z. The main purpose of this research is to have an insight in the adoption level of this generation. To support the research area the following assumption is made:

'Growing up with the Internet, smart phones, tablets and other electronic devices, increase the level of early adopters among generation Z. Early adopters, known to be venturesome, have brand expectations of highly innovative, good quality products for the best price. '

To be able to test the assumption the following research questions will be used:

Generation Z

1. How is time of Generation Z spend online and offline?
2. Does the shift in technology usage have positive or negative effects on the development of children?

Brand expectations

3. Does transparency of the Internet lead to higher brand expectations?
4. Is there a shift noticeable between brand expectations of traditional media vs. new media?

Influencers

5. To what amount do the peers, bloggers, online influencers and review sites influence brand perception?

Level of Engagement

6. Does a brand with higher involvement generate a higher level of engagement?

The research questions will test the assumption that Generation Z will expose a higher level of Early Adopters.

1.4. Outline of research

This investigation consists out of 6 chapters where the second chapter, the literature review, will provide the theoretic background of the investigation. The literature review will give insights about the digital era, where the adoption of new technologies are discussed . The Diffusion of Innovations, where the various adopter categories are explained. Generation Z will clarify the identity of this generation. The Internet, how this medium is used by various generations and implications for the development of Generation Z. Innovations in education of how technology is implanted in every asset of the life of somebody of Generation Z. Furthermore some background on online branding and online branding on Generation Z in specific. Chapter 3, the methodology, explains the methods used in researching and developing this report. Chapter 4 will include the results, here named ‘Findings’. All results acquired via the online survey that are processed in SPSS 22 will be exposed by tables, graphs in order to understand the data. Followed by the conclusion and recommendations in Chapter 5.

2. Literature Review

In the present paper, Generation Z will be investigated in terms of norms and values, habits, development and their expectations towards technology to clarify their brand perception. It is assumed that Generation Z will display higher levels of Early Adopters than previous generations. The following sources will attempt to demonstrate and support this assumption.

2.1. Digital Era

"I fear the day technology will surpass our human interaction. The world will have a generation of idiots" (Unknown).

The Internet affects the whole society, the availability of Internet on mobile cell phones and tablets has a big impact on the communication online but even more off line.

People are constantly connected, communications technology is never 'off' in the same way it used to be before the introduction of smart phones and tablets. Smart phones are among others mobile phones which allow people to connect to the Internet. These are designed to remain receptive to messages unless their battery has died. 'The natural human urge to connect with others is now a constant option, instead of an occasional luxury'(Smith, 2012).

The level of influence these technologies have on the environment is noticeable in the quantity it is used nowadays. Electronic gadgets and digital technologies are used more by a large amount of people, and the level of acceptance of new technologies has increased in a shorter amount of time. The Grail Research Analysis (" Consumers of Tomorrow,"2011) stated that the introduction from the radio took 38 years before reaching 50 million users, as opposed to the launch of the iPhone 3GS which reached 50 million users in one year. New technologies continue to emerge faster than ever and 'innovation leaps' are becoming smaller, leading to a stronger 'connection' between newer generations'("Consumers of Tomorrow,"2011). The stronger 'connection' leads to the not uncommon sight of seeing someone walking down the street, completely absorbed by the display of their smart phone. This street view is largely mediated by communication technology. The majority have accepted this transition without question(Smith, 2012).

2.2. Adopter Categories

The theory about Diffusion of Innovations (Rogers, 1983) explains the innovation-decision process through which an individual passes from first knowledge of an innovation to forming an attitude toward the innovation, to a decision to adopt or reject, to implementation of the new idea, and to confirmation of this decision. Innovativeness is the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the other member of a system. Rogers distinguishes five adopter categories: innovators, early adopters, early majority, late majority and laggards. He states that from these categories the early adopters have the greatest degree of opinion leadership in most social systems. Besides the 'innovators' the other categories look to the early adopters for advice and information about the innovation, they serve as a role model for the other categories. (Rogers, 1983)

A research of drivers of brand loyalty by (Lam, 2013) two of the adopter categories out of the theory about Diffusion of Innovations are defined. They define early adopters as individuals who adopt a new product in the introduction or growth stage of the product life cycle and late adopters adopt the product in the maturity and decline stage of the product life cycle. They argue that early adopters focus on buying products that offer the best value among available alternatives because they make extensive comparisons among product models. Late adopters however do not put the same effort in comparing all available alternatives. When making a repurchase decision, their brand satisfaction is of greater value.

According to Solomon (2010) early adopters are receptive to new styles because they are involved in the product category and also place high value on being fashion. He criticizes the lack of research in the importance of the social context of product adoption behaviour. This is linked to the importance of visibility of the product innovation as well as the influence of the reference group which is seen as related to the new product.

Smaller innovation leaps and higher expectation on media indicates a higher level of early adopters among electronic users. To support the assumption that Generation Z will display higher level of early adopters, the adaptation and expectation levels of new innovations and the receptiveness to new styles will be investigated.

2.3. Generation Z

'All these 9 year olds with iPhones, iPads, and laptops… When I was 9, I felt cool with my new markers' (Unknown)

The younger generation did not experience the transition from an analog era to a digital era. This generation is born in the era of Internet and smart phones, they are comfortable with and even dependent on technology. The Internet has become a primary need, it is their oxygen providing of any information they need, when they need. This is Generation Z, born between the mid 1990s and 2010. Also known as ‘Digital Natives’. (Bulik, 2010)

Grail research (“Consumers of Tomorrow,”2011) gave their insights and observations about Generation Z, they stated that each generation is characterized by different experiences that shape their perspectives and behaviour. For instance the Baby Boomers also known as hippies or yuppies witnessed social changes such as Women's Movement, Civil Rights Movement and Vietnam Peace Movement. Generation X, also known as 'Latchkey Kids' observed the popularity of the disco and hip-hop culture, and technologies such as cable TV and video games. They are pessimistic, resilient and independent. Generation Y, also known as the 'Millennial Generation 'raised in a period with emerging digital technologies like instant communication via email and text messaging. Are more optimistic, group oriented but overloaded with information and stressed out. Now there is Generation Z that is going to be followed up by Generation Alpha, respectively known as 'Digital Natives' and 'Google Kids'. These generations witnessed widespread use of electronic gadgets and digital technologies like the Internet and social networking sites. Generation Z is expected to be the most technically savvy group in history, also likely to be stressed but with more friends of different backgrounds and independent when it comes to gathering information. Traditional media will still be used by this generation but they will seek out video, photos and writings from other online sources’. Several studies (Adams, 2007; “Consumers of Tomorrow,” 2011).

Bulik (2010) refers to Generation Z as the On-Demand Generation. An Ad Age insights white-paper is discussed to explore this generation’s media habits, preferences and expectations of media, as well as the strategies ruling young-adult focused media companies and what it all means for the future. To quantify the increased use of media use, it is stated that Generation Z spends seven hours and 38 minutes a day with media. This has a severe impact on their expectations towards media and the content present on the media . Also growing up during a tech-design evolution where everything is small, shiny and beautiful, means the standard of technology and design they expect from their digital content is high.

2.4.1. The Internet

‘The technical revolution, particular in digital communicational tools such as the Internet, has brought significant changes to our lives and blurs real and virtual worlds and spaces’

(Li, Smith & Cross, 2012:4)

Sixty-five percent of the European citizens go online, in some European markets even 100% of 16 to 24 year olds use the Internet on a weekly basis (The Connected Life, 2013).

2.4.2. Use of Internet

One of the benefits of the Internet is that it can be used to gain information and to share information in a quick and easy way. In the form of a social networking site, people are allowed to come into contact with peers, who share the same interests. A recent study (Lee & Chae, 2012) showed that children with more experience in the use of Internet, will participate more in online activities, for example communication and informal learning. One of the most important motives for children to engage in Internet activities is forming relationships and this enriches their social development (Valkenburg, Schouten, & Peter, 2005). Corresponding research shows that the Internet has an indirect influence on the well-being of children through receiving social support by online friends (Sarriera, Abs, Casas, & Bedin, 2011).

In a research article by Gervey and Lin (2000) the Internet use from teens to seniors were researched. The different age groups were investigated to indicate how the Internet use varies between generations.

For all age groups Internet takes a prominent role in their lives, but differences in age start to show when users talk about what they use Internet for. As for product and service information, as well as in what is purchased online. The most frequent informational activity on the Internet is for all age groups the use of search engines. Top five future Internet uses does include the Internet as an educational resource. The greatest increase in this activity is expected in the youngest group (13-17), who are currently the most frequent consumers of these services (Gervey and Lin, 2000).

The purpose for which Internet is used, shows some diversity on various levels among the different age groups. Younger Internet users are significantly more likely to use the Internet for gaining information about fashion, clothing and music than the older users. As for buying online, younger users report an increase in watching live video broadcasts online, purchasing music and clothing. This suggests the viability of these categories will increase over time.

The older users are most likely to seek out information about health and healthcare. Their income is more likely higher and they have more disposable income than the younger generations, the older users are more likely to seek travel and financial information (Gervey and Lin, 2000)

Although Generation Z is using the Internet more likely for gaining information about fashion, clothing and music. They are constantly exposed to various information flows available on the online channel. Grail Research states that Generation Z is more socially responsible, due to the accessibility of information on modern day challenges such as terrorism and climate change their awareness about these issues has increased. Borders seem to fade away more and more because of continuous connection and communication through various social networking channels across countries and cultures.

The technological innovations and globalization influence the decision process of Generation Z. Technological innovations and the development on the online web enhanced customer power. For instance the demand for Instant Gratification, Bulik (2010)refers to Generation Z as the generation that is used to getting what it wants when they want. They cannot be blamed, everything is available at all times and a lot times even for free. It is not necessary anymore to go to the store for the latest music on a CD when the music can be easily downloaded. There is no need for watching commercials and breaks on television when it is possible to fast-forward. The constant availability of Internet provides users of any information needed, at all times. These developments caused a negative impact on the music industry, movie industry, book industry to any industry. The impact of several branding methods has decreased.

2.4.3. Implications with the use of Internet

The introduction of the Internet made a lot of lives much easier. However to every positive there is a negative. Some became a victim of cyber bullying, others became addicted to the Internet. These implications are important to know for possible effects on the perception of the use of Internet.

'Twenty-five percent of elementary-aged children have been cyber bullied (verbally bullied online), increasing their risk of carrying a weapon to school by eight times (Kowalski & Limber, 2007; Ybarra, Diener-West, & Leaf, 2007). Young children who "sextext" (e-mail nude photos using cell photos) are being arrested for distribution of child pornography (Garfinkle, 2008). These "Crimes of Technology" indicate that many children do not have the maturity or the parental guidance to use technology in a safe and responsible manner.' (Rowan, 2010)

Padwa and Cunningham (2010) states that, the most common form of Internet addiction among young people is online gaming addiction. Young people get the opportunity to express themselves in a way that they could never be in real life and the pleasure they obtained for this kind of interaction makes it turn into an addictive use. The study (Padwa & Cunningham, 2010) refers to social factors associated with Internet addiction. They state that Internet addiction, with a sense of diminishing self-control, may cause a further reduction self-esteem. For adolescents the self-esteem is of great importance in their development.

2.4.4. Effects on Development

The increase in personal use of electronic technology, such as television and video games exhibit signs of poor health, mental stress, or problems at school for young children. Rowan (2010) states that exposure to an average of 8 hours per day of various forms of technology use results in a physically sedentary yet chaotically stressed existence. Besides that, children don't spend their days playing outside anymore. Which leads to badly developed motor skills, Rowan (2013) also states that it leads to limitations in their creativity and imaginations. 'The vestibular, proprioceptive, tactile and attachment systems are under stimulated, the visual and auditory sensory systems are in " overload." . This sensory imbalance creates huge problems in overall neurological development, as the brain's anatomy, chemistry and pathways become permanently altered and impaired'.

