

Enhancing customer engagement with emoji's within social media brand posts

*The effect of expressive moves emoji's on customer engagement via positive affect and
perceived extraversion*

Radboud University



Name: Chiara Raco

Student number: s4759265

Supervisor: Dr. M. Pluymaekers

Second examiner: Prof. dr. J.M.M. Bloemer

Abstract

Over the years, emoji use became popular in the social media context, where leveraging social media communication for brands is a resulting issue. Several scholars studied the effects of emoji use and provided different frameworks, especially for the effect on customer engagement for organizations. This research aimed to investigate the effects of emoji as a function on customer engagement by studying two explanatory routes. On the one hand, the emotional route has been studied by investigating the effect of emoji's on customer engagement via positive affect. On the other hand, the associative route has been researched by studying the effect of emoji's on customer engagement via perceived extraversion. The study focussed on emoji's as expressive moves, which are used to express emotions and feelings. The goal of this research was to investigate the effect of expressive moves emoji's on customer engagement by comparing the relative strength of both routes, to answer the research question: "*What is the effect of the emoji type 'expressive moves' in social media brand posts on customer engagement via positive affect and perceived extraversion?*". A scenario-based experiment in the form of a survey has been created to answer the research question. The results showed that the emoji type 'expressive moves' has an indirect effect on customer engagement. Specifically, emoji's have a positive effect on perceived extraversion, perceived extraversion has a positive effect on positive affect and positive affect affects customer engagement. The findings in this research provide theoretical and practical implications on how emoji's can affect customer engagement, hereby improving brand communication strategies.

Table of contents

Chapter 1. Introduction	4
1.1 <i>Research aim and research question</i>	6
1.2 <i>Theoretical relevance</i>	6
1.3 <i>Practical relevance</i>	7
1.4 <i>Thesis outline</i>	8
Chapter 2. Theoretical Background	9
2.1 <i>Emoji 's</i>	9
2.2 <i>Customer Engagement</i>	10
2.3 <i>Positive affect</i>	11
2.4 <i>Perceived extraversion</i>	12
2.5 <i>Conceptual Model</i>	14
Chapter 3. Methodology	15
3.1 <i>Experimental materials</i>	15
3.2 <i>Participants and procedure</i>	17
3.3 <i>Research Ethics</i>	18
3.4 <i>Measures</i>	18
3.5 <i>Statistical Analysis</i>	20
Chapter 4. Results	21
4.1 <i>Realism, product category, and manipulation checks</i>	21
4.2 <i>Reliability analysis and assumption checks</i>	22
4.3 <i>PROCESS analysis and reliability analysis</i>	23
4.3.1 <i>PROCESS analysis: model 6</i>	23
4.3.2 <i>PROCESS analysis: model 59</i>	26
Chapter 5. Conclusion and Discussion	27
5.1 <i>Managerial implications</i>	28
5.2 <i>Limitations and future recommendations</i>	29
Reference List	31
Appendix 1: translation items	40
Appendix 2: output assumption checks	41
Appendix 3: measurement instrument	43

Chapter 1. Introduction

Over the years, social media has become a growing and important channel in which relationships between organizations and customers are established (Jaakonmäki, Müller & Brocke, 2017). It has been recognized that forming relationships with customers via online communication on social media platforms is a powerful method and that organizations should expand their presence online (Pina et al., 2019).

A key issue resulting from the growth of social media is how brands can leverage their social media to create customer engagement, which can be defined as “*a psychological state reflecting customers’ interactive, co-creative experiences with a firm, which highlights the active role of the customers*” (De Vries & Carlson, 2014, p.496). On the one hand, customer engagement is influenced by customers as well as organizations (Prentice, Wang & Loureiro, 2019). On the other hand, customer engagement is influenced by characteristics of content posted by organizations on social media, for example, paralinguistic and linguistic cues in messages. The characteristics of content consist of the topic, the length, the timing, but also emoji’s in messages, where the emoji’s can have different effects on customer engagement (Schreiner, Fischer & Riedl, 2019). Emoji’s, which can be seen as “*a small digital image or icon used to express an idea or an emotion*” (Moussa, 2019, p.212), are paralinguistic cues that are being used by organizations more often all over the world to increase the engagement with their customers and in turn to build interpersonal relationships (Casado-Molina, Rojas-de Gracia, Alarcón-Urbistondo & Romero-Charneco, 2019). Since social media platforms are seen as a dominant way of creating consumer-brand relationships (McShane et al., 2020) and brands use emoji’s on these platforms more every day, it is becoming more important for organizations to understand the effect of their social media messages.

Previous research has been performed regarding the direct and indirect effect of the use of emoji’s within social media messages on engagement (McShane et al., 2020; Jaakonmäki et al., 2017; Ge & Gretzel, 2018; Mathews & Lee., 2018; Arya, Sethi & Verma., 2018). Most of the research focused on either all types of emoji’s or emoji’s with a specific shape. For example, Butterworth, Giuliano, White, Cantu, and Fraser (2019) studied two types of emoji’s, affectionate and friendly emoji’s, and how they are used by males and females. The authors found a difference regarding the appropriateness of the two types of emoji’s according to males and females which indicates that different types might have different effects. Also, Ge and Gretzel (2018) state that influencers use different types of emoji’s to strengthen or modify

appeals aimed at creating engagement. This suggests that these different types of emoji's might have a different effect on customer engagement. However, most studies did not focus on the function of the emoji's but more on the visual features of the emoji's. Therefore, this study focuses on emoji types with a specific function, namely expressive emoji's. This emoji type represents expressing opinions, attitudes, and emotions towards someone or something (Ge & Gretzel, 2018). Besides providing academics with more knowledge on the effects of different types of emoji's, understanding the effects for specific types of emoji's will help practitioners to develop better marketing strategies in the future by incorporating emoji's that fit with their goal to create more customer engagement. By not knowing the effect of specific types of emoji's, companies might not achieve their goals because they do not understand the effects the emoji's can have. If these differences are not investigated, it might be the case that the positive effects of the emoji type are not maximized.

Besides the effect of different types of emoji's, there appear to exist two different routes as explanatory mechanisms for the effect of emoji's, namely the emotional route and the associative route. The emotional route focuses on the effect that emoji's have on the emotions of the receiver. Previous research studied the emotional route in the context of emoji's and found positive effects (Das, Wiener, and Klareklas, 2019; Lohmann, Pyka, and Zanger, 2017). The emotional route can be seen as a short-term route since an emotional response persists for only a short period of time (Smith & Rose, 2020). On the other hand, the associative route is focused on the association the receiver makes with the organization that uses emoji's in their social media messages in terms of personality characteristics, which has been researched by for example McShane et al. (2020) who found a positive effect via playfulness. According to Casado-Molina et al. (2019), emoji's can be used as a differentiating element to brand identity and in turn, create a long-term relationship with the customer. Therefore, the associative route can be perceived as a long-term route. However, the effect of emoji's via both routes in one conceptual model has not been studied before. Therefore, this study is relevant to extend the theoretical knowledge. Also, the distinction between both routes can help organizations to understand if and how the emoji can affect engagement in the short- and long term. By measuring both routes simultaneously, the relative strength of both routes will be investigated.

Therefore, this research will be conducted for a specific function of emoji's and the effect on customer engagement via the mediating variables positive affect and perceived extraversion, to understand whether there is a difference between the short- and long-term effects. Specifically, the effect of the emoji type 'expressive moves' as defined by Ge and Gretzel (2018) will be studied, which entails facial and emotional emoji's.

1.1 Research aim and research question

While previous studies attempted to find the effect of emoji's on customer engagement, little research has been performed for the effect of an emoji type as a function via the emotional, short-term, and associative, long-term, route. Therefore, this study aims to find explanations for a relationship between the effect of 'expressive moves' emoji's on customer engagement, via positive affect and perceived extraversion, on the social media platform Facebook for different brand categories. Accordingly, the study aims to provide insights into if expressive moves emoji's have a larger effect on customer engagement than no use of emoji's and how both routes explain the relationship as well as relate to each other. So, the purpose of this study is to determine the effect of the type of emoji expressive moves on customer engagement and see if the effect exists via the mediating variables positive affect and perceived extraversion.

