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Brand Personality and Social Media Platforms: The Search for the Perfect Match

- *A quantitative study of personality congruence on social media advertising* –

Abstract

Social media is a widely popular phenomenon and it never fails to fascinate how it touches so many people's lives around the world on a daily basis. The amount of content being transmitted through these kinds of online platforms have completely exploded during the past couple of years and social media sites have become an important player for brands to use when it comes to influencing different aspects of advertising effectiveness such as awareness, attitude, and behavioural intention. Despite this, limited studies have been done concerning advertising online and huge research gaps exist. Thematic congruence and self-congruence are successful marketing concepts commonly used in traditional marketing today and being such solid theories the aim of this experiment was to test if similar theories, with the additional aspect of brand personalities, could be applied to social media advertising. Findings show that even though the concept of congruence has proved to be an effective tactic to live by in traditional media marketing, social media marketing cannot be handled and above all, predicted in the same way. What should not be brushed under the rug however, is that congruency between an advertised brand personality and the brand personality of a social media platform do show tendencies to affect advertising effectiveness, making this paper a solid benchmark to build further research on.

Key Words:
Brand Personality, Social Media, Advertising, Congruence

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1.0 Thesis Disposition

This thesis is composed of five main sections of which include: Introduction, Theory, Method, Results, as well as a thorough Discussion.

The *Introduction* is designed to introduce the concept of social media and branding, motivate what lies as the basis for this thesis paper and outline the expected research contribution. The introduction will be followed by a *Theory* section where the reader will be introduced to previous research that has been found within the same subject, which will act as the framework for this study. This chapter will dissolve into formations of hypotheses that mirror what we believe will be the main findings and results of this study.

Following this, the mode of procedure will be presented in the *Method* section. The purpose of this chapter is to inform the reader of all practical aspects that make up the study. The method will touch upon as to why pre-studies are conducted, how the gathering of data came about, as well as which variables and analytical tools were chosen. The study's reliability and validity will also be questioned in this section.

A *Results* section will be found next where the processed results generated from the experiment will be presented. Based on the results, the previous-named hypotheses will be accepted or rejected. This section leads us to the *Discussion* where the thesis question will be answered and discussed with the help of what could be extracted from the result and analysis section. Under this section we will also reason on how the results can be used in practical terms. The section will also shed some light on the details we could have handled differently and move on to suggestions for further research.

2.0 Introduction

This section has the ambition to present the overarching subject of the thesis by going through Research Importance, Problem Area and Research Gap, Purpose, Research Contribution, Definitions as well as Delimitations.

Being present online and having a social media strategy might sound like a given today but it has not always been that way. Not long ago, social media strategies were not given much attention nor resources from brands and companies - it was rather something you used in order to keep the summer interns busy. However, as people are spending more and more time on social media platforms, the brands are following their footsteps and social media marketing is now one of the more important pillars of advertising (The Economist, 2015). At the same time as social media is given increased attention from brands around the world, branding and the creation of brand personalities has never been more vital as the symbolic use of brands is becoming more of a significant differentiator, separating brands from each other. This study aims to connect the two concepts of social media and brand personality to give fresh insight to the relatively unresearched relationship between these in a context match. The main goal is not to offer a tailor-fit solution but to describe, analyze, and discuss what effects personality matches have on advertising effectiveness.

2.1 Research Importance

The advertising landscape is constantly evolving as the importance and spending is shifting from traditional channels and advertisements to other, more modern types of formats. Investments in traditional media like TV, newspapers and magazines are being negatively affected by the increasing spending in digital formats and this trend will most likely continue as digital advertising spending is predicted to continuously grow (eMarketer, 15 sep 2015). While the global ad spending is predicted to grow 4.6% by the end of 2016 and end up at 579 billion US dollars, the digital ad spending is likely to reach 181,3 billion US dollars, making it almost a third of the total media advertising spending by the end of 2016 (Barraclough, 2016) (Statista, 2016). Needless to say, the importance for brands to be present online has never been higher and within the sphere of digital marketing there is one area that brands and managers worldwide will have to keep a closer eye on; social media advertising.

As the presence of brands on social media platforms is increasing, so is the spending. According to eMarketer the social network ad spending will reach 35.98 billion US dollars in 2017 meaning it will represent 16 % of all digital ad spending worldwide (eMarketer, april 2015). Facebook will dominate in ad revenues when grabbing 65.5% of all social media ad spendings worldwide, Twitter is in constant growth and Linkedin not lagging far behind

(eMarketer, 23 sep 2015). Hence, connecting the phenomenon of branding to the world of social media is more crucial than ever and even if there is research that has looked into this already, there is a lot more to be done in order for brands to gain understanding regarding how to successfully create return on marketing investment in the cluttered world of social media.

2.2 Problem Area and Research Gap

As more brands are following the trend and establishing a clear presence online, the need for extended research within the field of social media advertising is increasing. Plenty of theory exists regarding media context and that certain industries and even brands are more or less suited for different types of traditional media. Due to the current and fast-paced transition from traditional to digital media, the current theory base is not keeping up and a rather obvious research gap has emerged.

More specifically, there are concrete findings showing how different industries drive different returns on investments from their advertising efforts on social media. Different industries drive contrasting engagement levels on various social media platforms, and one thing is for sure, all advertising efforts on social media for brands from the studied industries are growing (TrackMaven, 2016). When different industries differ in success rate on social media advertising it is a sign that brands consisting of different characteristics should differ in advertising effects as well.

As brands have gotten more engaged online, most brands strategically work to build a strong brand personality to clearly position themselves in a consumer's mind and therefore evoke feelings (Aaker, 1997). It is hard to get noticed when advertising on social media as there is an overflow of tempting posts and activities appearing in consumers' feeds. It is therefore of uttermost importance to increase the chances of getting noticed through all the buzz. What brand managers need help figuring out are what marketing tricks help their brand trigger attention, liking and/or awake an inner curiosity to explore more of what the brand has to offer when exposed on social media.

If we manage to find a correlation between brand personality and its most effective brand platform match, companies can use those findings to more effectively reach out to their consumers through the global jungle of social media.

2.3 Purpose

By linking two important concepts together, brand personality and social media, we hope to provide additional and relevant insight to the world of online marketing. The overall aim is to further build on what is known about brands and their buildup of different characteristics to link that to social media platforms in order to see if a certain brand personality might work better or worse on different social media platforms.

With that said, the aim is to answer the following research question:

Can a brand's personality be more or less suited for advertising on different social media platforms and what impact does it have on advertising effectiveness?

2.4 Research Contribution

The main expected contribution of this thesis is to prove that a significant difference in advertising effectiveness exists on social media platforms when contrasting brand personalities are advertised. Findings within this research area conduce great importance as it can be of use to any brand choosing to advertise on social media. It is especially imperative as the research topic is objectively unresearched and it is believed that the impact of social media platform choice is underestimated.

With the use of quantitative data gathered from multiple surveys we will explore phenomenon such as if social media platforms have a tendency to withhold different brand personalities, and if different advertising effectiveness of brand personalities can be affected by the choice of social media platform. Therefore our final contribution is to aid companies decision process when deciding what type of social media platform to choose when spending their marketing budget online. As far as we know, no other research out there has connected the two up-and-coming phenomenons of social media advertising and brand personality together. Therefore, being the first public thesis paper touching on this specific subject, these findings will mainly provide a solid foundation on this topic and in that sense open many doors for further research.

2.5 Definitions

Social Media Platform: Websites, online forums and/or applications that encourage users or members to create and share their own content in order to enable in social networking.

> **Facebook:** The world's most popular social media platform introduced in 2004 that enables its users to upload videos, photos, status updates, communicate privately or publically with friends, family, colleagues and even strangers.
>
> **Linkedin:** The world's largest professional networking site and application where career professionals can create a form of online Curriculum Virtue and connect with other professionals to help develop within the business world.
>
> **Twitter:** A social networking website, as well as application, in the form of microblogging. Users mainly share status updates or replies of a maximum of 147 characters.
>
> **Instagram:** A mobile photo-taking application where users can choose to share their photos publicly or privately with their followers. This application also offers the opportunity to share content directly to other platforms including Facebook and Twitter.

Traditional Media Advertising: Any form of paid marketing that is seen in physical and touchable form.

Social Media Advertising: Any form of paid marketing that is seen on a social media platform. The following types of social media advertising will be used in this study:

> **Native Advertising:** A form of online advertising that adapts its message and look to the content and format of the site on which it appears.
>
> **In-feed Native Advertising:** Native advertising posted in the user's personal social media feed. The advertisement blends in among the posts and updates from whom the users follow.

Brand Personality: Human traits adopted onto brands to create emotional connection and a sort of differentiation in consumers minds.

Self-congruence: The fit between the consumer's self personality and the advertised brand's personality.

Thematic context congruence: The term referring to advertising being placed in a media context with a matching theme

Personality congruence: Will in this thesis refer to the match between an advertised brand personality with the brand personality of a social media platform.

2.6 Delimitations

In order to write a paper with maximum quality and taking the given resource and time constraint into consideration, a few limitations had to be applied.

Our first restriction, and possibly the main restriction, is that we have to limit ourselves to investigate solely two brand personalities when many more exist. Aforementioned the study aims to prove that an effect exists depending on what brand personality is advertised on what specific platform. If clear and significant effects exist when comparing two personalities advertised, we can assume there will be a difference between all kinds of brand personalities. The brand personalities chosen for this experiment are that of "sophistication" and "ruggedness".

Further, the two brands we have chosen to represent the chosen brand personalities are the fashion companies Chanel and Timberland. The social media platforms that we will use as our manipulations are Facebook, Instagram, Twitter and Linkedin. There are of course hundreds of options that could be considered but we limit ourselves to the ones we find to be most visible and popular. The reason for having chosen these specific brand personalities, brands and social media platforms will be thoroughly explained in the methods chapter.

3.0 Theoretical Foundation

In order to investigate the research question, a relevant theoretical foundation is formed. The main theoretical building blocks leading to the presentation of the hypotheses formation are that of Advertising Effectiveness, Branding, Social Media and The Role of Congruency. More specific theoretical contributors are that of Brand Personality, Social Media Platforms, Self-Congruency and Thematic Context Congruency. All these connect to the theoretical introduction presenting a forthbrought model of advertising effectiveness.

3.1 Advertising Effectiveness

To be able to see a difference in how well advertising of separate brand personalities are performing on different social media platforms, we need to identify a clear measurement of advertising effectiveness. The already existing theory propose many different ways of how to best measure the effectiveness of advertising, but an overarching goal is for the measure to be able to show validity in predicting future in-market performance (Mehta, 2006). Two researches, Lavidge and Steiner, have put extra research into the phenomenon of advertising effectiveness and describes advertising as a force which must push people through a series of steps in order for it to be effective. Based on these steps the authors could conclude three functions of advertising ("information or ideas", "attitudes or feelings" and "action") that in turn have a strong connection to a well known psychological model consisting of three components. The first component in this model is the cognitive component meaning the intellectual, mental or rational state. This is followed by the affective component made up of the emotional state, finishing off with the third and last component being the conative component referring to the "striving" state (Lavidge & Steiner, 1961).

When looking into other theory within the topic, authors have conflicting suggestions regarding the best measurement of advertising effectiveness and many discussions end up suggesting using a combination of measurements in order to properly measure it (Du Plessis, 2008). Three measures that repeatedly appear in theory research however are attention/recall, preference/liking and persuasion/intention. When comparing these dimensions to the framework of Steiner and Lavidge one can clearly see a resemblance and the dimensions can easily be categorized within the cognitive, affective and conative components. With that said, we have looked closer at, and gathered theory regarding these three measurements below.

3.1.1 Advertising Awareness

When looking at advertising effectiveness, the first natural step is to focus on attention - for people to be affected by an advertisement they first have to pay attention to it (Teixeira, 2014). Attention is connected to memory where the longer and deeper the attention given to a stimulus is, the stronger the memory traces (Mehta, 2006). Memory in turn is a critical part of how advertising influences consumer behaviour. One way of measuring the ability to remember a specific advertisement is through recall. Recall and attention share a moderately strong and positive correlation (Mehta, 2006) and recall is one of the most commonly used measures for testing an advertisments effectiveness (Du Plessis, 2008). Recall can in practice be measured in various ways but according to Erik du Plessis the term is used when one is prompted with a brand name while looking for feedback on the memory of the ad or the other way around; shows an unbranded advertisement while looking for feedback on the brand that was being advertised (Du Plessis, 2008). Attention and recall (Awareness) can in conclusion be compared to the cognitive component in the Steiner & Lavidge model.

3.1.2 Advertising Attitude

Another recognized way of measuring advertising effectiveness is liking/preference which can be summed up in the term Attitude. When linking this to the Steiner & Lavidge model one can categorize it as part of the affective component meaning this measurement looks at the customer's sentiment towards the brand being promoted through the advertisement (Smit et al, 2006). It has been found that advertising liking can be strongly predictive of a commercial's in-market sales performance. A test that was conducted by the American Advertising Research Foundation showed that there are many factors predicting advertising success but that "advertising liking" was the far most predictive one (Haley, 1991). It has been argued that advertising liking is a valid measure as respondents then have a positive first impression of the ad and thus are more likely to process the advertisement more fully (Mehta, 2006).

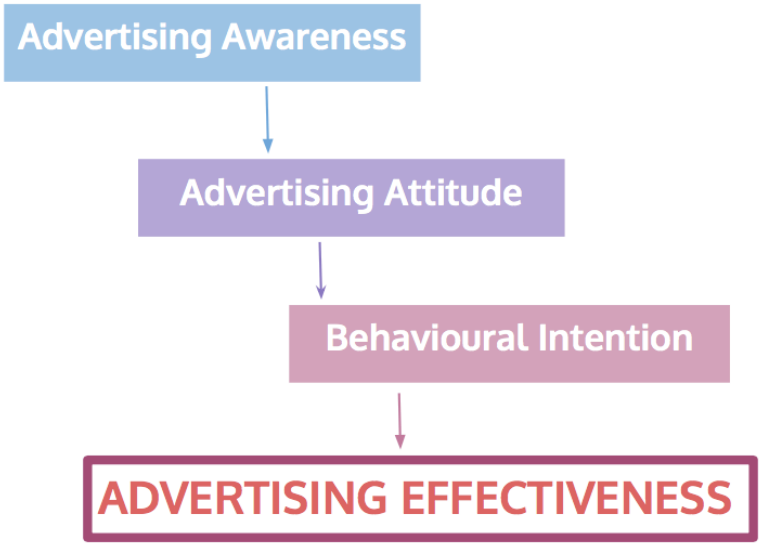
3.1.3 Behavioural Intention

The third and last dimension goes under what Steiner and Lavidge would call the conative component referring to the striving or "action" state (Lavidge & Steiner, 1961). In this study it is labelled Behavioural Intention as this conative measure looks at what actions or response the individual might take after being exposed to the ad in question (Du Plessis, 2005). Here, it is common to for example look at persuasion as it is a motivational issue and considers "what effect the ad might have on behaviour". The most common conative measure of advertising effectiveness however is intention to purchase (Li et al, 2002).

As mentioned earlier, Lavidge and Steiner say advertising can be described as a force with the purpose of pushing people through a series of steps (Lavidge & Steiner, 1961). Lange and

Dahlén refer to this as a micromodel chain of communication effects meaning the first component directly leads to the next etcetera (Lange & Dahlén, 2007). In this case, the cognitive component captured in the term advertising awareness should lead to the affective component meaning a favourable advertising attitude will arise which in turn will result in the conative component, i.e. a favourable behavioural intention.

Figure 1



3.2 Branding

Before even thinking about planning an effective advertisement however, a company needs to build a strong brand and the ones who manage to do so are on the right track as there are endless of reasons for why a strong brand is rewarding. One of the most fundamental branding theories is the one of Kotler who points out that brands facilitate order processing and tracking, provide legal protection to unique product features, ease the challenge of making product extensions and target different markets (Kotler, 1999). As if this would not be enough, the phenomenon of branding and developing branding strategies is also important in order to reach five related goals: (1) to distinguish the company's product from competitors and prevent it from being a commodity, (2) to bolster the company's image and reputation, (3) to facilitate relationships with consumers that lead to long term value (4) to give the brand an identity and (5) to give the product an image or personality (Goldsmith, 2012).

Maybe even more importantly, there are advantages to why branding should be noted from the customer's point of view as well. Brands allows consumers (1) to distinguish a company's offering from those of similar companies; (2) to obtain a sort of information that allows

consumers to make efficient judgments regarding quality, suitability, value and can prompt quick purchase; (3) to use brands to create and display self-image and identity; (4) to interact with the brand and even co-create it; (5) to form relationships with the brand and consequently the company that they find satisfying; (6) to help them establish and maintain social relationships (Goldsmith, 2012).

