

The effects of social media engagement on sport sponsoring brands

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Abstract

The research aims to identify the influence of social media on an engagement process between sponsor (brand) and customer (fan). The preliminary literature review revealed that the concept of brand involvement is central to an engagement process. Further, literature revealed that brand involvement in a social media context is mediated by the degree of Social Media Engagement. A focus on three European football clubs, two sponsors and their use of social media will enable the researcher to empirically test the development of a consumer's engagement with a social media channel and how this reflects on brand involvement.

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