Therefore, the following research question will be answered: *“What is the effect of the emoji type ‘expressive moves’ in social media brand posts on customer engagement via positive affect and perceived extraversion?”*.

1.2 Theoretical relevance

Many scholars recommended further research into the field of emoji's and provide further directions for that research.

Firstly, previous research focussed on the visual type of emoji's as shapes. For example, Das et al. (2019) found that positive emoji's result in positive emotions and negative emoji's result in negative emotions. Besides that, Riordan (2017) also performed research on the effect of non-face emoji's on affect, where an effect has been found between non-face emoji's and affect. These studies focused on the visual characteristics, whereas this research focusses on emoji's as a function to modify, add or strengthen persuasive appeals to create engagement as conceptualized by Ge and Gretzel (2018). Therefore, this research adds upon the existing research of Ge and Gretzel (2018) by further investigating their approach for emoji's as well as adding upon existing literature that researched emoji's as different shapes.

Secondly, previous studies researched the effect of emoji's via the emotional route. As mentioned, Das et al. (2019) found that positive emoji's have an effect on positive affect of the customer. Also, Lohmann, Pyka, and Zanger (2017) studied the effects of smileys on the emotions of the receiver and found a positive effect. Besides this, the associative route has been studied as well. For example, McShane et al. (2017) studied the effect of emoji's on how playful the organization comes across in the eyes of the customer. Also, Marengo, Giannotta, and Settanni (2017) performed research on whether emoji's can be used to assess various

personality traits. By studying both routes simultaneously, this research will examine the relative strength of the routes by comparing both routes which will add upon current literature that studied only one of the routes.

Lastly, the effect of emoji's on customer engagement via the concept perceived extraversion is of theoretical relevance, especially since this hasn't been researched in the past and the effect might differ from the short-term effect via positive affect. Various scholars did study the personality trait extraversion for an individual and the effect on customer engagement (Marbach, Lages, Nunan & Ekinici, 2019; Hart, Nailling, Bizer & Collins, 2015) as well as effects between emoji's and the personality trait extraversion (Marengo et al., 2017; Li, Chen, Hu & Luo, 2018; Bai, Dan, Mu & Yang, 2019). There has also been research conducted on the effect of emoji's on interactivity and the effects of high interactivity on customer engagement. However, how someone's personality comes across and the effect that has on engagement has not been studied before. Therefore, this research can add to the current knowledge by investigating if the use of emoji's by brands makes them perceive as more extravert than when the brands do not use emoji's in their social media messages and if this has a positive effect on customer engagement.

1.3 Practical relevance

The practical relevance of this research is to provide companies with information on the effectiveness of specific emoji's to create customer engagement.

Companies rely on social media nowadays to engage with consumers, which has also become a more recent objective of companies (Gómez, Lopez & Molina, 2019). Also, little is known about the effective use of emoji's when companies communicate to their customers (Das et al. 2019). Therefore, this study can provide knowledge about whether using certain emoji's, namely expressive moves, is effective in engaging customers for companies to learn about what drives engagement within their brand. Identifying means to engage customers can create the most optimal business outcomes (Prentice et al., 2019).

Besides this, companies can learn from this research and improve their strategies to create greater customer engagement. This is especially important since companies are always trying to optimize their communication strategies (McShane et al. 2020). Furthermore, since emoji's can be seen as a differentiating element of the brand identity and in turn create long-term relationships (Casado-Molina et al., 2019), this study can help companies in choosing certain emoji's as a resource to position themselves in the market and use that within their communication strategies to create a customer-brand relationship.

Lastly, this research is relevant in that it can bring financial benefits to companies. The effect of customer engagement on purchase intent has for example been measured by Prentice, Han, Hua, and Hu (2019), who concluded that it has a significant effect. Therefore, when customer engagement increases, purchase intentions can increase as well, which results in more financial benefits.

1.4 Thesis outline

To answer the research question and provide recommendations for companies, the next chapter will discuss the theoretical basis, drawn upon various theories and concepts to enhance the understanding of the emoji type ‘expressive moves’, customer engagement, positive affect, and perceived extraversion. Next, chapter 3 provides an overview of the methodology. In chapter 4, the results of the research will be presented. Finally, a conclusion and a discussion will be provided in which the theoretical contributions, managerial implications, limitations, and directions for future research will be presented.

Chapter 2. Theoretical Background

In this chapter, the concept of emoji's will be explained and different types of emoji's will be discussed. Furthermore, this chapter provides insight into customer engagement. Lastly, further elaboration on the mediating variables positive affect and perceived extraversion will be provided as well as the relationship between emoji's and customer engagement via these mediating variables.

2.1 Emoji's

Over the recent years, emoji's have been studied from different perspectives. Therefore, various definitions of emoji's exist in the literature. The definition of emoji's stated in this research is *"a small digital image or icon used to express an idea or an emotion"* (Moussa, 2019, p.212). Moussa (2019) states that emoji means "e" – picture, "moji" – letter/character. Emoji's evolved from emoticons, which are *"symbols creating by using punctuation, numbers, or letters, with the intention of transmitting feelings, emotional states, or information in the absence of words, or complementing a written message"* (Rodrigues et al., 2018, p.393).

The first emoticons were seen in 1982 to express a joke (Riordan, 2017). When emoticons became graphics, emoji's became the result where emoji's were able to show more than just punctuation marks that were turned into a face. According to Das et al. (2019), emoji's originally consisted of smiley faces or faces with a frown, but emoji's have increased in number as well as in variety. Nowadays, more than 3500 emoji's are in use (Unicode, 2020) by 92 per cent of the online population (Marengo et al., 2017; Das et al., 2019; McShane et al., 2020) for various reasons. Mostly, they are used to enhance messages with emoji's, replace words, assess individual personalities, modify the tone, and deliver information (Ge & Gretzel, 2018; Marengo et al., 2017). Most companies use emoji's to transfer and show emotions (Das et al., 2019).

Various categories of emoji's exist based on their shape, namely Smileys & People, Animals & Nature, Food & Drink, Travel & Place, Activities, Objects, Symbols, and Flags (Li, Chng, Chong & See, 2019). The emoji's that are mostly used are emoji's that communicate positive emotions, specifically the emoji's that include smiley faces (Das et al., 2019).

According to Ge and Gretzel (2018), emoji's can also be categorized based on how they are used to convey various propositions, also named speech acts. The authors link emoji's to the rhetoric perspective, where the goal is to stimulate responses from customers. Therefore, emoji's are seen as a means to fulfill that goal, hereby looking at the function of the emoji

instead of the shape. The authors concluded that emoji's are mostly used by influencers within the speech act 'expressive moves', followed by 'assertive moves' and 'directive moves'. Assertive moves are statements of facts, where the emoji's are used to get the viewer to form or attend to a certain belief. Directive moves are used to get the receiver to do something in the form of responses or actions. This study specifically focuses on expressive moves, where the sender expresses opinions, attitudes, and emotions towards someone or something. Expressive moves are also used to praise products and non-product items. According to Ge and Gretzel (2018), they reveal complex emotions, where examples are fear, surprise, and embarrassment. Expressive moves are thereby used more with facial and emotional emoji's included in the text. Also, these emoji's are mostly placed at the end of a sentence. An example of a sender expressing opinions and emotions is 'Ha, ha, this is so cute' and 'Congratulations, dear' '❤️❤️🎉🎉👏👏'. Also, fear can be expressed by the emoji '😨', surprise can be expressed by the emoji '😱' and embarrassment can be expressed by the emoji '😳'.

This move has been chosen for this research because it fits with the two routes, the emotional and the associative route, since the emoji type expresses emotions and it can be used to show emotions of the sender, thereby showing the brand personality extraversion. Therefore, it is expected that a connection exists between the type of emoji and positive affect and perceived extraversion.

2.2 Customer Engagement

Customer engagement evolved over the last years and a lot of managers attempted to understand, define, and build it as well (Sashi, 2012). Therefore, different conceptualizations exist for this concept. Nowadays, unidimensional and multidimensional approaches for customer engagement are adopted within the marketing literature (Prentice et al. 2019). Unidimensional definitions are provided by, for example, Van Doorn et al. (2010) and Verhoef, Reinartz, and Krafft (2010), who look at engagement in a more behavioral manner. On the contrary, most of the customer engagement definitions adopted a multidimensional definition. For example by Hollebeek et al. (2014), who notice the cognitive, emotional, and behavioral aspects of customer engagement during the customer and brand interactions. The multidimensional definition states "*the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioral activity in direct brand interactions*" (Hollebeek, 2011, p.790).