Because of these developments, young children are now frequent visitors to pediatric physiotherapy, occupational therapy, and speech and language therapy clinics. The increased use of technology by young children is now associated with developmental delays (Thakkar, Garrison, & Christakis, 2006; Zimmerman, Christakis, & Meltzoff, 2007).

These developments emphasize the overuse of technology by young children. It should be considered to recommend these children to lessen exposure to technology and to encourage movement, touch, and human connection. The main importance is that everything is balanced, for instance an 'hour in equals an hour out'; for example, every hour of technology use is balanced with activities that children need for healthy development and academic success. (Rowan, 2010)

2.4.5. Innovations in education

In this digital era, innovations in technology play a huge part in children's lives. Voogt and Pareja Roblin (2010) make clear that the shift from an industrial society to an information- and knowledge society has implications for the skills needed by the workforce and the population. Although the changes are taking place in widely differing sectors of the economy, there is a common set of core "21st century skills" that are needed in virtually all domains, comprising cooperation, communication, ICT literacy, and social and/or cultural skills, creativity, critical thinking and problem-solving skills. Some models studied by them also referred to learning skills, self-management, planning, flexibility, willingness to take risks, metacognitive skills, entrepreneurial skills, as well as core subjects at school (such as math, language and science) and interdisciplinary thinking. These are the skills that according to many are needed in order to function adequately in, and make a useful contribution to, the knowledge and information society in the 21st century.'

As these skill are perceived as essential to have, according to some educational systems it should be provided to the students. For instance some educational institutions in the Netherlands oblige the students to have an iPad. This varies from high schools where the iPad is used as substitute for books (Tenret, 2011) to primary schools where the entire educational system revolves around the iPad (" Manifesto", n.d.). 7 schools started august, 2013 and time will show the results.

There is concern at the effectiveness of these methods if not administered appropriately. New York times states that in classes where all of education's future is implemented, scores are stagnating. (Richtel, 2011) The Kyrene School District has classrooms with laptops, big interactive screens and software that drills students on every basic subject. Every classroom is digitalized, where the teacher is more a guide instead of a lecturer, wandering among students who learn at their own pace on Internet-connected devices. There has been invested roughly $ 33 million in these technologies. However, since 2005 scores in reading and math have stagnated in Kyrene, even as statewide scores have risen. The article (Richtel, 2011) does mention that many studies have found that technology has helped individual classrooms, schools or districts. Researchers from the University of Southern Maine, found that writing scores improved for eight-graders in Maine after they were all issued laptops in 2002. And math performance picked up among seventh- and eighth- graders after teachers in the state were trained in using the laptops to teach. From this it can be stated that 'good teachers can make good use of computers, while bad teachers won't, and they and their students could wind up becoming distracted by the technology.' Wrote Bryan Goodwin, spokesman for Mid-continent Research for Education and Learning.

Allen and Van der Velden (2011) conclude that much is expected of education to help prepare our society for the great changes taking place in the 21st century, in a time that is facing many challenges of its own in terms of dealing with the consequences of demographic shifts in student and teacher populations and increased diversity.

2.5.1. Online Branding

'If you want to be found, stand where the seeker seeks.'(Sidney Lanier)

'Branding has been characterised as the process of creating value through the provision of a compelling and consistent offer and customer experience that will satisfy customers and keep them coming back' (Ibeh, 2005). The possibility of creating value for a brand in their offer brings some challenges if this offer is exceptionally big. Strong, successful brands give the company intangible, difficult to replicate values with which the more basic product, price and distribution will benefit from as well. (Ibeh, Luo, Dinnie, 2005)

2.5.2. Branding in a Digital Era

Ibeh (2005) states that branding is effective when companies excel in creating high emotional association with their customers. With effective branding, a strong market share should be achieved as well as an enhanced and sustainable competitive advantage. In general this would provide a firm basis for future growth. The digital era has brought some limitations concerning effective branding. The Internet, with its transparency has intensified competition, lowered barriers to entry and enhanced customer power. Companies are obliged to reconsider their effective brand building methods and communication strategies. These should fit the online environment.

Building a brand with the broad range of offline and online tools, including mass media advertisements, banner advertisements, e-mail marketing, registration with main portals, affiliation programs, co-branding, sponsorship arrangements and exclusive tenancy on a site. One should bear in mind online trust and providing a satisfying end-to-end online customer experience are critical for companies aiming to foster e-customer loyalty. For these companies, the challenge lies not so much in the factual development of new products and services, but in communicating the company's mere existence, its unique selling proposition and its brand promises.' (Ibeh, Luo, Dinnie, 2005)

A study (Ibeh, Luo, Dinnie, 2005) concerning e-brand building and communication strategies, discussed whether the Internet essentially undermines e-branding and leads to a decline in brand appeal, by making search and comparison much easier, encouraging greater price transparency and enabling consumers to use online search tools to shop efficiently for products they prefer. Or, whether the need for e-branding is greater than ever and Internet companies should embrace online branding even more strongly as a means of redressing the balance of power in the highly competitive Internet marketplace, with less loyal online customers.' Transparency on the Internet makes search and comparison much easier also provides a variety of choice.

2.5.3. Variety of Choice

The digital era offered customers options, a wide variety of choice. Godin (2007) mentioned five trends that stimulated the growth of choice:

a. Online shopping gives the retailer the ability to carry a hundred times the inventory of a typical retail store.
b. Google means that a user can find something if it's out there.
c. Permission Marketing gives sellers the freedom to find products for their customers, instead of the other way around.
d. Digital products are easy to store and easy to customize.
e. Digital technology makes it easy to customize nondigital goods.

The following paragraph will provide of illustrate some of the five trends. The Internet provides retailers to put a retail store in millions of homes (and having a centralized warehouse), you can profitably stock far more items than a traditional store ever could. A retailer is able to safe on stock and handling with online shopping because the shorter distribution chain from supplier to customer(Van Goor, Ploos van Amstel & Ploos van Amstel, 2003). Search engines have broken the world into little tiny bits, from which Google seems to be most popular. Google destroys the end-to-end solution offered by most organizations, replacing it with a pick-and-choose, component-based solution (Godin, 2007). Permission Marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them (Godin, 2007).

Growth of choice, implications for increased efficiencies, intensified competition and low barriers to entry, enhanced customer power, transparent but excessive information flow and over-stretched customers 'cognitive capacities, questions the importance of branding and what might represent effective brand building and communication strategies in the online environment. (Ibeh, Luo, Dinnie, 2005)

A former study (Ibeh, 2005) indicates that the extraordinary growth in the number of sites caused confusion and frustration for the average Internet user. They state that being exposed to a wide variety of options, customers will turn to the familiar. The relationship between customer and a specific brand will flourish and the customer will continue to do business with them. This relates to the limited cognitive resources and time available, the information overload is minimized by applying mental shortcuts. The information is understood easier and faster, also it enhances relationship trust between customer and companies. A recent research (Stokes, 2013) even claims that trust in brands in this digital era is higher with Generation Z than with other generations. Generation Z also known as digital natives have always been in a world with Internet, mobile connection and social media. They are more likely to trust and embrace brands who use these social channels. However, being active on a social media channel is not the only thing that brands should take into consideration. "Transparency, authenticity, and accountability are a price of entry to connect with this generation. Many marketers and industry experts we spoke to commented on Generation Z' ability to see through insincere marketing fluff, due to their mastery of new tools and technologies, and quickly get to the truth."(Stokes, 2013)

2.5.4. Online and Offline branding

Online branding could be defined as branding on the online channel, Chaffey's (2008) definition of online branding is:

'How online channels are used to support brands, which in essence are the sum of the characteristics of a product, service or organization as perceived and experienced by a user, customer or other stakeholder.'

The differences between online and offline branding relates to speed of execution; interactivity; marketing and sales convergence; the importance of trust and relationships and customer loyalty challenges. (Ibeh, Luo, Dinnie, 2005) Previous branding methods included attributes like product selection and price drive brand equity. Functional benefits (eg product features and quality) become commodities that can be replicated easily. Nowadays, on the Internet, a positive customer online experience is of greater importance. The process and relationship is of greater influence for the drive purchase decisions and word of mouth'. (Ibeh,Luo, Dinnie, 2005)

2.5.5. Multi-Channel integration

Online or offline branding, one does not exclude the other as Rowly (2009) already concludes, that information on the website should also support customers in moving between channels, by providing a store finder and contact details such as phone number, postal and email address. Where transactional retailers should support multi-channel operation, including "return-to-store".

A recent study (Wang, 2011) about cross-channel integration investigated the imminent need for advertisers to enhance media engagement and subsequent consumer responses. Wang (2011) states that cross-channel integration indicates the importance of using a pull and push strategy as a branding tool to build customer relationship. Where advertisers pull potential customers by providing additional product information on the website, which is not available in a television commercial.

The trend 'transmedia storytelling' relates closely to cross-channel integration:

'Transmedia storytelling represents a process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating an unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story'. (Jenkins, 2011)

This synergy is fundamental for a healthy coexistence for media with both online and offline presence. (Wang, 2011)

2.5.6. Branding Methods

Research (Ibeh, Luo,& Dinnie, 2005)confirms that online and offline activities should collaborate for building a successful online brand. Both offline and online strategies are widespread adopted among Internet firms. At time of research the most commonly used vehicle were search engines, followed by online banner advertisements, email marketing, traditional advertisements, co-branding, and public relations activities. Viral marketing also emerged as increasingly important. Effective method of increasing site visibility were at the time via registration with major portals. The adoption rates of E-mail marketing and online banner advertisements were highly observed, however showed varying levels of perceived effectiveness; banner advertisements effectiveness decreased substantially. The most effective brand promotion tools, at that time, were affiliate programs, co-branding and viral marketing and word-of-mouth communication. However with modest adoption levels. Online loyalty/affinity programs turned out to be the least popular and least effective of the brand communication methods examined. (Ibeh, Luo, Dinnie, 2005) These activities require customers to provide personal information, which could be one of the objections for participating.

2.5.7. Brand Alliances

As trust is essential for the success of e-commerce activities (Hoffman et al., 1999) it could be optional to have a brand alliance. Delgado-Ballester and Hernández-Espallardo (2008) research suggest that attitude toward brand alliance mediate all of the effects on attitude to brand's website and online brand trust. Therefore a brand alliance could represent a strategic marketing opportunity to help an unknown online brand to leverage a favourable first impression from consumers.

2.5.8. Corporate Brand Image

Corporate brand image is indicated as a strong predictor to both satisfaction and loyalty. DaSilva and Syed Alwi (2008) suggest that the loyalty concept is made up of attitude and behaviour. Another thought is it is probably better seen as attitude than behaviour and finally, loyalty is closer to behavioural intention than an attitude. 'The direct and indirect effects, for online corporate brand image/value on customer satisfaction not only suggest that value could play a vital part in creating customer satisfaction and loyalty but corporate brand values could directly influence customer loyalty intention' (Da Silva and Syed Alwi, 2008)

2.6.1. Online Branding on Generation Z

'Though they're characterized as multi-tasking whizzes, they're simultaneously garnering the reputation among older generations of being lazy, unaware and apathetic.' (Julianne Micoleta – The Mash)

Generation Z seems to be more demanding towards brands on the one hand but on the other hand they are watching TV and simultaneously using the Internet, neither of these mediums will receive full attention of Generation Z. Statistics from Forrester's Technographics research (" The Connected Life", 2013) showed that individuals are constantly looking between two or more screens. Although they often multitask, they are easily distracted. For example, when watching TV, 71 percent also visit social networking sites, 63% browse the web and 57% do homework. A recent study (The Connected Life, 2013) showed that the majority of Generation Z is online on a weekly basis. They are online throughout the day, using several devices to go online. Generation Z spends less time watching TV, and when they are watching TV they are using the Internet at the same time.

2.6.2. Online Communication

A recent report (Stokes, 2013) states that for Generation Z there is no online or offline world. For Generation Z the real world is digital. As they are using different modes of communication, companies should include these various channels in their marketing strategy.

