

The impact of social media marketing efforts on buying intentions within the brewing sector

Ana LIMA

*ISCAP, Polytechnique of Porto, Porto, Portugal
analima@iscap.ipp.pt*

Marco CRUZ

ISCAP, Polytechnique of Porto, Porto, Portugal

Jorge PACHECO

ISCAP, Polytechnique of Porto, Porto, Portugal

Abstract. *Social Media Marketing Activities (SMMA) encompass several dimensions that enhance brand engagement on social media platforms: Entertainment focuses on engaging users through fun; Interaction emphasises the two-way communication between the brand and its consumers; Trends involves leveraging current cultural and market trends; Personalisation deals with tailoring messages; Advertising refers to the direct promotion of products; e-WOM Intensity measures the frequency and spread of information; e-WOM Emotional Value evaluates the emotional impact of this information; and e-WOM Content evaluates the quality of information shared. This study used a quantitative methodology to explore the impact of social media marketing activities (SMMA) on Instagram on users' purchase intentions, with specific reference to the SuperBock brand. Data collection was carried out using an online questionnaire. The survey was administered to a non-probabilistic convenience sample of 202 individuals recruited primarily from social media platforms where SuperBock has an active presence. The convenience sampling method is preferred due to its ease of implementation in research design, cost effectiveness and time efficiency. Statistical analysis of the data was carried out using SPSS software. The results indicate that all dimensions of SMMA on SuperBock's Instagram have a positive impact on consumers' purchase intentions. The dimension 'Advertising' exerts the most significant positive impact, followed by 'Emotional Value' and 'Intensity of e-WOM'. It was found that e-WOM dimensions play a significant role in influencing consumers' purchasing decisions. This study advances our understanding of how Instagram influences purchase intentions for SuperBock. The use of a non-probabilistic convenience sample limits the generalisability of conclusions.*

Keywords: Social Media Marketing Activities, Instagram, e-wow, Buying intention, Brewing sector.

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Introduction

Digital media has fundamentally changed brand communication strategies and has been widely used in recent years. This shift indicates that brand interactions and exposure to marketing campaigns are increasingly taking place on social media platforms.

Social media platforms are interactive computer-mediated technologies that facilitate the creation and exchange of information, ideas and other forms of expression through virtual communities and networks (Kietzmann et al., 2011). Social media strategies are a cost-effective way to help companies increase brand awareness, brand loyalty, and customer satisfaction (Slijepčević et al., 2020).

The concept of social media marketing activities (SMMA) encompasses a range of strategies and tactics used by brands to engage with consumers on social media platforms (Choedon & Lee, 2020). SMMA are actions taken on social media platforms that affect brand trust, brand experience, and brand love, which ultimately influence consumers' purchase intentions (Koay et al., 2023).

Social Media Marketing Activities (SMMA) aim to fill several key gaps in traditional marketing approaches by leveraging the unique capabilities of social media platforms. Traditional marketing often has a one-way communication style, where brands talk to consumers without the ability to interact in real time. This is in stark contrast to the capabilities of Social Media Marketing Activities (SMMA), which enable direct and dynamic engagement. SMMA leverage the advanced targeting capabilities of social media platforms, allowing brands to pinpoint specific demographics, interests and behaviours, overcoming the scattergun approach often associated with traditional media. This precise targeting not only increases the relevance of marketing efforts, but also improves efficiency (Ibrahim et al., 2020; Zollo et al., 2020).

To further enrich the consumer experience, social media facilitates the creation and maintenance of online communities. This community-building aspect is crucial as it allows for meaningful interactions among fans and between fans and the brand, fostering greater loyalty and a sense of belonging. This level of engagement is something that traditional marketing struggles to achieve and is often limited by its static nature (Hajli et al., 2017). Furthermore, traditional marketing is typically slow to adapt to change, constrained by long production times and rigid campaign schedules. In contrast, SMMA offers unparalleled flexibility, enabling brands to respond quickly to market trends, consumer behaviour and global events. This agility ensures that brands remain relevant and dynamic, adapting in real time to the evolving marketplace.

In terms of cost-effectiveness, social media offers a significant advantage. Traditional marketing channels can be prohibitively expensive, especially for smaller businesses. Social media, however, allows brands to achieve widespread visibility and engagement on a relatively modest budget. This accessibility is coupled with the ability of social media platforms to provide detailed analytics and metrics. Such data-driven insights are invaluable, providing real-time feedback on the success of campaigns, helping brands assess return on investment (ROI) and facilitating strategic adjustments to maximise impact (Nilasari et al., 2019).

Finally, the rich and diverse content formats supported by social media - from videos and images to live streams and stories - enable brands to create compelling narratives that effectively capture consumer attention. This variety allows marketers to present their

messages in innovative ways that resonate deeply with diverse audiences, something that traditional marketing formats can rarely achieve (Choedon & Lee, 2020).

Not only does SMMA address the limitations of traditional marketing by increasing interaction and targeting precision, but it also fosters community engagement, offers flexibility, ensures cost efficiency and supports a diverse content strategy, making it an indispensable tool in the modern marketing arsenal. These points demonstrate that SMMA fills essential gaps in traditional marketing, further underlining its indispensability in contemporary strategies. Building on this fundamental understanding, the main objective of this study is to specifically investigate how social media marketing activities (SMMA) on Instagram influence users' purchase intentions, with a focus on the Portuguese beer brand SuperBock.

This study aims to apply the general benefits of SMMA to a targeted investigation of its impact within a specific market segment, thereby providing practical insights into effective digital marketing strategies to increase consumer engagement and sales.

Literature review

With the rise of the Internet in recent years, users have become socially connected to each other through online communities (social networks, blogs, etc.). This means that users themselves have created and joined online segmentation groups that share the same values and needs, as opposed to traditional segmentation created by brands (Kotler et al., 2017). Considering that social networks have revolutionised the way we communicate, social media marketing (SMM) has emerged, a strategy that aims to build messages using social networks as a communication platform (Castro, 2022).

Social networks have created new forms of communication for entrepreneurs and brands at a very low cost and have made it possible to obtain direct feedback from consumers (Hanna et al., 2011) making social media fundamental to business and corporate marketing. Organisations can gain significant benefits by incorporating social media marketing into their overall business strategies (Shiau et al., 2018). Social media platforms facilitate direct connections with customers, increase brand awareness, influence consumer attitudes, and provide a channel for feedback, which can lead to product and service improvements and increased sales (Kaur et al., 2018).