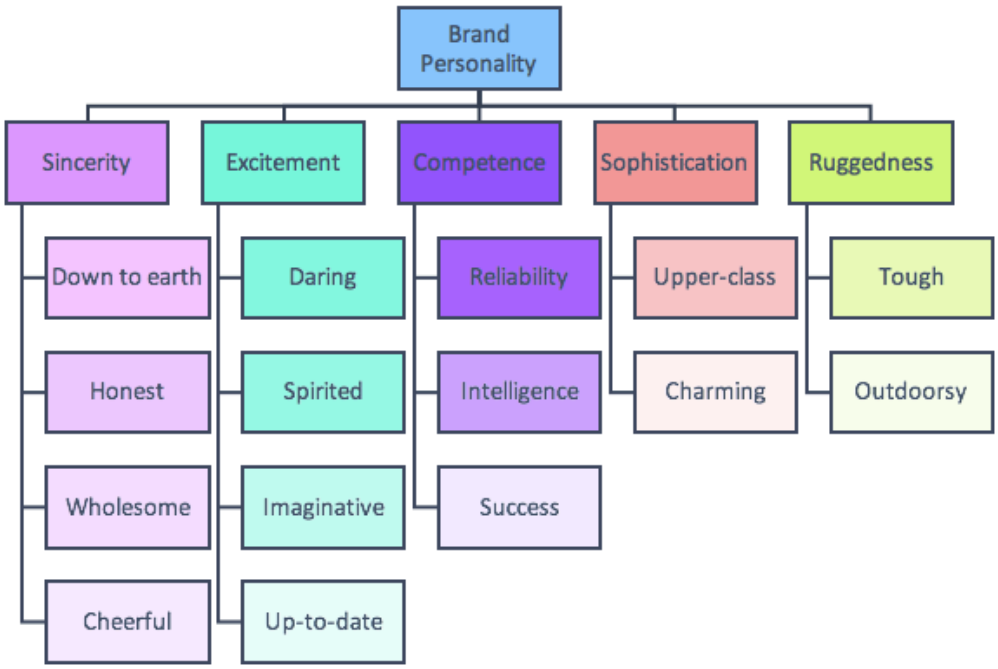
3.2.1 Brand Personality

In the middle of it all, at the core of the process by which managers build brand strategies and customers interacts with them, is the brand's personality and the consumer's engagement with the brand (Goldsmith, 2012). Not only is the phenomenon of brand personality at the heart of that particular process, it is also at the heart of this thesis.

Brand personality can be described as "the set of human characteristics associated with a brand" and it is important for companies in many ways but maybe most importantly; it plays an essential role in brand positioning (Aaker, 1997, Van Rekom, Jacobs, & Verlegh, 2006). Several researchers have developed self-report scales in order to measure brand personality as a set of aspects or dimensions (Aaker, 1997; Geuens et al., 2009), however these scales tend to differ both in terms of number and choice of adjectives used.

The most acknowledged research framework within brand personality theory is the one of Jennifer Aaker and her brand personality dimensions are therefore the ones chosen to be used in this study. In her article "Dimensions of Brand Personalities", Aaker develops a generalizable framework for the brand personality construct by determining the nature and number of dimensions that are included. According to the findings of Aaker, consumers perceive that brands have five distinct personality dimensions; *Sincerity*, *Excitement*, *Competence*, *Ruggedness* and *Sophistication*. These five are built on 15 sub-characteristics that fall sporadically under each personality. Even though Aaker points out that there is a difference between human and brand personalities, three of the dimensions relate to the "big five" of human personality. The two that differ from human personality dimensions, ruggedness and sophistication, are according to Aaker tapping dimensions that humans desire but do not necessarily have; entailing they are more "aspirational" dimensions. After determining the dimensions, a reliable and generalizable measurement scale is created, see *Figure 2* (Aaker, 1997).

Figure 2



As previously mentioned, creating a brand personality is imperative for several reasons. To name a few, a brand's personality gives the consumer something to relate to that is alive, vivid and more complete than what can be conveyed by a generic offering (Upshaw, 1995). Furthermore, it is proven that by creating a well-established brand personality companies can increase preference and usage (Sirgy, 1982), create higher emotional ties (Biel, 1993) which can ultimately result in trust and loyalty towards the brand (Fournier, 1994).

3.3 Social Media

When having built a strong brand and formed a representable brand personality, it becomes all that easier to plan an advertising strategy (Goldsmith, 2012). Advertising has previously been described as any kind of paid, non-personal presentation and promotion of goods, services or ideas by an identified sponsor (Armstrong & Kotler 2000). Although, the advertising landscape is changing as advertising is gradually moving away from traditional media, such as television, newspapers, billboards, radio etcetera, towards the world wide web in order to overcome some of the limitations regarding traditional media. These restrictions include high expense, one-way communication and more (Mulhern, 2009). One of the main online mediums for advertising today, and by far one of the cheapest, is social media (Follow, 2014). Many companies have realized this which makes it one of the fastest growing and most influential mediums for advertising today (eMarketer, 2015).

3.3.1 Social Media Platforms

Even though it may not appear to be clear, social media platforms such as Facebook are brands just like any other company, the main difference is that they work as a stepping stone and forum for millions of other brands promoting themselves (Patterson, 2012). Social media platforms need to differentiate just like any other company or brand being exposed to competitors and when looking closely, one notices that there are plenty of differences between the variants. First of all, the platforms differ in structure and focus. Some platforms, like Instagram, are visually oriented while others, like Twitter, focus more on textual content (Yu, 2014). Different platforms also seem to differ in engagement as studies are hinting that Instagram derive more user engagement than for example Facebook and Twitter (Salomon, 2013).

Furthermore, the platforms also provide different usage areas resulting in most people today being multi-platform users as they use different social media platforms for different purposes. A study from 2014 included the social media platforms Facebook, Instagram, Twitter, Linkedin and Pinterest when showing that due to the fact that the platforms differ in nature, so does the user's behaviour. This resulting in users connecting with different kinds of people, engaging in different types of content and pursuing different interests depending on what platform they are on. 60 % of the study´s participants agreed with the fact that they "connect with different types of people, media and brands on social platforms". Furthermore, 72% of the participants felt platforms differ in how well they are suited for their personal interests (Rosenberg, 2014).

3.3.2 Branding and Social Media Advertisement

Researchers argue that social media platforms such as Facebook and Twitter are important actors when helping consumers feel "one" with the broadcasted brand, acknowledge brand associations and even see it as a sort of person behind the mask (Engeseth, 2005 and Yan, 2011). Yan argues that brands have to remain genuine on social media as being false will easily shine through and uncover at the surface. He continues to argue that brands need to have a strong brand personality in order to dare to expose themselves fully on social media as it is easy to lose control (Yan, 2011). Therefore it is crucial to have a solid understanding of how social media works and how different characteristics of a brand influence consumer response before advertising a brand on any social media platform.

Being the first piece of the puzzle, Muntinga et al found that consumers have a tendency to consume, contribute and create more brand-related content online for high involvement brands and low involvement brands are given much less online attention. In the same study, the authors applied a measure of brand personality where they found that the more a brand is perceived as exciting and responsible, the more consumers contribute and consume brand-

related content online. In addition, "multifacetedness" (meaning the brand's personality consists of several traits) stands out as a characteristic of brands with which people engage more actively on social media (Muntinga, 2012). In a similar study, Duffet revealed that a highly active Facebook consumer has a higher intention to purchase and is more likely to have a positive attitude towards a brand (2012). This links to findings uncovering that a better experience on Facebook would provide a more favourable feeling towards Facebook which in turn would increase the consumer's intention to purchase an advertised product (Leung et al, 2015)

In excess of a brand's characteristics, brand familiarity and liking can also influence how well a brand performs on social media platforms. As one may guess, there is an existing relationship between brand attitude and advertisement attitude. One finding is that brand familiarity has a direct correlation to brand attitude; the more a consumer recalls a brand, the more positively they will rate the brand (Holden and Vanheule, 1999). Many researchers have also argued that the more one likes the advertisement, the more they will like the brand. Through a cognitive conditioning process, the reaction and feelings towards the ad will be generalized to the brand (MacKenzie & Lutz, 1982). More provocative though, is that the opposite has also been found to be true; it is suggested that a well-liked brand can form a more favorable attitude towards the advertisement when compared to a less well-liked brand (Schlinger, 1979). Gupta et al. reinforced this in their study in 2010 and said that having a positive relationship and attitude towards the brand will reflect the attitude towards the brands marketing activities, which includes social media marketing.

The explanation does not stop there however. The reputation of the brand that is marketing themselves on the social media platform also plays an important role in determining the attitude towards the brand's social media activities (Zinkhan et al., 2003). The general idea is that when consumers do business with brands they see as reputable, they remain loyal (Walsh et al., 2009) and when becoming loyal they are more supportive of the brand's so-called extra-role activities such as marketing, and more specifically, social media advertising (Bartikowski and Walsh, 2011).

3.3.3 Advertising on Social Media

Social media advertising is a collective name for advertising that uses social media as a medium and several studies have proven the effectiveness of such advertising (Taylor et al., 2011 and Boateng, 2015). Ever since the invention of social media, the phenomenon has received wide acceptance and more and more companies have revised their communication strategies and started to invest their energies into social media advertising (Chi, 2011). Social media includes a wide range of online, word-of-mouth forums such as social networking sites, consumer products or service-rating websites, as well as blogs to name a few. The amount of

content being transmitted through these kinds of online platforms have completely exploded during the past couple of years. Social media sites play an important role when it comes to influencing different aspects of consumer behaviour such as awareness, attitudes, information acquisition, purchase behaviour and more, even though what specifically affects these aspects remains vague and unclear (Mangold & Faulds, 2009).

Social media combines characteristics of traditional integrated marketing communications tools with a magnified form of word-of-mouth as it allows consumers to talk to each other (Mangold & Faulds, 2009). The most obvious advantages of using social media as a marketing tool is most probably that it offers low cost per message, unlimited geographical reach in an instant, as well as real-time access and communication. Furthermore, social media advertising allows the sender to tailor their message to fit the desired audience (Follow, 2014).

Tailored message or not, it is hard to say what makes an audience truly appreciate and like an advertisement. As advertising is generally seen as an irritating phenomenon (Aaker and Bruzzone, 1985), it would be very well-known among marketers if there was a secret to increase the possibilities of creating an overall well-liked advertisement.

Howbeit, what has been found is that there are a few concrete factors, both uncontrollable and controllable, that actually do contribute to how well an advertisement is received. Uncontrollable cognitive influences have become of a specially great interest in the research of marketing communications (Mitchell and Olson, 1981). One of these mediators affecting advertising attitude are feelings; in this case referring to specific subjective states in which a consumer finds themselves in at the time of the advertisement exposure (Stayman and Aaker, 1988). In other words, if a consumer feels happy and uplifted while being exposed to an advertisement, these feelings will reflect positively on their attitude towards the advertisement.

Another uncontrollable catalyst that research on web-based advertising has shown is that attitude towards social media is reflected by the consumers general attitude for social media advertising as a whole. It will even affect the purchasing intention and willingness to look for further information of the advertised product (Sun and Wang, 2010). To be more specific, having a more positive attitude towards social media will show a more positive response towards an advertisement found on a social media platform and vice versa (Wolin et al., 2002).

Looking at more controllable factors, a common successful trait among marketing that occurs online is to strive for a holistic approach. When it comes specifically to social media advertising it has been proven that advertising containing entertaining or informative value is to recommend (Taylor et al, 2011). Further, an increasingly popular method to use, especially within social media marketing, is to "disguise" your advertising by adapting the ads to the

format of the platform where it is presented. This type of advertising format is called native advertising and goes under the broader term content marketing. The main difference is that native advertising is always purchased by the advertiser. The goal with native advertising is to make the advertisement appear natural and blend in with the surrounding content on the platform (IAB, 2016). It is therefore often displayed between or beside other genuine content. In-feed native advertising is a great marketing form to use as it works seamlessly on PC, tablets and mobile phones and has higher click-rate than other social media advertisements (Smith, 2013). Furthermore, it is used on all main social media platforms such as Facebook, Instagram, Twitter and Linkedin (Smith, 2013).

3.4 The Role of Congruency

A word that is repeatedly used within marketing is congruence; commonly used in the context of brand extensions, advertising, celebrity endorsement and sponsorship to name a few. Even if the concept of congruence is used within several areas and theories in marketing, most of them point in the direction of congruence being a positive marketing tactic (Fleck & Quester, 2007).

Two aspects of congruence become of extra importance in this thesis; concerning that of *self-congruence* and *thematic context congruence*. Brand personalities are originally brought forth from the inspiration of human characteristics and the direct linkage leads us to focus on the aspect of self-congruence for the "human brand" and from there linking similarities to pure company brands. Furthermore, the core of this research contribution is to enrich the topic of marketing and more specifically what social media platform, or context, to place different brand personalities in; making thematic context congruence a crystal clear choice to build a theoretical base upon.

3.4.1 Self-Congruency

A brand's personality has been proven to have an essential role when it comes to brand attachment due to the fact that consumers seek out bands they believe reflect their self-image (Malär et al., 2011). Previous research has for example showed that the stronger the congruity between the human characteristics, that consistently and distinctively describe an individual's actual or ideal self, and those characteristics describing a brand, the more substantial preference for that particular brand (Malhotra 1988). This is where the concept of self-congruence becomes important (Malär, 2011). Self-congruence is the fit between the consumer's self and the brand's personality/image and has been said to be able to enhance affective, attitudinal and behavioral consumer responses towards the exposed brand (Aaker, 1999). Furthermore, Hong & Zinkhan have looked at self-congruency of an ad and found that

congruence between a person's self-concept and a brand's advertising appeal can enhance brand preference and purchasing intention (Hong & Zinkhan, 1995).

3.4.2 Thematic Congruency

It is not only the congruency between the consumer and the brand/brand's advertising that have an effect on advertising effectiveness, the context of where the ad is displayed has also proved to have an impact on how consumers react towards the ad. De Pelsmacker et al tested the role of context appreciation and context/ad similarity where they found a link between a person's liking of the context/place where the ad is presented and the attitude towards the advertisement; an ad presented in a highly appreciated context generated a more favourable attitude towards the ad. Furthermore, ad content and brand recall was positively affected by an appreciated context (De Pelsmacker et al, 2002).

While De Pelsmacker et al looked at the congruency between context appreciation and the advertised brands, other researchers have spent tremendous amounts of time and effort on looking into something similar, namely thematic congruence. Thematic congruence is the term referring to advertising being placed in a media context with a matching theme (Dahlén et al., 2013). An example of this would be placing an advertisement for a dress in a fashion magazine. In fact, thematic congruence is nowadays seen as an important part of any traditional media planning (King et al., 2004). It is considered advantageous to put an advertisement in a congruent context as it eases understanding for the viewer (Goodstein 1993). More main perks of matching media context is that it has been found when advertising a product with a theme-matching magazine, it strengthens chances of brand recall (Moorman, Neijens, and Smit 2002), produce positive attitude towards the advertisement and produce more target associations than if one would advertise in incongruent traditional media (Dahlén, 2005).

A common effect of the opposite, thematic incongruence, is that when placed in a context that does not match expectations, viewers tend to find advertisements harder to understand and confusion arises (Goodstein 1993). This is because companies put in a lot of time and effort to build consumers' brand knowledge and perception in order to build brand familiarity. In time, consumers will have built a strong connection and clear memory structure of the brand; also known as brand schema. Once one is exposed to the brand, the brand schema will come into play and consumers use less effort to process the information provided. In addition, brand schema builds expectations of how the brand will be encountered in the future (Dahlén et al. 2005).

Brand expectations, or brand schema, naturally make it easier for people to pay less attention when processing information (Kent and Allen 1994). Despite this, if one were to see an

advertisement in an unexpected context, the viewer would be forced to pay harder attention and in turn analyze more (Fiske, Kinder, and Larter 1983). In these situations the incongruence in the advertising context conflicts with the brand schema and viewers will need to engage more to resolve the incongruence (Meyers-Levy and Tybout 1989). Interestingly enough, as Lee pointed out, more intensive processing will lead to heightened confidence in resolution judgement which in its turn can contribute to higher liking of the ad and brand (2000). Peracchio and Meyers-Levy add that processing incongruent information could be seen as solving a puzzle meaning it brings a level of entertainment value and if solved, a positive feeling of accomplishment (1994).

With all this in mind, when consumers decode why an advertisement is placed in the "wrong" media context, they analyzed it longer and therefore remembered the brand better. In fact, it even strengthened positive advertisement attitudes and enhanced brand associations (Dahlén et al., 2013). All this however, craves stronger focus and does not happen easily when simply browsing through different media context (Fiske, Kinder, and Larter 1983).

