

Developing a Behavior-Based Measure of Online Brand-Engagement

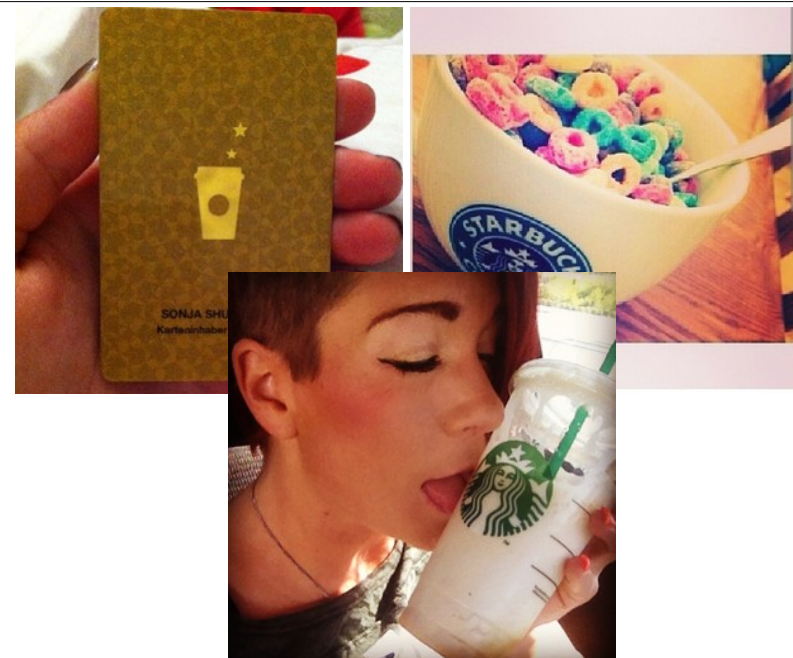
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Objectives

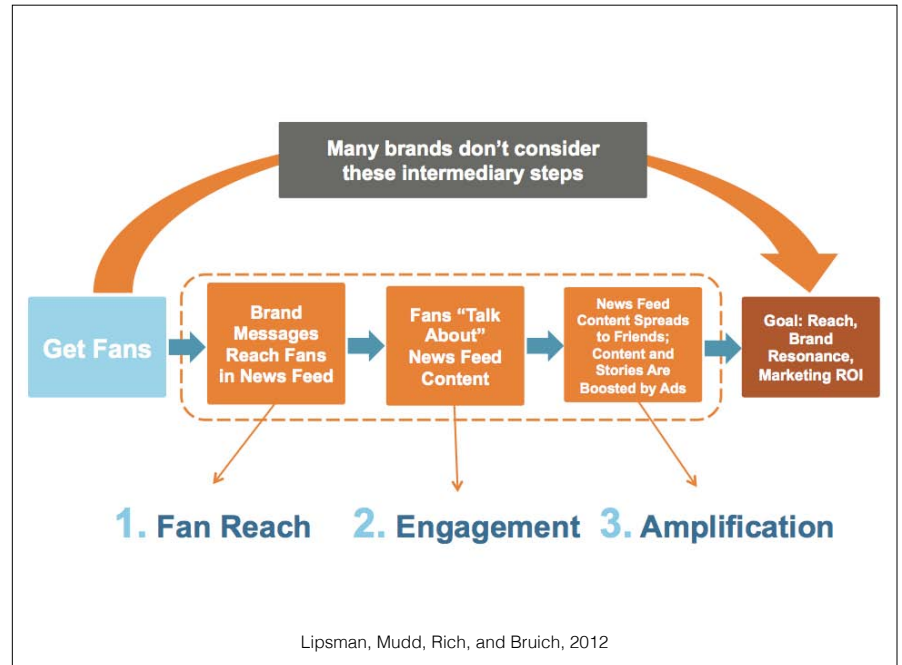
Why care about brand engagement?

Overview our attempt to reconcile differences in meaning of the brand engagement construct

Report on our efforts to develop an online brand-engagement measurement scale



“The goal is to engage consumers”



34x Fan Base

for Top 100 Brand Pages on Facebook

Lipsman, Mudd, Rich, and Bruich, 2012

81x Fan Base

for Top 1000 Brand Pages on Facebook

Lipsman, Mudd, Rich, and Bruich, 2012



“A word that is frequently used in social marketing is ‘Engagement’, often when citing the power of social media and the opportunity it brings for marketers. There is nothing wrong with this; it’s a worthy ambition for a brand to try to engage with their consumers. The problem is that *engagement is essentially a meaningless term*. It could mean anything or everything and is really just used as a proxy for more meaningful brand objectives.”