This research will focus on the dimension behavioral engagement because the research focuses on behavior on social media platforms, where liking and commenting behavior are

mostly used as manifestations of customer engagement. Therefore, the behavioral dimension of customer engagement will be used within this research, which is “*a consumer’s level of energy, effort and time spent on a brand in a particular consumer/brand interaction*” (Hollebeek et al. 2014, p.154).

2.3 Positive affect

The first route that may account for the effects of emoji’s on customer engagement is referred to as the emotional, short-term route. Affect, the mediating variable in the emotional route, can be seen as an explanatory mechanism for various relationships. Watson, Clark, and Tellegen (1988, p.1063) define positive affect as “*the extent to which a person feels enthusiastic, active, and alert*”.

The potential effect of emoji’s on positive affect has been accounted for by different theories. For example, emotional contagion explains this effect, where emotional contagion means “*a process in which a person or group influences the emotions or behavior of another person or group through the conscious or unconscious induction of emotion states and behavioral attitudes*” (Schoenewolf, 1990, p.50; cited by Barsade, 2002). Subconscious emotional contagion happens at an automatic level and is also called primitive emotional contagion. Here, people automatically mimic the expressions and emotions of others. With conscious emotional contagion, a person intentionally compares the emotion with the emotion of another person. Here, the person uses emotion to understand how he or she should be feeling (Barsade, 2002). However, the initial process is subconscious. Therefore, facial expressions of emoji’s can be taken over by the person reading a message and people can become aware of this emotion.

As previously noted, emoji’s have different effects, including transferring emotions. The effect that emoji’s can have on certain feelings of the recipient is a popular topic in research where affect can be seen as an explanatory mechanism for various relationships. Many researchers found a significant effect of emoji’s on the affect of people. According to Ganster, Eimler, and Krämer (2012), people who receive a message including a smiley face makes them feel happier than people who receive a message without an emoji. This finding is explained by previous studies that found that nonverbal behavior positively influences the mood of the user. The smileys are mostly used to convey emotional information. Since expressive moves as a function of an emoji type mostly express emotions and, according to Das et al. (2019), emoji’s can activate certain emotions or feelings that are of the same valence for the receiver, a positive

influence of expressive moves on positive affect is expected. Therefore, the first hypothesis will be:

Hypothesis 1: The presence of the emoji type expressive moves in brand communication posts leads to positive affect experienced by the receiver.

Previous research focused on various antecedents of customer engagement, like brand involvement, brand communication, interaction, social identification, and self-expressive brand (Gomez et al., 2019; Cheung, Pires & Rosenberger, 2019; Prentice et al., 2019; Algharabat, Rana, Alalwan, Baabdullah & Gupta, 2020). Regarding positive affect, De Oliveira Santini et al. (2020) conclude that positive emotions have a positive effect on customer engagement, explained by the proposition that positive emotional appraisals trigger behavior such as customer engagement. Also, Rietveld, Van Dolen, Mazloom, and Worrying (2020) state that emotions can motivate customers and create customer behavior in terms of customer engagement. Lastly, Prentice et al. (2019) mention that customer behavioral engagement is driven by affect. The authors state that affect is a psychological foundation for behavioral customer behavior. It is expected that positive affect, by feeling positive emotions, has a positive effect on customer engagement because it guides the behavior of customers. Therefore, an effect between positive affect and customer engagement is expected as well and hypothesis 2 is:

Hypothesis 2: positive affect experienced by the receiver is positively related to customer engagement.

2.4 Perceived extraversion

The second route which may account for the effect of emoji's on customer engagement entails the associative, long-term route. Brand personality is defined as “*the set of human characteristics associated with a brand*”, (Aaker, 1997, p.347). The concept has been studied in several contexts before. Extraversion, the mediating variable in the associative route, can be seen as a characteristic of brand personality, which means that brands can be perceived as extravert (Sweeney & Brandon, 2006). Here, extraversion is stated as “*an individual's tendency to be social and interactive*” (Islam, Rahman & Hollebeek, 2017, p.512).

The effect that emoji's have on personality traits and how personality traits are portrayed via the use of emoji's has been investigated in prior research, where extraversion is one of the personality traits that has been investigated. Firstly, a relationship has been found between the personality trait and extraversion, where people who are more extravert use more emoji's. For example, Hall and Pennington (2013) found that emoticon use has a positive relationship with

extraversion. Specifically, the authors found that extraverted people use more emoticons within Facebook messages.

Secondly, an effect has been found that people who use emoji's are being perceived as more extravert. For example, Ganster et al. (2012) found that a writer who used positive cues, which can also be seen as smiling emoji's, was being perceived as more extravert. The result is based on the few findings that showed that emoticons resulted in a positive evaluation of the person who used the emoticon, whereafter the study by Ganster et al. (2012) researched the effect of the emoji's on the personality of the writer. Complementary, a study on emoticon use in assignment feedback in education reported that the marker was seen as more extravert when there were emoticons used in the feedback (Grieve, Moffitt & Padgett, 2019). The authors explain this finding by noting that emoticon use is related to several aspects of the personality of the user, based on previous research by Wall, Kaye, and Malone (2016).

Based on the brand personality concept, where brands possess certain personality traits, it is expected that the effect of emoji's on perceived extraversion for a person is also present when a company uses emoji's in their brand communication. Specifically, it is expected that expressive moves emoji's, which express positive emotions via facial emoji's, have a positive relationship with perceived extraversion since they are expected to make the writer come across as extravert. Therefore, the third hypothesis is:

Hypothesis 3: the presence of the emoji type expressive moves in brand communication posts leads to perceived extraversion of the brand.

Within the context of communication between individuals, it has been found that perceived extraversion leads to positive behavior. For example, Davydenko et al. (2020) found that being extravert evokes nicer feedback from their interaction partner and positive behavior in others. Extraversion can be perceived as being interactive, where previous research found a connection between perceived interactivity and engagement as well. Bozkurt, Gligor, and Babin (2020) propose that when a customer sees a brand as being interactive, the customer feels encouraged to engage with a brand. Therefore, perceived social media interactivity has a positive effect on customer engagement. Lastly, previous research found that the perceived interactivity of a brand encourages people to like and share messages in the social media context. For example, Luarn, Lin, and Chiu (2015) state that brand pages that present information with high interactivity results in higher online engagement. Their result is based on the assumption that a high degree of interactivity leads to favorable communication outcomes, such as a like and a comment.

Therefore, it is expected that perceived extraversion of a brand has a positive effect on customer engagement since extraversion is perceived as a preference for social interaction and positive feedback. Therefore, Hypothesis 4 is:

Hypothesis 4: perceived extraversion of the brand is positively related to customer engagement.

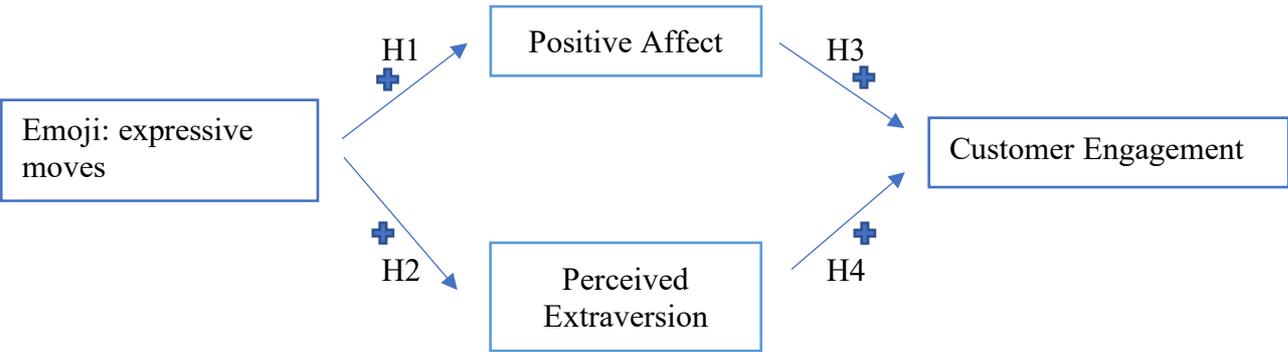
Since Das et al. (2019) expected full mediation of positive affect for the effect of emoji's on purchase intentions and McShane et al. (2020) found a full mediation of emoji's on engagement via playfulness, this assumption will be tested for the mediating effect of positive affect and perceived extraversion in this study. It will also be tested if the short-term route via positive affect has a relatively different effect than the long-term route via perceived extraversion. To conclude, expressive moves, via positive affect and perceived extraversion, on customer engagement is expected to have a positive effect. Therefore, the last two hypotheses are:

Hypothesis 5: expressive moves have a positive effect on customer engagement, which is fully mediated by positive affect.