3.5 Theoretical Summary and Hypothesis Development

The theoretical framework presented above will now be condensed and connected to form the research hypotheses for this thesis.

Back in the 90's, Jennifer Aaker created an applicable framework for brand personality construct and explained that a brand's personality are the human characteristics associated with a brand (Aaker, 1997). The fact that the framework was created with the aim of being generalizable and is presently the most widely praised, we draw the conclusion that it can be used across all industries and brands. What should not be forgotten is that even social media platforms are brands behind the surface (Patterson, 2012) and can therefore also obtain brand personalities.

Given the thought that social media platforms are considered to be brands, and therefore are capable of having a personality, the concept of thematic congruency should be as relevant for social media brands as it is for other, more "traditional" brands. There is a proven connection between brand personality and a consumer's personality and this phenomenon is captured in the term "self-congruence" which in turn has been said to enhance both affective/attitudinal and behavioural consumer responses towards the brand (Aaker 1999). If there is such a connection between a traditional brand's personality and a consumer's personality, it is reasonable to believe there is such a relationship between a traditional brand's personality and the personality of a social media platform as well. This theory, referred

to as personality congruence in this thesis, should therefore be seen as favourable for all components of the advertising effectiveness micromodel chain.

3.5.1 Personality Congruence and Advertising Awareness

In the form of traditional media, thematic congruence is an imperative part of media planning (King, Reid, and Macias, 2004). Embedding thematic congruence into the marketing strategy of context choice has been thought to strengthen the chances of brand recall when studying physical products in magazines (Moorman, Neijens, and Smit, 2002). This based on the rationale that thematic incongruence does not help a browser's brand schema (Goodstein, 1993). When a product is advertised in a mismatching context that does not complement expectations to that brand schema, confusion can easily arise and advertisements are harder to understand (Goodstein, 1993). Brand schemas are built up to form expectations among consumers and give them a hint of where they will encounter the product of a brand next (Dahlén et al., 2005). If a social media user does not expect to see a product in a certain context, chances are they will miss or subconsciously ignore it.

Native advertising is the main form of advertising on social media where the goal is to actively disguise the advertisement and make it blend among all other posts in the individual user's feed (IAB). This means a consumer needs to have full focus to be able to fully notice that the post they are viewing is actually an in-feed native advertisement. To notice and recall an advertisement in an unexpected context, researchers mean that a consumer would be forced to pay harder attention in order to resolve the incongruence (Fiske, Kinder, and Larter 1983 and Meyers-Levy and Tybout 1989). In the case of a native advertisement this could be difficult. Since social media, just like any other company or brand, also acquires a brand personality, personality congruence should exist to aid brand schema and create awareness for the blending native in-feed advertisement. This resulting in the following hypothesis:

H1: When a personality congruence exists between the advertised brand and the social media platform, the advertising awareness will be higher.

3.5.2 Personality Congruence and Advertising Attitude

Recent research emphasizes the importance of branding and recommends establishing a strong brand personality as it can be advantageous in marketing activities on social media (Yan, 2011). Findings mean to say it is easy for a brand to lose control when exposing themselves online and companies therefore need to have a solid brand understanding before exploring social media advertising options (Yan, 2011).

Away from the technical screens, it has been proven that creating a well-established brand personality can strengthen preference and loyalty towards a brand (Fournier, 1994). Additionally, physical products being advertised in thematically congruent traditional context have been shown to strengthen the chances of positive attitudes towards the presented advertisment compared to when advertised in incongruent traditional media (Dahlén et al., 2008). Social media is albeit very different from the conservative form of advertising, yet it should not be swept under the rug that it does combine characteristics of traditional integrated marketing communication tools (Mangold & Faulds, 2009) suggesting similar effects could be found in online marketing.

Brand personalities can be applied to almost anything as it helps humans make any generic offering or concept seem more alive, vivid and more complete (Upshaw, 1995). People, companies and even social media platforms are seen as brands (Patterson, 2012) and therefore convey a sort of brand personality. Theory shows that a strong congruity between individual human characteristics that describes oneself and how an individual feels that a brand also obtains those same characteristics, or self-congruence, leads to higher preference for that particular brand (Malhotra, 1988). As majority of users claim platforms differ in how well they are suited for their personal interests (Rosenberg, 2014) it is likely they use platforms that reflect their personal interests and characteristics.

To link even further, having a more positive attitude toward social media will reflect in a more favourable response towards the social media advertisement (Wolin et al., 2002). Aforementioned, since the majority of users are pulled to platforms that are congruent with their personalities and suit their interests, the likeliness of them using a social media platform they like is high. Adverts presented in a highly appreciated context generates higher liking towards that advertisement (De Pelsmacker et al, 2002).

This connection that high self-congruity towards a brand leads to higher advertisement liking and that consumers tend to use platforms that match their individual personalities leads us to propose the following hypothesis:

H2: When a personality congruence exists between the advertised brand and the social media platform, the attitude towards the brand and the brand's advertisement will be more favourable.

3.5.3 Personality Congruence and Behavioural Intention

Limited research has been done on the connection between brand personalities and social media. What has been found is that differences in consumer online behaviour is affected by the level of involvement connected to a specific brand (Muntinga et al., 2012). The same research unfolds the theory that brand characteristics withholding more exciting and responsible dimensions encourage consumers to contribute and consume more brand-related content online (Muntinga et al., 2012). These findings prove that differing brand qualities lead to different effects in consumer behaviour online, provoking the thought that there must be more consumer behaviours that can be produced by exposure of contradicting brand personalities online. The fact that native in-feed advertising is a phenomenon that encourages the active behaviour of higher click-rate than other social media advertisements (Smith, 2013) tickles this idea even more.

As mentioned among the previous hypotheses buildups, a congruent match should somehow exist between self-concept and the characteristics of their chosen social media platform as majority of the platform members use platforms that match their personal interests (Rosenberg, 2014). Different platforms differ in nature, attracting different types of people and make individuals engage in different ways (Rosengren, 2014) suggesting that different personality brands are attracted to and incite varying behaviours on different platforms. Sun and Wang hint that when a social media platform is appreciated it will reflect positively upon their advertising, which in turn leads to higher purchasing intention of what is advertised, as well as urge consumers to look for further information of that product (2010).

Research by Leung et al revealed that a more positive experience on Facebook would provide a more favourable attitude towards Facebook which in turn would increase the consumer's intention to purchase (Leung et al, 2015). This suggest that producing favourable behavioural intention comes from liking of a platform and having a positive user experience. As mentioned above, thematic congruency proposes higher advertising likeness, and this should therefore link further and apply to behavioural intention as well, supporting the advertising effectiveness micromodel chain.

With all this said and special emphasis on the finding that self-congruence enhances behavioural responses among consumers the following hypothesis is formed:

H3: When a personality congruence exists between the advertised brand and the social media platform, the advertisement will provoke a more favourable behavioural intention.

3.5.4 Hypothesis List

The hypothesis of this thesis is summarized in the table below:

H1: Advertising Awareness	*When a personality congruence exists between the advertised brand and the social media platform, the advertising awareness will be higher.*
H2: Advertising Attitude	*When a personality congruence exists between the advertised brand and the social media platform, the attitude towards the brand and the brand's advertisement will be more favourable.*
H3: Behavioural Intention	*When a personality congruence exists between the advertised brand and the social media platform, the advertisement will provoke a more favourable behavioural intention.*

4.0 Methodology

The following section will in a structured way explain the necessary methodological decisions that were made to be able to in a proper way examine the presented hypotheses in order to answer the research question. The section includes choice of topic, scientific research and overall design as well as thorough descriptions regarding preparatory work and main experiment.

4.1 Choice of Topic

Brands can no longer ignore the fact that there is an ongoing transition from traditional to online media and social media ad spending is predicted to continuously grow in a fast pace, making the topic of branding and social media even more relevant than ever (eMarketer, 23 sep 2015). It is necessary to further explore the brand's presence and impact on social media in order for brand managers all over the world to plan more accurately what social media platforms to be present on.

Even though most companies today choose to advertise online in one way or another, brand managers do not seem to have specific marketing strategies depending on what social media platform they use and instead follow the trends they see fit. If there is a proven difference in advertising effectiveness depending on what brand personality is being advertised on what social media platform, it could be considered a wake-up call for all industries that choose to advertise on social media. Furthermore, it would be a fine contribution to the still moderately researched world of social media advertising and would open many doors for further, ground-breaking research within the topic.

All this leads to our experiment; to test if two in-feed native advertisements by two brands with contrasting brand personalities differ in advertising effectiveness when marketed on social media platforms with congruent or incongruent brand personalities.

4.2 Scientific Research and Overall Design

This paper is written from a deductive perspective as we use published theory to form expectations and compose hypotheses that are then examine based on collected data. One thing that is important to keep in mind when using a deductive perspective is that as an author it can become unavoidable to solely search for information that is thought to be relevant to contribute to desired results. This can result in undesired effects and hypotheses not being explored, or in some cases, completely ignored. Therefore this aspect has been consciously considered throughout the data collection and thesis process. Further, we have used an individualistic approach with a large random sample as we asked a large population of individuals to answer a survey of which we later analyze to identify collective behaviours and responses (Jacobsen, 2002).

The study consists of two parts; preparatory tests and a main experimental study. The tests will be described in further detail under their respective sections below. Both the preparatory tests and the main study were in the form of online surveys and are classified to be conducted under a quantitative method as they provide the respondents with given response options. Having used a quantitative method could be seen as favourable when being able to analyze through the use of statistical methods as it gives a general and clear picture of the effects generated from the study.

A limitation to the quantitative approach however, is that it can be described as less flexible in comparison to a qualitative approach as a qualitative approach could be adapted to the reality or situation of which the study object is situated in (Jacobsen, 2002). This is another aspect we have kept in mind and tried to avoid when forming our main survey as we tried to gain as much knowledge as possible on the topic beforehand with the help of theory search and conducting two thorough pre-studies. Lastly, the set up is considered extensive as we, with the help of our survey, have gathered answers from a great deal of respondents but used a limited amount of questions (Jacobsen, 2002).

In all tests, every question using a numerical scale were in the format of a 10-point scale. The decision to use a 10-point scale was not left to chance as it felt as an advantage to force respondents to avoid a neutral response for each question. When comparing to a 7-point scale, a 10-point scale leaves no middle option whereas someone responding to a 7-point scale can choose to answer 4 when feeling unsure or completely indifferent.

4.3 Preparatory Work

To be able to test our hypotheses we first needed to decide what variables and conditions to use as a basis in our experiment. After decisions and limitations, three preparatory tests were created in the form of online pre-study surveys sent out to gather quantitative data that would be the base of the main experiment.

4.3.1 Selecting Data Gathering Method

The preparatory tests were created in the online survey-generator Qualtrics with a question-layout using the 10-point scale system in the format of self-completion questionnaires. The reason for choosing this method was to minimize the risk of interviewer bias as well as get a large sample spread from many geographical regions (Malhotra, 2010). Distribution transpired through Facebook where respondents clicked on a given link to access the survey.

4.3.2 Selecting Brand Personalities and Brands

When choosing which specific brands to test we first needed to decide what two brand personalities to use. Using Jennifer Aaker's widely-known brand personality framework as a base for our research, we could choose any two of the proposed five. The purpose of this study is to see if there are any differences in advertising effectiveness when different brand personalities are used in thematically congruent context and this is why we could take any two personalities and put them up against each other. In spite of this, we decided to choose two personalities with a somewhat more logical difference to make sure the results showed a strong difference and can prove a stronger effect to ease explanation in the results and discussion sections. The personalities we chose to work with were ruggedness and sophistication as they are the two personalities not considered to be traits that all humans possess in some way. Aaker means to argue that the other three personalities of sincerity, excitement and competence are all found to some degree in each human being (Aaker, 1997).

The next step was to choose brands that would be seen as a classic example for each respective personality. After doing some research The North Face and Timberland were chosen as examples of having a "rugged" personality whilst Chanel and Ralph Lauren were chosen as brands withholding a "sophisticated" personality. Chanel and The North Face are examples given in multiple textbooks and articles (Lange & Dahlén, 2007) and Ralph Lauren and Timberland were chosen as they are seen as competitors to Chanel and The North Face respectively.

4.3.3 Preparatory Study 1

In order to test whether our chosen brands truly withheld a specific brand personality, our first pre-study was formed. The idea was to match the chosen brands to different brand characteristics and from there distinctly categorize them into one of five personalities. The four brands chosen were rated among Aaker's 15 personality traits to make sure each aspect of the brand had a clear characteristical fit and the goal was to prove that the brands contained a sophisticated versus rugged personality. The survey was web-based and answered by 30 respondents that were exposed to all four brands.

To summarize, the brands that were tested in the first pre-study were Chanel, Ralph Lauren, The North Face and Timberland. Each brand would be tested on how much they matched each of the 15 brand personality dimensions on a 10-point scale. The full pre-study can be found under *Appendix 1*.

The brands chosen after reviewing the results from the pre-study were Chanel and Timberland as they proved to be polar opposites on a majority of the dimensions. Significant differences were found between the index means of the sophisticated and rugged brand personality dimensions. After reviewing responses from 30 completed surveys, Chanel was chosen as a standard *sophisticated* brand and Timberland was chosen as a typical *rugged* brand. More specifically, Chanel was best described as having a sophisticated brand personality and fit least well into the rugged dimensions whereas Timberland had the exact opposite brand characteristics. Results are presented below and will also be further described in the results section.

Table 1

Brand Personality		**Sig. 2-Tailed**	**Mean Difference**
Sophistication	Chanel		(Chanel - Timberland)
	Timberland	0.000	2.817
Ruggedness	Chanel		(Chanel - Timberland)
	Timberland	0.000	-5.617

4.3.4 Selecting Social Media Platforms

When selecting what social media platforms to use in our main study it was natural to choose among the most widely-known and frequently used. This was not only to make the biggest possible research contribution or to make it most applicable to the topic, but also so the respondents would have a higher chance of familiarity with the platforms when answering the surveys. It would be easier for the respondents to imagine themselves in the provided scenario if they themselves were frequent users of the platform and were familiar with it. Chances of the respondents being members of the social media platforms was of course

higher when choosing the most popular sites. A second criterion was choosing platforms that have the possibility and natural vibe of posting pictures from a company's initiative. The plan was to test the brands in the form of image based in-feed native advertisements and therefore platforms that would naturally support this type of marketing were needed.

As mentioned earlier in this thesis, social media platforms are also brands. Therefore, we wanted to test and see if the platforms had any distinct characteristics that could make up a clear personality and this is why we conducted this second pre-test presented below.

4.3.5 Preparatory Study 2

The second pre-test was conducted in the same format as the first. In other words, an online Qualtrics survey sent out to a random selection of 32 respondents. The purpose of pre-study 2 was to test if the 4 social media platforms included in our experiment conveyed different brand personalities as well. The platforms that were tested were Facebook, Instagram, Twitter and Facebook. Respondents were asked to rate how well each forum matched Aaker's 15 personality dimensions, in the same fashion as the brands from Prestudy 1. The official outline of Prestudy 2 can be found under *Appendix 2*.

Prestudy 2 proved there were differences in how strong the different characteristics, and therefore personalities, described each platform. Facebook and Twitter were considered to withhold more rugged personalities while Linkedin and Instagram were seen as more sophisticated brands. Results are presented below and will be further described in the results section.

Table 2

Brand Personality			Sig.	Mean Difference
Sophistication	Facebook	Twitter	0.002	-0,937
		Instagram	0.000	-2,218
		Linkedin	0.000	0,422
	Twitter	Facebook	0.002	0,937
		Instagram	0.021	-1,281
		Linkedin	0.047	-1,188
	Instagram	Facebook	0.000	2,218
		Twitter	0.021	1,281
		Linkedin	0.995	0,093
	Linkedin	Facebook	0.000	2,125
		Twitter	0.047	1,188
		Instagram	0.995	-0,093
Ruggedness	Facebook	Twitter	0.221	0,672
		Instagram	0.034	1,316
		Linkedin	0.005	1,578
	Twitter	Facebook	0.221	-0,672
		Instagram	0.007	0,644
		Linkedin	0.049	0,906
	Instagram	Facebook	0.034	-1,316
		Twitter	0.007	-0,644
		Linkedin	0.139	0,262
	Linkedin	Facebook	0.005	-1,578
		Twitter	0.049	-0,906
		Instagram	0.139	-0,262

4.3.6 Selecting Advertisements

After selecting the two brands with significantly different but clear brand personalities, as well as deciding upon our social media platforms, it was time to choose an advertisement that could realistically be a representation of both our chosen brands. Since the brands are undoubtedly different on so many levels, especially in how they choose to present themselves to the public, they would most likely not share very similar types of advertisement visuals which made this a difficult task.