Kim and Ko (2012) classify the characteristics of social networks into five dimensions: entertainment, interaction, trends, personalisation and wom. Entertainment on social networks represents a hedonic aspect for users (Ebrahim, 2020), resulting in a sense of fun and pleasure when using them (Agichtein et al., 2008). Interaction consists of all user contributions to brands on any of the social media platforms (Ebrahim, 2020). It is a space where consumers can interact with each other, discuss and share their opinions about a particular brand (Park & Namkung, 2022). Social media trends consist of providing new and updated information about products and services (Godey et al., 2016). Personalisation represents the extent to which the product or service satisfies the different tastes of consumers based on their requirements (Seo & Park, 2018). Personalisation on social media has become a tool for brands to communicate in a unique and original way to build a relationship with users and increase their loyalty to the brand. (Martin & Todorov, 2010). Bilgin (2018) added advertising as a component of social media, which refers to all promotional and advertising content aimed at increasing sales and developing a consumer portfolio.

Social media marketing activities (SMMA) are targeted marketing initiatives on social media platforms that aim to engage customers, increase brand awareness and influence purchase intent. Critical to modern marketing strategies, SMMA uses channels such as Instagram to interact with customers, understand their preferences, and strengthen brand awareness (Esma, 2020).

The concept of e-wom refers to a negative or positive statement made by future, current, or past consumers about a product, service, or brand that can be accessed by any online user (Hennig-Thurau et al., 2004). It thus refers to the process of exchanging information, which may include positive and/or negative aspects of a brand's products or services, made by current, former, or potential consumers, which is shared on the Internet and can be accessed by anyone (Sulthana & Vasantha, 2019). With today's online connectivity, consumers are highly dependent on the opinions of others, which in many cases have a greater impact than brands' marketing efforts (Kotler et al., 2017). Therefore, it is essential for brands to analyse consumer feedback through their opinions (Smith, 2009). E-wom is the evaluation of customers' personal experience and satisfaction with a brand's products/services through social media and other electronic platforms, and it is information that has a great impact on a company. Goyette et al. (2010) divide e-wom into 4 dimensions: intensity, emotional value: positive value and negative value, and content. Intensity is the number of opinions or reviews written by consumers online. Emotional value is determined by consumer opinions and is categorised as positive or negative, where a positive value is a positive comment about a good experience with a particular product, service or brand and a negative value is a negative comment after a bad experience with the product, service or brand. Finally, content, which consists of all the information made available about the brand in its online media (Goyette et al., 2010; Baharuddin & Yaacob, 2020).

Spears and Singh (2004, p. 56) defined the purchase intention as "an individual's conscious plan to exert effort to purchase a brand". For Singhal et al. (2019), purchase intention refers to the tendency to purchase a brand and is generally based on the fit between the motive to purchase and the attributes or characteristics of the brand under consideration. The purchase intention is a combination of consumer interest and the likelihood of purchasing a product (Kim & Ko, 2012). The authors also argue that the purchase intention is a variable based on consumer attitudes to measure future contributions to brands. It is also defined as an individual's tendency to act in accordance with his or her affinity for a brand, indicating that this intention reflects the consumer's intrinsic motivation to engage in a particular behaviour (Rezvani et al., 2012; Kim et al., 2020).

The purchase intention is closely linked to consumer attitudes, a relationship that has been extensively studied in the academic literature. Consumer attitudes, which encompass an individual's feelings, beliefs, and opinions about a product, significantly influence the likelihood of a purchase (Tiwari et al., 2024). These attitudes are formed through direct experience with the product, information from various sources, and the influence of personal values and beliefs. As a reflection of a consumer's favourable or unfavourable evaluation of a product, these attitudes directly shape their purchase intentions (Kim et al., 2016; Martins et al., 2019). Thus, understanding consumers' attitudes provides essential insights for predicting and influencing their purchase behaviour, highlighting the critical role that attitudes play in the decision-making process. This link is crucial for marketers seeking to develop effective strategies that align with consumer preferences and drive sales.

For Kotler et al. (2017), there are three factors that influence consumers' purchasing decisions: first, the influence of marketing communications in different types of media; second, the opinions of friends and family; and third, personal knowledge and attitudes towards the brand based on past experiences (Kotler et al., 2017). In a study by Doh and Hwang (2009), they concluded that e-wom influences consumers' attitudes towards their purchase intention.

Instagram is one of the largest social media platforms in the world and is considered the best social network for brands to interact and connect with their consumers (Karl, 2022). This social network encourages the sharing of photos and videos, and its users can also share them on their profile with their followers, even tagging them and adding hashtags (Faustino, 2019). In a 2019 Facebook study on the influence of Instagram in promoting brands and their sales, 80% of respondents said they use Instagram to decide whether or not to buy a product or service, and 87% of Instagram users said they take an action after seeing product information on Instagram. This action could be following the brand, visiting its website, or making a purchase (Facebook, 2019).

The novelty of this research lies in its focus on investigating the specific impact of social media marketing activities (SMMA) on Instagram, using an adapted model from Aji et al. (2020), and their influence on users' purchase intentions, specifically in the context of the Portuguese beer market, represented by the SuperBock brand. Despite the widespread recognition of the effectiveness of SMMA in broader marketing domains, detailed studies targeting individual industry segments, especially in geographically and culturally diverse markets such as Portugal, remain scarce. This study is crucial, as it aims to fill this gap by providing insights into how Instagram-based marketing strategies can be optimised to increase consumer engagement and drive sales in a localised environment.

Research methodology

Error! Reference source not found. presents the conceptual model and the respective research hypotheses, adapted from the study by Aji et al. (2020):

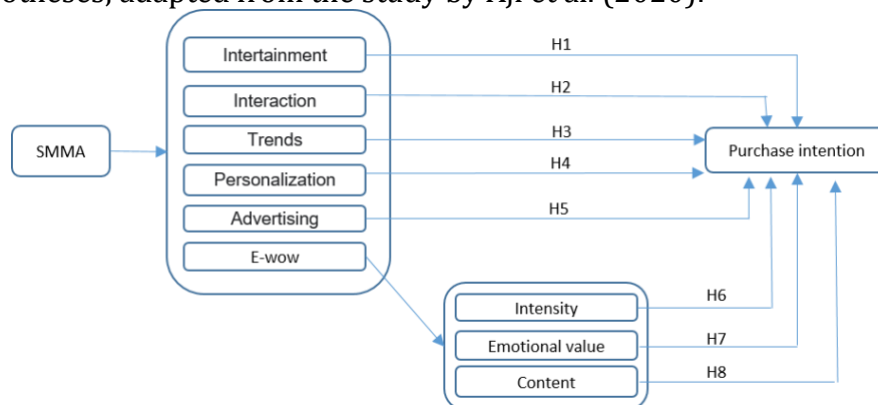


Figure 1. Conceptual model and research hypotheses

Source: Own elaboration.