Hypothesis 6: expressive moves have a positive effect on customer engagement, which is fully mediated by perceived extraversion.

2.5 Conceptual Model

The conceptual model is presented as follows:



Chapter 3. Methodology

This chapter describes the methodology of this research. Firstly, the experimental materials will be described. Secondly, the participants and procedure will be discussed. Thirdly, the research ethics will be explained. Fourthly, the measurement instrument will be provided and lastly, the statistical analysis will be discussed.

3.1 Experimental materials

To test the hypothesis, this research had a quantitative experimental design. The design has been studied via an online survey, which consisted of general questions and an experimental design, where a set of social media messages was created and manipulated to test the hypotheses developed in chapter 2. An experimental design was suitable for this study since causal relations with two mediators were measured in this research. The variable emoji's could be manipulated where other aspects were held constant to determine potential causal effects. Also, real-life data on expressive moves could be gathered with an experimental design. Lastly, research found that the use of scenarios in an experimental design generates discrete emotional responses (Bagozzi et al., 1999). This research focused on positive affect which makes the design a good fit with this research.

The experimental design has been used in the form of an online survey. The survey consisted of questions in Dutch since this is the common language in the Netherlands. Besides using emoji manipulation in the survey, this research also had the goal to check whether the effects are different for various product categories for generalizability purposes. Therefore, hedonic and utilitarian products were used. Within the survey, two fictional brands were used from two product categories. One of these two brands belonged to the category of utilitarian products and the other brand belonged to the category of hedonic products.

The most optimal pair of brands used in the survey were chosen based on a pilot test. The pilot test contained social media messages from four fictional brands, consisting of two brands within the category hedonic products and two brands within the category utilitarian products. The hedonic brands were a fictional designer clothing brand and a fictional watch brand, and the utilitarian brands were a fictional laundry detergent brand and a fictional mobile phone brand (Strahilevitz & Myers, 1998; Dhar & Wertenbroch, 2000). The two brands chosen for the survey were the watch brand and the laundry detergent brand since the social media messages of these brands were perceived as most realistic and closest to the product category, hedonic or utilitarian.

The name of the brand and the product category were mentioned beforehand, by mentioning ‘this message is originated from brand X, from product category X’. Fictional brands were used since respondents do not have any bond with the brand that might influence the results of the survey. Therefore, respondents were not biased.

The survey consisted of a between-subjects design, featuring four randomly assigned conditions: (1) hedonic product text without emoji’s (HN), (2) utilitarian product text without emoji’s (UN), (3) hedonic product text with emoji’s (HY), and (4) utilitarian product text with emoji’s (UY). The text in the social media messages was identical within both conditions and the expressive moves emoji was identical to the emotions expressed in the text. Besides that, the stimuli were based on brand messages that are posted on the social media platform Facebook. Also, the valence of the messages was controlled for by only showing positive content. Next, the number of likes and comments of others was controlled by holding these numbers constant. The time of the post was controlled for as well since customer engagement might be affected by the timing of a post (Rietveld et al. 2020). The chosen stimuli are shown in Images 1, 2, 3, and 4 below.



Image 1: stimuli watch brand - without emoji



Image 2: stimuli watch brand - with emoji



Image 3: stimuli laundry detergent brand - without emoji



Image 4: stimuli laundry detergent brand - with emoji

According to Markman and Oshima (2007), emoji's should be interpreted within the cultural context in which they are placed. Therefore, this study focused on Dutch brands, since the survey was sent to Dutch citizens.

3.2 Participants and procedure

Data has been collected via an online survey which was spread via social media platforms, such as Facebook, LinkedIn, WhatsApp, and e-mail to reach the sample.

The sample is reached based on convenience sampling, which is a non-random sample method where respondents meet certain practical criteria (Etikan, Musa & Alkassim, 2016), in this case, easy accessibility, availability at a given time, and the willingness to participate. Convenience sampling is also the most suitable method to generate as many respondents as possible based on Särndal, Swensson, and Wretman (2003).

The sample for this research is from the Netherlands. 165 respondents filled out the survey. The respondents are aged between 16 years and 67 years ($M = 28,47$, $SD = 12,37$), of whom 63,4% were women. The Dutch population consists of 50,3% women, a little bit more than half of the population (CBS, 2020, October 30). Therefore, the women are slightly more represented in this research in comparison to the Dutch population.

The respondents were randomly assigned to one of the four stimuli: HN ($N = 38$), UN ($N = 37$), HY ($N = 44$) and UY ($N = 36$). The survey started with an introduction, containing information on the research topic and the research ethics, whereafter respondents could (not) agree with the information. After clicking on agree, participants were asked if they use or have used Facebook whereafter they continued the survey with the assigned stimuli if they clicked 'yes'. If respondents clicked 'no', the respondents were thanked for their participation whereafter the survey ended for them. For the respondents who clicked 'yes', the survey continued with questions regarding the main concepts, where before each concept the stimuli were repeated.

3.3 Research Ethics

Respondents were informed that every answer is correct and that no wrong answer exists. Besides this, anonymity was guaranteed, and the respondents were informed that their answers will only be used for academic purposes. Respondents had the freedom to withdraw themselves from the research at any time during the research process. If they wanted to, respondents could leave their e-mail at the end of the survey to receive the results of the research.

3.4 Measures

The survey started with a selection criterium, where the question was asked if the respondents were active on Facebook since the target market of this research needed to have experience with liking and commenting on social media messages on this platform.

After that question, each respondent saw a different condition. Directly after each screenshot of the social media message, the concepts were measured, where the control variables were measured at the end of the survey. The concepts were measured as followed:

At first, respondents were asked if they would actively engage with the brand based on a 7-point Likert scale, where two propositions were shown. This question relates to the construct of customer engagement. Each proposition started with “I would”, followed by the two items for customer engagement, adopted from Solem and Pederson (2016).

Next, 4 propositions regarding the construct positive affect were shown, each of which started with “I feel” followed by adjectives from the four-item scale adopted from Das et al. (2019). All items for positive affect were measured on a five-point scale (1 = very slightly or not at all and 5 = very much).

After rating their emotions, respondents indicated how extravert they find the brand presented in the social media message via a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree) adopted from Wiggins (1979), related to the construct perceived extraversion. Each item started with “the brand comes across as”, followed by one of the eight adjectives.

Next, interactivity was measured as a first control variable. This concept is added to the survey to guarantee that no relation was missed between the concept perceived extraversion and emoji’s and customer engagement. The respondents indicated how interactive they find the brand with a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree) adopted from Kim and Lee (2019), where each proposition started with “the brand”, followed by ten items.

After measuring interactivity, respondents were asked if they find the brand hedonistic or utilitarian, to perform a manipulation check to control if the brand fits with the product

category. Also, realism of the social media messages (Tiggemann, Slater, Bury, Hawkins & Firth, 2013) and product affinity were checked (Mittal & Lee, 1989). Realism was asked by using two items based on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree). The affinity with the product category was controlled by measuring this with the measurement scale for product involvement. Three items were asked with a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree) as well.

Lastly, it was asked if the respondents have seen the emoji to confirm they noticed the manipulation, and the demographics age, gender, and frequency of Facebook use were asked as well.

An overview of the constructs and the complementary sources can be found in table 1. The complete measurement instrument can be found in Appendix 3.