This generation buys more online products than the average European. As regards to brands, Generation Z is influenced by and connect with brands online. For instance they are influenced by the online communication of a brand, are more likely to buy from a brand they follow on a social network and are inclined to find out more about brands they see advertised online. Bulik (2010) also make clear that the value of content online can be similar to cable or network TV shows and they're also – surprisingly – not averse to advertising.

The Social Media Teen Influencer Survey ("Teen Social Media Influencers", 2010) indicated that they best way to communicate with this generation is to have content that is particularly humorous or shocking. This content resonates most with them, but is also the kind of content they are most likely to share with others. They expect brands to be clear and straightforward, but it is also appreciated when a brand can be edgy, funny or shocking –as long as it is done well. As Adriana Guiliani, vice president, creative and strategic planning, Ketchum, said:

"*Brands hoping to keep up should find unique ways to participate in the things teenagers already care about versus competing with what's already capturing their attention."*

However keeping up with this generation is not only content related, Generation Z constantly adapts to the newest technologies. ("Consumers of Tomorrow, 2011) In order to keep pace with this generation, companies should always be updated with the latest technologies.

2.6.3. Instant Gratification

Important to know is that there is a shift in expectations with customers. Bulik (2010) found that Generation Z is used to getting what it wants, this is also known as ' Instant Gratification'. The behaviour changed from texting instead of talking, download songs instead of going to the store to buy CDs, they record live TV and then fast-forward through commercials and breaks. Moreover they look up any information any time on the Internet. Life got a bit easier and a lot is offered for free. For example content via Youtube is free available, but Generation Z also understands that there can be a price to pay for highly desirable content. This could be the price by watching advertising, or even a small fee on a limited basis, for example via iTunes. When they pay, they expect best quality without any compromises.

As Stokes (2013) states "Generation Z gravitate to brands that are honest in their business practices, offer something new and exciting, and inspire their confidence".

2.6.4. Brand Perception/ Brand loyalty

The shift in use of online media, and transparency would not suggest a very loyal client base with generation Z. However a global survey the generation showed that once they like the brand, they claim to be loyal towards a brand they like. A recent study (Lam & Shankar, 2013) about the effects of drivers of brand loyalty between Early and Late adopters concludes that early adopters are more influenced by perceived value than are late adopters in their intention to repurchase the brand. They state that early adopters tend to be rational, comparing products and maximizing their utility. Where late adopters rely on satisfaction with the brand, supporting the argument that they follow satisfying strategies.

2.6.5. Influencers

A survey of teen social media users showed that online influencers are participating more in social media activities than the average teen, which is not affecting their offline life, because they also spend more time socializing offline than the average teenager. These teen influencers are hyper-sharing, hyper-purchasing and hyper consuming. Peers influencing Generation Z are constantly connected through the Internet, instant/text messaging, mobile phones and social networking sites. Their influence in purchasing products is far greater than the influence of an adult, 52% of teen social media influencers trust their friends' recommendations most. Besides purchasing products, the peers greatly influence the decisions and provide a broader exposure to cultures, languages, and ideas. Several studies ("Teen Social Media Influencers", 2010; "Consumers of Tomorrow, 2011)

2.7. Conclusions & Expectations

Many studies have been acquired to research the behaviour of generation Z on the online channel. In the introduction is stated that attitude, development and expectations towards technology will be investigated in order to clarify the brand perception of Generation Z. With the existing knowledge it is assumed that this generation will display higher levels of Early Adopters than previous generations.

The Internet impacted society on many levels, the decreasing adoption time of innovations ("Consumers of Tomorrow", 2011) resulted into a generation not familiar with the analog world. The impact of a generation that witnessed widespread use of electronic gadgets and digital technologies is noticeable in various areas.

First the generation is expected to be the most technically savvy group in history. Independent when it comes to gathering information. Traditional media will still be used by this generation but they will seek out video, photos and writings from other online sources. (Adams, 2007; " Consumers of Tomorrow," 2011) Growing up during a tech-design evolution where everything is small, shiny and beautiful, means the standard of technology and design they expect from their digital content is high (Bulik, 2010)

The Internet does allow people to come into contact with peers, who share the same interests. It will also enable to have more friends of different backgrounds. ("consumers of Tomorrow," 2011)One of the most important motives for children to engage in Internet activities is forming relationships and this enriches their social development(Valkenburg, Schouten, & Peter, 2005).

The downside for the development of children with the use of Internet, is some became a victim of cyber bullying, others became addicted to the Internet. The study (Padwa & Cunningham, 2010) refers to social factors associated with Internet addiction. They state that Internet addiction, with a sense of diminishing self-control, may cause a further reduction self-esteem. For adolescents the self-esteem is of great importance in their development.

Besides of the mental development there are also risks for the physical development. An exposure to an average of 8 hours per day of various form of technology use, results in a physically sedentary yet chaotically stressed existence. Which leads to badly developed motor skills (Rowan, 2013)

Despite the negative impact of overusing technologies, the innovations are more implemented into education. Classes are completely digitalized with big interactive screens and laptops. This resulted into stagnating scores but also into improving scores (Richtel, 2011). There has not been a relevant research yet to objectively conclude the advantages and disadvantages of a digitalized classroom. \However it does help prepare this generation for the great changes taking place in the 21st century. The shift to an information- and knowledge society has implications for the skills needed by the workforce and the population. There is a common set of core "21st century skills" that are needed in virtually all domains, comprising cooperation, communication, ICT literacy, and social and or cultural skills, creativity, critical thinking and problem-solving skills(Voogt & Pareja Roblin, 2010)

The most frequent informational activity on the Internet is the use of search engines. The top 5 future Internet uses does include the Internet as an educational search (Gervey and Lin, 2000). Generation Z are more likely to use the Internet for gaining information about fashion, clothing and music.

The technological innovations and globalization influence the decision process of Generation Z. Technological innovations and the development on the online web enhanced customer power. For instance the demand for Instant Gratification, Bulik (2010)refers to Generation Z as the generation that is used to getting what it wants when they want.

GenerationZ seems to be more demanding towards brands. On the other hand they are watching TV and simultaneously using the Internet. Although they multitask ,they are easily distracted.

This generation does not have an online and offline world, the real world is digital. Companies should include the various modes of communication in their marketing strategy.

For instance they are influenced by the online communication of a brand, are more likely to buy from a brand they follow on a social network and are inclined to find out more about brands they see advertised online. Bulik (2010) also make clear that the value of content online can be similar to cable or network TV shows and they're also – surprisingly – not averse to advertising.

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Generation Z also understands that there can be a price to pay for highly desirable content. This could be the price by watching advertising, or even a small fee on a limited basis, for example via iTunes. When they pay, they expect best quality without any compromises. (Bulik, 2010). As Stokes (2013) states “Generation Z gravitate to brands that are honest in their business practices, offer something new and exciting, and inspire their confidence”.

However a global survey (“Consumers of Tomorrow”, 2011)the generation showed that once they like the brand, they claim to be loyal towards a brand they like.

Peers influencing Generation Z are constantly connected through the Internet, instant/text messaging, mobile phones and social networking sites. Their influence in purchasing products is far greater than the influence of an adult, 52% of teen social media influencers trust their friends’ recommendations most. Besides purchasing products, the peers greatly influence the decisions and provide a broader exposure to cultures, languages, and ideas. Several studies (“Teen Social Media Influencers”, 2010; “Consumers of Tomorrow, 2011)

The research area is ‘Branding on Generation Z’ where certain subjects must be answered in order to have recommendations for the research area. The following could impact the brand perception: level of brand loyalty, adaptation of technology, level of engagement with media, influencers and brand expectations.

3. Methodology

The cross-sectional research in this investigation is conducted via an online survey. The results of this survey will attempt to demonstrate and support the assumptions discussed in the outline of the research. The questions of the online survey should cover each theme of the research, see chapter 1.3. This chapter will clarify the procedure of the distribution of the online survey, the details of the sample size and the measures.

3.1 Quantitative Research

3.1.1 Online survey

This quantitative research used the self-completion questionnaire distributed via the online channel. This method of research is chosen so that characteristics of interviewers would not affect the answers of the respondents. Various studies, such as Milgram's(1963) suggested that certain characteristics such as ethnicity and gender of the interviewer may bias the answers of the respondents (Bryman & Bell, 2011). Chapter 2.6.3 state that Generation Z will get what they want, whenever they want. The self-completion questionnaire will provide the ability to choose time, place and speed to complete the questionnaire. Besides that, this method of conducting a survey is cheaper and quicker to administer (Bryman & Bell, 2011)

The online survey is conducted via the website www.thesistools.com. This type of survey where the survey is distributed via the web is used to study large groups of on-line users (Sheehan and Hoy, 1999). One of the main advantages of the online survey is that various routes can be implemented in the questionnaire, where different answers will be routed to different sequent questions.

3.1.2 Sampling

The aim of this research is Generation Z, the ones born between 1990 and 2010 (Bulik, 2010). It is assumed that the reading skills and brand awareness of the ones younger than 10 years old is not developed enough to be able to complete the questionnaire. The research is distributed in the Netherlands. The population of this research is based on Dutch habitants born between 1990 and 2000. The sample is approached via various social media channels such as Facebook, Tumblr and Instagram. The URL is placed as well on various forums to fill in the survey. High schools received the URL in an email asking to distribute the survey among their students, however they claimed to be not interested in participating, due to the lack of the pedagogical aspect of this research. This method where a small group of people, relevant to the research are contacted, is also known as snowball sampling. Coleman (1958) stated that when the research needs to focus upon or to reflect relationships between people, tracing connections through snowball sampling may be a better approach than conventional probability sampling.

3.2 Measures

The research questions can be divided in 5 themes that attempt to support the assumption. These themes are divided as followed: Generation Z(1), Influencers (2), Brand Expectations (3), Level of Engagement(4), and Branding Methods(5). These themes will support a structured method of testing the research questions that will support or reject the assumption.

The research questions can be divided in one of the themes. Theme 1 'Generation Z' gives insight of this generation, research question 1(*How is time of Generation Z spend online and offline?)*, and research question 2(*Does the shift in technology usage has positive or negative effects on the development of children?)* will illustrate this. Theme 2 'Influencers' clarifies research question 5*(To what amount do the peers, bloggers, online influencers and review sites influence brand perception)*. Theme 3 'Brand expectations' covers research question 3 *(As a consequence of the Internet, Generation Z has higher brand expectations)* and research question 4*(Is there a relationship between brand expectation of traditional media vs. new media?)*. Theme 4 'Level of Engagement' categorizes the question 6 *(Does a brand with higher involvement generate a higher level of engagement?)*.

These 4 themes will lead to clarification of the assumption 'Does Generation Z display a high level of early adopters?'

The complete online survey contains 15 items consisting out of questions and statements. The statements, and a few questions as well were presented in a 'Likert scale'. McIver and Carmines (1981) describe the Likert scale as follows:

'*A set of items composed of approximately an equel number of favourable and unfavourable statements concerning the attitude object, is given to a group of subjects. They are asked to respond to each statement in terms of their own degree of agreement or disagreement'*.

The tone of voice in the survey is informal, given the age group of the respondents this is not thought to be a problem.

The following paragraphs will describe the subjects used in this investigation and how these are transformed into measurable variables.

3.2.1 Generation Z

To have a better insight of Generation Z, there is investigated how their leisure time is spend, specified online and offline. Both options gave 8 random items to select, with an open alternative (Figure 3-1)

Figure 3-1

What are your main activities on internet?