“Wave 6 - The Business of Social: Social Media Tracker 2012”, UM, 2012

“Engagement. For many, the word has become a cliché. It’s time to take it back.”

“Think with Google: The Engagement Project”, Levy, 2013

A Split in Definitions

Behavioral

Engagement as behaviors with a brand focus that go beyond purchase

(Van Doorn, Lemon, Mittal, Nass, Pick, Pirner, and Verhoef, 2010; Kumar Aksoy, Donkers, Venkatesan, Wiesel, and Tillmanns, 2010; MSI, 2010)

Psychological

Engagement as a psychological state having emotional, cognitive, and behavioral dimensions

(Hollebeek, 2011; Brodie, Hollebeek, Juric, and Ilic, 2011; Brodie, Ilic, Juric, and Hollebeek, 2011; Bowden, 2009; Mollen and Wilson, 2010)

Psychological

“Customer engagement (CE) is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships.”

“It is a multidimensional concept subject to a context- and or stakeholder-specific expression of relevant cognitive, emotional, and/or behavioral dimensions.”

(Hollebeek, 2011; Brodie, Hollebeek, Juric, and Ilic, 2011; Brodie, Ilic, Juric, and Hollebeek, 2011)

Behavioral

“active interactions of a customer with a firm, with prospects and with other customers, whether they are transactional or nontransactional in nature, can be defined as ‘customer engagement’”

(Kumar et al., 2010)

Behavioral

“customers’ behavioral manifestations toward a brand or firm beyond purchase”

(MSI, 2010)

Behavioral

“customer engagement behaviors go beyond transactions, and may be specifically defined as a customer’s behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers”

(Van Doorn et al., 2010)

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Definitional Fallout

Slows growth of knowledge (Churchill, 1979)

Prevents theory creation (MacKenzie, 2003)

Misunderstanding, poor constructs, and ultimately false relationships (MacKenzie, Podsakoff, and Podsakoff, 2011)

Cross efforts, wasted time

Study I

Reconcile the Brand Engagement Construct

Explored the literature

First stage: undergraduate students (N=23)

Second stage: academic experts (N=8)

Third stage: master's students (N=19)

Fourth stage: academic experts (N=10)

Triangulated between all three sources

Good Constructs

(Mackenzie et al. 2011)

“maximally unique”

precise and detailed, yet parsimonious

necessary and sufficient attributes

not subject to multiple interpretations

not technical

describe the construct positively

Study I Findings

Engagement's uniqueness is action

Specifically, brand-related action or behavior of any form

Evident in both student and expert opinions

Construct lends itself to an online-specific definition

Adopted Definition

We define brand engagement online (BEO) as the extent to which a consumer consciously performs brand-related, public, online behaviors beyond purchase and consumption.

Further, we partition BEO into *creation* and *interaction* dimensions.

Study 2

Item Generation and Selection

Developed 41 items (31 interaction and 10 creation)

Reviewed by 13 academics, resulted in a revised set of 39 items (25 interaction and 14 creation)

Operationalize with two-part items:
frequency of behavior x degree of effort

Study 2

Item Generation and Selection

Using the slider indicate how often you perform each behavior.

I comment on Apple-related content online

When you engage in the following, how much time does it take you on each occasion...

...to comment on Apple-related content online

Study 3

Item Reduction and Scale Dimensionality

Online panel (N=191) responded to 39 items

Factor analysis reduced to 20 items (14 interaction, 6 creation)

Second online panel (N=330) employed

Factor analysis suggested 10 item, 3 factor solution (5 interaction, 3 creation, 2 sharing)

Interaction

...to express my knowledge of BRAND online

...to comment on BRAND-related content online

...to comment if I see something online about BRAND

...to participate when others talk online about BRAND

...to talk about BRAND online

Creation

...to produce web content about BRAND

...to create things about BRAND online

...to create online content concerning BRAND

Sharing

...to share my videos about BRAND online

...to share my photos about BRAND online

Study 4

Confirming Scale Dimensionality

Online panel (N=516) again employed

Cronbach's alphas satisfactory (interaction = 0.94, creation = 0.88, and sharing = 0.72)

CFA results ($\chi^2 = 132.27$, $df = 32$, $p < .01$, $CMIN/df = 4.13$) supported a 3 factor solution with NFI of 0.97, CFI of 0.98, GFI of 0.95, RMSEA of 0.08, and SRMR of 0.03

Study 5

Discriminant, Nomological, and Convergent Validity

Due to large number of constructs tested, two samples were undertaken (N = 361, N = 385)