This conceptual model makes it possible to analyse how each of the SMMA dimensions affects consumers' purchase intentions for SuperBock brand products and to formulate the research hypotheses. Social Media Marketing Activities (SMMA) include several dimensions that enhance brand engagement on social media platforms: entertainment focuses on

engaging users through fun and engaging content. Interaction emphasises two-way communication between the brand and its consumers. Trends involves using current cultural and market trends to stay relevant. Personalisation is about tailoring messages to individual user preferences. Advertising refers to the direct promotion of products. e-WOM Intensity measures the frequency and prevalence of online discussions about the brand. e-WOM Emotional Value assesses the emotional impact of these discussions, and e-WOM Content evaluates the quality of information shared by consumers, influencing perceptions and decision-making processes (Koay et al., 2023). Together, these dimensions help brands to effectively connect with and influence their target audiences (Esma, 2020).

Social networks allow content to be produced and consumed without time or location constraints, so through the active participation of consumers, social networks influence the way they behave or think about a brand (Aji et al., 2020). For Cheung et al. (2020), entertainment through social media platforms exists when brands create memorable experiences for their customers by developing fun and playful content to satisfy their need for enjoyment. Kim and Ko (2012) concluded that offering free content entertains users who use social media in the luxury brand industry, as well as connecting with friends, family and colleagues on a platform. Mustafi and Hosain (2020) argue that entertainment plays an imperative role in shaping consumers' attitudes and influencing their purchase intentions.

(H1): There is a direct relationship between users' entertainment on SuperBock's Instagram page and their purchase intention.

Consumers' interaction on Instagram represents their total contribution to the brands on this platform. Some studies claim that the interaction between consumers and a brand on a social network positively influences users' trust and removes any feeling of uncertainty about engaging with the brand and making online purchases (Khadim et al., 2018). Chahal and Rani (2017) assert that interaction increases consumers' trust in the brand, removes any doubts and fosters a deeper connection with the brand that can lead to the purchase of its products. According to Zafar et al. (2021), interactivity plays a notable role in determining consumers' impulse purchase behaviour.

(H2): There is a direct relationship between users' interaction on SuperBock's Instagram page and their purchase intention.

Social networks are one of the most convenient ways for any user of these platforms to access information. Trends are represented on a social network by the amount of current and up-to-date information offered to users. In a study on the airline industry, Seo and Park (2018) concluded that this dimension of SMMA is the most influential compared to the others (Seo & Park, 2018). The ubiquity of the Internet and new smartphones have made it easier for firms to disseminate important information online and connect with customers (Chhonker et al., 2018).

(H3): There is a direct relationship between the trends on SuperBock's Instagram page and consumers' purchase intention.

Personalisation is defined as providing the right product or service to the right customer at the right time and in the right place (Sunikka & Bragge, 2012). Thus, personalisation represents the extent to which a service or product satisfies the different tastes of its consumers, taking into account their requirements. Seo and Park (2018) concluded that consumers prefer social networks that suit their tastes and preferences with reliable content (Seo & Park, 2018).

(H4): There is a direct relationship between the personalisation of content on SuperBock's Instagram page and consumers' purchase intention.

Advertising on social networks takes the form of promotional content and brand promotion campaigns. A study by Mangold and Faulds (2009) concluded that advertising is an important component of SMMA.

(H5): There is a direct relationship between SuperBock brand advertising on Instagram and consumers' purchase intention.

Seo and Park (2018) concluded that a brand should encourage its customers to voluntarily share their e-wom and then control their behavioural and emotional responses through efficient social media management (Seo & Park, 2018). Hajli (2014) states that consumers share information, knowledge, and past experiences with others on social media and this information can positively or negatively influence a brand's relationship with its consumers.

(H6): There is a direct relationship between the intensity of consumers' e-wom about the SuperBock brand and their purchase intention.

(H7): There is a direct relationship between consumers' emotional value of e-Wom about the SuperBock brand and their purchase intention.

(H8): There is a direct relationship between the e-wom content consumers discuss about the SuperBock brand and their purchase intention.

This study adopts a quantitative approach with a deductive approach that focuses on using the data collected to test a theory or hypothesis(es), so each respondent answers the same questions, this method provides an efficient way of collecting data (Saunders et al., 2007). The unit of analysis in this study is individuals in Portugal who use the social network Instagram and interact with or follow the account SuperBock. Data collection took place from May to June 2023.

Sample

The research sample in this study was collected using convenience sampling, a type of non-probability sampling. According to Saunders et al. (2007), this method involves randomly selecting cases until the required sample size is reached, thereby simplifying and speeding up the process. Convenience sampling is a widely used method in academic research (Zhao, 2020) for several compelling reasons: it is cost-effective and time-efficient, making it suitable for studies with limited budgets or tight timelines; it allows easy access to a large number of participants; and convenience sampling can be practical when the population is homogeneous and variability among participants is minimal, as the impact of non-random selection may be less significant. Convenience sampling is often used when the research is focused on applying a theory or model rather than producing statistically generalisable results, making it suitable for exploratory or hypothesis-generating studies. According to Robinson (2014), convenience sampling involves collecting data from individuals who are readily willing to participate, most accessible, or otherwise readily available to the researcher. However, this method can lead to bias as cases are included in the sample simply because they are easily accessible, potentially compromising the generalisability of the findings.

In order to conduct the study effectively, it is crucial to determine the characteristics and size of the sample and to strike a balance between collecting sufficient samples to ensure reliable results and minimising the waste of time and resources. Fortin (2009) and others

point out that small samples can lead to unreliable results. Hair et al. (2014) suggests a minimum sample size of 200 to ensure validity. In terms of responses per variable, Schikorski and Stevens (1997) recommend 15 responses per variable, while Bollen (1989) considers 5 responses sufficient. For this study, the analysis of 9 variables requires between 45 and 135 responses to ensure the reliability of the results, following these different scholarly recommendations.

This study specifically targets followers of SuperBock on Instagram, and the authors acknowledge that consumers of the brand who do not use Instagram are outside the scope of this study. This limitation highlights potential avenues for future research in this area.

Data Collection and Ethical Considerations

To conduct this study, a questionnaire was designed as a data collection tool in which each participant responds to identical questions in a fixed sequence (Saunders et al., 2007), with interpretations intended to be consistent across responses (Robson, 2002). The use of online questionnaires allowed participants to engage with the study remotely via the Internet, thus removing geographical constraints. Data collection was carried out using a cross-sectional approach, in which a phenomenon is examined at one point in time. A preliminary test was conducted with approximately 10 people using the social network SuperBock Instagram to assess their understanding of the questions, resolve any uncertainties and determine the time required to complete the questionnaire.