Construct	Source	Items
Positive affect	Das et al. 2019	While exposed to the Facebook message, how did you feel? I feel happy I feel delighted I feel excited I feel enthusiastic
Perceived Extraversion	Wiggins (1979)	The brand comes across as Outgoing ... Extraverted ... Vivacious ... Jovial ... Enthusiastic ... Cheerful ... Perky ... Unshy
Perceived interactivity	Kim & Lee (2019)	Enables two-way communications. Enables concurrent communications. Keeps my attention. Is interactive. Enables information selection. Enables information sharing. Enables news sharing.

		Enables photo and video sharing. Enables participation. Enables social exchange.
Customer Engagement	Solem & Pederson (2016)	I would like this post I would comment on this post
Product affinity	Mittal & Lee (1989)	I have a strong interest in are very important to me For me, ... do not matter
Realism	(Tiggemann, Slater, Bury, Hawkins & Firth, 2013)	“The text in the Facebook post is realistic” “The text in the Facebook post looks like it would look in real life”

Table 1: Items used to measure the constructs positive affect, perceived extraversion, perceived interactivity, customer engagement, and product involvement

3.5 Statistical Analysis

Firstly, the realism and product category checks were tested by using a factorial ANOVA whereafter the manipulation check has been performed. Secondly, a reliability analysis has been conducted by computing the Cronbach’s Alpha. Thirdly, the assumptions for regression analysis have been performed by running a regression analysis. Fourthly, The constructs were analyzed after the data was collected via a regression analysis with the function PROCESS in SPSS (Hayes, 2017), since mediating relationships were analyzed. Hereby, all relationships were tested at once. Specifically, model 6 and model 59 were used. Model 6 has been chosen for the statistical analysis since this model made it possible to test the mediating variables in the model. Model 59 has been chosen to test for the product category, hedonic and utilitarian, as moderating variable as an addition to the concepts measured in model 6.

Chapter 4. Results

In this chapter, the results of the analysis will be discussed. Firstly, the realism, product category, and manipulation checks will be shown. Secondly, the reliability analysis, as well as the assumption checks, will be explained. Thirdly, the regression analysis using the PROCESS tool will be discussed.

4.1 Realism, product category, and manipulation checks

To test whether the product category, hedonistic or utilitarian, or the presence of an emoji influences the perceived realism of the social media messages, a factorial ANOVA has been conducted. Both the variables hedonistic-utilitarian and emoji were not significant. This entails that the realism of the stimuli is not influenced by the product category or the presence of an emoji.

Also, to test whether the product category that the respondents were assigned to is perceived as the correct product category, a factorial ANOVA has been conducted. The variable hedonistic-utilitarian was significant, which entails that the product category seen by respondents is perceived as closest to the correct product category.

The results of the realism check and product category check are shown in table 2 below.

DV: Realism	F	Sig.
Hed_Uti	0.125	0.724
Emoji	1.293	0.257
Hed_Uti * Emoji	0.863	0.354
DV: Hed_Uti		
Hed_Uti	29.772	< 0.001
Emoji	0.042	0.837
Hed_Uti * Emoji	0.214	0.644

Table 2: Realism & manipulation check

The manipulation check performed checked whether the respondents noticed the manipulation, the emoji, in the social media messages, based on a Chi-square test which was significant. The respondents who were assigned to the no emoji condition all indicated that they did not see an emoji. From the group who was assigned to the emoji condition, 12 respondents indicated that they did not see an emoji. According to Aronow, Baron, and Pinson (2019), dropping respondents because they failed the manipulation check might

propose biases of unknown sign and magnitude. Therefore, the 12 respondents remained in the further analysis. The other 69 respondents did indicate that they did see an emoji, so these respondents passed the manipulation check.

4.2 Reliability analysis and assumption checks

The reliability values for all constructs were above the critical threshold, namely > 0.70 . Therefore, all constructs were perceived as reliable. The accompanied Cronbach's Alpha's are shown in table 3.

Variable	N of items	Cronbach's Alpha
Customer Engagement	2	0.744
Positive Affect	4	0.947
Perceived Extraversion	8	0.912
Realism	2	0.763
Affinity	3	0.811

Table 3: Reliability analysis

Next to the reliability analysis, assumption checks for regression analysis have been performed. Firstly, the assumption for multicollinearity is met since no correlations higher than 0.7 between the independent variables were present. The correlation between the independent variable positive affect and the dependent variable is above 0.3. The correlation between the independent variable perceived extraversion and engagement is below 0.3, namely 0.089. Even though the correlation is low, a correlation still existed, and the tolerance values were high with a minimum of 0.807 (Appendix 2, A). Therefore, the analysis proceeded.

Secondly, the assumption for normality is met. The P-Plot was in an S-shape, and it was not too far from the line. Besides this, the histogram was normally distributed (Appendix 2, B).

Thirdly, the assumption for linearity was met, since the dots in the scatterplot were spread around the zero line and no clear pattern was shown (Appendix 2, C).

Fourthly, the assumption for constant variance of the error term is met since no clear pattern was shown in the scatterplot which means that the data can be perceived as homoscedastic (Appendix 2, C).

Fifthly, the assumption for independence of the error terms is met. The Durbin-Watson test showed that the Durbin-Watson was very close to 2, namely 1.932 (Appendix 2, D).

Lastly, the assumption for outliers is met. There was only one respondent with a MAH of 24.3766 and the rest was below the critical value of 13.82 (Tabachnick & Fidell, 1996). Since one outlier was not perceived as problematic, the respondent remained in the analysis.

4.3 PROCESS analysis and reliability analysis

After the assumption checks, a regression analysis, specifically a PROCESS analysis by Hayes (2017), has been performed with customer engagement as the dependent variable. Firstly, model 6 has been performed with the dummy variable emoji as X, Affect and Perceived Extraversion as mediating variables, and Affinity as a control variable. With this model, hypotheses 1 till 6 have been tested. After model 6, model 59 has been performed with the variable Hedonistic-Utilitarian added as a moderator. This model is performed to test if the results differ for the product categories.

4.3.1 PROCESS analysis: model 6

The output for model 6 is shown in Table 4, where several significant effects between variables were shown. Based on this analysis, hypotheses 1 till 4 can be confirmed or rejected, which will be explained in the following section.

Hypothesis 1: The presence of the emoji type expressive moves in brand communication posts leads to positive affect experienced by the receiver: rejected

Table 5 shows that Emoji does not have a significant effect on Positive Affect, since $b = 0.025$, 95% CI [-0.341, 0.392], $t = 0,14$, $p = 0.892$. Therefore, hypothesis 1 is rejected.

Hypothesis 2: positive affect experienced by the receiver is positively related to customer engagement: accepted

Table 5 shows that Positive Affect has a significant effect on Customer Engagement, $b = 0.290$, 95% CI [0.169, 0.410], $t = 4.75$, $p < .05$, so hypothesis 2 is accepted.

Hypothesis 3: the presence of the emoji type expressive moves in brand communication posts leads to perceived extraversion of the brand: accepted

Emoji has a significant effect on Perceived Extraversion $b = 0.555$, 95% CI [0.211, 0.899], $t = 3,18$, $p < .05$. Therefore, hypothesis 3 is also accepted.

Hypothesis 4: perceived extraversion of the brand is positively related to customer engagement: rejected

Hypothesis 4 is rejected, since Perceived Extraversion does not have a significant effect on Customer Engagement, since $b = -0.082$, 95% CI [-0.213, 0.049], $t = -1,24$, $p = 0.028$.

Outcome variable:	coefficient	se	t	p	LLCI	ULCI
Perceived Extraversion						
Emoji	0.555	0.174	3.18	0.002	-0.018	0.358
Affinity	0.193	0.059	3.29	0.001	0.077	0.308
Outcome variable:						
Affect						
Emoji	0.025	0.186	0.14	0.892	-0.341	0.392
Perceived Extraversion	0.345	0.081	4.26	0.000	0.185	0.506
Affinity	0.261	0.063	4.17	0.000	0.137	0.384
Outcome variable:						
Customer Engagement						
Emoji	-0.088	0.144	-0.61	0.543	-0.371	0.196
Perceived Extraversion	-0.082	0.066	-1.24	0.218	-0.213	0.049
Positive Affect	0.290	0.061	4.75	0.000	0.169	0.410
Affinity	0.132	0.051	2.59	0.010	0.031	0.233

Table 4: model 6

Based on the indirect effects, which are shown in table 5, hypothesis 5 and 6 can be confirmed or rejected.