- [ ] Play games
- [ ] Social Media
- [ ] Blogs
- [ ] Find information
- [ ] Watch movies/tv series
- [ ] Listen to music
- [ ] Shopping
- [ ] Watch youtube videos
- [ ] other

Figure 3-2

What are your main activities Offline? (Exclude school/work)

- [ ] Watch television
- [ ] Listen to music
- [ ] Read a book
- [ ] Play games
- [ ] Cinema
- [ ] Sports
- [ ] Clubbing
- [ ] Other

3.2.2 Brand Expectations

Information concerning brand expectations are given with the answers of 3 questions and provides insight of the expectations Generation Z have for brands. The first question contains 8 statements that represents brand perception. The respondents were asked to select the level of agreement on the statements about what good brands are, with a 5-point scale from ‘strongly agree’ to ‘strongly disagree’(Figure 3-3). The statement ‘I use Google search’ is a control question in order to measure the validity on the statement followed.

Figure 3-3

With the following statements please indicate your level of agreement by selecting the appropriate response

	Strongly Agree				Strongly Disagree
A professional brand has a website	○	○	○	○	○
I use google search	○	○	○	○	○
If a brand doesn't appear in the first 2 google search pages, it's not a good brand	○	○	○	○	○
Good brands have a social media platform	○	○	○	○	○
The best brands have television commercials	○	○	○	○	○
The best brands have Magazine advertisements	○	○	○	○	○
If a brand doesnt do advertisments in traditional media it is not a good brand.	○	○	○	○	○
Good brands use internet as promotion channel	○	○	○	○	○

The second question concerning brand expectation showed 11 opposites, on a 3-point scale containing media items. The respondents were asked to select the field closest to the item they found most important.

Figure 3-4

Select field closest to the word you find the most important for a brand to have

Tv Commercial	○	○	○	Radio commercial
Magazine advertisement	○	○	○	TV commercial
Radio commercial	○	○	○	Magazine Advertisement
Traditional media (tv, radio or printed)	○	○	○	New media (Website, social media)
Tv Commercial	○	○	○	Good blog review
Blog review	○	○	○	Review site
Facebook	○	○	○	Twitter
Twitter	○	○	○	Instagram
Instagram	○	○	○	Facebook
Magazine editorial	○	○	○	Blog review
Telephonic helpdesk	○	○	○	Online Helpdesk (direct chat, email)

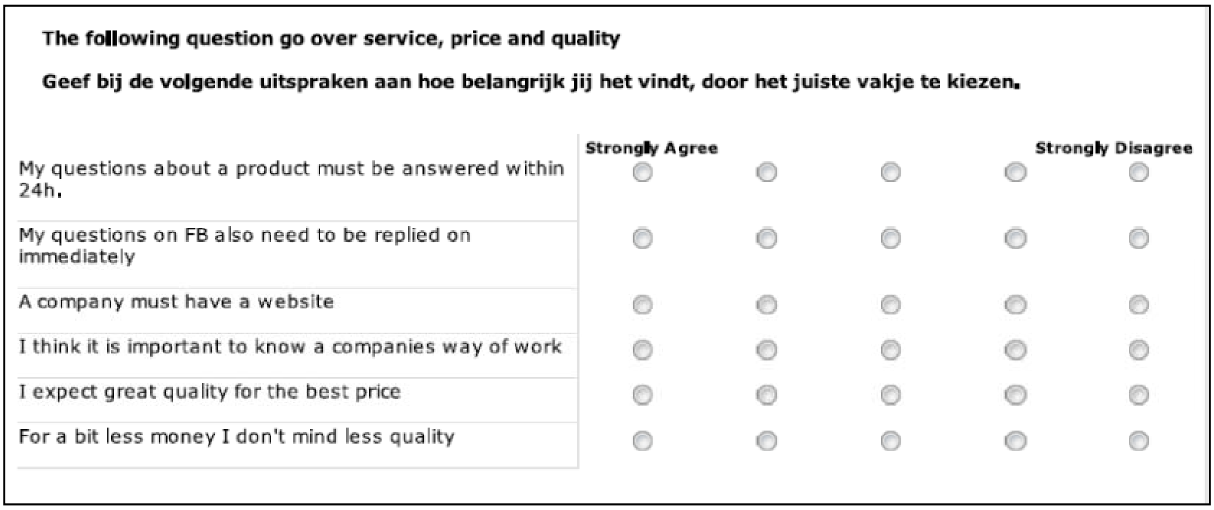
Precedent to the third question concerning brand expectations, a short video of NIKE was presented. The respondents were asked to select the level of importance on a 5-point scale from 'very important' to 'not important at all' for 8 items (Figure 3-5)

Figure 3-5

	Very important				Not important at all
Customize (NikeID)					
Webshop					
Website					
Fysical Store					
Information leaflet					
Customer service					
Innovative					
Trendy					

The following set of statements about service, price and quality illustrate generation Z's brand expectation but statements 4 and 5 also indicate the adopter level. The respondents were asked to select the level of importance on a 5-point scale from 'strongly agree' to 'strongly disagree' for 6 items (Figure 3-6)

Figure 3-6



The following question go over service, price and quality

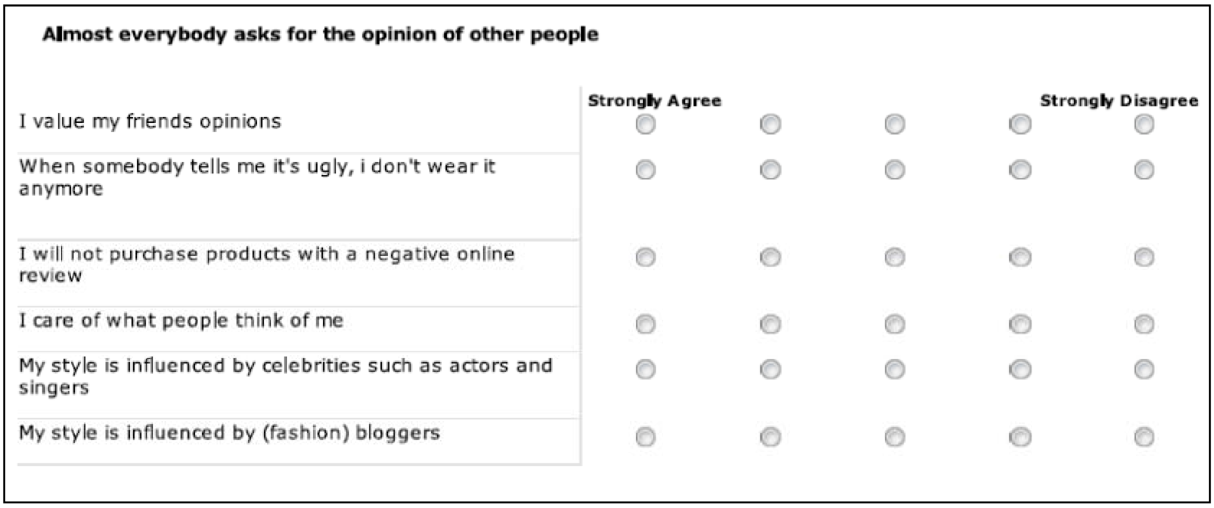
Geef bij de volgende uitspraken aan hoe belangrijk jij het vindt, door het juiste vakje te kiezen.

	Strongly Agree				Strongly Disagree
My questions about a product must be answered within 24h.					
My questions on FB also need to be replied on immediately					
A company must have a website					
I think it is important to know a companies way of work					
I expect great quality for the best price					
For a bit less money I don't mind less quality					

3.2.3 Influencers

The literature review already stated that online influencers and peers have a greater influence on decisions of Generation Z (Consumers of tomorrow, 2011). Information concerning Influencers (Theme 2) is generated via questions concerning the favorite brand and level of influence of peers. The level of influence is measured with 6 statements, with a 5-point scale from ‘strongly agree’ to ‘strongly disagree’ (Figure 3-7).

Figure 3-7

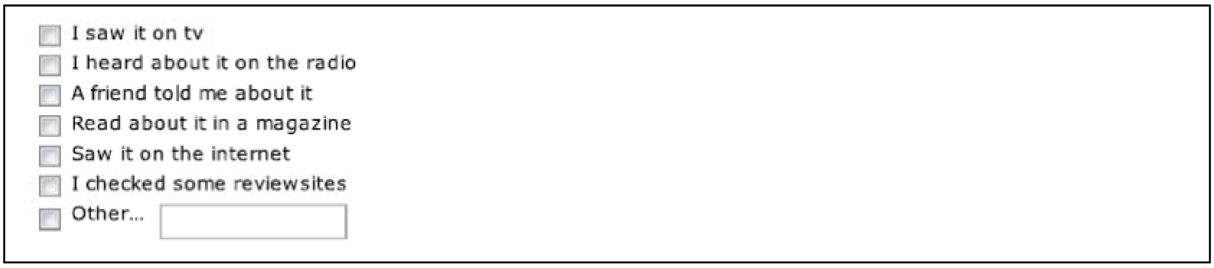


Almost everybody asks for the opinion of other people

	Strongly Agree				Strongly Disagree
I value my friends opinions					
When somebody tells me it's ugly, i don't wear it anymore					
I will not purchase products with a negative online review					
I care of what people think of me					
My style is influenced by celebrities such as actors and singers					
My style is influenced by (fashion) bloggers					

After asking the respondents about their favourite brand, 6 options were given to select the reason why this is their favourite brand. The respondents were able to give another option. (figure 3.8).

Figure 3-8



- I saw it on tv
- I heard about it on the radio
- A friend told me about it
- Read about it in a magazine
- Saw it on the internet
- I checked some reviewsites
- Other...

3.2.4 Level of Engagement

The level of engagement is measured by proposing two cases, one of a global brand (*Coca Cola)* and one of a local brand *(Nultien Kleding)*. The first case, the ‘Share a Coke’ promotion, the promotion video was first presented. Followed by the list of 200 names available on the cans distributed in the summer of 2013 in the Netherlands.

Respondents whose name were on the list was asked if their name was on the list. If yes, engagement was measured whether the respondent tried to find first the list, to see if their names were on the list and second if the respondent tried to find their personal can. If the respondent answered with no, there was asked if they would like to have a can with their name on it and if they would use the option of making a personalized can via the Share a Coke tour.

The local brand Nultien kleding is a local brand of Rotterdam. To measure the involvement with the brand there was asked the respondents to give the appropriate response with the 5 statements, with a 5-point scale from 'strongly agree' to 'strongly disagree'(Figure 3-9).

Figure 3-9

	Strongly agree				Strongly disagree
I am proud of Rotterdam					
I am proud that Rotterdam has a brand like Nultien					
I feel emotionally connected to Nultien					
Nultien means a lot to me					
I can identify myself with Nultien					

Measuring the perception of the respondents on what they find the most important advertising channels for the local brand, Nultien. The respondents were asked to scale the items with a grade from 1 to 5 (figure 3-10).

Figure 3-10

Nultien has different advertising channels, which one do you think is the most important

	Cijfer
Radio	
Street promotion billboards, muppi's	
Television	
Magazines/Glossy's	
Internet banners	

Measuring the engagement via social media, it was asked if the respondents that know Nultien, also follows the brand on their social media channels and what the level of importance is for these different media by grading these from 1 to 6 (Figure 3-11).

Figure 3-11

Do you follow Nultien on any of these channels:

	yes	no	Importance
Hyves	○	○	
Facebook	○	○	
Twitter	○	○	
Instagram	○	○	
Flickr	○	○	
YouTube	○	○	

3.2.5 Level of adoption

The last part of the survey the adoption level of the respondents was measured, 4 statements were presented to select the degree of agreement by a 3-point scale, the options were: true, neutral and false (Figure 3-12).

Figure 3-12

Select true/false with the following statements

	True		False
I focus more on products with best value	○	○	○
When purchasing a product I compare with other similar products	○	○	○
When I'm satisfied I don't choose a different brand	○	○	○
When I'm satisfied I don't choose a better brand	○	○	○

To measure the adoption level related to fashion items, it was asked the respondents to select one of the 5 options given (Figure 3-13).

Figure 3-13

When buying a new fashion item (Sneakers, jeans, cap, bag etc.) *

- ○ It's not available in the stores yet, I want to be first
- ○ I am one of the first ones with this fashion item
- ○ A couple people around me have it
- ○ I always see someone else with the same item walking on the street
- ○ Nobody wears it anymore, but I just bought it.