The questionnaire, created on the Google Forms platform, was distributed through social networks such as Facebook, Instagram, WhatsApp, and Reddit over a period of six weeks. However, there are several challenges to collecting data through social media platforms. Firstly, it can lead to sampling bias, as the population on social media may not accurately represent the wider demographic. Secondly, privacy concerns and ethical issues may arise due to the personal nature of the data shared on these platforms. In addition, the accuracy of the data may be questionable, as users may present idealised versions of themselves or provide false information. Finally, changes in platform algorithms or policies can affect the accessibility and consistency of the data collected (Eszter, 2020; Olteanu, 2019).

While online platforms allow researchers to access large numbers of people quickly, their use also raises significant ethical concerns (Warrell & Jacobsen, 2014). To overcome the challenges of collecting data through social media platforms, researchers can diversify sampling methods to reduce bias, adhere to strict privacy and ethical standards to protect participants' data, and verify data accuracy through cross-validation with other sources. Taken together, these strategies enhance the reliability and integrity of social media-based research (Elmas, 2023). According to Shikha (2017), ethical issues in online surveys include privacy concerns, transparency, confidentiality, security, legal compliance, informed consent, data protection and prevention of non-research use of data. The authors were mindful of ethical issues during the data collection process, so respondents were assured that the data collected would remain anonymous and would only be used for the stated purposes of the study. The information collected will be rendered unusable and deleted after the study. At the end of the questionnaire, the authors provided contact details for any queries or suggestions, and also offered to share the results of the study with any interested participants.

In order for all respondents to meet the requirements of this study, some screening questions were introduced at the beginning of the questionnaire, namely: whether they are users of the social network Instagram, whether they follow SuperBock publications on it, and whether they are consumers of SuperBock beer. In order to continue with the questionnaire, the respondent must answer 'yes' to all of these questions; if they answer 'no' to any of them, the questionnaire is sent without going on to the next questions. In order to understand the demographic characteristics of the participants, questions were asked about age, gender, location, educational qualifications, professional occupation, frequency of daily use of the social network Instagram, and frequency and habits of consumption of SuperBock beer. All these questions were asked in a closed question format.

Measurement Instruments and Data Analysis

All questions in the questionnaire are based on previous studies (Aji et al., 2020), and is presented in the appendices. These questions are divided into 3 groups (SMMA; E-Wom and Purchase Intention) and are answered by the respondents using a 5-point Likert scale (5 = strongly agree; 4 = agree; 3 = neither agree nor disagree; 2 = disagree; 1 = strongly disagree). In order to test the proposed hypotheses, the data collected were analysed using the Statistical Package for Social Sciences software - SPSS 26, as well as reliability tests and ANOVA analysis.

The analyses used in this study - SPSS for complex data management and statistical testing, reliability tests to assess consistency of measurement, and ANOVA to compare group means – are all critical to effectively addressing the research hypotheses. The use of SPSS was based on its robust statistical capabilities and widespread recognition within the academic community, making it an ideal choice for handling the sophisticated data analysis required by the study. In addition, the use of reliability tests, such as Cronbach's alpha, was considered crucial in assessing the consistency and reliability of the measurement tools used. This is crucial in research because it verifies that any observed effects can be reliably attributed to the variables in question, rather than to the measurement error. Reliable measurement is fundamental to the accurate testing of hypotheses, as it strengthens the validity of conclusions drawn from the data (Mohajan, 2017). In addition, ANOVA was incorporated into the research methodology to identify statistically significant differences between groups. This statistical technique is commonly used in hypothesis testing to compare means between different groups, making it an essential tool for analysing the data in this study (Brereton, 2019). It is particularly important in testing the study's hypotheses regarding the relationships between various variables, thereby providing a robust basis for drawing substantive conclusions from the data.

The consistency of the questionnaire is tested by reliability tests using the Cronbach's alpha technique. This technique varies between 0 and 1 and measures the consistency of responses from a subset of the questionnaire (Saunders et al., 2007). The closer it is to 1, the better the consistency of the data being analysed. In order to demonstrate the consistency of the data, the Cronbach's alpha value must be equal to or greater than 0.7 (Hair et al., 2014). If the Cronbach's alpha value is greater than 0.7, it can be concluded that the questions being analysed have internal consistency and that the model can be trusted. (Nunnally & Bernstein, 1994). The strength of the correlation between the variables is also analysed using the KMO (Kaiser-Meyer-Olkin) and Bartlett's tests. KMO values close to 1 are considered ideal, while values below 0.5 are considered unacceptable. Recently, some authors have argued that a

KMO of 0.8 is sufficient to start analysing the factors (Meseguer-Artola et al., 2016). The hypotheses were tested using ANOVA analysis, which measures the degree of association between two variables or constructs.

Results and discussion

The respondents who took part in this research were mainly young people aged between 20 and 29 (74.3%), male (34.7%), female (64.9%) and of other sexes (0.5%). Most of them have higher education qualifications (82.2%) and come from the northern (46.5%) and central (40.1%) regions of Portugal. The professional status of the respondents varied, with the majority being students (38.6%), followed by employees (30.2%) and student workers (24.4%). Of all the respondents, 93.6% are Instagram users and the majority use the social network between 2 and 4 hours a day (50.3%), followed by less than 2 hours (42.3%). Still on the subject of beer consumption habits, it was shown that they consume beer more at weekends (80.7%) and mainly when socialising with family or friends (36.8%).

The Cronbach Alpha technique was applied to the 3 groups of questions in this study (SMMA, E-Wom, and Purchase Intention), as well as the KMO and Bartlett tests. When analysing the SMMA group, which consists of 10 items, a Cronbach alpha value of 0.84 was obtained, so that it is considered to have sufficient internal consistency. However, it was found that one of the items in this group compromised its internal consistency and should therefore be eliminated. Thus, after excluding the item '1.3 - Instagram allows me to share information with others', the Cronbach alpha value increased to 0.857. Subsequently, the KMO and Bartlett's test were applied to these items and a value of 0.813 was obtained, which confirms that the sample is adequate as it is greater than 0.5 and, as it is greater than 0.8, it is assumed that only one factor is extracted, so we can proceed with the analysis of the data.