Hypothesis 5: expressive moves have a positive effect on customer engagement, which is fully mediated by positive affect: rejected

The indirect effect of Emoji on Customer Engagement via Positive Affect is not significant, since the Confidence Intervals shown in table 5 contain zero [-0.108, 0.112]. Therefore, hypothesis 5 is rejected.

Hypothesis 6: expressive moves have a positive effect on customer engagement, which is fully mediated by perceived extraversion: rejected

Hypothesis 6 is rejected as well since the Confidence Intervals contain zero for the effect of Emoji on Customer Engagement via Perceived Extraversion [-0.125, 0.027].

Indirect Effects	Effect	Bootse	BootLLCI	BootULCI
Via Perceived Extraversion	-0.045	0.038	-0.125	0.027
Via Positive Affect	0.007	0.055	-0.108	0.112
Via Perceived Extraversion Via Positive Affect	0.056	0.025	0.018	0.115

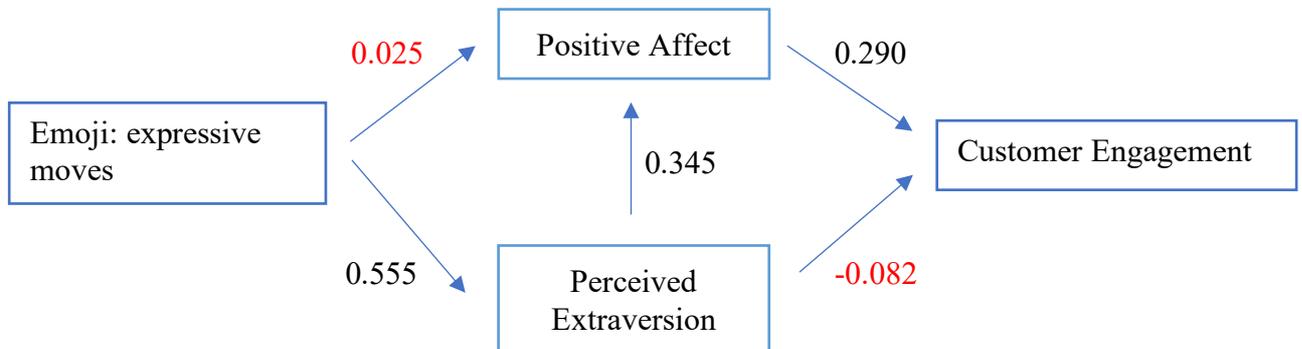
Table 5: Indirect effects

Studying the explained variance in the model, table 6 shows the explained variance of the variables. Here, the variables explain 11,6% of the variance in perceived extraversion, 23,4% in Positive Affect, and 21,2% in Customer Engagement.

Outcome variable	R-sq	F	p
Perceived Extraversion	0.116	10.675	0.000
Positive Affect	0.234	16.360	0.000
Customer Engagement	0.212	10.778	0.000

Table 6: Explained variance

Based on these results, the path coefficients in the conceptual model are shown below, where the red path coefficients are insignificant.



Further results:

Affinity, the control variable has a significant effect on Perceived Extraversion $b = 0.193$, 95% CI [0.077, 0.308], $t = 3,29$, $p < .05$, Positive Affect $b = 0.261$, 95% CI [0.137, 0.384], $t = 4,17$, $p < .05$ and Customer Engagement $b = 0.132$, 95% CI [0.031, 0.233], $t = 2.59$, $p < .05$.

When studying the indirect effects, one indirect effect is significant, namely the effect of $\text{Emoji} \rightarrow \text{Perceived Extraversion} \rightarrow \text{Positive Affect} \rightarrow \text{Customer Engagement}$, $b = 0.055$, BCa CI [0.017, 0.115].

Perceived Extraversion also has a significant effect on Positive Affect, $b = 0.345$, 95% CI [0.185, 0.506], $t = 4,26$, $p < .05$. Therefore, it can be concluded that an effect exists from Emoji to Customer Engagement via Perceived Extraversion and Positive Affect. Also, when someone has affinity with the product category, the company is being perceived as more extravert, the Positive Affect is larger, and someone is more likely to engage.

4.3.2 PROCESS analysis: model 59

After conducting model 6, an analysis has been performed with model 59 to check whether the outcomes are different for hedonic and utilitarian products. In this output, shown in Table 7, the moderator variable Hedonic_Utilitarian has a significant effect on Perceived Extraversion, $b = 0.662$, 95% CI [0.160, 1.164], $t = 2,60$, $p < .05$ and a negative significant effect on Customer Engagement $b = -0.430$, 95% CI [-0.853, -0.007], $t = -2,01$, $p < .05$. However, the interaction effects of Hedonic_Utilitarian were not significant.

Therefore, a brand is perceived as more extravert for a hedonic product. Also, engagement is lower with a hedonic product. However, no differences exist between the effects of the model for the utilitarian and hedonic products, which means that the relationships between the variables are not different for the product categories.

Outcome variable:	coefficient	se	t	p	LLCI	ULCI
Perceived Extraversion						
Hed_Uti	0.662	0.254	2.61	0.010	0.160	1.164
Emoji * Hed_Uti	-0.348	0.342	-1.02	0.310	-1.024	0.327
Outcome variable:						
Affect						
Hed_Uti	-0.156	0.281	-0.56	0.578	-0.711	0.398
Emoji * Hed_Uti	0.580	0.378	1.55	0.127	-0.166	1.325
Outcome variable:						
Customer Engagement						
Hed_Uti	-0.430	0.214	-2.01	0.046	-0.853	-0.007
Emoji * Hed_Uti	0.217	0.288	0.75	0.453	-0.353	0.787
Perceived Extraversion *						
Hed_Uti	-0.117	0.136	-0.86	0.384	-0.386	0.153
Positive Affect * Hed_Uti	0.042	0.118	0.35	0.725	-0.191	0.274

Table 7: Model 59

Chapter 5. Conclusion and Discussion

Nowadays, emoji's are being used all over the world by various companies. Therefore, emoji's have been studied in various contexts over the last years. However, a study has not been performed for a type of emoji as a function and that effect on customer engagement via two separate routes. The objective of this study was to gain insights into the effect of a specific emoji type as a function, namely expressive moves, on customer engagement via two different routes by answering the following research question: *“What is the effect of the emoji type ‘expressive moves’ in social media brand posts on customer engagement via positive affect and perceived extraversion?”*. To do this, a comparison has been made between the short-term emotional route and the long-term associative route. Also, the effects of the specific emoji type ‘expressive moves’ have been researched, where the focus laid on the persuasive goal of the emoji type instead of the visual features.

Based on the analysis, it can be concluded that the emoji type ‘expressive moves’ has an indirect effect on customer engagement. Specifically, emoji's have a positive effect on perceived extraversion. Also, perceived extraversion has a positive effect on positive affect and positive affect has an effect on customer engagement. Based on these results, the conclusion can be made that there is a chain of effects from the emoji type ‘expressive moves’ to customer engagement. Therefore, when a customer sees an ‘expressive move’ emoji in a social media message, he or she believes the company is extravert. When a company is perceived as extravert, the customer feels positive. The positive emotions result in the engagement of the customer with the company. This entails that the long-term and short-term routes are connected, and both are needed to create customer engagement. Next to this, it can be concluded that there is less engagement with a hedonic product. Complementary, a company that represents a hedonic product comes across as more extravert. Also, when a customer has more affinity with the product category, the company is perceived as more extravert, the customer feels more positive and is more likely to engage with the company. However, the effect of the emoji type on the variables does not differ between both product categories.

This conclusion adds to current knowledge by examining the two routes together, which results in a chain of relationships between the variables. The proposed model in this research builds upon previous research where only direct linkages of these variables have been researched.

The results confirm various previous studies on the short-term effect of emotions on customer engagement (De Oliveira Santini et al., 2020; Rietveld et al., 2020 & Prentice et al., 2019).