3.3 Population

The survey is published in Dutch between Generation Z, the population of the Netherlands belonging in this age group, and are able to fill in the survey: n ≈ 2.009.000 (Centraal Bureau voor de Statistiek [CBS], 2013). In total 82 respondents completed the survey. A part of the surveys were not entirely completed. Because of the low participation rate, it is decided to not exclude these surveys. A few respondents (n=10) were excluded for completing less than 50% of the survey.

3.4 Reliability analysis

3.4.1 Reliability of the scales

To test the reliability of the adopter level, the homogeneity of the scale is measured. Lam (2013) argue that early adopters focus on buying products that offers the best value among available alternatives because they make extensive comparisons among product models. To measure the level of early adopters between generation Z, the online survey contains 5 statements. The reliability is measured over the 5 statements, where Cronbach's Alpha (α) value > 0,7 is considered acceptable (Pallant, 2010). Testing reliability of the level of early adopters with the 5 statements has a poor internal consistency, it resulted in α= .49. Excluding two statements, where the scale with 3 statements concerns solely early adopters (*I focus more on products with best value; When purchasing a product I compare with other similar products; I expect great quality for the best price)*, the Cronbach Alpha coefficient was .754. This scale has good internal consistency and is reliable. These statements are computed into one variable, labeled Early Adopters.

Brand expectation was measured with 8 statements, testing reliability with Cronbach's Alpha. The brand expectation has good internal consistency, with a Cronbach Alpha coefficient reported of .761. Using this scale as a measure is thus reliable.

The importance of items for a brand to have is measured with 9 items. These items are computed into one variable after measuring the Cronbach's Alpha coefficient(α) reported of α=.851. The average of these statements are labeled as variable brand assets.

Another item belonging to brand expectation is the response time of a company on the customer. Hereafter labeled as customer service, 2 items are computed into one variable. Whilst just 2 items, the reliability is tested with the same method, with a Cronbach Alpha coefficient reported of α=.788, thus measured as reliable.

Computing the various items concerning the scale 'influencers', the 6 items are tested on reliability. Also this scale is measured as reliable (Cronbach's Alpha (α) = >0,7), α=.735 (Pallant, 2010). Running the test in SPSS, the column headed 'Alpha if Item deleted', gives the impact of removing each item form the scale. Excluding statement '*I will not purchase products with a negative online review*' would measure a reliability of α=.752. Since the reliability, where Cronbach's Alpha (α) = >0,8 is preferable it is decided to exclude this statement from the scale.

The scale 'high involved brands' have an acceptable internal consistency, with a Cronbach Alpha coefficient reported of α=.716. Reliability of this scale will increase by excluding statement '*I am proud of Rotterdam'*, with α=.767. The scale 'high involved brands' does therefore not include this statement.

3.5 Statistics used

In this survey, the main interest is in the strength of the relationship between variables. Dependant on the type of statistic, the statistical techniques are chosen. Since the sample size of this research is relatively small, there is decided that, if possible, the alternative non-parametric test will be used. The alternatives tend not to be as powerful as the parametric test; they may be less sensitive in detecting a relationship or a difference among groups. (Pallant, 2010) All SPSS outputs can be found in Annex II.

3.5.1 Brand expectations for different adoption levels

To measure a difference in brand expectations for the different adoption levels, the Kruskal-Wallis test is applied. This is the non-parametric alternative to a one-way between-groups analysis of variance. The scores on some continuous variable for three or more groups are compared here. A Kruskal-Wallis test revealed no statistically significant difference in brand expression across adoption levels (Gp1, n = 2: Innovators, Gp2, n = 12: Early Adopters, Gp3, n = 10: Early Majority, Gp4, n = 14: Late Majority, Gp5, n = 5), χ^2(1,097, n = 44), p = .895. The Innovators recorded a higher median score (*Md* =21) than the other 4 adopter levels which respectively recorded median values of 18,5; 19,5; 20,5 and 17.

These results suggest that there is no difference in brand expectation across the different adoption levels.

3.5.2 Media preference for early adopters

To test whether the early adopters have a higher preference for modern media the Chi Square test for independence is used. To control if the test is allowed, at least 80% of the celfrequencies in the crosstabulation require a value of 5 or higher. The Yates'Correction for Continuity (66,7%), confirms that the test is not allowed.

If is assumed that the test is allowed, the Chi Square test would be expressed with Cramérs V. Because at least one variable contains more than two answer categories (Ibid., 2010). The Chi square test for independence shows significant relation between the adopter level and the preference for media type ($p = 0{,}57$). However this test is not allowed and therefore the assumption is violated.

3.4.5 Early adopters preferences leisure time

A scatterplot is generated to check for violation of the assumptions of linearity and homoscedasticity. This is generated to test the correlation between the level of adoption and leisure time online. The scatterplot showed no coherency, therefore the assumption is violated. It cannot be assumed that Early Adopters show a higher preference for activities online than offline.

3.4.6 Impact influencers on brand expectation and engagement

Preliminary to the impact influencers have on brand expectation and level of engagement the Partial Correlation is tested. The test showed a significance of Sig (2 tailed) .306. With a sig > .05 there is no significant correlation between the variables. This test shows that influencers do not have a significant impact on brand expectation and level of engagement.

4. Results

This chapter will discuss the results of the quantitative analysis, gained from the online survey. The results discussed here should clarify the research questions.

4.1 General

4.1.1 Respondents

There was an equal dividing between male (45,2%) and female (53,4%) respondents. Majority of the respondents are from Rotterdam. The control questions to measure whether the respondent is a Digital Native were at a close 100%.

Generation Z, also known as digital native, is someone aged 16 – 24 years old who uses the Internet on a weekly basis ("The Connected life", 2013). Respondents of the survey use the Internet daily (97,3%). The daily use of Internet is on average 5,4 hours (*SD* = 5,6), the devices the respondents own to go online are smartphones (98,6%), tablets (39,7%), notebooks (27,4%) and mp3 players (20,5%). Main ways of contacting with friends and family are via phone messages such as sms, whats'app and BBM, followed by chat online (Facebook messenger), Phone call and least frequently used is communication through Email.

4.1.2 Leisure time

On the question how the online time is spend, 84,9% of the respondents indicate to spend most time on social media, followed by 78,1% on games and both blogs and shopping are indicated for most time spend with 76,7%. Activities offline were respectively listen to music (69,4%), sports (63,9%), watch television (61,1%) and clubbing (61,1%).

Most probably listening to music, is not via a CD, since just a few respondents preferred CDs (11,1%) over Mp3 files (71,6%).

Preferences for offline and online activities, showed a slight bigger scale for online activities. Activities that were preferred over the online or digital version were shopping, bowling and cinema.

4.1.3 Brand expectations

The 8 features that a brand must have that are valued as important to the respondents were almost all answered positive. These features are computed into one variable labeled Brand Assets. Being able to customize a product or service is perceived as important by 62,9% of the respondents, however customer service is valued higher(76%) by the respondents. Having a physical store is more important (83,4%) than a web shop (70,4%) for the respondents as a sales channel. The information flow is perceived as very important via the website (81,5%). The respondents find an information leaflet less important (48,1%). Respondents value trendy (74,1%) as more important than an innovative (68,5%) within brands.

Using opposites concerning the importance of using the media types for a brand, the respondents find TV commercial (82,8%) more important than Radio commercials. Between magazine advertisement or TV commercial, the majority of the respondents selected TV commercial (57,8%) as most important. A part of the respondents (31,3%) thought these types of advertisement were equally important. Comparing radio commercial and magazine advertisement, resulted into a slightly higher importance for magazine advertisements (42,2%) than for radio commercials (28,1%), a quarter(25%) of the respondents find these equally important. Concerning online reviews the respondents had a preference for a review site (48,4%) over a blog review (20,3%), 29,7% find it equally important. Preferences between an editorial in a magazine (31,3%) or a blog post (32,8%) were divided equally, the rest of the respondents (32,8%) find both important.

4.1.4 Early adopters

The statements to measure the level of early adopters were for the majority of the respondents responded positively on the statements, which could indicate that it can be concluded that there is a higher level of early adopters than the other levels of adoption.

Table 4-1

Statement	true	adopter level
I expect great quality for the best price	53,30%	Early adopter
I think it is important to know a company's way of work	60%	Early adopter
Innovative	80%	Early adopter
I focus more on products with best value	86%	Early adopter
When purchasing a product I compare with other similar products	72,70%	Early adopter
When I'm satisfied I don't choose a different brand	59,10%	Late majority
When I'm satisfied I don't choose a better brand	31,80%	Late majority
It's not available in the stores yet, I want to be first	4,50%	Innovator
I am one of the first ones with this fashion item	27,30%	Early adopter
A couple people around me have it	22,70%	Early majority
I always see someone else with the same item walking on the street	31,80%	late majority
Nobody wears it anymore, but I just bought it.	11,40%	laggard

4.1.5 Influencers

The majority of the respondents is to a certain level influenced by peers, bloggers and review sites. Only 17,7% of the respondents does not care about the opinion of their friends. Which means that more than 80% does value their friends' opinion. However 61,7% is not sensitive for negative comments on their wardrobe, even though 55,7% of the respondents does care what people think of them. It also seems that only a minority of the respondents is influenced by fashion bloggers(20%) and celebrities(25%). The majority claims not to be influenced by celebrities (41,7%) and by (fashion) bloggers (53,3%). However the majority of the respondents is influenced by an online review (45%) in their buying decision.

4,1.6 Social Media

Social media related, the respondents perceive Facebook as most important. Facebook (68,8%) is preferred over Twitter(23,4%) and 46,9% over Instagram (17,2%).

Favorite brands are favorite because it was seen on the Internet (23,3%), however less than half of the respondents follow their favorite brand on Facebook (46,8%), Twitter (16,1%), Google+ (12,9%) and the relatively new Instagram (30,6%)

4.1.7 Engagement

The majority of the respondents (60%) like the commercial of Coca Cola, 'Share a Coke'. The advertisement was good (74,3%), interesting (71,4%) according the respondents. After showing the list of names (200 names), only a few respondents (28,6%) recognized their name out of the list. From these people more than half (54,5%) searched for the list in advance to see if their name was on the list. After finding their name on the list, only 18,2% tried to find their 'personal' can of Coca Cola. From the respondents that could not find their name on the list (68,6%), the majority would like to see their name on a can (82,6%). This option was provided with the 'Share-a-Coke' tour. A couple respondents (17,4%) used this possibility and made their personalized can. More than half of the respondents (60,9%) who couldn't find their name on the list would like to use this option but had no opportunity to do it. A few (21,7%) respondents are not interested in a personalized can at all. Engagement on social media it appears that the respondents saw either often (21,2%), a few (51,5%) or they could not recall (12,1%), friends posting on Facebook, Twitter or Instagram a can with their name on it.

From the respondents that completed the survey with questions about brand involvement (41,1%), the majority (73,3%) know the popular local brand Nultien clothes. This group consists out of 31,8% owning any item of the brand. Citizens of Rotterdam are known for being very proud of the city, this is also the case with the respondents (86,4%). Even though not everyone of this group owns a 'Nultien' item, they are proud that Rotterdam has a brand like Nultien (77,3%). However measuring the brand attachment using the measures from Lam & Shankar (2013). A minority of the respondents feels emotionally connected with the brand (13,6%), slightly more respondents can identify themselves with Nultien (22,7%).

The media perceived as important for Nultien were respectively: television (60%), Internet banners (50%), printed media (45%), street promotion (40%) and radio (25%). Nultien also uses social media to stay connected, the respondents follow the brand via Hyves (9,5%), Facebook (42,9%), Twitter (14,3%), Instagram (23,8%) and Youtube (9,5%).