When analysing the E-Wom group, which consists of 10 items, a Cronbach's alpha value of 0.786 was obtained. Although this is a reasonable value, its internal consistency can be accepted as it is higher than 0.7. However, it could be seen that some of the items in this group threatened its internal consistency, so they should be excluded from the study. Therefore, the following items were excluded "2.6 – I mainly mention negative aspects of the SuperBock brand to others"; "2.7 – I have criticised the SuperBock brand to others"; "2.8 – I discuss the prices of the SuperBock brand products with others"; "2.9 – I discuss the variety of the SuperBock brand products on offer with others". After excluding these items, the Cronbach alpha value increased to 0.842. The KMO and Bartlett's test on these items gave a value of 0.823, which confirms that the sample is adequate, as it is greater than 0.5, and as it is greater than 0.8, it is assumed that only one factor is extracted, so we can proceed with the analysis of the data.

The same procedure was used to analyse the group on purchase intention, where a Cronbach's alpha value of 0.74 was obtained. Although this is not an excellent value, it can be accepted as it is higher than 0.7. However, it could be seen that one of the items in this group threatened its consistency and was therefore eliminated. Thus, after excluding item "3.4 – I intend to continue to be or become a consumer of SuperBock brand products", the Cronbach alpha value increased to 0.842. The KMO and Bartlett's test were then applied to these items, as shown in Table 8, and a value of 0.725 was obtained. This value confirms that the sample is adequate as it is higher than 0.5, but as it is lower than 0.8, we cannot assume that only one factor will be extracted from this group, so a factor analysis should be carried out to confirm the number of factors to be extracted. A factor analysis was carried out using

SPSS, which allowed the number of factors extracted to be checked using the component matrix, as shown in Table 1.

Table 1. Component matrix of the group of items Purchase Intention. Extraction Method: Principal Component Analysis

Component Matrix	
Items	Component 1
4.1	0,882
4.2	0,880
4.3	0,854

Source: Own elaboration – SPSS data.

After the factor analysis, it can be seen that only one component is extracted from the purchase intention group, so we can proceed with the analysis of the data. In order to analyse the respondents' answers in general, a descriptive statistics analysis is carried out, which shows the mean, minimum, and maximum values of each variable analysed, as well as their standard deviations (Table 2).

Table 2. Descriptive Statistics

	N	Min.	Max.	Mean	Std. Deviation
Entertainment	57	1,50	5	3,80	0,87
Interaction	57	1	5	3,49	1,07
Trends	57	1,50	5	3,75	0,79
Personalisation	57	1	5	3,52	0,86
Publicity	57	1	5	4,30	0,82
Intensity	57	1,5	5	4,04	0,84
Emotional Value	57	2,67	5	4,16	0,55
Contents	57	1	5	3,63	1,23
SMMA	57	1,93	5	3,89	0,63

Source: Own elaboration – SPSS data.

Analysing the results in the table above, and taking into account the scale used in the responses (5-point Likert scale), it can be seen that the set of SMMA dimensions has a positive influence on SuperBock's Instagram page (mean = 3.89; standard deviation = 0.63). Therefore, any other scale that obtains higher values than the SMMA scale must be considered to have an extremely significant weight in it, as is the case with the Advertising dimension (mean = 4.30; standard deviation = 0.82), the e-Wom Intensity dimension (mean = 4.04; standard deviation = 0.84) and the e-Wom Emotional Value dimension (mean = 4.16; standard deviation = 0.55), indicating that these dimensions are extremely relevant to the consumers of this brand. In order to test all the hypotheses developed, the linear regression technique was used. To test the significance of the regression between the variables, the ANOVA test was used, which allows us to check the null hypothesis and the alternative hypothesis. The null hypothesis states that the variables are not related in any way, so the

model will have the same adjustments with or without the independent variables, while the alternative hypothesis states that there is a linear relationship between the variables being analysed. The null hypothesis is rejected if the significance value is less than 0.05, while the alternative hypothesis is rejected if the significance value is greater than 0.05.

Analysis of hypothesis testing

To test Hypothesis 1 – There is a direct relationship between users' entertainment on SuperBock's Instagram page and their purchase intention – an ANOVA test was performed to identify the null hypothesis and the alternative hypothesis.

Table 3. ANOVA test between the variables Entertainment and Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,113	1	18,113	21,264	,000 ^b
	Residual	46,850	55	,852		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): Entertainment

Source: Own elaboration – SPSS data.

The result of the ANOVA test in Table 3 shows that the significance value (sig.) is 0.00. As this value is less than 0.05, the null hypothesis is rejected. It can therefore be concluded that the entertainment dimension has a significant positive influence on the purchase intention, so Hypothesis 1 (H1) is supported.

To test Hypothesis 2 – There is a direct relationship between users' interaction on SuperBock's Instagram page and their purchase intention – an ANOVA test was carried out to identify the null hypothesis and the alternative hypothesis.

Table 4. ANOVA test between the variables Interaction and Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,937	1	6,937	6,575	,013 ^b
	Residual	58,026	55	1,055		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): Interaction

Source: Own elaboration – SPSS data.

The results of the ANOVA test presented in Table 4 between the variables 'Interaction' and 'Purchase Intention' show that the significance value (sig.) is less than 0.05. Therefore, the null hypothesis is rejected and it is concluded that the dimension 'Interaction' has a significant positive influence on the purchase intention, therefore Hypothesis 2 (H2) is supported.

To test Hypothesis 3 – There is a direct relationship between the trends on SuperBock's Instagram page and the purchase intention of its consumers, the ANOVA test shown in Table 5 was carried out between the variables 'Trends' and purchase intention.

Table 5. ANOVA test between the Tendencies and Purchase Intention variables

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,952	1	18,952	22,655	,000 ^b
	Residual	46,011	55	,837		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): Trends

Source: Own elaboration – SPSS data.

The results of the ANOVA test on the variables 'Trends' and 'Purchase Intention' show that the significance value (sig.) is 0.00. Therefore, the null hypothesis is rejected and it can be concluded that the 'Trends' dimension has a significant positive influence on purchase intention, so Hypothesis 3 (H3) is supported.

To test Hypothesis 4 – There is a direct relationship between the personalisation of content on SuperBock's Instagram page and the purchase intention of its consumers, the ANOVA test shown in Table 6 was carried out between the variables 'Personalisation' and purchase intention.

Table 6. ANOVA test between the Personalisation and Purchase Intention variables

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,126	1	24,126	32,494	,000 ^b
	Residual	40,837	55	,742		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): Personalisation

Source: Own elaboration – SPSS data.

The results of the ANOVA test on the variables 'Personalisation' and 'Purchase intention' show that the significance value (sig.) is 0.00. Therefore, the null hypothesis is rejected and it is concluded that the personalisation dimension has a significant positive influence on purchase intention, which supports Hypothesis 4 (H4).

To test Hypothesis 5 – There is a direct relationship between the advertising of the SuperBock brand on Instagram and the purchase intention of its consumers, the ANOVA test shown in Table 7 was carried out between the variables 'Advertising' and purchase intention.