Also, the research extends previous studies on the concept of perceived extraversion. When receivers see the expressive moves function of the emoji type in a social media message, the brand comes across as extravert. Since previous studies mostly focussed on the combination of emoji use of an individual and the connection with the personality trait extraversion of that individual, this study extends that knowledge by confirming that a company comes across as extravert when they use the emoji type 'expressive moves'.

Complementary, when someone is perceived as extravert, it has a positive effect on the emotions of the receiver. This finding might be explained by previous research who studied the relationship between the personality trait extraversion for an individual and positive affect, where it has been found that extraverted people tend to experience more positive affect (Srivastava, Angelo & Vallereux, 2008; Lucas, Le & Dyrenforth, 2008; Smillie, Wilt, Kabbani, Garratt & Revelle, 2015). This might also be the case for the relationship between perceived extraversion and positive affect.

However, this conclusion means that the expected results, consisting of two separate routes, are not present. On the contrary to previous research, where conclusions were that emoji's are positively related to positive affect (Das et al., 2019; Ganster et al. 2020), this research concludes that the emoji type expressive moves do not have a direct link to positive affect. Since this study concludes that this effect does not exist, it can be assumed that the specific emoji type expressive moves do not create customer engagement directly via the emotional route. A possible explanation might be the nature of the chosen expressive move emoji, namely the heart eyes, or the number of the chosen emoji's. Also, Ge and Gretzel (2018) suggest that the speech acts can be combined as well. Perhaps the expressive moves emoji type does not have an effect itself but might have an effect when combined with one of the other two speech acts. Besides this, Ge and Gretzel (2018) suggest that the combination of the emoji('s) with text can be formulated in different ways.

5.1 Managerial implications

The findings of this research are of importance for operating companies in the marketing field in such a way that it can help them in understanding the effects of specific emoji types and how

companies can adjust their social media marketing strategies based on these findings. Therefore, several managerial implications are provided for companies.

Firstly, to create more customer engagement, emoji's that express emotions and faces make the brand come across as extravert in the long term. The perceived extraversion of the brand makes a customer feel more positive and these emotions result in an engagement between the customer and the brand. So, when a brand wants to create more customer engagement in the long run, the brand should use the 'expressive moves' emoji in the social media messages on Facebook.

Within this long-term effect, practitioners should keep in mind that positive affect plays a crucial role in creating customer engagement. Since positive affect is not directly influenced by the emoji type 'expressive moves', practitioners should consider other methods to increase positive affect for the customer. For example, focusing on the text in the social media message might be another method to increase positive affect. Pezzuti, Leonhardt, and Warren (2012) found that linguistic features, in their study words that express certainty, increase customer engagement. It might be the case that these words have an effect on the affect of the customer. Therefore, practitioners could study linguistic features as a method to increase engagement via positive affect to create the most optimal marketing strategies.

5.2 Limitations and future recommendations

The research aims to take steps into the explanations of the effects of specific emoji's. Therefore, the research contains several limitations which result in recommendations for future studies.

Firstly, the research is focused on one specific emoji type, namely 'expressive moves', and no comparison is made between various versions of 'expressive moves' or other types. According to Ge and Gretzel (2018), various combinations or numbers of emoji's could have different effects. Therefore, future studies could research other emoji types and their effect on customer engagement and compare the effects with each other and with this study. This way, it becomes clearer if other emoji types might have a larger or smaller effect in comparison to the emoji type 'expressive moves' researched in this study as well as if different effects for combinations within the emoji type 'expressive moves' exist.

Secondly, this research measured the intention of respondents to engage with the brand, instead of actual behavior. There might be a difference between the exact behavior of the respondent and what they answered in the survey. Therefore, future studies could study this

model with actual companies via content analysis to measure the exact customer engagement and hereby (not) confirming the results.

Thirdly, this study focused on the mediator perceived extraversion. However, another brand personality trait might have a mediating effect as well. Therefore, future studies could research other brand personality traits to test if emoji's have a bigger or smaller effect on customer engagement via the personality traits, which can be taken into account by practitioners as well. For example, other brand personality traits can be sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997).

Fourthly, this study has limitations regarding the generalizability of the population. The study was performed with Dutch respondents. Therefore, it may not be generalizable to other countries and cultures. Future research should be performed in other countries to test whether the conclusions are comparable. Next, the sample consists out of a younger age group what could play a role in the experience with social media, since younger people are more exposed to social media. Therefore, future studies should research this model for other ages as well. This might also show differences in specific age groups.

Fifthly, regarding social media platforms, the results might differ for other platforms like Instagram or Twitter, which has also been suggested by other studies (Islam et al., 2017; McShane et al., 2020). For example, the platform Instagram uses images, whereas Facebook and Twitter use both images and text. Therefore, media richness might be an explanation for differences in social media platforms. Gosain, Srivastava, and Gupta (2019) found that brand pages with higher media richness have higher customer engagement. Thus, the combination between the text, the emoji, and the image might also result in different conclusions for this research. Therefore, future research should perform the research for other social media platforms as well to extend the current conclusions made.

Lastly, a connection has been found between perceived extraversion and positive affect. At this point, there is no underlying explanation for this connection apart from the relationship between the personality trait extraversion of individuals and their positive affect. Therefore, future research could study, in-depth, why perceived extraversion of the brand leads to positive emotions for the customer to understand the meaning of the connection within the marketing field. This can help practitioners and academics to understand the effects better.

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Appendix 1: translation items

Construct	Items	Translation
Positive affect	While exposed to the Facebook message, how did you feel? I feel happy I feel delighted I feel excited I feel enthusiastic	Hoe voelt u zich na het zien van dit bericht? Ik voel me gelukkig Ik voel me verheugd Ik voel me uitgelaten Ik voel me enthousiast
Perceived Extraversion	The brand comes across as Outgoing ... Extraverted ... Vivacious ... Jovial ... Enthusiastic ... Cheerful ... Perky ... Unshy	Het bedrijf komt over als.. ...Open ...Extravert ...Levendig ...Gemoedelijk ...Enthousiast ...Vrolijk ...Opgewekt ...Niet verlegen
Perceived interactivity	Enables two-way communications. Enables concurrent communications. Keeps my attention. Is interactive. Enables information selection. Enables information sharing. Enables news sharing. Enables photo and video sharing. Enables participation. Enables social exchange.	Maakt wederzijdse communicatie mogelijk Maakt gelijktijdige communicatie mogelijk Houdt mijn aandacht vast Is interactief Maakt informatieselectie mogelijk Maakt het delen van informatie mogelijk Maakt het delen van nieuws mogelijk Maakt het delen van foto's en video's mogelijk Maakt participatie mogelijk Maakt sociale uitwisseling mogelijk
Customer Engagement	I would like this post I would comment on this post	Ik zou dit bericht liken Ik zou een comment plaatsen bij dit bericht
Product involvement	I have a strong interest in are very important to me For me, ... do not matter	Ik heb een sterke interesse in zijn erg belangrijk voor mij Voor mij, doen ... er niet toe

Appendix 2: output assumption checks

A: Multicollinearity

Correlations

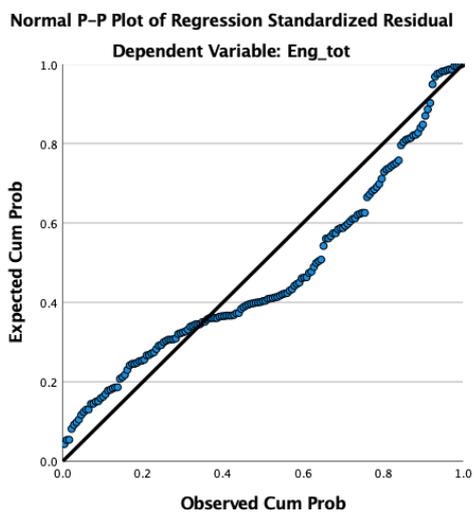
		Eng_tot	Affe_tot	Extr_tot	Emoji
Pearson Correlation	Eng_tot	1.000	.413	.089	-.029
	Affe_tot	.413	1.000	.388	.090
	Extr_tot	.089	.388	1.000	.240
	Emoji	-.029	.090	.240	1.000
Sig. (1-tailed)	Eng_tot	.	<.001	.128	.355
	Affe_tot	.000	.	.000	.124
	Extr_tot	.128	.000	.	.001
	Emoji	.355	.124	.001	.
N	Eng_tot	165	165	165	165
	Affe_tot	165	165	165	165
	Extr_tot	165	165	165	165
	Emoji	165	165	165	165