We started by researching advertisements from each respective brand and tried to find advertisements from the brands that shared similar qualities in look and feel. From there we found an advertisement from a completely different brand that would complement both brands in comparison to the advertisements found. The picture chosen was from a photoshoot from the British fashion brand TopShop and can be found in pre-study 3. Similar advertisement visuals for both Chanel and Timberland are displayed under *Appendix 3*.

To be able to create what later would be tested as an in-feed-ad we wanted to test the picture with the look and feel of a social media post from the beginning. Therefore, we took an already existing text from a post on Chanel's Facebook page and re-wrote it a bit to make it even more neutral in order for it to fit both brands. Then, two new Facebook posts were created with the help of the TopShop picture, the neutral text along with the Chanel and Timberland logo.

4.3.7 Preparatory Study 3

To make sure we could use the chosen advertisement visual to represent both brands we conducted a third pre-study. The format of this pre-test in the sense of questions and layout was the same to that of the other two pre-tests. The picture we chose was put into a native advertising context for both Chanel and Timberland in separate surveys to test how much respondents felt that the ad represented Chanel and Timberland separately. The full survey can be found under *Appendix 4*.

The test showed that the respondents felt the native advertisements provided represented each brand and was found to be a believable online advertisement. This since the mean value of the brand-fit index was above 5 for both Timberland and Chanel. With this we were able to conclude that we could use the TopShop imagery for both brands when creating our in-feed native advertisements.

4.4 Main Experiment

The main study consisted of experimental online surveys where eight different conditions were tested in order to be able to later on compare the answers we had collected and see if they differed depending on condition. The surveys were activated on the 12th of April 2016 and then closed again two days later when enough respondents had been collected.

4.4.1 Selecting Data Gathering Method

The main method we chose for our main study was experimental online surveys. All surveys were designed through Qualtrics and in the format of self-completion questionnaires. Just like the pre-tests, the surveys were composed mainly of questions that would be answered on a 10-point scale. To catch a couple qualitative views for the main experiment, the survey also included a couple of open-ended questions. The experiment was sent out through Facebook in the sense that a link was posted in various Facebook groups. The potential respondents could choose to click the link and were then brought directly to the survey.

The use of complementary focus groups was considered but with the thorough testing done in the pre-study process it was not needed. Our results from the surveys showed clear results that did not need further explanations.

4.4.2 Condition Design

Before we could go out with our experimental survey and collect answers to the questions we needed answered we had to create our conditions. Thanks to our third pre-test we had already established a picture and text that was considered believable as an online advertisement for both Chanel and Timberland, so the remaining task was to insert the ads into an in-feed context and create a native look for both the Chanel and Timberland ads on all four social media platforms. This task was tackled by using the expertise of the talented graphic designer Tinka Luiga who aided us in the process of creating eight realistic conditions – four for each brand in order to have both brands represented on all four platforms. See the results in *Appendix 5*.

4.4.3 General Survey Design

First, the respondents were exposed to one of the eight conditions in the form of a news feed from either Facebook, Instagram, Twitter or Linkedin with an in-feed native advertisement from either Chanel or Timberland. They were asked to observe the feed as they would in a natural, private setting. After initial exposure the feed was not shown again, and the respondents were asked questions regarding awareness (attention and recall) of the in-feed native ad they had just been exposed to. The respondents were then shown a close-up of the

advertisement to be able to give more genuine responses when answering the rest of the questions.

The next block of questions were regarding the ad itself and the respondents opinion of it. This was followed by a section consisting of brand related question meaning the respondents had to answer questions about the brand of which ad they just had been exposed to. The section included questions such as brand familiarity, brand attitude, self-congruence and brand personality characteristics.

After answering questions regarding the ad and the brand behind it the respondents were asked questions about the social media platform they have been exposed to in the beginning of the survey. Here, the respondent had to answer questions regarding platform familiarity, platform attitude, platform brand personality characteristics and usage (i.e. how often they use the platform in question). As long as the respondent did not state that they never use the platform in question, some additional questions were asked regarding how the the respondent feel when using the particular social media platform.

The survey was concluded by a section asking questions related to the respondent such as current mood, gender and age. A control question was also asked to be able to disclude respondents who knew about the purpose of the survey and therefore could provide biased answers. The full survey is found under Appendix 6.

4.4.4 Independent Variables

The experiment embodied six independent variables; the brand personality representations: "Chanel"/"Timberland" as well as the social media platforms; "Facebook"/ "Instagram"/ "Twitter"/ "Linkedin". Below, a table illustrates the eight conditions of the study that are built from the combination of the independent variables. The conditions were completely randomized for the respondents to make sure the conditions were more fairly comparable (Söderlund, 2005). The respondents received one of eight conditions. They were asked to scroll through a news feed of one of the platforms where either a Chanel or Timberland advertisement was present.

Table 3

	Platform			
	Facebook	**Instagram**	**Twitter**	**Linkedin**
Chanel	A	B	C	D
Timberland	E	F	G	H

4.4.5 Dependent Variables

Awareness

Awareness was measured in two ways: through attention and recall. After being exposed to the feed including the in-feed native advertising, the respondents were asked "*Did you notice the ad in the feed?"* to measure direct attention. Recall was then tested in the simple format of "*Name the brand of which ad you just saw"* where no hints were given, respondent's had to rely purely on their recall ability. If a respondent has paid attention to the ad (noticed it) and is able to recall the brand behind it, we consider the respondent aware of the advertisement.

Attitude towards the Brand, Advertisement and Platform

To test attitude, sets of questions were asked to then be condensed into an index. The index measuring the attitude towards the Brand is composed of the three questions asked about the respondents' opinions of the brand; *What opinion do you have about this brand?* With the choices being good/bad, positive/negative, and likeable/unlikeable. The ehavior's alpha for these three was 0.976 and could therefore be compiled into a Brand Liking Index.

To test attitude of the advertisement in specific, visual appeal and advertisement comparison was tested. The three factors composed in this index are the following questions: *the ad is visually appealing and engaging*, *I would like to watch more of such ads in the future*, and *the ad is better than other ads for the same product*. The ehavior's alpha produced for these three questions amounted to 0.842.

Attitude of the social media platform was also tested through the questions identical to those of liking of the brand; the factors that were measured were the respondent's opinion on how good/bad, positive/negative, and likeable/unlikeable the platform was experienced to be. This index measures how well-liked the social media platform is after advertising exposure and had a ehavior's alpha value of 0.975.

Ad Dislike

In addition to Liking of the Advertisement, the opposite was also tested. This to see as to what extent the respondent's found the advertisement to be a sort of irritation factor. This index produced a ehavior's alpha of 0.764 and measured how intrusive, annoying and uncomfortable the respondents experience the advertisement to be.

Self Concept

This index looks at how much the respondents experience that the brand is consistent with their own self concept. The factors that fell under this index were the respondent's opinions regarding the following: *the brand is consistent with how I see myself*, *the brand applies to someone like me*, *the brand reflects who I am*, and *a typical customer of this brand is very much like me*. The □ehavior's alpha for this was 0.936.

Behavioural Intention

This index, in very general terms, measures the persuasion of the brand advertisement leading to the respondents behavioural intention after being exposed to the brand's advertisement on the social media platform. The question asked was *To what extent do you agree with the following statements?* In regard to the statements *The brand is consistent with how I see myself, The brand applies to someone like me, The brand reflects who I am, A typical customer of this brand is very much like me*. The □ehavior's alpha for these four factors was 0.893 meaning they could be united into a Behavioural Intention Index.

4.4.6 Further Variables

In order to organize the results the data set had to be divided into different forms of either conditions, platforms or simply putting the two brands up against each other. A summary of the variables are found below.

Conditions: This variable was used as a factor when measuring the differences between the 8 conditions or situations the respondents were given:

1. Chanel Advertisement on Facebook
2. Chanel Advertisement on Twitter
3. Chanel Advertisement on Instagram
4. Chanel Advertisement on Linkedin
5. Timberland Advertisement on Facebook
6. Timberland Advertisement on Twitter
7. Timberland Advertisement on Instagram
8. Timberland Advertisement on Linkedin

Platforms: This variable was used as a factor when solely the difference in effects between the platforms wanted to be measured, excluding the brand effect. The four platforms are:

1. Facebook
2. Twitter
3. Instagram
4. Linkedin

Brands: This variable was used when the two brands were to be compared, disregarding the effects of the different platforms:

1. Chanel
2. Timberland

4.4.7 Quantitative Data Sampling

After our original results were collected, with 299 respondents, we noticed strong tendencies of severe differences between the brands in the twitter conditions. However, since Twitter is not the most frequently used platform in Sweden we did not have many responses to work with after filtering. To be more accurate only 8 people were frequent users of Twitter in the Twitter Chanel condition and 13 for the Twitter Timberland condition. This caused us to send out the two Twitter experiment conditions once again to fill up results. We went from 65 responses to 174 responses leaving us with 38 frequent and familiar users for the Twitter Chanel condition and 34 for the Twitter Timberland condition.

The survey was sent out through Facebook and after the second round of sendout, referring to additional Twitter experimental conditions, there were a total of 408 unique respondents. Over 99 percent could be used in the dataset as representative data. The respondents were evenly distributed in age, ranging from 18-66. 38.2 % were male respondents, 55.9 % women and 5.9 % preferred not to answer. Even though there were more women that completed the surveys the gender frequencies were evenly distributed throughout all different experimental conditions. Location of response was not asked but the researchers know surveys were completed in Asia, North America and across Europe. However, speculations lean towards Swedes being the majority of the individual respondents.

4.4.8 Manipulation Check

Only two people needed to be fully dropped from the study and taken out of the data set. These two were respondents that answered the wrong brand when asked to name the brand of which ad they just saw. No answers were unserious as the respondents had to find the survey themselves and actively click the link to access and answer the experimental survey. It was not a sendout with any incentive causing individuals to want to solely answer the questionnaire to get a sort of reward.

When testing the results, the respondents that were less than 5 on a 10 point scale of familiarity as well as never using the tested platform or only use a few times a year were dropped. The respondents less than 5 on the scale of brand familiarity were also discluded. The reason for this being we wanted to test results of the respondents that were familiar with the social media context they were asked to reflect upon.

4.5 Analytical Tools

After gathering all data, a collective data file was created in the analytical program SPSS. In order to analyze the data from all eight conditions to form results, a few tests needed to be done. These tests included Sheffe One-Way ANOVA tests, independent samples t-test and correlation tests in the form of linear regressions. One-Way ANOVA tests were used when more than two conditions were compared. The significance levels used will be $p < 0,05$. Trends were also seen with the help of forming indexes and looking at simple mean analysis. Even the results that lack significance will be presented as they can show tendencies and hence be used when analyzing to draw conclusions.

4.6 Reliability

Reliability is a measurement explaining as to what extent the results can represent a larger population, in other words the credibility of the results. The reliability can be affected by everything from randomization factors to the outline of the survey (Jacobsen, 2002).

Since the experiment is built up of an online survey the reliability could be somewhat questioned. However, with the careful selection of questions and the fact that respondents can take their individually needed time, as well as answering the questions in a private setting, the reliability is strengthened. Under no circumstances were the researchers present during the response phase, responses were completely anonymous, and the respondents could therefore feel more comfortable to answer in full honesty. The fact that one of our pre-studies as well as our main survey measured attitude towards social media use which is always used on an online basis, the environment in which respondents answered the survey were more

realistic than answering on a hand-out survey. Furthermore, since the most popular social media sites were chosen it was easier for the respondents to relate to the scenario of which they were given, making their answers more relevant and applicable to how they would behave in the real live situation.

The main study was sent out in eight different variations where a respondent would randomly receive one of these eight versions. This form of randomization strengthens the reliability as there was no way to manipulate that an individual would receive a survey that would be most fitting for them in the sense that they would produce the most favorable results for the study.

4.7 Internal Validity

To have high validity implies measuring what one actually sought out to measure. One way to make sure this happens is to formulate the survey questions in that manner that they can really be used to measure what you want to experiment. If the results from a study supports previous theory it can be said to have high validity (Jacobsen, 2002). We consider our study to have high internal validity as the hypotheses are formulated on the basis of empirical results from prior research.

One thing that strengthens the internal validity of our survey is that we had the opportunity to include a large set of questions. Jacobsen means that when measuring more complex phenomenon that are made up of different components it becomes necessary to pick this up with the help of many questions (Jacobsen, 2002). These components built into a set of questions can then be merged into indexes.

Since the survey was sent out online and respondents had unlimited time to answer the survey we could take advantage of the situation and formulate several, well thought through sets of questions. These sets of similar questions that are formed to answer the same type of phenomenon can later on be merged into an index. Inspiration for the questions came from previous studies and have been revised by professor Jonas Colliander who has rich experience from similar studies.

4.8 External Validity

External validity refers to the extent of how the results can be seen as fair to generalize for a bigger population as well as for other industries and brands. In simpler terms, how generalizable the results are. This study tests brands with different target groups and social media platforms with hundreds of millions of users affecting the external validity towards a positive direction.

We have chosen to use the significance levels of 0.001, 0.05 and 0,1. The significance level of 0.1 was chosen to discuss as it can show relevant findings even though Jacobsen expresses that it can produce slightly lower external validity. To test the formulated hypotheses 0,05 was ideal to use as the accepted significance level.

5.0 Results

In the following section the results from the experiment will be analysed in order to be put up against the formed hypotheses. To create an as easy and logical read as possible, the results will be presented in the same order the hypotheses were listed followed by a table summarizing the findings of the hypotheses. The results section will round of with interesting general results that could aid discussion.

5.1 Results Background

The hypotheses were tested through mean comparisons such as Sheffe One-Way ANOVA tests and linear regression models that were accepted at a significance level of $p < 0.050$ leaving a confidence level of 95%.

The basis of the general results was looking at how the indexes were affected in the different conditions. Due to lack of resources the amount of respondents collected for every condition were limited, being a driving factor to why most results did not prove to be significant. However, strong tendencies can be seen and we have decided to put focus on these as well, as they also show importance.

To make sure the respondents were a representable sample of the social media-using population, we decided to filter to the respondents who said they were familiar with the brand (familiarity > 4 on the 10-point scale) and use the given platform more than just a few times a year (use at least 2-3 times a month).

5.2 Test of Personality Congruency

Before testing the hypotheses, a clear outline of what social media platforms are thematically congruent with the sophisticated and rugged brands respectively needed to be finalized in order for Personality congruence could be defined. These congruency matches are outlined below and based on results from the first and second pre-tests.

Through an Independent samples T-test, the first test showed that Chanel and Timberland differ in brand personality of Sophistication and Ruggedness with a significance of 0.000. Chanel was chosen as withholding a typical sophisticated personality and Timberland obtains a typical rugged brand personality. The fact that Chanel and Timberland represent contradicting brand personalities will therefore be a given throughout the results section.

Table 4

Brand Personality		N	Mean
Sophistication	Chanel	30	8.067
	Timberland	30	5.250
Ruggedness	Chnael	30	2.667
	Timberland	30	8.283

Mean comparisons in the form of a One-Way ANOVA was executed to see what social media platforms match the sophisticated and rugged brands. Detailed results can be viewed in *Appendix 7* where there are significant differences between the social media platform brand personalities. To be more specific, Instagram and Linkedin are more sophisticated in their brand personality than Facebook and Twitter and vice versa. In other words, Facebook and Twitter are ambassadors for rugged brand personalities. Significance was not found between the means of Instagram and Linkedin, as well as between Facebook and Twitter as they acquire similar brand personality traits in regard of sophistication and ruggedness.

Table 5

Brand Personality		N	Mean
Sophistication	Facebook	32	3.516
	Twitter	32	4.453
	Instagram	32	5.734
	Linkedin	32	5.641
Ruggedness	Facebook	32	4.672
	Twitter	32	4.000
	Instagram	32	3.356
	Linkedin	32	3.094

This leads us to the following personality congruency matches:

Table 6

Sophisticated Brand	Sophisticated Social Media Platforms
Chanel	Instagram Linkedin
Rugged Brand	**Srugged Social Media Platforms**
Timberland	Facebook Twitter

5.3 Personality Congruence and Advertising Awareness

H1: When a personality congruence exists between the advertised brand and the social media platform, the advertising awareness will be higher.