4.2 Discussion

Nearly all respondents are online on a daily basis and own a smartphone. On an average they use the Internet on a daily base for 5,4 hours. The respondents spend most of their time online on social media. Most favourite social media platforms were Facebook and Instagram. Most popular activity offline is listening to music, digitally. The respondents have a slightly higher preference for online activities. Outliers where the offline version is preferred are shopping, bowling and cinema. There might be a slight influence of the Pathé Unlimited card for the outlier '*cinema*'. This card enables Dutch citizens to have unlimited access to the Pathé theaters in the Netherlands for €19,- a month. The Netherlands has 22 Pathé theaters in 17 cities (Pathé business, 2013).

The majority of the respondents scored relatively high on the statements to measure the level of adoption. These results would indicate a higher level of early adopters than the other adopter levels.

However the opinion of a friend is valued, a negative comment will not influence their wardrobe choice. The respondents are not much influenced by celebrities and fashion bloggers but their buying decision can be influenced by a review site.

From the various results concerning traditional media, it can be concluded that the respondents find television the most important medium for a brand to use as their promotion channel, followed by Internet banners, printed media and least important is radio for the respondents. As for modern media it can be concluded that a review site is perceived as more important than a blog review. Printed media is perceived as equally important to a blog post. From the various social media channels it can be concluded that most important and used channels are respectively Facebook and Instagram.

There is no difference noticed between engagement through social media for a favourite brand or a brand with a high involvement level.

Level of engagement with a global brand is neither high nor low. It can be concluded that all respondents would like it to have a personalized can, but only a few would do a real effort to have one. However most respondents did notice that friends with a personalized can were most likely to share this with their friends on social media.

5. Conclusion

5.1 Research Purpose

Generation Z, a generation where new digital technologies are primary mediators of human-to-human connections. Adaptation of innovations went at such a pace that the Internet became a primary need. This generation is used to get what they want, when they want it. The smaller innovation leaps of new technologies, could also enforce a higher demand towards brands. The following assumption is researched here:

'Growing up with the Internet, smart phones, tablets and other electronic devices, increase the level of early adopters among Generation Z. Early adopters, known to be venturesome, have brand expectations of highly innovative, good quality products for the best price. '

This assumption is going to be tested by six research questions and existing theories are studied. This chapter is focused on answering the research questions and will finalize with the conclusion that will support or violate this assumption.

5.2 Research questions

The first research question: 'How is time of Generation Z spend online and offline?'. Analyses showed that preferences for offline and online activities, showed a slight bigger scale for online activities. Activities that were preferred over the online or digital version were shopping, bowling and cinema. Testing the scale if Generation Z would have a preference for online life, with the scatterplot, showed no significant preference for online activities. Although the literature review did not illustrate leisure time of Generation Z specifically, it was expected that there would be a higher preference for online life.

The second research question: 'Does the shift in technology usage has positive or negative effects on the development of children?' is not covered in the survey. However the theory did cover the negative effect on the development of children. The risks that arises with technology overuse are Internet addiction that will affect the self esteem. Also an exposure of 8 hours per day result in a physically sedentary yet chaotically stressed existence. Leading to badly developed motor skills. However other theory does emphasize on the experience in the use of Internet will be beneficiary for Generation Z. They are more likely to participate more in online activities, which will enable them to form relationships and enrich their social development. The shift from an industrial society to an informational and knowledge society does impact the skills needed by the workforce and the population. Therefore some educational systems implemented new technologies, varying from the obligation of an iPad to a complete digitalized classroom. Researches about this topic are still in progress, therefore no valid statement could be made about the advantages and disadvantages for innovation in education.

The third research question: ´Does transparency of the Internet lead to higher brand expectations?’. Analyses showed the importance of certain items for a brand. Most important items were having a physical store, a website and customer service. The majority does focus more on products with the best value and compares a purchase always with other similar products before purchasing. Testing the brand expectations for different adopter levels, no difference across the adoption levels was measured.

Research question 4 was: ‘ Is there a shift noticeable between brand expectation of traditional media vs. modern media?’. This turned out to be answered quite hard with the analyses acquired. It can be concluded that there is a higher preference for new media than traditional media. However concerning brand expectations, most important channel for promotions is via TV. Also printed media with an editorial or a blogpost were valued equally important. Testing the preference for modern media was not allowed with the variables inserted in SPSS. The theory however does support the findings, that a synergy is fundamental for a healthy coexistence for media with both online and offline presence. Because traditional media will still be used by this generation but they will seek out video, photos and writings from other online sources.

Research question 5 is: ‘To what amount do the peers, bloggers, online influencers and review sites influence brand perception’. From the analyses the influence is relatively small. Which means the opinion of a friend is appreciated but any negative comments are most likely to be ignored. However the influence of a review site is pretty high. Testing the impact of influencers on brand expectation and level of engagement, no significant correlation was measured. The literature states that peers have the most influence on Generation Z.

The research question 6: ‘Does a brand with higher involvement generate a higher level of engagement?’ from the analyses it appeared that both cases (a global and local brand) do show a level of engagement. The literature however does mention that Generation Z is more likely to be influenced by the online communication of a brand, or buy from a brand they follow on a social media network and are inclined to find out more about brands they see advertised online. Thus online presence does lead to a higher level of engagement. The assumption that Generation Z shows a higher level of early adopters than the other adoption levels. Resulting into high brand expectations with highly innovative, good quality products for the best price. This can on the occasion of the analyses be confirmed.

5.3 Discussion

The results of the survey were acquired via several social media channels and forums to create a representative sample size. This snowball method of selecting respondents could impact the variety of the group of respondents.

Second point of discussion is that the sample size is rather small due to the response rate and quality of the answers. This impacted the tests executed in SPSS, also impacts the level of representativeness of the results.

Another point of discussion is that this research concerns mainly early adopters in the tests. There was not measured what the values would be for the other adoption levels. There can therefore not be generalized about the differences between the different adoption levels.

5.4 Recommendations

During the research, some points of interest came above that did not involve the main purpose of the research. Such as the effects on the development of children that causes bad motor skills. Also the development of innovation in education was a point of interest on the didactic development of this generation.

Related to the subject of this research, it is interesting to explore the content of the messages spread via the various medium channels. Is there for instance a difference in tone of voice that should be used on the various media?

Further research relating to the topic online branding of Generation Z is whether the online and offline world are actually perceived as different worlds. The generation did not grow up in an analog world, perhaps for them there is no difference between these.

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Anex I: online survey

Page: 1

Branding Generatie Z EN

Hi!

My name is Dewi and I am from Rotterdam. I invite you to participate to my survey about Generation Z(born between 1992 and 2010.

Your participation is very important to me! The collected data will be analysed anonymously. Your participation is completely voluntary.

The target group is 12 to 20 year old, however it is okay if you are a little bit older.

Questions, remarks are difficulties can be addressed to Dewi via Dwiro@live.nl

Start

Page: 2

Branding Generatie Z EN

1.

Before we start with the survey, I would like to know the following:

Year of birth

Gender Male Female

Residence

Education level

Volgende

Page: 3

2.

How often do you use the internet? (Can be on any device PC, Tablet, phone etc.) *

- 1x a month
- 1 x a week
- Daily
- Never

3.

Do you own a mobile device with access to the internet? (Wifi as well)

- No
- Yes a smartphone (iPhone, Samsung, HTC, Blackberry etc.)
- Yes a tablet (iPad, Samsung Tab etc.)
- Yes a notebook (Macbook, Sony Vaio, etc.)
- Yes a mp3 speler (iPod touch, Samsung Galaxy s, Sony NWZ etc.)
- other

4.

Which device is most important to you?

Smartphone

Tablet

Notebook

MP3

other

Volgende

Page: 4

5.

How many hours do you spend daily online?

6.

What are your main activities on internet?

- Play games
- Listen to music
- Social Media
- Shopping
- Blogs
- Watch youtube videos
- Find information
- other
- Watch movies/tv series

7.

How often do you go to Social Networks such as Facebook, Twitter, Instagram, Vine etc.

- Never
- A couple times a year
- 1 x a month
- 1 x a week
- every day

Volgende

Page: 5

8.

What are your main activities Offline? (Exclude school / work)

- Watch television
- Cinema
- Listen to music
- Sports
- Read a book
- Clubbing
- Play games
- Other

9.

Select the field closest to the word you relate most to:

Gamecomputer (Playstation, Nintendo WII, Xbox)	☐	☐	☐	☐	☐	Board game (Monopoly, Risk,etc.)
Watch TV	☐	☐	☐	☐	☐	Surf on the internet
Read a book	☐	☐	☐	☐	☐	Watch TV
Read a book	☐	☐	☐	☐	☐	Read a magazine
Sports	☐	☐	☐	☐	☐	Board games
Online computergames (Call of Duty)	☐	☐	☐	☐	☐	Offline computergames (GTA/ Buzz)
mobile games (Candy Crush, Wordfeud)	☐	☐	☐	☐	☐	Computergames
Cinema	☐	☐	☐	☐	☐	TV at home
Wii bowling	☐	☐	☐	☐	☐	Bowling
Shoppen in the mall	☐	☐	☐	☐	☐	Online shopping
Buy CD	☐	☐	☐	☐	☐	Buy music online
Library	☐	☐	☐	☐	☐	Google
Online chat (FB message, Whats app etc.)	☐	☐	☐	☐	☐	Real life conversation

Volgende

Page: 6

10.

How do you keep in touch with your friends and family?

	Often				never
Call	☐	☐	☐	☐	☐
Via Email	☐	☐	☐	☐	☐
Via Phone messages (SMS, Whats'app, BBM etc.)	☐	☐	☐	☐	☐
Chat online (FB message, Whats app etc.)	☐	☐	☐	☐	☐

11.

How many hours a day do you watch TV

- < 1 hour
- 1-3 hour
- 3-5 hour
- > 5 hour

12.

Do you read newspaper, magazines, glossy's?

- Yes, 1x a year
- Yes, 1x a month
- Yes, 1x a week
- Yes, Daily
- Never

Volgende

Page: 7

The following questions are about brands. Think of the best brands you know when answering the questions. For example Nike or Apple.

13.

With the following statements please indicate your level of agreement by selecting the appropriate response

	Strongly Agree				Strongly Disagree
A professional brand has a website					
I use google search					
If a brand doesn't appear in the first 2 google					

search pages, it's not a good brand					
Good brands have a social media platform	☐	☐	☐	☐	☐
The best brands have television commercials	☐	☐	☐	☐	☐
The best brands have Magazine advertisements	☐	☐	☐	☐	☐
If a brand doesnt do advertisments in traditional media it is not a good brand.	☐	☐	☐	☐	☐
Good brands use internet as promotion channel	☐	☐	☐	☐	☐

Volgende

Page: 8

14.

Select field closest to the word you find the most important for a brand to have

Tv Commercial	☐	☐	☐	Radio commercial
Magazine advertisement	☐	☐	☐	TV commercial
Radio commercial	☐	☐	☐	Magazine Advertisement
Traditional media (tv, radio or printed)	☐	☐	☐	New media (Website, social media)
Tv Commercial	☐	☐	☐	Good blog review
Blog review	☐	☐	☐	Review site
Facebook	☐	☐	☐	Twitter
Twitter	☐	☐	☐	Instagram
Instagram	☐	☐	☐	Facebook
Magazine editorial	☐	☐	☐	Blog review
Telephonic helpdesk	☐	☐	☐	Online Helpdesk (direct chat, email)

15.

How can a brand communicate best with you? *

Volgende

Page: 9

16.

What is your favourite brand *

17.

Reason

- [ ] I saw it on tv
- [ ] I heard about it on the radio
- [ ] A friend told me about it
- [ ] Read about it in a magazine
- [ ] Saw it on the internet
- [ ] I checked some reviewsites
- [ ] Other...

18.

Do you follow your favourite brand in any Social Media, if yes which one

- [ ] Facebook
- [ ] Google+
- [ ] Hyves
- [ ] Instagram
- [ ] Twitter
- [ ] other
- [ ] Tumblr

Volgende

Page: 10

19.