Table 7. ANOVA test between the variables Advertising and Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,217	1	10,217	10,264	,002 ^b
	Residual	54,746	55	,995		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): Advertising

Source: Own elaboration – SPSS data.

The results of the ANOVA test for the variables 'Advertising' and 'Purchase intention' show that the significance value (sig.) is 0.002. Since it is less than 0.05, the null hypothesis is rejected and therefore Hypothesis 5 (H5) is supported.

In order to test Hypothesis 6 – There is a direct relationship between the intensity of consumers' e-Wom about the SuperBock brand and their purchase intention – the ANOVA test presented in Table 8 was carried out between the variables 'intensity' of e-Wom and purchase intention.

Table 8. ANOVA test between the variables e-Wom Intensity and Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,075	1	8,075	7,807	,007 ^b
	Residual	56,888	55	1,034		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): e-Wom Intensity

Source: Own elaboration – SPSS data.

The results of the ANOVA test on the variables 'intensity' of e-Wom and purchase intention show a significance value (sig.) of less than 0.05. Therefore, the null hypothesis is rejected and it is concluded that the 'Intensity' dimension of e-Wom has a significant positive influence on purchase intention, so Hypothesis 6 (H6) is supported.

In order to test Hypothesis 7 – There is a direct relationship between consumers' emotional value of e-Wom about the SuperBock brand and their purchase intention – the ANOVA test presented in Table 9 was carried out between the variables 'emotional value' of e-Wom and purchase intention.

Table 9. ANOVA test between the variables Emotional Value of e-Wom and Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,512	1	10,512	10,618	,002 ^b
	Residual	54,451	55	,990		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): Emotional Value of e-Wom

Source: Own elaboration – SPSS data.

The result of the ANOVA test shows that the significance value (sig.) is 0.002. Therefore, since it is less than 0.05, the null hypothesis is rejected and it is concluded that the variable 'Emotional Value' of e-Wom has a significant positive influence on purchase intention, thus supporting Hypothesis 7 (H7).

To test Hypothesis 8 – There is a direct relationship between the content of e-Wom discussed by consumers about the SuperBock brand and their purchase intention, we carried out the ANOVA test, shown in Table 10, between the variables 'content' of e-Wom and purchase intention.

Table 1. ANOVA test between the variables e-Wom Content and Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,825	1	13,825	14,869	,000 ^b
	Residual	51,138	55	,930		
	Total	64,963	56			

a. Dependent Variable: Purchase Intention

b. Predictors (Constant): e-Wom content

Source: Own elaboration – SPSS data.

The result of the ANOVA test shows that the significance value (sig.) is 0.00. Therefore, since it is less than 0.05, the null hypothesis is rejected and it is concluded that the e-wom 'content' variable has a significant positive influence on purchase intentions, thus Hypothesis 8 (H8) is supported.

This study aims to understand whether the SMMA on SuperBock's Instagram page influences the purchase intention of consumers of this brand. Therefore, tests were used to analyse the hypotheses of this study. Firstly, it was important to determine the adequacy of the sample, as well as the internal consistency of each construct, so reliability tests were carried out on them. These tests showed that the sample was adequate and that there were some items in the questionnaire that threatened its internal consistency, so they had to be excluded so that the data would be unidimensional and suitable for analysis.

A simple descriptive analysis shows that one of the dimensions stands out positively from a consumer perspective: Advertising (mean = 4.30; standard deviation = 0.82) and this result is in line with the conclusions of Mangold and Faulds (2009), where the authors state that this is a relevant component of SMMA.

This is followed by the dimensions of emotional value of e-wom (mean = 4.16; standard deviation = 0.55) and intensity of e-wom (mean = 4.04; standard deviation = 0.84). The results are in line with the conclusions of authors Bilgin (2018) and Seo and Park (2018), both of whom argue that these dimensions are fundamental to the consumer purchase decision process. We then conducted the remaining tests to test the hypotheses developed in this study using ANOVA analysis.

Hypothesis 1 (H1), which aims to test the relationship between the 'entertainment' dimension and the purchase intention, the obtained results showing that there is a positive influence of this dimension on the purchase intention of SuperBock beer consumers. This result confirms the conclusions of Kim and Ko (2012), in which the authors state that entertainment is a hedonic aspect for consumers.

Hypothesis 2 (H2) consists of testing the relationship between the 'interaction' dimension and the purchase intention of SuperBock beer consumers. The data revealed that there is a positive influence of this dimension on consumers' purchase intention, confirming the conclusions of Khadim et al. (2018) and Chahal and Rani (2017), in which the authors state that interaction influences consumers' trust in the brand and eliminates any feelings of uncertainty about it, which leads them to engage with the brand and purchase its products. The dimensions of social media marketing activities (SMMA), such as 'entertainment' and 'interaction', play a key role in shaping consumer behaviour. The former focuses on the engaging and entertaining content that brands provide through social media, and interaction is crucial because it helps build relationships and trust between the consumer and the brand.

Hypothesis 3 (H3) aims to understand the influence of the 'trends' dimension on the purchase intention of SuperBock beer consumers. The results obtained show that this dimension has a positive influence on the purchase intention of SuperBock beer consumers, which is in line with the conclusions of Seo and Park (2018), in which the authors state that this dimension is extremely relevant, being the most influential in their study on the airline industry. This dimension is very helpful for marketers, as it captures how effectively a brand uses current cultural, technological, or market trends in its social media activities to remain relevant and appealing to its audience.

Hypothesis 4 (H4) aimed to test the relationship between the personalisation dimension and the purchase intention of SuperBock beer consumers. The data revealed that there is a positive influence of this dimension on the purchase intention of consumers of the SuperBock brand. This data complements the conclusions of Seo and Park (2018), in which the authors state that consumers have a preference for social networks that are adapted to their tastes and preferences. This dimension is crucial for managerial considerations as it addresses the specific needs and interests of individual users, thereby increasing the relevance and effectiveness of communication.

Hypothesis 5 (H5) consists of testing the relationship between the 'advertising' dimension and the purchase intention of SuperBock beer consumers. The data obtained indicates that there is a positive influence of this dimension on consumers' purchase intention, confirming the conclusions of Mangold and Faulds (2009), in which the authors identify 'Advertising' as a significant dimension of the SMMA. It is important for managers to focus on the promotional aspects of social media, particularly how brands use these platforms to market their products or services directly to consumers.

Hypothesis 6 (H6) aims to understand the influence of the 'intensity' dimension of e-Wom on the purchase intention of SuperBock beer consumers. The results obtained show that this dimension has a positive influence on consumers' purchase intention. These data complement the conclusions of Seo and Park (2018), in which the authors state that brands should encourage their consumers to share their opinions online. This dimension is crucial for marketers as it relates to the volume and frequency of electronic word-of-mouth communication, highlighting the regularity and extent of consumer discussions about the brand online.