Firstly, respondents were asked if they had noticed the ad in the feed and recall was then tested by asking the respondent if he/she could recall the advertisement from the feed after they had been exposed to it. People that claimed they saw an advertisement but described the wrong brand were excluded in this measurement since they were classified as being unaware of the ad. The results showed that on a significant level, in a Pearson Chi-Squared Test, the chances of advertising awareness differed between the conditions. The results are presented in the form of percentages and are as follows (raw data found in *Appendix 8*):

Table 7

			Facebook Chanel	Facebook Timberland	Twitter Chanel	Twitter Timberland
Did you notice the ad in the feed?	**YES**	Percentage	55.56%	64.10%	33.33%	34.57%
	NO	Percentage	44.44%	35.90%	66.67%	65.43%
TOTAL			100.00%	100.00%	100.00%	100.00%

Table 8

			Instagram Chanel	Instagram Timberland	Linkedin Chanel	Linkedin Timberland
Did you notice the ad in the feed?	**YES**	Percentage	56.52%	57.14%	65.79%	51.52%
	NO	Percentage	43.48%	42.86%	34.21%	48.48%
TOTAL			100.00%	100.00%	100.00%	100.00%

Table 9

	Asymptotic Significance
Pearson Chi-Square	0.000

Through cross-tabulations it becomes clear that there are not only differences in advertising awareness between platforms, but also between different brand personalities on personality-congruent platforms. On Facebook, the percentage of respondents showing awareness for the in-feed native advertisement was significantly higher for Timberland – its personality congruence match. On Linkedin, the percentage for the same measure was higher for the

sophisticated Chanel advertisement – in this case as well, the personality congruence match. No remarkable differences were seen on advertisement awareness on Instagram and Twitter.

Solely seeing differences in advertisement awareness depending on personality congruence on two of the four platforms, the hypothesis can only be partially accepted.

H1: PARTIALLY ACCEPTED

5.4 Personality Congruence and Advertising Attitude

H2: When a personality congruence exists between the advertised brand and the social media platform, the attitude towards the brand and the brand's advertisement will be more favourable.

In this segment, brand so well as advertisement liking will be tested to see if personality congruency contributes to favourable attitude. One-Way ANOVA Mean Comparisons were used to see if there were any differences in attitude between the conditions. More importantly, if there were any differences between the sophisticated and rugged brands advertised in the same social media platform. No significant differences were found between any of the conditions regarding attitude for either the brand or advertisement. Detailed results are found under *Appendix 9*.

Due to the lack of significant differences between attitude for brand and advertisement when comparing contrasting brand personalities advertised on the same social media platforms, Hypothesis 2 will be rejected.

H2: NOT ACCEPTED

5.5 Personality Congruence and Behavioural Intention

H3: When a personality congruence exists between the advertised brand and the social media platform, the advertisement will provoke a more favourable behavioural intention.

In a similar fashion as for Hypothesis 2, One-Way ANOVA mean comparisons were used to measure differences in behavioural intention in personality congruence and incongruence. As well as for brand and advertising attitude, the most important mean differences to focus on

were that between the two contrasting brand personalities when advertised on the same social media platform. No significant differences were found in this test. Detailed results are displayed under *Appendix 10*.

With no significant differences on behavioural intentions when contrasting brand personalities were displayed on the same social media platform, Hypothesis 3 will be rejected.

H3: NOT ACCEPTED

H1: PARTIALLY ACCEPTED	*When a personality congruence exists between the advertised brand and the social media platform, the advertising awareness will be higher.*
H2: NOT ACCEPTED	*When a personality congruence exists between the advertised brand and the social media platform, the attitude towards the brand and the brand's advertisement will be more favourable.*
H3: NOT ACCEPTED	*When a personality congruence exists between the advertised brand and the social media platform, the advertisement will provoke a more favourable behavioural intention.*

5.6 General Findings

Due to the limited amount of respondents and possible vague connections in personality congruency, few significant results were collected resulting in the first hypothesis only being partially accepted and the other two rejected. However, when digging deeper, interesting general results are found to possibly help explain why the solid hypotheses were forced to be rejected.

Advertising Awareness

When looking at the bigger picture awareness was quite evenly distributed among the different platforms with the exception of Twitter. With a significance of 0.000 in a Pearson Chi-Squared Test there was an indication that there are differences in level of advertising awareness somewhere between the conditions. Obviously, not due to personality congruency but there was a remarkable difference in how hard it was for individuals to notice an advertisement on Twitter. With a low of 33,33 % and 34,57 % when Chanel and Timberland were advertised on Twitter respectively when the mean percentage noticing the ads for the other three platforms combined was as high as 58.44%.

Advertising Attitude

When conducting an ANOVA Mean Comparisons Test no significant results were found for brand and advertising attitude between contradicting brand personalities on the same platforms. Tendencies could however be seen and an independent samples T-test was therefore executed to put two brand attitudes straight up against each other on the same platform. The results are displayed below:

Table 10

		Condition	N	Mean	Sig.
Facebook	**Liking of the Ad**	Facebook Chanel	35	5.25	
		Facebook Timberland	35	5.38	0.751
Twitter	**Liking of the Ad**	Twitter Chanel	38	4.55	
		Twitter Timberland	34	5.52	0.036
Instagram	**Liking of the Ad**	Instagram Chanel	41	4.98	
		Instagram Timberland	35	4.02	0.043
Linkedin	**Liking of the Ad**	Linkedin Chanel	28	4.88	
		Linkedin Timberland	24	4.24	0.259

When simply looking at tendencies there were no remarkable differences between the attitudes of the brand personalities on Linkedin and Facebook. However, tendencies and significant differences were found in the brand personalities in the Twitter and Instagram conditions. The attitude of the advertisement was more favourable for Timberland on Twitter and for Chanel on Instagram. Interesting as Chanel and Instagram are seen as having sophisticated brand personalities and Timberland and Twitter congruently are seen as brands with rugged personalities.

To test congruence between self-concept and brand liking, a linear regression analysis was conducted. It showed there is a significant linear correlation between how one sees him or herself and their liking of the advertisement. The significance was 0.046 on a 95 % confidence level. Even though the Beta value rests quite low at a 0.075, it does prove that there is a correlation between self-concept and the liking of the ad.

When measuring if mood had an effect on attitude in a Linear Regression test it showed that, with a significance of 0.008, that a higher mood leads to higher liking of the brand (Beta = 0.070). Mood did however not affect liking of the advertisement.

Behavioural Intention

Similar to the testing visible tendencies of attitude difference, an independent samples T-test was used to compare the means of behavioural intention between two contradicting brand personalities for each platform. Twitter showed significant results in the form that the rugged brand's advertisement produced higher intention to look for more information about the brand as well as a higher likeliness to buy a product from that brand.

Table 11

	Condition		N	Mean	Sig.
Facebook	**Behavioural Intention**	Facebook Chanel	35	4.67	
		Facebook Timberland	35	4.79	0.854
Twitter	**Behavioural Intention**	Twitter Chanel	38	4.07	
		Twitter Timberland	34	5.28	0.029
Instagram	**Behavioural Intention**	Instagram Chanel	41	5.12	
		Instagram Timberland	35	4.64	0.381
Linkedin	**Behavioural Intention**	Linkedin Chanel	28	4.79	
		Linkedin Timberland	24	4.48	0.677

In the same fashion as liking of the brand was tested, so was behavioural intention. Results presented a significance of 0.000 on a 95% confidence level in a linear regression correlations test. The intention to look for further information and purchasing intention was especially affected by the self-consistency to the brand personality with a Beta value of 0.854.

6.0 Discussion

We have now come to the point where we will discuss the findings from the results tying back to theory to answer our thesis question. Firstly, we will discuss the possible reasons for why our hypotheses could not be supported in order to then move on to a general discussion regarding other interesting findings generated by this thesis. Limitations of the experiment and suggestions for further research will also be proposed.

6.1 Personality Congruence

Theory regarding self-congruence claims people tend to seek out brands they believe reflect their self image (Malär et al., 2011). Along those lines, stronger congruity between human characteristics describing an individual's actual or ideal self and the characteristics describing a brand is considered better (Malhotra 1988). This, in combination with the many theories explaining the importance of themed context congruence in traditional media (Goodstein 1993, Dahlén et al, 2013) made us believe that a contextual match between the social media's personality and the advertised brand's personality should be favourable in advertising effectiveness.

Despite having two solid theories as a backbone, this proved not to be applicable when directly transferred to personality congruence. Since we were not able to accept any of our formed hypotheses, we are forced to draw the conclusion that congruency between the social media platform's personality and the advertised brand's personality was not key in regards to answering our fundamental research question. We can only speculate that there are many factors contributing to this conclusion but there are is one main influencing aspect worth discussing as being a potential reason for why personality congruence did not turn out to be relevant for advertising effectiveness in this thesis.

This potential reason concerns brand personality strength. In this particular thesis, the brand personalities for the "traditional" brands, those being Chanel and Timberland, were clearly defined and strong. To rephrase, they did not withhold any other brand personality or even characteristics in a strong sense. When using the brand characteristics of Aaker's brand personality framework, Chanel's characteristics formed a unified brand personality in the form of sophistication and Timberland could clearly be classified as having a rugged personality.

In comparison, when looking at the personalities obtained by the social media platforms, the results were far from as coherent and strong as the ones regarding the "traditional" brands. In fact, neither of the social media platforms could be classified as having one, specific personality. The only thing that could be established was that Instagram and Linkedin were

significantly more sophisticated than Facebook and Twitter and that Facebook and Twitter was significantly more rugged than Instagram and Linkedin. Even though social media platforms are brands just like any other, they differ in the sense that they work as stepping stones for other brands promoting themselves (Patterson, 2012). This might be one of the reasons for why it it was more difficult for social media platforms to obtain a coherence in personality than it is for more "traditional" brands like Chanel and Timberland.

Traditional media relies heavily on the use of thematic congruency, mainly for the reason that it has been proven to work in strengthening the chances of brand recall (Moorman, Neijens, and Smit, 2002) as well as produce favourable attitude towards the studies advertisement (Dahlén, 2005). Most forms of traditional media have potential to really set a strong brand personality. In the example of magazines, an editor sits and reviews the entire content before publishing, making sure a common thread is kept throughout the issue. Social media does not have this luxury as millions of consumers are creators of content making branding extremely difficult.

To sum up, congruence has been proven to be a favourable thing within several marketing areas (Fleck & Quester, 2007) without direct mention of how strong that congruence required to be. The fact that personality congruence was not proven to be the catalyst for advertising effectiveness in this case might have to do with the fact that the social media personalities were not strong enough. Perhaps the hypotheses could have been supported if the social media platforms had the same level of strength as the "traditional" brands.

6.2 General Discussion

Even if our initial theory about personality congruence did not prove to have an affect on advertising effectiveness does not mean our overarching research question should be dismissed completely as other interesting results were found along the way.

First of all, advertising awareness as a whole could be considered to be on pretty much the same level throughout all social media platforms used in this study with regards to one exception. Twitter as a social media platform stood out in the sense that advertising awareness was considerably lower here than on other platforms. These findings are in line with the proposed theories saying social media platforms may differ in user engagement (Salomon, 2013) and might be considered a warning bell for marketing managers flagging that Twitter is more demanding when it comes to creating advertising awareness. The role of awareness is of special importance as it is the first building block in the micromodel chain of advertising effectiveness (Lavidge & Steiner 1961, Teixeira, 2014).

Secondly, the first hypothesis was partially accepted. This because level of awareness for the rugged brand of Timberland was significantly higher on it's rugged platform match of Facebook, and the sophisticated brand of Chanel had higher awareness on its sophisticated platform match Linkedin. These results hint personality congruence can be of importance to some extent in advertising effectiveness.

Moreover, besides these results, as continuously stated, no significant results were revealed, so focus was quickly shifted towards exploring the possibilities of finding more general results. After digging deep and mainly looking at behaviors it was clear personality congruence was present between a couple of the conditions. To test two conditions directly against each other an independent samples T-test was performed to see if these noticed tendencies could show significance.

Through these tests it was discovered that personality congruence was present when looking at tendencies between means of brand liking and behavioural intention. Twitter was a rugged match for Timberland and when the fashion brand advertised on the platform, respondents claimed higher liking for the advertisement and a higher intention to purchase and look for further information. Instagram had a brand personality congruence in line with Chanel. When Chanel was advertised on Instagram, liking was significantly higher for the advertisement than for that of rugged Timberland on the same platform.

With such concrete theory suggesting it is advantageous to advertise in congruent context (Goodstein, 1993) in that it leads to increased chances of recall (Moorman, Neijens, and Smit, 2002), and produces favourable attitude towards the brand (Dahlén, 2005) tendencies had to appear, even if the personality congruence possibly showed to be too light.

Personality congruence can definitely be an influencer when Instagram and Twitter differed, but we cannot be certain that other factors also play a role. As mentioned in the theory section, these specific platforms differ in structure and focus, claiming Instagram is more visually oriented than Twitter (Yu, 2014) leading to a possibly better contextual fit with Chanel as a brand since Chanel in general can be considered to rely more on their visual image than Timberland. Timberland contradictory, sells products aimed to be fashion tools out in the wild where consumers need more information and usage descriptions of the products. One can discuss that Twitter, a more text-oriented platform, might be a more suited medium for the rugged brand. All this suggesting congruency may exist in context form besides that of social media brand personality as the matching factor for the "traditional" brand personality. This suggested congruency being based on that of structure and focus characteristics.

What is relevant to reflect upon is that incongruence in thematic context can also be a contributor towards more positive advertisement attitude (Lee, 2000), and even brand recall

(Dahlén et al., 2013). All this relies on the consumer being relatively focused when looking through media (Fiske, Kinder, and Larter 1983). In this experiment there is a possibility respondents paid extra focused attention when viewing the provided news feeds as they were given a condensed version where they did not have to scroll. Additionally, they were given the task to take a look at it making them inspect it more □ehavio than normal, even if it should be in a natural manner. If the respondents "solved the puzzle" and processed the incongruence, accomplishment could be felt that in turn would lead to more positive feelings towards the brand (Peracchio and Meyers-Levy, 1994, and Dahlén et al, 2013) leaving a balanced result for awareness, attitude and attention between platforms rather than an advantage when using clear personality congruence.

Additional findings were the direct correlation between self-congruency and liking of the brand as well as on behavioural intention. These findings are in line with previously published theory and since it is already proven these findings are no remarkable revelation (Malhotra, 1998, Aaker, 1999, Hong & Zinkhan, 1995). What they do show however, is that congruency is a deciding factor for enhancing advertising effectiveness on social media as well. Even if it is between self-congruency and brand personality of advertised brand.

This bring us back to our proposed research question:

Can a brand's personality be more or less suited for advertising on different social media platforms and what impact does it have on advertising effectiveness?

With poor results we cannot say a brand's personality is more or less suited for advertising on different social media platforms. What we can however vouch that tendencies show there are indications from personality congruence that affect advertising effectiveness.

Self-congruency as well as congruence between the advertised brand personality and the social media platform personality do give effects proving congruence plays a role in advertising effectiveness. The tendencies of heightened awareness, attitude and behavioural intentions are further indicators that personality congruence should be considered when making social media advertising context decisions. What is clearer than anything else though, is that much further research needs to be done to properly prove this.

6.3 Main Takeaways

With scattered results like the ones generated from this experiment, it can be useful to gather and collect the takeaways in a summarized and pedagogical way.

- The traditional marketing concept of thematic congruence cannot be directly transferred to social media marketing.

- The traditional marketing concept of self-congruence can be transferred to social media marketing.

- Twitter is the platform promoting lowest chance of advertising awareness for both experimented brand personalities. Recommending companies to keep this in mind when choosing platform as awareness needs to exist before attitude and behavioural intention can even come into play.

- Stronger self-congruence has a positive effect on liking of an advertisement and enhances behavioural intention and reinforces previous theory. This shows that congruence with some form of brand personality is still relevant for online marketing.

- Awareness was significantly higher for Chanel when advertised on its sophisticated social media platform match of Linkedin and higher for Timberland when advertised on its rugged platform match of Twitter. This showing personality congruence has a significant effect on awareness. Note however that this was only true for two out of four platform conditions.

- Tendencies for higher liking of advertising and purchasing intentions existed between the personality congruence match of Timberland and Twitter. As well as higher liking of the Chanel advertisement on its sophisticated platform match Instagram. The Twitter conditions received more total respondents and after a second round of surveys was sent out, the previous simple tendencies turned into significant differences when comparing each respective platform's congruent and incongruent brands.

6.4 Managerial Implications

Since social media advertising is still one of the cheapest ways for marketers to advertise it is easy to expose a brand on multiple platforms and reach as many users as possible. The impressive amount of platforms offered can still seem overwhelming however, making it hard to filter which platforms to be present on. Marketing is hard to study as it is difficult to grasp concrete results and apply statistical numbers to it. Despite this, heaps of studies have been done on traditional marketing strategies, forming a collection of clear directions brands can choose to take when advertising.

Social media marketing seems new to many, and this is reflected in the lack of research done on the topic, but the truth is that it has been relevant for over two decades. Our thesis explores the possibility that tactics from traditional media advertising can be adopted to social media advertising making it of high interest for any speculating brand manager when choosing, in this case social media context.