Almost everybody asks for the opinion of other people

	Strongly Agree				Strongly Disagree
I value my friends opinions	○	○	○	○	○
When somebody tells me it's ugly, i don't wear it anymore	○	○	○	○	○
I will not purchase products with a negative online review	○	○	○	○	○
I care of what people think of me	○	○	○	○	○
My style is influenced by celebrities such as actors and singers	○	○	○	○	○
My style is influenced by (fashion) bloggers	○	○	○	○	○

Volgende

Page: 11

Watch the following movie to be able to answer the next questions

21.

I would describe this commercial as:

Good	☐	☐	Bad
Interesting	☐	☐	Boring
I like it	☐	☐	Don't like it

22.

Last summer you could find a can/bottle with your name on it. Check this list if your name is on the list. (drop down list with 200 names provided)

23.

Is your name on the list? *

☐ Yes

☐ No

Volgende

Page: 12

24.

Did you try to find your name in the list

☐ Yes

☐ No

25.

Did you try to find your personal can?

- Yes
- No

Volgende

Page: 13

26.

Would you like to see your own can

- Yes
- No

27.

With the Share-a-Coke tour everybody could put their name on the can. Did you do that?

- Yes
- No, but I would like to
- No, i don't like that

Volgende

Page: 14

28.

Have you seen a sign like this on the streets this summer

- ☐ Yes
- ☐ No

29.

I would describe this Muppi as:

Good	☐	☐	☐	Bad
Interesting	☐	☐	☐	Boring
I like it	☐	☐	☐	Don´t like it
Obvious	☐	☐	☐	Discrete

Volgende

Page: 15

30.

Did you see an ad of this in a newspaper, magazine

- Yes
- No

31.

Did you see any of your friends posting on Facebook, twitter, Instagram etc. With a Coca Cola bottle or can with their name?

- Yes, often
- Yes, a few
- I Can´t remember
- No

Volgende

Page: 16

32.

The following question go over service, price and quality

Geef bij de volgende uitspraken aan hoe belangrijk jij het vindt, door het juiste vakje te kiezen.

	Strongly Agree				Strongly Disagree
My questions about a product must be answered within 24h.					
My questions on FB also need to be replied on immediately					
A company must have a website					
I think it is important to know a companies					

way of work					
I expect great quality for the best price	◻	◻	◻	◻	◻
For a bit less money I don't mind less quality	◻	◻	◻	◻	◻

34.

Some brands such as Nike, provide the opportunity to create your own sneaker. What options do you think is important with a brand?

	Very important			Not important at all	
Customize (NikeID)	◻	◻	◻	◻	◻
Webshop	◻	◻	◻	◻	◻
Website	◻	◻	◻	◻	◻
Physical Store	◻	◻	◻	◻	◻
Information leaflet	◻	◻	◻	◻	◻
Customer service	◻	◻	◻	◻	◻
Innovative	◻	◻	◻	◻	◻
Trendy	◻	◻	◻	◻	◻

Volgende

Page: 17

36.

Do you know nultien kleding?

- Yes
- No

Volgende

Page: 18

37.

Do you own any item of this brand

- Yes clothes
- Yes gadgets
- Yes, clothes and gadgets
- No

38.

Please select the level of agreement:

	Strongly agree			Strongly disagree	
I am proud of Rotterdam					
I am proud that Rotterdam has a brand like Nultien					
I feel emotionally connected to Nultien					
Nultien means a lot to me					
I can identify myself with Nultien					

Volgende

Page: 19

39.

Nultien has different advertising channels, which one do you think is the most important

	Cijfer
Radio	
Street promotion billboards, muppi's	
Television	
Magazines/Glossy's	
Internet banners	

40.

Do you follow Nultien on any of these channels:

	yes	no	Importance
Hyves			
Facebook			
Twitter			
Instagram			
Flickr			
YouTube			

Volgende

Page: 20

41.

Select true/false with the following statements

	True		False
I focus more on products with best value			

When purchasing a product I compare with other similar products	◯	◯	◯
When I'm satisfied I don't choose a different brand	◯	◯	◯
When I'm satisfied I don't choose a better brand	◯	◯	◯

42.

When buying a new fashion item (Sneakers, jeans, cap, bag etc.) *

- ◯ It's not available in the stores yet, I want to be first
- ◯ I am one of the first ones with this fashion item
- ◯ A couple people around me have it
- ◯ I always see someone else with the same item walking on the street
- ◯ Nobody wears it anymore, but I just bought it.

Volgende

Page: 21

43.

How did you get to this survey?

End

Annex II: Reliability of the scales

Reliability of the scale Early Adopter

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,754	,781	3

Item Statistics

	Mean	Std. Deviation	N
I focus more on products with best value	1,0500	,39403	20
When purchasing a product I compare with other similar products	1,1500	,58714	20
I expect great quality for the best price	1,4000	,75394	20

Inter-Item Correlation Matrix

	I focus more on products with best value	When purchasing a product I compare with other similar products	I expect great quality for the best price
I focus more on products with best value	1,000	,421	,638
When purchasing a product I compare with other similar products	,421	1,000	,571
I expect great quality for the best price	,638	,571	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	,543	,421	,638	,217	1,515	,010	3

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
I focus more on products with best value	2,5500	1,418	,611	,412	,712
When purchasing a product I compare with other similar products	2,4500	1,103	,568	,331	,687
I expect great quality for the best price	2,2000	,695	,704	,518	,561

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
3,6000	2,147	1,46539	3

Reliability of the scale brand expectation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,761	,756	8

Item Statistics

	Mean	Std. Deviation	N
A professional brand has a website	1,4118	,88495	68
I use google search	1,5294	,90555	68
If a brand doesn't appear in the first 2 google search pages, it's not a good brand	3,0294	1,30408	68
Good brands have a social media platform	2,3824	1,13334	68
The best brands have television commercials	3,0735	1,23767	68
The best brands have Magazine advertisements	3,0441	1,33197	68
If a brand doesnt do advertisments in traditional media it is not a good brand.	3,8824	1,15293	68
Good brands use internet as promotion channel	2,2500	1,25037	68

Inter-Item Correlation Matrix

	A professional brand has a website	I use google search	If a brand doesn't appear in the first 2 google search pages, it's not a good brand	Good brands have a social media platform	The best brands have television commercials	The best brands have Magazine advertisements	If a brand doesnt do advertisments in traditional media it is not a good brand.	Good brands use internet as promotion channel
A professional brand has a website	1,000	,674	,313	,332	,081	,136	-,098	,189
I use google search	,674	1,000	,277	,222	,031	,030	,032	,224
If a brand doesn't appear in the first 2 google search pages, it's not a good brand	,313	,277	1,000	,356	,396	,214	,241	,243
Good brands have a social media platform	,332	,222	,356	1,000	,437	,364	,149	,469
The best brands have television commercials	,081	,031	,396	,437	1,000	,577	,425	,383
The best brands have Magazine advertisements	,136	,030	,214	,364	,577	1,000	,344	,477

If a brand doesnt do advertisments in traditional media it is not a good brand.	-,098	,032	,241	,149	,425	,344	1,000	,311
Good brands use internet as promotion channel	,189	,224	,243	,469	,383	,477	,311	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	,280	-,098	,674	,772	-6,868	,030	8

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
A professional brand has a website	19,1912	28,306	,338	,536	,754
I use google search	19,0735	28,547	,300	,495	,759
If a brand doesn't appear in the first 2 google search pages, it's not a good brand	17,5735	24,606	,461	,277	,736
Good brands have a social media platform	18,2206	24,772	,551	,374	,719
The best brands have television commercials	17,5294	23,686	,586	,487	,711
The best brands have Magazine advertisements	17,5588	23,713	,523	,435	,723
If a brand doesnt do advertisments in traditional media it is not a good brand.	16,7206	26,801	,347	,273	,755
Good brands use internet as promotion channel	18,3529	23,993	,548	,372	,718

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20,6029	32,273	5,68092	8

Reliability of the scale brand assets

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,851	,856	9

Item Statistics

	Mean	Std. Deviation	N
A company must have a website	1,6000	1,18178	60
Information leaflet	2,4000	1,41661	60
Webshop	1,5000	1,00000	60
Customize	1,8667	1,15666	60
Website	1,3667	,91996	60
Fysical Store	1,4667	,92913	60
Customer service	1,6000	,99490	60
Innovative	1,8667	1,24147	60
Trendy	1,6000	,99490	60

Inter-Item Correlation Matrix

	A company must have a website	Information leaflet	Webshop	Customize	Website	Fysical Store	Customer service	Innovative	Trendy
A company must have a website	1,000	,279	,287	,456	,667	,204	,179	,217	,698
Information leaflet	,279	1,000	,311	,385	,224	,603	,476	,609	,404
Webshop	,287	,311	1,000	,234	,497	,365	,204	,300	,341
Customize	,456	,385	,234	1,000	,748	,185	,218	,389	,395
Website	,667	,224	,497	,748	1,000	,391	,237	,429	,422
Fysical Store	,204	,603	,365	,185	,391	1,000	,682	,848	,132
Customer service	,179	,476	,204	,218	,237	,682	1,000	,642	,452
Innovative	,217	,609	,300	,389	,429	,848	,642	1,000	,176
Trendy	,698	,404	,341	,395	,422	,132	,452	,176	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	,397	,132	,848	,716	6,426	,034	9

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
A company must have a website	13,6667	36,226	,524	,751	,841
Information leaflet	12,8667	33,202	,605	,717	,834
Webshop	13,7667	38,555	,445	,468	,847
Customize	13,4000	36,176	,544	,808	,839
Website	13,9000	36,837	,662	,880	,829
Fysical Store	13,8000	36,976	,641	,886	,830
Customer service	13,6667	37,243	,564	,743	,837

Innovative	13,4000	33,939	,664	,789	,825
Trendy	13,6667	37,379	,552	,784	,838

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,2667	45,080	6,71418	9

Reliability of the scale Customer Service

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,788	,790	2

Item Statistics

	Mean	Std. Deviation	N
My questions about a product must be answered within 24h.	1,9000	1,02889	30
My questions on FB also need to be replied on immediately	2,1667	,94989	30

Inter-Item Correlation Matrix

	My questions about a product must be answered within 24h.	My questions on FB also need to be replied on immediately
My questions about a product must be answered within 24h.	1,000	,653

My questions on FB also need to be replied on immediately	,653	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	,653	,653	,653	,000	1,000	,000	2

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
My questions about a product must be answered within 24h.	2,1667	,902	,653	,426	.
My questions on FB also need to be replied on immediately	1,9000	1,059	,653	,426	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
4,0667	3,237	1,79911	2

Reliability of the scale Influencers

Case Processing Summary

		N	%
Cases	Valid	60	82,2
	Excluded[a]	13	17,8
	Total	73	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,752	,753	5

Item Statistics

	Mean	Std. Deviation	N
I value my friends opinions	2,4667	1,12697	60
When somebody tells me it's ugly, i don't wear it anymore	3,8667	1,26848	60
I care of what people think of me	2,7500	1,28386	60
My style is influenced by celebrities such as actors and singers	3,1167	1,46243	60
My style is influencs by (fashion) bloggers	3,3833	1,50808	60

Inter-Item Correlation Matrix

	I value my friends opinions	When somebody tells me it's ugly, i don't wear it anymore	I care of what people think of me	My style is influenced by celebrities such as actors and singers	My style is influencs by (fashion) bloggers

I value my friends opinions	1,000	,388	,422	,234	,182
When somebody tells me it's ugly, i don't wear it anymore	,388	1,000	,593	,337	,373
I care of what people think of me	,422	,593	1,000	,332	,330
My style is influenced by celebrities such as actors and singers	,234	,337	,332	1,000	,602
My style is influencs by (fashion) bloggers	,182	,373	,330	,602	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	,379	,182	,602	,420	3,304	,017	5