Hypothesis 7 (H7) aimed to test the relationship between the emotional value dimension of e-Wom and the purchase intention of SuperBock beer consumers. The data show that there is a positive influence of this dimension on consumers' purchase intention, confirming the conclusions of Bilgin (2018), in which the author states that information sharing influences purchase intention. For brand managers, this dimension is essential as it assesses the emotional impact of consumers' online conversations about a brand and examines how the sentiments expressed in these discussions can shape perceptions of the brand.

Finally, Hypothesis 8 (H8) aims to understand the influence of the 'content' dimension of e-Wom on the purchase intention of SuperBock beer consumers. The results obtained show that this dimension has a positive influence on consumers' purchase intention. These data complement the conclusions of Esma (2020) and Hajli (2014), in which the authors state that all the information, knowledge, and past experiences shared by consumers influence their relationship with the brand. This dimension, which is very useful for managers, assesses the substantive quality of the information that consumers share online.

by determining how informative, helpful, or persuasive the content is in influencing other consumers' perceptions of the brand.

The novelty of this study is reinforced by its focus on a specific, underexplored industry—beer—and its detailed examination of how Social Media Marketing Activities (SMMA) on Instagram shape consumer purchase intentions. Unlike previous research that often addresses SMMA in general contexts (Bilgin, 2018) or within luxury brands (Kim & Ko, 2012), this study zeroes in on a mainstream consumer product with a strong cultural and economic presence in Portugal, offering insights that are particularly relevant for fast-moving consumer goods (FMCG). Additionally, it goes beyond the basic analysis of SMMA dimensions by incorporating an in-depth investigation of e-WOM components, such as emotional value and content intensity, to capture their distinct effects on consumer behaviour. This multi-dimensional approach provides a richer understanding of how social media dynamics function in the beer sector, making it the first study to comprehensively analyse the impact of Instagram activities on a leading brand like SuperBock.

This positions the research as an original contribution to the literature on social media marketing, especially in the context of an industry where digital influence on consumer decisions is becoming increasingly critical, offering valuable insights for both academia and industry practitioners.

Conclusions

This study looks at the beer industry, specifically the brand that sells the most beer in Portugal, SuperBock. It focused on the social network Instagram, because it is the most popular social network in Portugal and because it is a platform that promotes brands and sales.

SMMA's dimensions on Instagram were identified: Entertainment, Interaction, Trends, Personalisation, Advertising, and e-Wom, where e-Wom includes the dimensions of Intensity, Emotional Value (positive and negative), and Content. Based on previous studies, the literature review allowed the development of a conceptual model and the application of a questionnaire. After analysing the demographics, it was concluded that the respondents were mainly between 20 and 29 years old, with higher education qualifications and mostly female. Most of them spend between 2 and 4 hours per day on Instagram.

Some of the respondents' behaviour towards SuperBock products was also identified: they consume more beer at weekends and mainly with family and friends. In a second phase, the tests carried out in this study were discussed. Firstly, reliability tests were carried out on the data collected and then, by analysing simple descriptive statistics, we were able to identify the relevance of each of the SMMA dimensions for SuperBock beer drinkers.

Finally, all the hypotheses developed were tested using ANOVA analysis. All the hypotheses of this research are supported and therefore complement and correspond to the conclusions drawn by the various authors mentioned. In addition, the results show that advertising on Instagram is the dimension that most stands out for consumers, followed by the dimensions of emotional value of e-wom and intensity of e-wom, and that e-wom also has a positive influence on their intention to purchase this brand.

The results of this study indicate that the dimensions of Social Media Marketing Activities (SMMA) need to be effectively managed to positively influence sales outcomes and increase business success. To effectively use Social Media Marketing Activities (SMMA) on Instagram, managers should focus on several key dimensions:

Entertainment: Create engaging and entertaining content that encourages sharing and increases brand awareness. This could include interactive posts, fun quizzes, and engaging videos that capture the audience's interest and encourage sharing. The aim is to entertain the audience while subtly reinforcing the brand message.

Interaction: Build consumer trust and loyalty by being responsive and engaging directly with followers to humanise the brand. This includes responding to comments in a timely manner, engaging in conversations with followers, and actively participating in community discussions. This direct engagement helps to humanise the brand and strengthen relationships with consumers.

Trends: Leverage current trends and popular hashtags to increase brand relevance and engage a broader audience. This could include using popular hashtags, participating in challenges, or aligning content with current events. Tapping into trends can increase a brand's visibility and relevance.

Personalise: Use data analytics to tailor content specifically to the interests and preferences of the target audience. Managers can use data analytics to understand follower preferences and behaviours, allowing for more targeted and relevant content that resonates with the audience.

Advertising: Use Instagram's advertising tools strategically to integrate seamless and engaging ads into the content stream. Managers should focus on creating targeted ads that are seamlessly integrated into the regular content stream, ensuring they engage the audience without being intrusive.

Intensity of e-WOM: Encourage frequent and positive user-generated content and influencer collaborations to drive brand conversations. This could be facilitated through user-generated content campaigns or influencer partnerships.

e-WOM Emotional Value: Monitor and influence the emotional tone of conversations around the brand, quickly addressing the negative sentiment. Managers should seek to amplify positive emotions while quickly addressing any negative sentiment through proactive community management.

e-WOM content: Ensure that content shared by consumers is accurate and reflects positive brand experiences. Managers can help by providing clear, informative content and encouraging happy customers to share their positive experiences.

By focusing on these dimensions, managers can optimise their Instagram strategies to increase engagement, build stronger customer relationships, and effectively drive sales.

This study has contributed to a deeper understanding of the influence of Instagram on consumer purchase intentions in the beer industry, specifically in relation to the SuperBock brand. The findings could provide important strategies for other brands in similar markets, highlighting the importance of tailored social media interventions in the digital marketing landscape to drive sales.

For academics, the main contribution of this study lies in the detailed identification and analysis of the different dimensions of Social Media Marketing Activities (SMMA) and their correlation with purchase intentions. This research provides valuable insights into how specific SMMA dimensions influence consumer purchase behaviour. These findings update and deepen our understanding of the management and impact of the social network Instagram on consumer purchase intentions, enriching the existing body of knowledge in this area.