Even though the findings did not match beliefs, our study can still be considered a contribution to marketing. Congruency as a concept has proved to be an effective tactic to live by in traditional media marketing and this thesis has showed that social media marketing cannot be handled and above all, predicted in the same way. Uncontrollable factors play a bigger role in this sense and it is important for brand managers to keep aware of this.

Small things can have a big impact when it comes to marketing and one should therefore not be quick to ignore these. The experiment showed tendencies that in fact are affected by varying brand personalities on varying social media personality context. With limited research done on social media advertising with different brand personalities, these findings can be a solid foundation to keep building on with more social media marketing strategies.

6.5 Criticisms of the Study

There are always things that could have been done better when writing a thesis in this matter. Firstly, it would have been beneficial to have more extensive resources in the form of money and time to be able to use more lifelike conditions where native in-feed advertisements could have been placed in real social media feeds instead of being tested in a less interactive, make-believe feed. A real life feed is usually more cluttered than the one used in our experiment as it is both longer and filled with more advertising messages. A more realistic and life-like feed would have forced respondents to scroll as well as take in more information in the form of marketing buzz.

Another obvious limitation is the lack of respondents. Again, if more money and time would have been available, more respondents could have been collected which would most likely result in more significant responses on the already existing tendencies. When looking back, a complementary collection of respondents like the one that was carried out for Twitter would have been needed for the Linkedin condition as well. Furthermore, the collection of respondents can also be seen as a limitation as this was done through Facebook, being one of the social media platforms studied in the thesis. Outsourcing data collection to an independent and unbiased company would solve this as well as open the opportunity for collection of more respondents.

Furthermore, when looking back at our work, we realize it would have been beneficial to test the social media platform's personalities in the main survey conditions as well instead of just test it in one of the pre-studies. With this we could have seen if brand personality congruence differed for each condition.

6.6 Further Research

Theoretical gaps are clearly visible for marketing activities online, more so for social media advertising in particular. No research on personality congruence has been done prior to this experiment and therefore this thesis serves as a clear stepping stone for further research.

This experiment was limited to testing brand personalities described as rugged and sophisticated. Even though the aim was to prove any brand personalities would show a difference in advertising effectiveness and the choice of which two personalities to test should not necessarily matter, it is of interest to see if any of the other three personalities show distinctively higher advertising effectiveness when exposed on a thematically congruent social media platform brand-wise.

In-feed native advertising was the marketing technique used for this experiment. It was tested in social media feeds completely clean from any other form of marketing activities. In a real-life situation, individual's feeds are cluttered with marketing buzz most likely from multiple companies expressing polar opposite brand personalities. It would be interesting to see what the effects could be if a sophisticated brand for example was placed among five other rugged advertisements.

Social media is hard to grasp as it is built upon content created by its own private users. What a feed could look like can never be predicted. Therefore there are so many different aspects that can be researched. As mentioned, the findings outlined from this experiment are just the beginning.

7.0 References

Literature

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8.0 Appendix

Appendix 1 – Preparatory Test 1: Brand Personality of Fashion Brands

All four brands were tested for each respondent with the following questions:



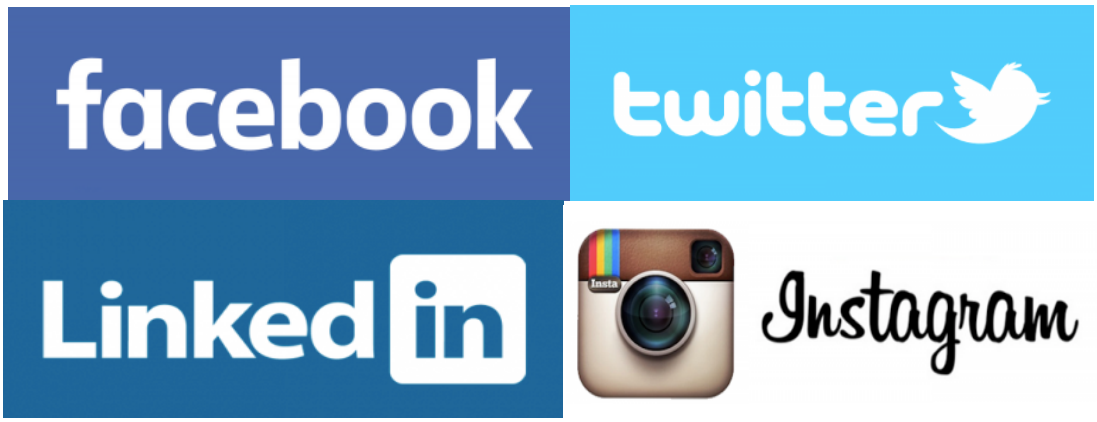
	Not at all familiar with									Very familiar with
	1	2	3	4	5	6	7	8	9	10
How familiar are you with the brand above?	○	○	○	○	○	○	○	○	○	○

How much would you associate this brand to the following characteristics?

	Not at all									Very much
	1	2	3	4	5	6	7	8	9	10
Down to earth	○	○	○	○	○	○	○	○	○	○
Honest	○	○	○	○	○	○	○	○	○	○
Wholesome	○	○	○	○	○	○	○	○	○	○
Cheerful	○	○	○	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○	○	○	○
Spirited	○	○	○	○	○	○	○	○	○	○
Imaginative	○	○	○	○	○	○	○	○	○	○
Up-to-date	○	○	○	○	○	○	○	○	○	○
Reliable	○	○	○	○	○	○	○	○	○	○
Intelligent	○	○	○	○	○	○	○	○	○	○
Successful	○	○	○	○	○	○	○	○	○	○
Upper class	○	○	○	○	○	○	○	○	○	○
Charming	○	○	○	○	○	○	○	○	○	○
Outdoorsy	○	○	○	○	○	○	○	○	○	○
Tough	○	○	○	○	○	○	○	○	○	○

Appendix 2 – Preparatory Test 2: Brand Personality of Social Media Platforms

All four social media brands were tested for each respondent with the following questions:



	Not at all familiar with									Very familiar with
	1	2	3	4	5	6	7	8	9	10
How familiar are you with the platform above?	○	○	○	○	○	○	○	○	○	○

How much would you associate this online platform brand to the following characteristics?

	Not at all									Very much
	1	2	3	4	5	6	7	8	9	10
Down to earth	○	○	○	○	○	○	○	○	○	○
Honest	○	○	○	○	○	○	○	○	○	○
Wholesome	○	○	○	○	○	○	○	○	○	○
Cheerful	○	○	○	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○	○	○	○
Spirited	○	○	○	○	○	○	○	○	○	○
Imaginative	○	○	○	○	○	○	○	○	○	○
Up-to-date	○	○	○	○	○	○	○	○	○	○
Reliable	○	○	○	○	○	○	○	○	○	○
Intelligent	○	○	○	○	○	○	○	○	○	○
Successful	○	○	○	○	○	○	○	○	○	○
Upper class	○	○	○	○	○	○	○	○	○	○
Charming	○	○	○	○	○	○	○	○	○	○
Outdoorsy	○	○	○	○	○	○	○	○	○	○
Tough	○	○	○	○	○	○	○	○	○	○

Appendix 3 – Advertisement Research

Timberland Advertisement:

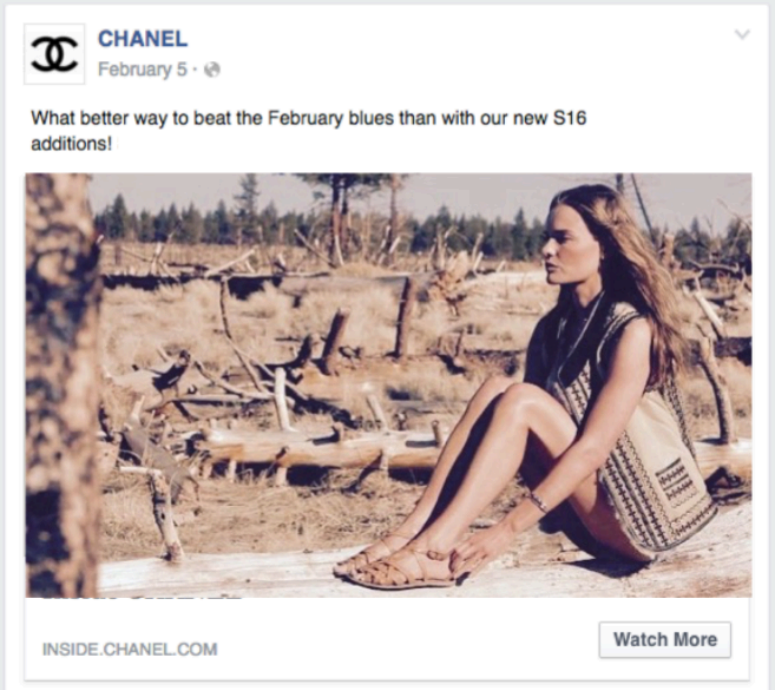


Chanel Advertisement:



Appendix 4 – Preperatory Test 3: Chanel and Timberland Advertising

Version 1: Chanel



To what extent do you agree with the following statements?

	Strongly disagree 1	2	3	4	5	6	7	8	9	Strongly agree 10
This online advertisement is believable	○	○	○	○	○	○	○	○	○	○
This online ad has a typical look and feel of a Chanel online advertisement	○	○	○	○	○	○	○	○	○	○
This is a typical online advertisement for Chanel	○	○	○	○	○	○	○	○	○	○

How familiar are you with Chanel as a brand?

	Not at all familiar 1	2	3	4	5	6	7	8	9	Very familiar 10
-	○	○	○	○	○	○	○	○	○	○

Version 2: Timberland



To what extent do you agree with the following statements?

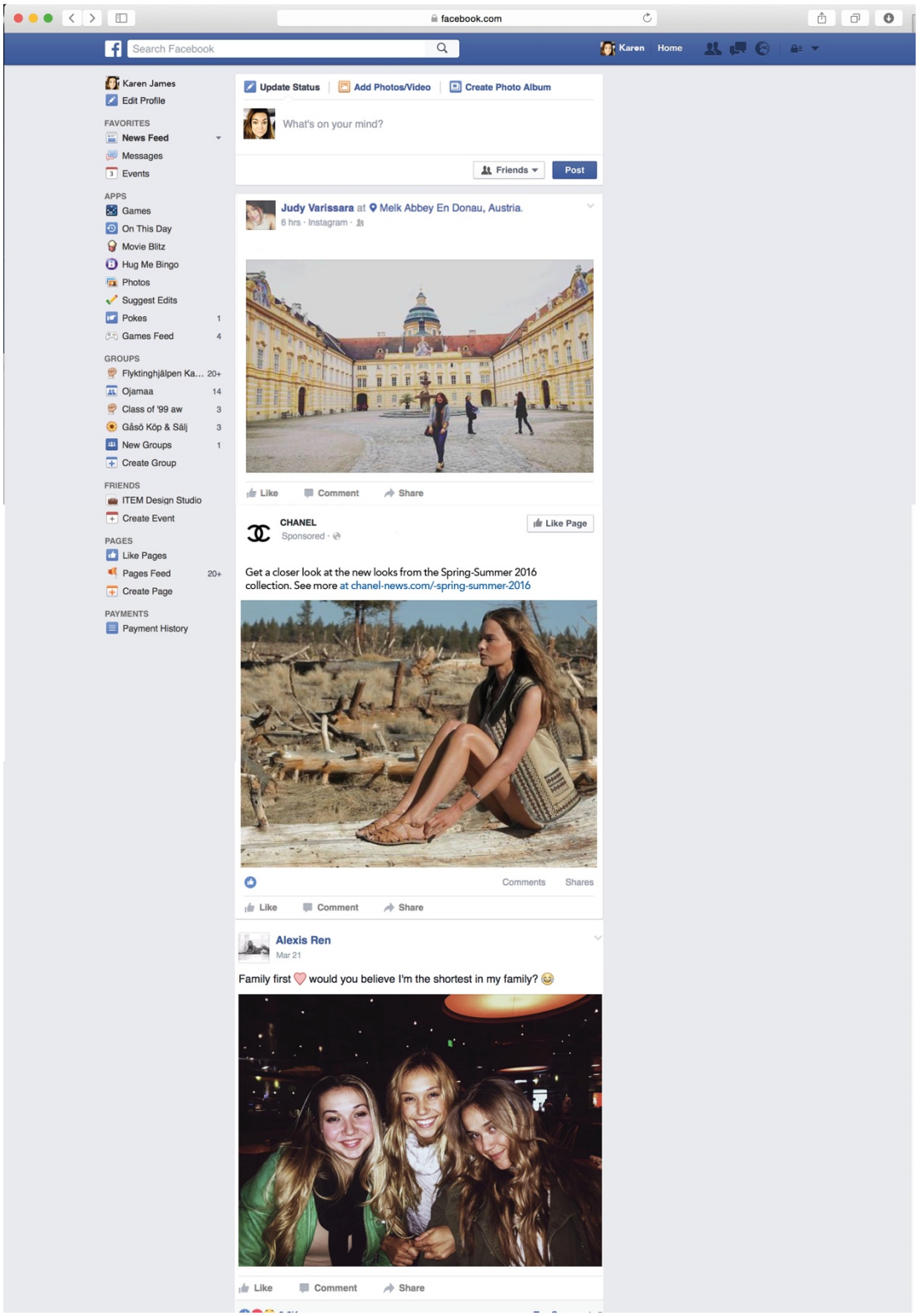
	Strongly disagree									Strongly agree
	1	2	3	4	5	6	7	8	9	10
This online advertisement is believable	○	○	○	○	○	○	○	○	○	○
This online ad has a typical look and feel of a Timberland advertisement	○	○	○	○	○	○	○	○	○	○
This is a typical online advertisement for Timberland	○	○	○	○	○	○	○	○	○	○

How familiar are you with Timberland as a brand?

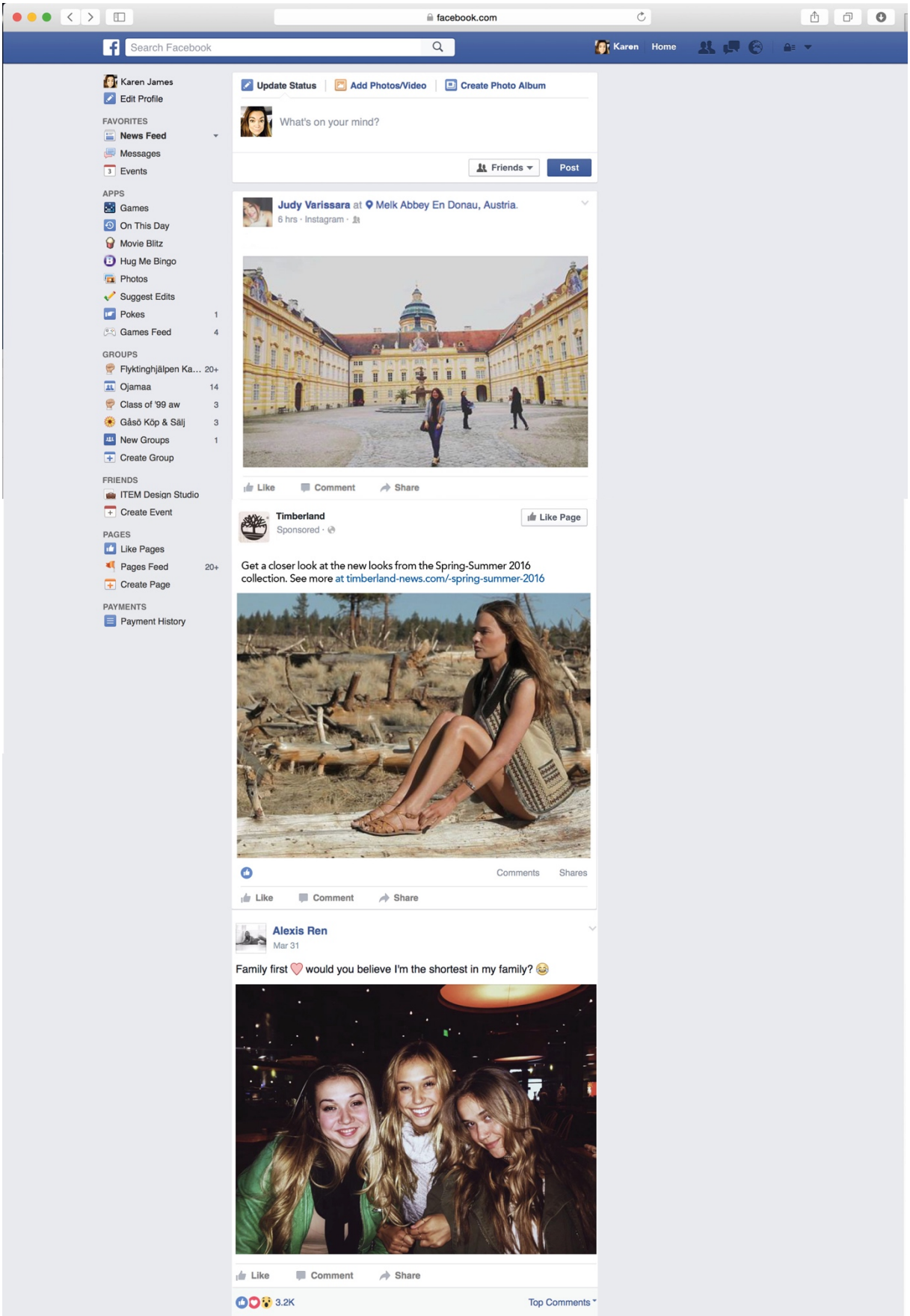
	Not at all familiar									Very familiar
	1	2	3	4	5	6	7	8	9	10
-	○	○	○	○	○	○	○	○	○	○