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
I value my friends opinions	13,1167	17,461	,395	,213	,748
When somebody tells me it's ugly, i don't wear it anymore	11,7167	15,122	,580	,409	,687
I care of what people think of me	12,8333	15,124	,569	,412	,690
My style is influenced by celebrities such as actors and singers	12,4667	14,389	,534	,390	,703
My style is influencs by (fashion) bloggers	12,2000	14,197	,526	,398	,707

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,5833	22,451	4,73820	5

Reliability of the scale High involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,767	,765	4

Item Statistics

	Mean	Std. Deviation	N
I am proud that Rotterdam has a brand like Nultien	1,6818	1,08612	22
I feel emotionally connected to Nultien	3,5000	1,18523	22
Nultien means a lot to me	3,6818	1,08612	22
I can identify myself with Nultien	3,3182	1,35879	22

Inter-Item Correlation Matrix

	I am proud that Rotterdam has a brand like Nultien	I feel emotionally connected to Nultien	Nultien means a lot to me	I can identify myself with Nultien
I am proud that Rotterdam has a brand like Nultien	1,000	,166	,193	,104
I feel emotionally connected to Nultien	,166	1,000	,943	,665
Nultien means a lot to me	,193	,943	1,000	,620
I can identify myself with Nultien	,104	,665	,620	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	,449	,104	,943	,839	9,059	,106	4

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
I am proud that Rotterdam has a brand like Nultien	10,5000	10,833	,167	,039	,887
I feel emotionally connected to Nultien	8,6818	6,799	,809	,900	,572
Nultien means a lot to me	8,5000	7,310	,803	,891	,591
I can identify myself with Nultien	8,8636	7,076	,592	,443	,702

Annex III: Relationship between variables

- **Kruskal-Wallis**

Ranks

	classes	N	Mean Rank
BrandEXP	1,00	28	36,52
	2,00	26	30,44
	3,00	14	38,00
	Total	68	

Test Statistics[a,b]

	BrandEXP
Chi-Square	1,834
df	2
Asymp. Sig.	,400

a. Kruskal Wallis Test

b. Grouping Variable: classes

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
BrandEXP * classes	68	93,2%	5	6,8%	73	100,0%

Report

BrandEXP

classes	N	Median
1,00	28	21,0000
2,00	26	20,0000
3,00	14	22,0000
Total	68	20,5000

- **Chi square test for independence**

Traditional media vs. New Media * Gender Crosstabulation

			Gender			Total
			,00	man	woman	
Traditional media vs. New Media	,00	Count	0	2	0	2
		% within Traditional media vs. New Media	0,0%	100,0%	0,0%	100,0%
		% within Gender	0,0%	7,1%	0,0%	3,1%
		% of Total	0,0%	3,1%	0,0%	3,1%
	Traditional Media	Count	0	1	3	4
		% within Traditional media vs. New Media	0,0%	25,0%	75,0%	100,0%
		% within Gender	0,0%	3,6%	8,6%	6,3%
		% of Total	0,0%	1,6%	4,7%	6,3%
	even	Count	0	8	14	22
		% within Traditional media vs. New Media	0,0%	36,4%	63,6%	100,0%
		% within Gender	0,0%	28,6%	40,0%	34,4%
		% of Total	0,0%	12,5%	21,9%	34,4%
	New media	Count	1	17	18	36

	% within Traditional media vs. New Media	2,8%	47,2%	50,0%	100,0%
	% within Gender	100,0%	60,7%	51,4%	56,3%
	% of Total	1,6%	26,6%	28,1%	56,3%
Total	Count	1	28	35	64
	% within Traditional media vs. New Media	1,6%	43,8%	54,7%	100,0%
	% within Gender	100,0%	100,0%	100,0%	100,0%
	% of Total	1,6%	43,8%	54,7%	100,0%

Chi-Square Tests

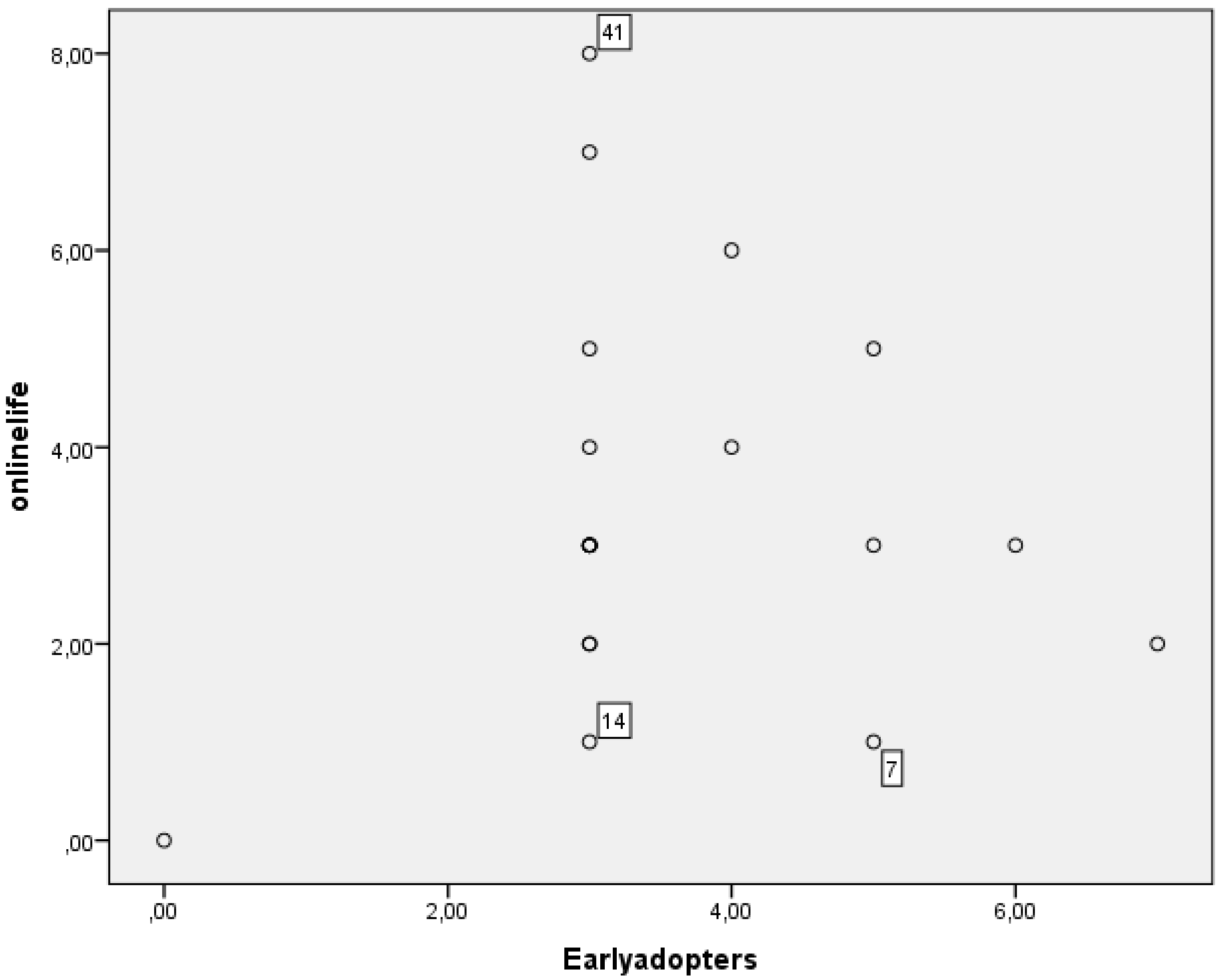
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,782[a]	6	,572
Likelihood Ratio	5,889	6	,436
Linear-by-Linear Association	,075	1	,784
N of Valid Cases	64		

a. 8 cells (66,7%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,273	,572
	Cramer's V	,193	,572
N of Valid Cases		64	

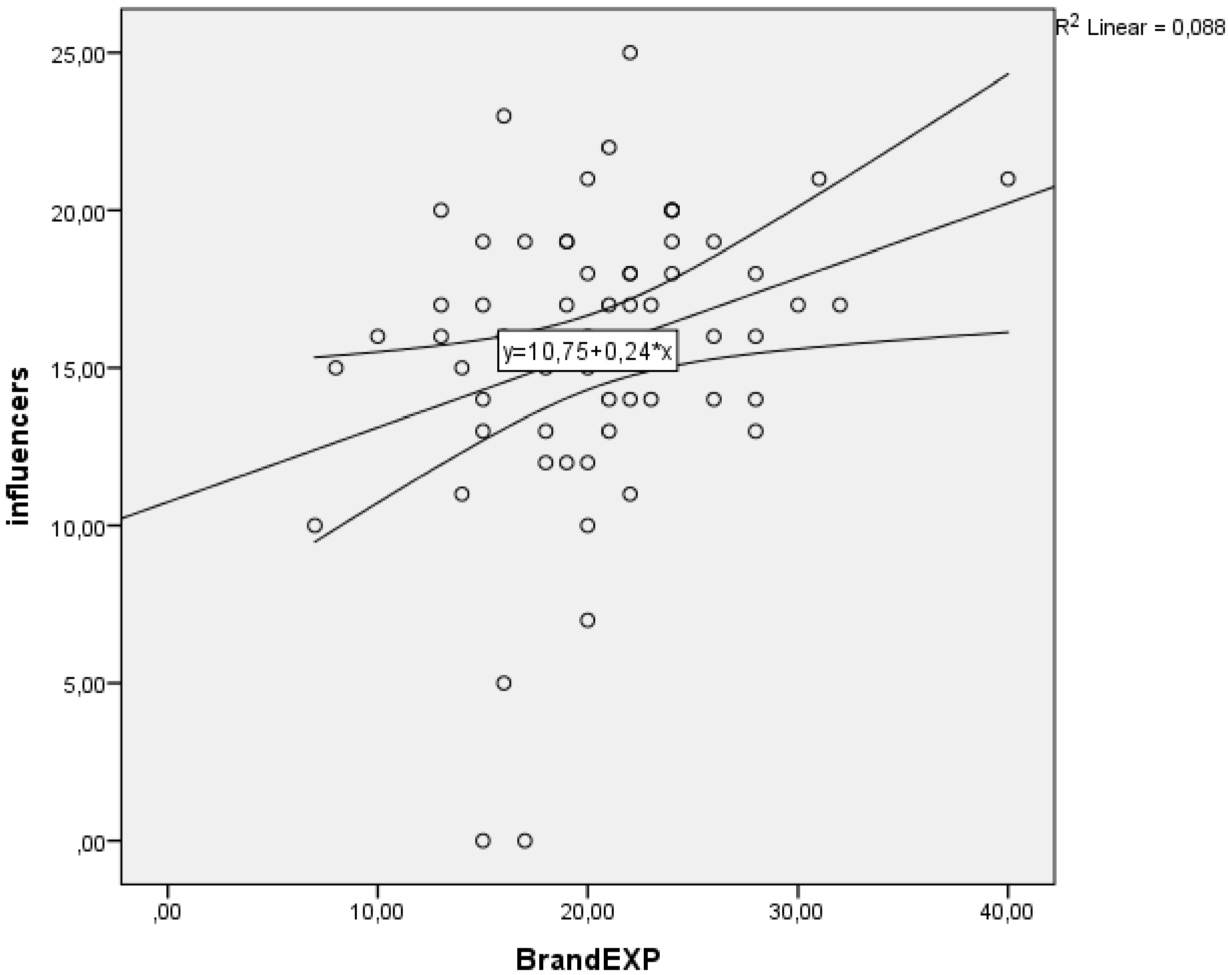
- **Correlations**



- **Partial correlation**

Correlations

Control Variables			BrandEXP	Brandassets
influencers	BrandEXP	Correlation	1,000	,197
		Significance (2-tailed)	.	,306
		df	0	27
	Brandassets	Correlation	,197	1,000
		Significance (2-tailed)	,306	.
		df	27	0



R² Linear = 0,088
y=10,75+0,24*x
25,00
20,00
15,00
10,00
5,00
,00
influencers
,00
10,00
20,00
30,00
40,00
BrandEXP