Also included a single-item measure of brand engagement to assess convergent validity

Study 5

Discriminant Validity

Construct	Corr.	Sig.
Attitude Toward WOM (Khare et al. 2011)	0.05	0.33
Hypothetical WOM (Gelbrich 2011)	0.09	0.10
Satisfaction with a Brand Relationship (Adjei et al. 2010)	0.10	0.06
Attitude Toward the Brand (Petty et al. 1983)	0.14	0.01
Brand Personality Appeal (Freling et al. 2011)	0.17	0.01
Intention to Recommend (Cheema et al. 2010)	0.17	0.01
Product Category Involvement (Mittal 1995)	0.19	0.01

Study 5

Nomological and Convergent Validity

Construct	Corr.	Sig.
Brand Commitment (Moreau et al. 2011)	0.27	0.01
Brand Involvement (Mittal 1995)	0.30	0.01
Market Mavenism (Feick and Price 1987)	0.32	0.01
Brand Experience (Brakus et al. 2009)	0.35	0.01
Brand Engagement in Self-Concept (Sprout et al. 2009)	0.44	0.01
Brand-Self Connection (Park et al. 2010)	0.46	0.01
Single Item Measure of Brand Engagement	0.55	0.01



CBE Scale

(Hollebeek, Glynn, and Brodie, 2014)

CBE: “a consumer’s positively valenced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interactions”

Dimensions: cognitive processing, affection, and activation

Cognitive Processing

Using BRAND gets me to think about BRAND

I think about BRAND a lot when I'm using it

Using BRAND stimulates my interest to learn more about BRAND

Affection

I feel very positive when I use BRAND

Using BRAND makes me happy.

I feel good when I use BRAND

I'm proud to use BRAND

Activation

I spend a lot of time using BRAND, compared to other CATEGORY brands.

Whenever I'm using CATEGORY, I usually use BRAND.

BRAND is one of the brands I usually use when I use CATEGORY.

S6 - Scale Comparison

Correlations Reported

Construct	Corr. with Our Scale	Corr. with CBE Scale
Intention to Recommend (Cheema and Kaikati, 2010)	0.30	0.82
Brand Involvement (Mittal 1995)	0.36	0.82
Brand Commitment (Moreau et al. 2011)	0.42	0.86
Brand Experience (Brakus et al. 2009)	0.42	0.75
Self-Brand Connection (Escalas and Bettman, 2005)	0.48	0.84
Congruence with Others Who Use the Brand (Keller, 2003; Rindfleisch et al., 2009)	0.52	0.81

N = 395, All Correlations Significant at the 0.01 Level

EFA Results - Unrotated

Construct	F1	F2	F3	F4	F5	F6
Our Engagement Scale	X	X				
CBE Scale (Hollebeek et al., 2014)	X					
Brand Commitment (Moreau et al. 2011)	X					
Brand Involvement (Mittal 1995)	X					
Intention to Recommend (Cheema and Kaikati, 2010)	X					
Brand Experience (Brakus et al. 2009)	X					
Self-Brand Connection (Escalas and Bettman, 2005)	X					
Congruence with Others Who Use the Brand (Keller, 2003; Rindfleisch et al., 2009)	X					

N = 395, Unrotated, Maximum Likelihood Extraction, Loadings < 0.4 Suppressed

EFA Results - Rotated

Construct	F1	F2	F3	F4	F5	F6
Our Engagement Scale		X				
CBE Scale (Hollebeek et al., 2014)	X		X			X
Brand Commitment (Moreau et al. 2011)	X					
Brand Involvement (Mittal 1995)	X				X	
Intention to Recommend (Cheema and Kaikati, 2010)	X					
Brand Experience (Brakus et al. 2009)	X		X			
Self-Brand Connection (Escalas and Bettman, 2005)	X		X	X		
Congruence with Others Who Use the Brand (Keller, 2003; Rindfleisch et al., 2009)	X			X		

N = 395, Varimax Rotation, Maximum Likelihood Extraction, Loadings < 0.4 Suppressed

Next steps...

Really excited by our behavioral scale

- Tentatively optimistic with performance
- Hope it fills a niche for both practitioners and academics

Challenge now is how to get it published...

Challenges

Positioning the paper:

- Attempt to resolve conceptualization debate, or simply adopt a perspective?
- To what extent should we address the Hollebeek et al. (2014) CBE scale?

Challenges

Enhancing the contribution:

- Should the scale be center stage? or play a peripheral role?
- What might be reviewers' top concerns?
- Ideas for interesting studies or approaches to highlight the construct's value?