Appendix 5 – Main Experiment: Social Media Platform Feeds

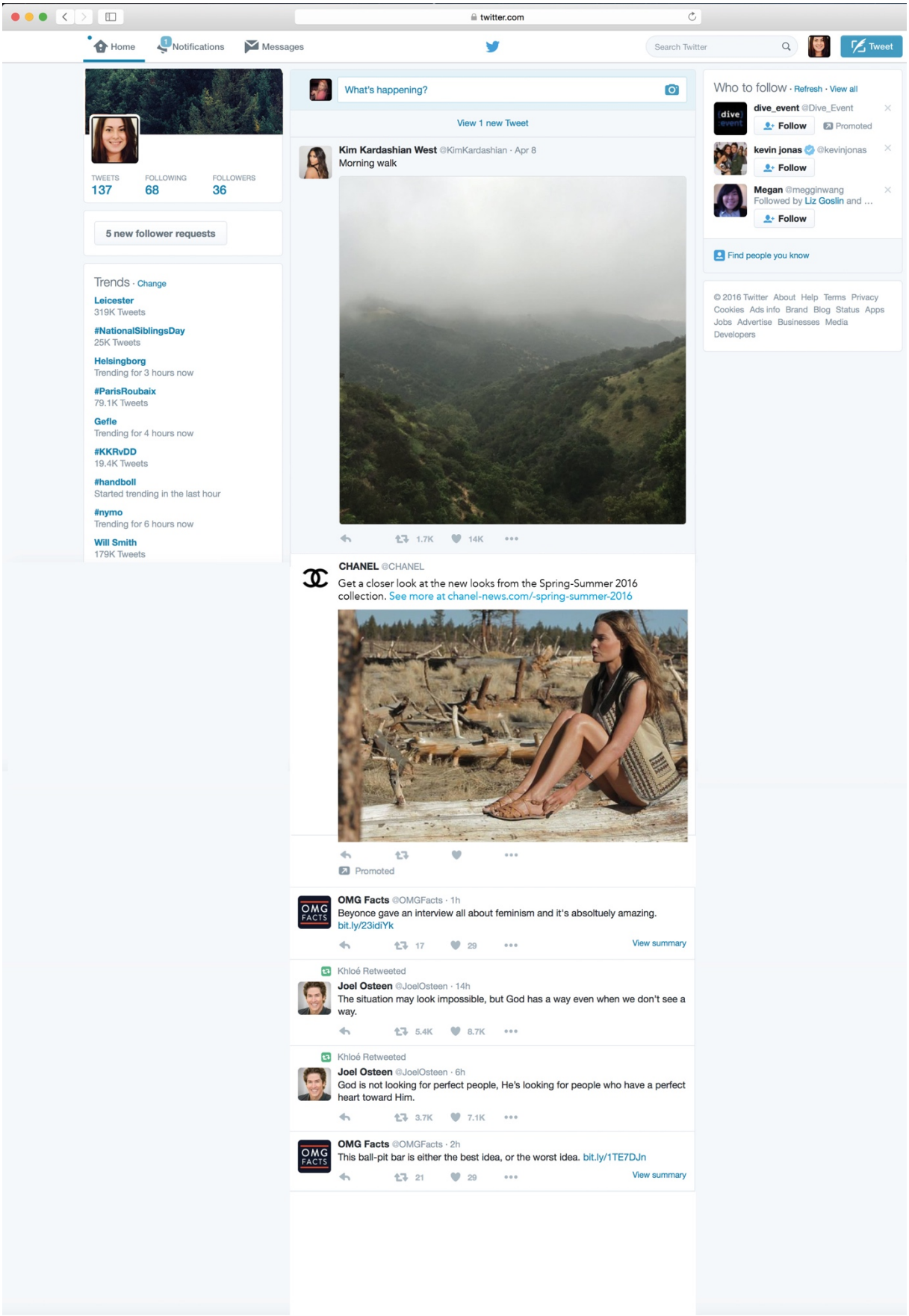
Condition 1 – Facebook Chanel



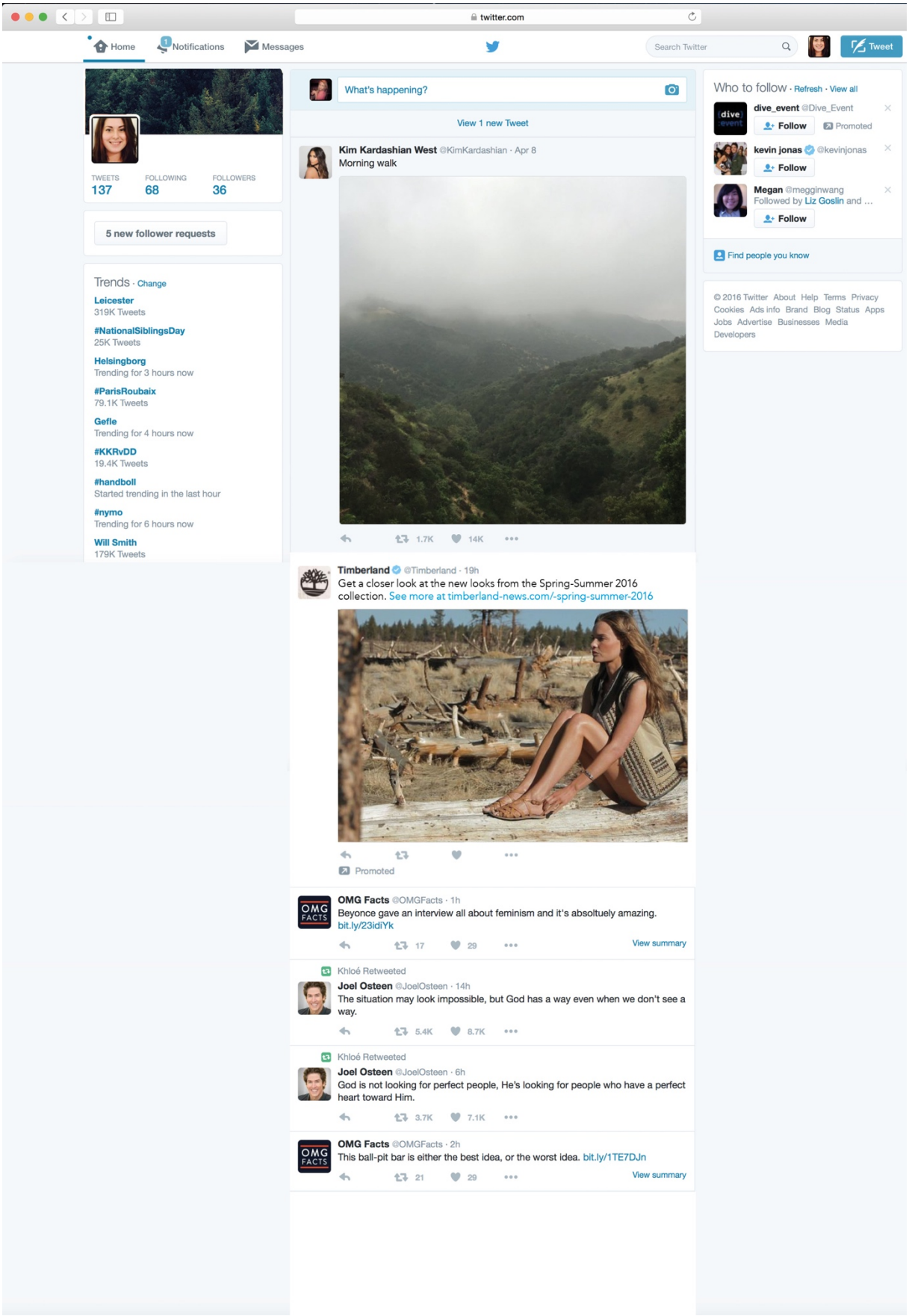
Condition 2 – Facebook Timberland



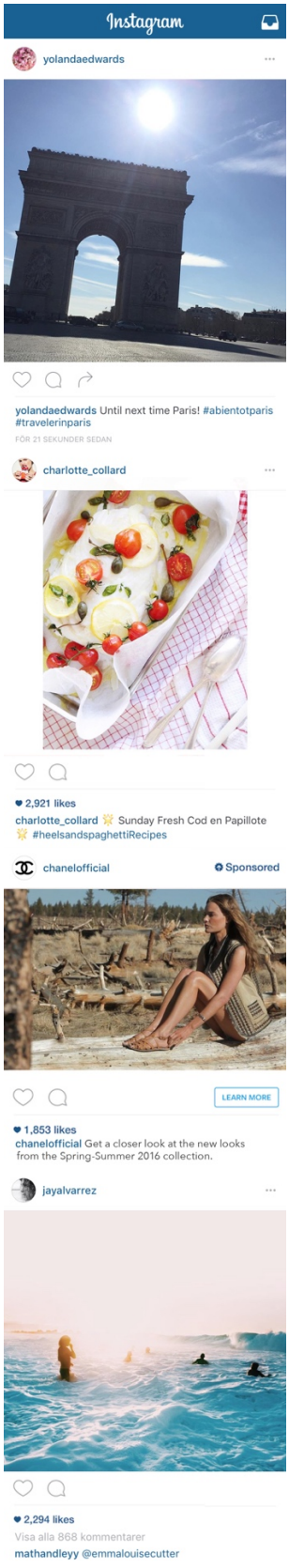
Condition 3 – Twitter Chanel



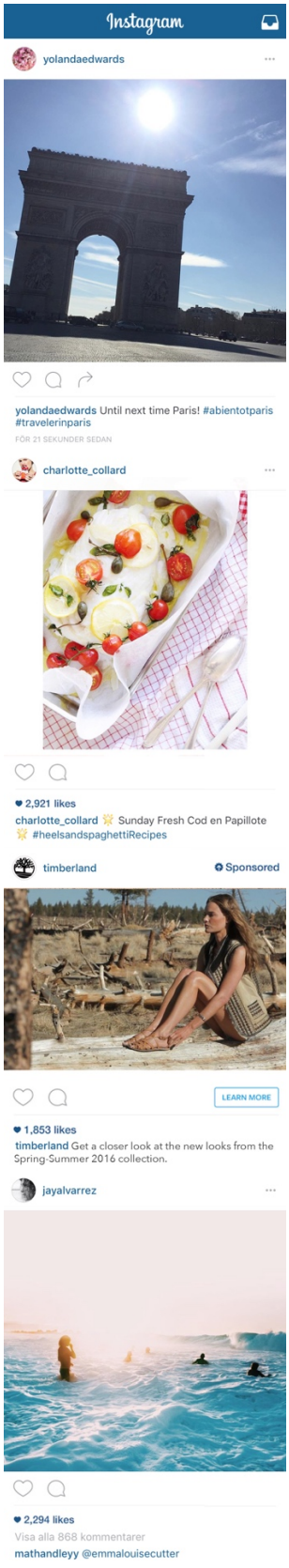
Condition 4 – Twitter Timberland



Condition 5 – Instagram Chanel



Condition 6 – Instagram Timberland



Condition 7 – Linkedin Chanel

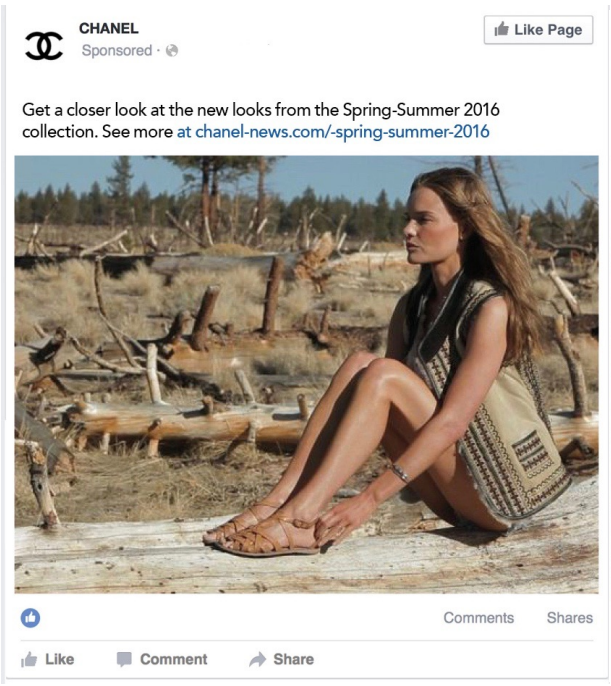


Condition 8 – Linkedin Timberland

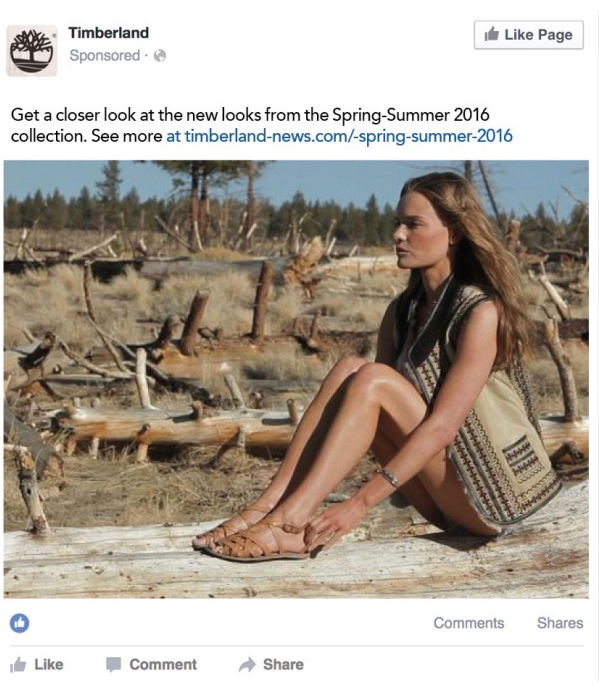


Appendix 5.2: Main Experiment: Zoom-in on Social Media Feed Advertisement

Condition 1 – Facebook Chanel



Condition 2 – Facebook Timberland



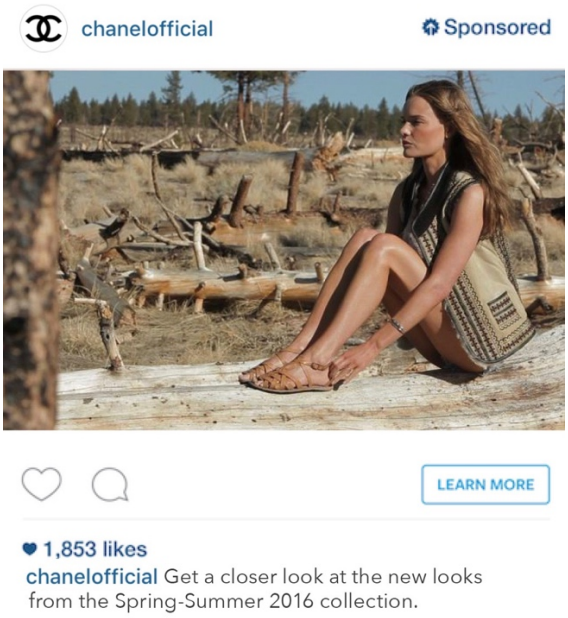
Condition 3 – Twitter Chanel



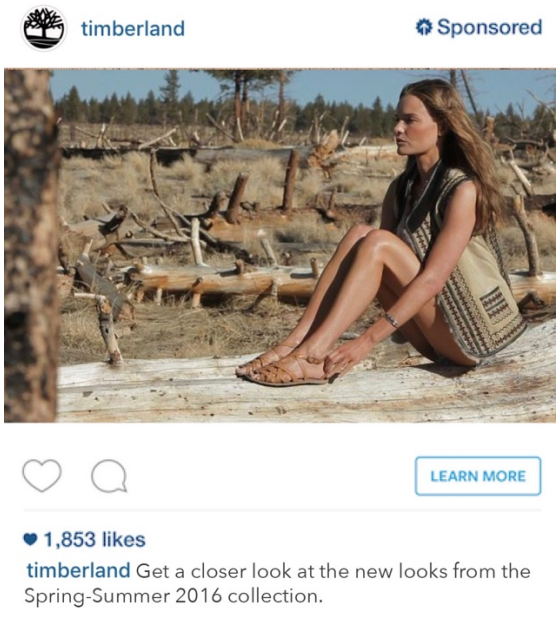
Condition 4 – Twitter Timberland



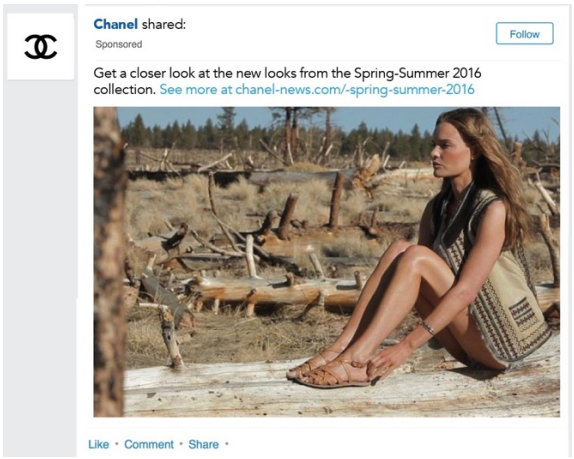
Condition 5 – Instagram Chanel



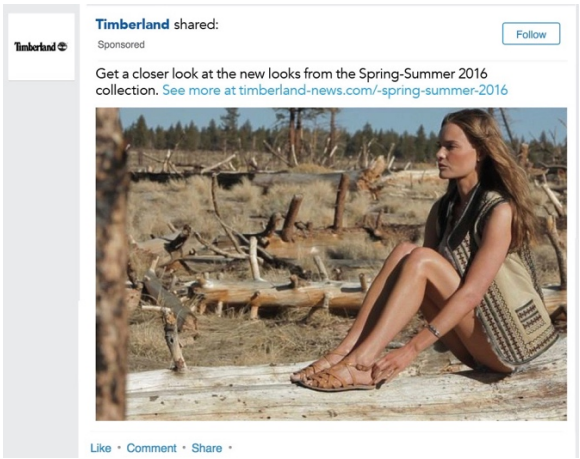
Condition 6 – Instagram Timberland



Condition 7 – Linkedin Chanel



Condition 8 – Linkedin Timberland



Appendix 6: Main Experiment Survey

One of the 8 different Social Media Platform feeds for each condition

Did you notice the ad in the feed?