Although the objectives of this study were achieved, it has some limitations. Given the size of the industry and the brand covered in this study, the sample size can be considered small, and it also focuses on a mostly young audience, which limits any generalisation of the data obtained and its reliability. It would therefore be advisable for future studies to use larger samples and collect data over a longer period than that used in this study. Another limitation of this study is the reliance on convenience sampling and online data collection. To address this and reduce sampling bias in future research, it is recommended to diversify sampling methods. This may include combining social media data collection with other methods such as surveys, interviews, or different platforms to achieve a more representative sample of the overall population. In addition, the use of techniques such as triangulation - where social media data is compared and cross-checked with information from other sources - is crucial to increase the reliability of findings.

An additional limitation is the focus on just one brand and one social network, in this case SuperBock and Instagram, which limits the generalisability of the data to the rest of the beer industry, and as this research focuses on SMMA on Instagram, we end up not understanding its influence on other social networks. It would be useful for the industry to investigate the influence of these SMMA on other brands and other social networks, as well as to understand their influence on brand equity.

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Appendices

Questionnaire

As part of a research project by CEOS - The Centre for Organisational and Social Studies of the Polytechnic Institute of Porto, we are carrying out a study entitled: The Impact of Social Media Marketing Efforts on Buying Intentions within the brewing sector.

Your participation is essential to the success of this study, which aims to analyse the consumption habits of the Super Bock brand and investigate the influence of its actions on Instagram on consumers' purchase intentions. All responses are anonymous and will be treated with the utmost respect for ethical and privacy issues, guaranteeing confidentiality and the exclusive use of data for academic and research purposes.

Filling in the questionnaire will take approximately 3 to 4 minutes.

Thank you in advance for your cooperation and availability.

Gender

- ☐ Female
- ☐ Male
- ☐ Other

Age

- ☐ < 20 years
- ☐ 20 to 29 years old
- ☐ 30 to 39 years old
- ☐ 40 to 49 years old
- ☐ 50 to 59 years old
- ☐ > 60 years

Location

- ☐ North
- ☐ Center
- ☐ South
- ☐ Autonomous Region of Madeira
- ☐ Autonomous Region of the Azores

Academic qualifications

- ☐ Basic Education
- ☐ Secondary Education
- ☐ Higher Education

Professional occupation

- ☐ Student
- ☐ Self-employed
- ☐ Employee
- ☐ Unemployed

Are you an Instagram user?

- ☐ Yes
- ☐ No (questionnaire elimination factor)

How many hours do you use Instagram every day?

- ☐ < 2 hours
- ☐ 2 to 4 hours
- ☐ 4 to 5 hours
- ☐ > 6 hours

Do you follow SuperBock on Instagram?

- ☐ Yes
- ☐ No (questionnaire elimination factor)

How many times a week do you drink SuperBock beer?

- 1 time
- 2 to 3 times
- > 4 times
- I do not drink beer (eliminator factor in the questionnaire)

On which days of the week do you consume the most SuperBock beer?

- Monday to Friday
- Weekends (Saturday and Sunday)

In what environment do you consume the most SuperBock beer?

- Coffee
- At home
- Bars or nightclubs
- Get-togethers with family or friends
- Outro: _____

Questionnaire

In this section you will be asked about your behaviour on the SuperBock brand's Instagram social network.

Please indicate the degree to which you agree with the following statements.

Where 1 - Completely disagree; 2 - Disagree; 3 - Neither agree nor disagree; 4 - Agree; 5 - Completely agree.

1. SMMA**1.1 - I like to interact with SuperBock's Instagram through likes or comments.**

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.2 - I find the content of SuperBock's Instagram interesting.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.3 - It is easy to give my opinion on the brand via SuperBock's Instagram.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.4 - The content shared on SuperBock's Instagram is updated/recent.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.5 - Interacting with SuperBock's Instagram is trendy.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.6 - SuperBock's Instagram provides the information I need.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.7 - I can easily get the information I need from SuperBock's Instagram.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.8 - I like the ads that the SuperBock brand publishes on Instagram.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

1.9 - SuperBock's ads on Instagram positively affect the way I look at the brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

In this section you will be asked about your behaviours regarding the SuperBock brand and its products.

Please indicate the degree to which you agree with the following statements.

Where 1 - Completely disagree; 2 - Disagree; 3 - Neither agree nor disagree; 4 - Agree; 5 - Completely agree.

2. Brand Equity

2.1 - I am always aware of the SuperBock brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.2 - I am aware of the characteristics of the SuperBock brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.3 - I can easily remember the SuperBock logo.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.4 - I can quickly recognise some of the characteristics of the SuperBock brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.5 - I can quickly recall the performance of this brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.6 - I was satisfied with the SuperBock brand during my last experience.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.7 - I would consume SuperBock brand products again soon.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.8 - I would recommend SuperBock products to other people (friends, family, etc.)

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.9 - Compared to alternative brands, the SuperBock brand has better quality.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.10 - Compared to the alternative brands, this brand is the best.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

2.11 - Compared to alternative brands, SuperBock's quality is more consistent.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

In this section you will be asked about your behaviours and attitudes with others about the SuperBock brand.

Please indicate the degree to which you agree with the following statements.

Where 1 - Completely disagree; 2 - Disagree; 3 - Neither agree nor disagree; 4 - Agree; 5 - Completely agree.

3. E-Wom

3.1 - I talk about the SuperBock brand more often than any other beer brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.2 - I talk about the SuperBock brand with other people.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.3 - I recommend the SuperBock brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.4 - I am proud to tell others that I am a consumer of SuperBock products.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.5 - I mainly mention positive aspects of the brand to others.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.6 - I mainly mention the negative aspects of the brand to others.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.7 - I have criticised the SuperBock brand to others.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.8 - I discuss the prices of SuperBock brand products with others.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.9 - I discuss the variety of products offered by the SuperBock brand with others.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

3.10 - I discuss the quality of SuperBock brand products with others.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

In this section you will be asked about your experience on SuperBock's Instagram and how it helped you make purchasing decisions.

Please indicate the degree to which you agree with the following statements.

Where 1 - Completely disagree; 2 - Disagree; 3 - Neither agree nor disagree; 4 - Agree; 5 - Completely agree.

4. Purchase Intention

4.1 - Interacting with SuperBock brand's Instagram helped me make better decisions before buying their products

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

4.2 - Interacting with SuperBock brand's Instagram has increased my interest in buying their products.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

4.3 - I will definitely buy products marketed on SuperBock's Instagram.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

4.4 - I intend to continue or become a consumer of the SuperBock brand.

- 5-point Likert scale: from 1 (Strongly disagree) to 5 (Strongly agree)

* 1 Strongly disagree; * 2 Disagree; * 3 Neither disagree nor agree; * 4 Agree; * 5 Strongly agree.

Thank you for your cooperation!

For any questions please contact: analima@iscap.ipp.pt