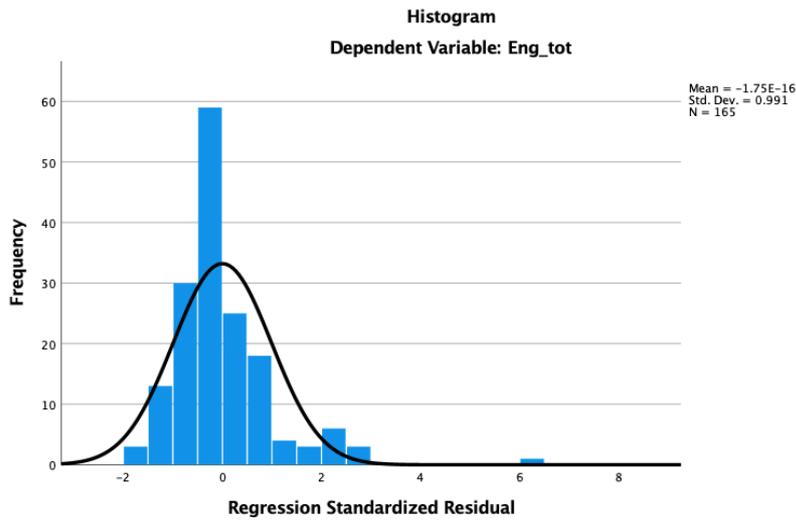
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.248	.288		4.341	<.001					
	Affe_tot	.339	.059	.446	5.751	<.001	.413	.413	.411	.849	1.178
	Extr_tot	-.060	.067	-.072	-.902	.369	.089	-.071	-.064	.807	1.239
	Emoji	-.104	.146	-.052	-.710	.479	-.029	-.056	-.051	.942	1.061

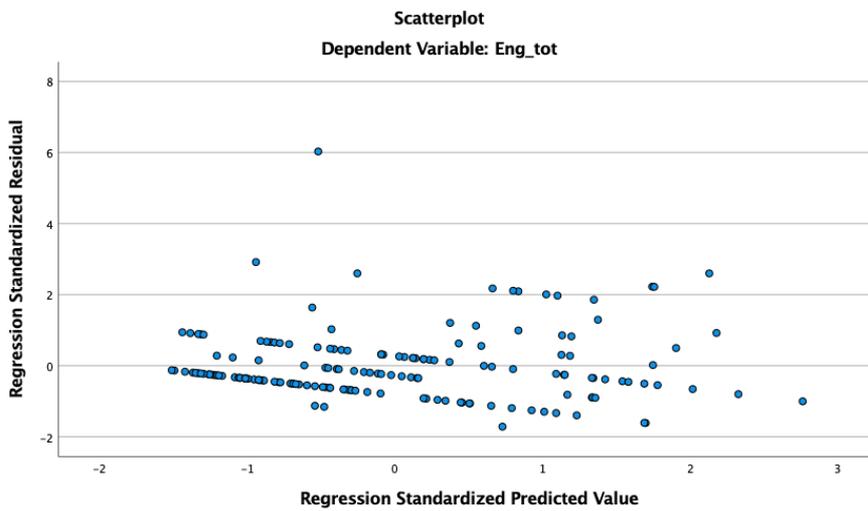
a. Dependent Variable: Eng_tot

B: Normality





C: Linearity & Constant Variance of the Error Term



D: Independence of error terms

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.423 ^a	.179	.164	.90687	1.931

a. Predictors: (Constant), Emoji, Affe_tot, Extr_tot

b. Dependent Variable: Eng_tot

Appendix 3: measurement instrument

This measurement instrument applies to all four stimuli.

Start van blok: Start



Q1.1 Beste respondent,

Hartelijk dank voor uw deelname aan dit onderzoek! Wij zijn Chiara en Teun, master studenten aan de Radboud Universiteit Nijmegen. Voor onze scriptie doen wij - onder begeleiding van Mark Pluymaekers - onderzoek naar het effect van tekstkenmerken in berichten van bedrijven op Facebook.

Het onderzoek is volledig anoniem. Deelname is uiteraard vrijwillig en de antwoorden zullen alleen voor dit onderzoek gebruikt worden. U kunt daarbij ook op ieder moment stoppen met de enquête. Tot slot zijn er geen goede of foute antwoorden.

De enquête zal ongeveer 5 minuten duren.

Nogmaals hartelijk dank voor uw deelname!

Als u op akkoord klikt, bevestigt u dat u de informatie hierboven heeft gelezen en akkoord gaat met het gebruik van uw antwoorden voor onderzoeksdoeleinden.

- Ik ga akkoord
- Ik ga niet akkoord

Einde blok: Start

Start van blok: Blok 1



Q2.1 Maakt u gebruik van het social-mediaplatform Facebook, of heeft u dat in het verleden gedaan?

- Ja
- Nee

Pagina-einde

Einde blok: Blok 1

Start van blok: Hedonic Chiara zonder

Q3.1 Hieronder ziet u een Facebookbericht van het horlogebedrijf Watching You. Beantwoord de volgende vragen aan de hand van dit bericht.

Q3.2 Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
Ik zou dit bericht liken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou een comment plaatsen bij dit bericht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q3.3

Q3.4 Hoe voelt u zich na het zien van dit bericht?

Q3.5 Ik voel me enthousiast

	1	2	3	4	5	6	7	
Helemaal niet	<input type="radio"/>	In sterke mate						

Q3.6 Ik voel me uitgelaten

	1	2	3	4	5	6	7	
Helemaal niet	<input type="radio"/>	In sterke mate						

Q3.7 Ik voel me verheugd

	1	2	3	4	5	6	7	
Helemaal niet	<input type="radio"/>	In sterke mate						

Q3.8 Ik voel me gelukkig

	1	2	3	4	5	6	7	
Helemaal niet	<input type="radio"/>	In sterke mate						

Pagina-einde

Q3.9

Q3.10 Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
Het bedrijf komt over als extravert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf komt over als open	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf komt over als levendig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf komt over als gemoedelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf komt over als enthousiast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf komt over als vrolijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf komt over als opgewekt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf komt over als niet verlegen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.11



Q3.12 Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
Het bedrijf maakt wederzijdse communicatie mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf maakt gelijktijdige communicatie mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf houdt mijn aandacht vast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf is interactief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf maakt informatieselectie mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf maakt het delen van informatie mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf maakt het delen van nieuws mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf maakt het delen van foto's en video's mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf maakt participatie mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf maakt sociale uitwisseling mogelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.13



Q3.14 Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
De tekst in het Facebookbericht is realistisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De tekst in Facebookbericht ziet eruit zoals het er in het echt ook uit zou zien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q3.15 Geef aan in hoeverre u het product in het Facebookbericht, horloges, een utilitair of hedonistisch product vindt. Hieronder volgt een begripsbepaling:

Utilitair = iets wat voorziet in een fundamentele behoefte; producten of diensten die noodzakelijk en praktisch zijn.

Hedonistisch = iets wat je voor je plezier gebruikt; producten of diensten die genot bieden en luxe zijn.

	1	2	3	4	5	6	7	
Volledig utilitair	<input type="radio"/>	Volledig hedonistisch						

Pagina-einde



Q3.16 Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
Ik heb een sterke interesse in horloges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horloges zijn erg belangrijk voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voor mij doen horloges er niet toe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Einde blok:

Start van blok: Blok 6



Q11.1 Is er in beide berichten gebruik gemaakt van emoji's?

- Ja
 - Nee
 - Dat kan ik me niet herinneren
-

Q11.2 Wat is uw leeftijd?

Q11.3 Wat is uw geslacht?

- Man
 - Vrouw
 - Ik zeg dat liever niet
-

Q11.4 Hoe vaak bent u actief op het social media platform Facebook?

- Dagelijks
- 4-6 keer per week
- 2-3 keer per week
- Een keer per week
- Maandelijks
- Jaarlijks

Einde blok: Blok 6