- ○ Yes
- ○ No

Name the brand of which ad you just saw.

One of the 8 different advertisments for each condition

Have you seen this ad prior to this survey?

- ○ Yes
- ○ No

Please tick the option that best describes your opinion with regard to the following statements of the ad shown above.

	Strongly Disagree									Strongly Agree
	1	2	3	4	5	6	7	8	9	10
The ad is visually appealing and engaging	○	○	○	○	○	○	○	○	○	○
I would like to watch more of such ads in future	○	○	○	○	○	○	○	○	○	○
The ad is better than other ads for the same product	○	○	○	○	○	○	○	○	○	○
I find this ad intrusive	○	○	○	○	○	○	○	○	○	○
I find this ad annoying	○	○	○	○	○	○	○	○	○	○
I find this uncomfortable	○	○	○	○	○	○	○	○	○	○

Timberland/Chanel logo displayed

	Not familiar at all									Very familiar
	1	2	3	4	5	6	7	8	9	10
How familiar are you with this brand?	○	○	○	○	○	○	○	○	○	○

What opinion do you have about this brand?

	1	2	3	4	5	6	7	8	9	10	
Bad	○	○	○	○	○	○	○	○	○	○	Good
Negative	○	○	○	○	○	○	○	○	○	○	Positive
Unlikeable	○	○	○	○	○	○	○	○	○	○	Likeable

To what extent do you agree with the following statements?

	Strongly disagree									Strongly agree
	1	2	3	4	5	6	7	8	9	10
The brand is consistent with how I see myself	○	○	○	○	○	○	○	○	○	○
The brand applies to someone like me	○	○	○	○	○	○	○	○	○	○
The brand reflects who I am	○	○	○	○	○	○	○	○	○	○
A typical customer of this brand is very much like me	○	○	○	○	○	○	○	○	○	○
It is likely that I would buy a product from this brand	○	○	○	○	○	○	○	○	○	○
It is likely that I would visit the brand's website or store	○	○	○	○	○	○	○	○	○	○

Facebook/Twitter/Instagram/Linkedin logo displayed

	Not familiar at all									Very familiar
	1	2	3	4	5	6	7	8	9	10
How familiar are you with this social media platform?	○	○	○	○	○	○	○	○	○	○

What opinion do you have about this social media platform?

	1	2	3	4	5	6	7	8	9	10	
Bad	○	○	○	○	○	○	○	○	○	○	Good
Negative	○	○	○	○	○	○	○	○	○	○	Positive
Unlikeable	○	○	○	○	○	○	○	○	○	○	Likeable

How often do you use this platform?

- ○ Never
- ○ A few times a year
- ○ 2-3 times a month
- ○ 1-2 times a week
- ○ Everyday
- ○ Multiple times a day

Rate your current mood by using the slide bar bellow.



I identify myself as:

- ○ Male
- ○ Female
- ○ Prefer not to answer

Age:

Do you know what the purpose of this study is?

- ○ Yes
- ○ No

If yes, what do you think the purpose of the study is?

Appendix 7 - One-Way ANOVA Mean Comparisons for Social Media Platform

Brand Personality			Sig.	Mean Difference
Sophistication	Facebook	Twitter	0.002	-0,937
		Instagram	0.000	-2,218
		Linkedin	0.000	0,422
	Twitter	Facebook	0.002	0,937
		Instagram	0.021	-1,281
		Linkedin	0.047	-1,188
	Instagram	Facebook	0.000	2,218
		Twitter	0.021	1,281
		Linkedin	0.995	0,093
	Linkedin	Facebook	0.000	2,125
		Twitter	0.047	1,188
		Instagram	0.995	-0,093
Ruggedness	Facebook	Twitter	0.221	0,672
		Instagram	0.034	1,316
		Linkedin	0.005	1,578
	Twitter	Facebook	0.221	-0,672
		Instagram	0.007	0,644
		Linkedin	0.049	0,906
	Instagram	Facebook	0.034	-1,316
		Twitter	0.007	-0,644
		Linkedin	0.139	0,262
	Linkedin	Facebook	0.005	-1,578
		Twitter	0.049	-0,906
		Instagram	0.139	-0,262

Brand Personality		N	Mean
Facebook	Sincerity	32	5.156
	Excitement	32	6.367
	Competence	32	6.271
	Sophistication	32	3.516
	Ruggedness	32	4.672
Twitter	Sincerity	32	5.766
	Excitement	32	6.539
	Competence	32	6.688
	Sophistication	32	4.453
	Ruggedness	32	4.000
Instagram	Sincerity	32	5.422
	Excitement	32	5.039
	Competence	32	5.885
	Sophistication	32	5.734
	Ruggedness	32	3.356
Linkedin	Sincerity	32	5.4230
	Excitement	32	6.586
	Competence	32	8.219
	Sophistication	32	5.641
	Ruggedness	32	3.094

Appendix 8 – Cross-Tabulations for Advertising Awareness

			Facebook Chanel	Facebook Timberland	Twitter Chanel	Twitter Timberland
Did you notice the ad in the feed?	**YES**	Count	20	25	31	28
		Expected Count	17.3	18.7	44.7	38.9
	NO	Count	16	14	62	53
		Expected Count	18.7	20.3	48.3	42.1
TOTAL		Count	36	39	93	81
		Expected Count	36	39	93	81

			Instagram Chanel	Instagram Timberland	Linkedin Chanel	Linkedin Timberland	TOTAL
Did you notice the ad in the feed?	**YES**	Count	26	24	25	17	196
		Expected Count	22.1	20.2	18.3	15.9	196
	NO	Count	20	18	13	16	212
		Expected Count	23.9	21.8	19.7	17.1	212
TOTAL		Count	46	42	38	33	408
		Expected Count	46	42	38	33	408

Appendix 9 - One-Way ANOVA Mean Comparisons for Ad Attitude

Liking of the Brand		Sig.	Mean Difference
Facebook Chanel	Facebook Timberland	1.000	0.181
	Twitter Chanel	0.908	0.892
	Twitter Timberland	0.999	-0.391
	Instagram Chanel	0.818	-1.014
	Instagram Timberland	1.000	-0.057
	Linkedin Chanel	0.998	-0.502
	Linkedin Timberland	1.000	-0.302
Facebook Timberland	Facebook Chanel	1.000	-0.181
	Twitter Chanel	0.973	0.711
	Twitter Timberland	0.994	-0.572
	Instagram Chanel	0.651	-1.195
	Instagram Timberland	1.000	-0.238
	Linkedin Chanel	0.986	-0.683
	Linkedin Timberland	0.999	-0.483
Twitter Chanel	Facebook Chanel	0.908	-0.892
	Facebook Timberland	0.973	-0.711
	Twitter Timberland	0.593	-1.283
	Instagram Chanel	0.066	-1.905
	Instagram Timberland	0.876	-0.949
	Linkedin Chanel	0.553	-1.394
	Linkedin Timberland	0.785	-1.194
Twitter Timberland	Facebook Chanel	0.999	0.391
	Facebook Timberland	0.994	0.572
	Twitter Chanel	0.593	1.283
	Instagram Chanel	0.987	-0.623
	Instagram Timberland	1.000	0.334
	Linkedin Chanel	1.000	-0.111
	Linkedin Timberland	1.000	0.089

Liking of the Brand		Sig.	Mean Difference
Instagram Chanel	Facebook Chanel	0.818	1.014
	Facebook Timberland	0.651	1.195
	Twitter Chanel	0.066	1.905
	Twitter Timberland	0.987	0.623
	Instagram Timberland	0.860	0.957
	Linkedin Chanel	0.997	0.511
	Linkedin Timberland	0.984	0.712
Instagram Timberland	Facebook Chanel	1.000	0.057
	Facebook Timberland	1.000	0.238
	Twitter Chanel	0.876	0.949
	Twitter Timberland	1.000	-0.334
	Instagram Chanel	0.860	-0.957
	Linkedin Chanel	0.999	-0.445
	Linkedin Timberland	1.000	-0.245
Linkedin Chanel	Facebook Chanel	0.998	0.502
	Facebook Timberland	0.986	0.683
	Twitter Chanel	0.553	1.394
	Twitter Timberland	1.000	0.111
	Instagram Chanel	0.997	-0.511
	Instagram Timberland	0.999	0.445
	Linkedin Timberland	1.000	0.200
Linkedin Timberland	Facebook Chanel	1.000	0.302
	Facebook Timberland	0.999	0.483
	Twitter Chanel	0.785	1.194
	Twitter Timberland	1.000	-0.089
	Instagram Chanel	0.984	-0.712
	Instagram Timberland	1.000	0.245
	Linkedin Chanel	1.000	-0.200

Liking of the Advertisment		Sig.	Mean Difference
Facebook Chanel	Facebook Timberland	1.000	-0.133
	Twitter Chanel	0.929	0.695
	Twitter Timberland	1.000	-0.272
	Instagram Chanel	0.998	0.361
	Instagram Timberland	0.879	0.790
	Linkedin Chanel	0.999	0.367
	Linkedin Timberland	0.770	1.012
Facebook Timberland	Facebook Chanel	1.000	0.133
	Twitter Chanel	0.835	0.828
	Twitter Timberland	1.000	-0.139
	Instagram Chanel	0.988	0.495
	Instagram Timberland	0.759	0.924
	Linkedin Chanel	0.993	0.500
	Linkedin Timberland	0.634	1.145
Twitter Chanel	Facebook Chanel	0.929	-0.695
	Facebook Timberland	0.835	-0.828
	Twitter Timberland	0.697	-0.967
	Instagram Chanel	0.999	-0.334
	Instagram Timberland	1.000	0.095
	Linkedin Chanel	0.999	-0.328
	Linkedin Timberland	1.000	0.317
Twitter Timberland	Facebook Chanel	1.000	0.272
	Facebook Timberland	1.000	0.139
	Twitter Chanel	0.697	0.967
	Instagram Chanel	0.954	0.633
	Instagram Timberland	0.607	1.062
	Linkedin Chanel	0.972	0.639
	Linkedin Timberland	0.487	1.284

Liking of the Advertisment		Sig.	Mean Difference
Instagram Chanel	Facebook Chanel	0.998	-0.361
	Facebook Timberland	0.988	-0.495
	Twitter Chanel	0.999	0.334
	Twitter Timberland	0.954	-0.633
	Instagram Timberland	0.995	0.429
	Linkedin Chanel	1.000	0.005
	Linkedin Timberland	0.970	0.650
Instagram Timberland	Facebook Chanel	0.879	-0.790
	Facebook Timberland	0.759	-0.924
	Twitter Chanel	1.000	-0.095
	Twitter Timberland	0.607	-1.062
	Instagram Chanel	0.995	-0.429
	Linkedin Chanel	0.998	-0.424
	Linkedin Timberland	1.000	0.221
Linkedin Chanel	Facebook Chanel	0.999	-0.367
	Facebook Timberland	0.993	-0.500
	Twitter Chanel	0.999	0.328
	Twitter Timberland	0.972	-0.639
	Instagram Chanel	1.000	-0.005
	Instagram Timberland	0.998	0.424
	Linkedin Timberland	0.982	0.645
Linkedin Timberland	Facebook Chanel	0.770	-1.012
	Facebook Timberland	0.634	-1.145
	Twitter Chanel	1.000	-0.317
	Twitter Timberland	0.487	-1.284
	Instagram Chanel	0.970	-0.650
	Instagram Timberland	1.000	-0.221
	Linkedin Chanel	0.982	-0.645

Appendix 10 - One-Way ANOVA Mean Comparisons for Behavioral Intention

Behavioural Intention		Sig.	Mean Difference
Facebook Chanel	Facebook Timberland	1.000	-0.114
	Twitter Chanel	0.993	0.606
	Twitter Timberland	0.994	-0.608
	Instagram Chanel	0.999	-0.451
	Instagram Timberland	1.000	0.029
	Linkedin Chanel	1.000	-0.114
	Linkedin Timberland	1.000	0.192
Facebook Timberland	Facebook Chanel	1.000	0.114
	Twitter Chanel	0.981	0.720
	Twitter Timberland	0.998	-0.494
	Instagram Chanel	1.000	-0.336
	Instagram Timberland	1.000	0.143
	Linkedin Chanel	1.000	0.000
	Linkedin Timberland	1.000	0.307
Twitter Chanel	Facebook Chanel	0.993	-0.606
	Facebook Timberland	0.981	-0.720
	Twitter Timberland	0.750	-1.214
	Instagram Chanel	0.830	-1.056
	Instagram Timberland	0.995	-0.577
	Linkedin Chanel	0.987	-0.720
	Linkedin Timberland	1.000	-0.413
Twitter Timberland	Facebook Chanel	0.994	0.608
	Facebook Timberland	0.998	0.494
	Twitter Chanel	0.750	1.214
	Instagram Chanel	1.000	0.157
	Instagram Timberland	0.992	0.637
	Linkedin Chanel	0.999	0.494
	Linkedin Timberland	0.984	0.800

Behavioural Intention		Sig.	Mean Difference
Instagram Chanel	Facebook Chanel	0.999	0.451
	Facebook Timberland	1.000	0.336
	Twitter Chanel	0.830	1.056
	Twitter Timberland	1.000	-0.157
	Instagram Timberland	0.998	0.479
	Linkedin Chanel	1.000	0.336
	Linkedin Timberland	0.995	0.643
Instagram Timberland	Facebook Chanel	1.000	-0.029
	Facebook Timberland	1.000	-0.143
	Twitter Chanel	0.995	0.577
	Twitter Timberland	0.992	-0.637
	Instagram Chanel	0.998	-0.479
	Linkedin Chanel	1.000	-0.143
	Linkedin Timberland	1.000	0.164
Linkedin Chanel	Facebook Chanel	1.000	0.114
	Facebook Timberland	1.000	0.000
	Twitter Chanel	0.987	0.720
	Twitter Timberland	0.999	-0.494
	Instagram Chanel	1.000	-0.336
	Instagram Timberland	1.000	0.143
	Linkedin Timberland	1.000	0.307
Linkedin Timberland	Facebook Chanel	1.000	-0.192
	Facebook Timberland	1.000	-0.307
	Twitter Chanel	1.000	0.413
	Twitter Timberland	0.984	-0.800
	Instagram Chanel	0.995	-0.643
	Instagram Timberland	1.000	-0.164
	Linkedin Chanel	1.000	-0.307