

BAB V

KESIMPULAN

5.1 Kesimpulan

Riset ini merupakan replikasi dari penelitian yang dilakukan oleh Lee *et al.*, (2019) yang meneliti tentang pengaruh kelucuan dalam desain emotikon bermerek memengaruhi keceriaan yang dirasakan dalam interaksi pesan instan seluler (MIM) dan penciptaan konsep *brand engagement in self-concept* dengan objek penelitian pengguna pesan instan seluler (MIM) di negara Cina.

5.1.1 Hasil Karakteristik Responden

Hasil perolehan data dan olah data responden yang telah dilakukan, bahwa responden yang terlibat dalam penelitian ini berjenis kelamin perempuan dengan persentase 73% sebanyak 220 responden dan rata-rata umur responden berusia 20-30 tahun dengan persentase 75% sebanyak 224 responden. Adapun distribusi responden berdasarkan wilayah diperoleh jumlah terbanyak pada provinsi DIY dengan persentase 55% sebanyak 166 responden, untuk wilayah luar provinsi DIY dengan persentase 45% sebanyak 134 responden.

5.1.2 Hasil Pengujian SEM-PLS

Terdapat enam variabel yaitu *Kindchenschema cuteness*, *Whimsical cuteness*, *Perceived playfulness in interaction*, *Brand engagement in self-concept*, *Willingness purchase to the brand*, dan *Stickiness to MIM apps*, serta ada lima hipotesis yang akan diuji kebenarannya. Berdasarkan hasil riset maka dapat disimpulkan sebagai berikut:

1. *Kindchenschema cuteness* dari emotikon bermerek berpengaruh positif terhadap *perceived playfulness*

2. *Whimsical cuteness* dari emotikon bermerek berpengaruh positif terhadap *perceived playfulness*
3. *Perceived playfulness* dalam interaksi berpengaruh positif terhadap *brand engagement in self-concept*.
4. *Brand engagement in self-concept* berpengaruh positif terhadap *stickiness to MIM apps*

5.2 Implikasi Manajerial

Implikasi manajerial dari riset ini terkait strategi pemasaran adalah:

1. Perusahaan penyedia aplikasi MIM dapat membuat emotikon yang lucu, unik, menarik, serta ikonik. Penyedia aplikasi MIM bisa memberikan berbagai karakteristik dan variasi emotikon yang dapat dipilih pengguna
2. Perusahaan penyedia aplikasi MIM mampu memberikan kesenangan dan humor melalui penekanan dari karakteristik desain untuk dimensi kelucuan yang aneh. Emotikon grafis yang lucu menambah keceriaan dan kesenangan pada percakapan dua arah dapat menggunakan hiburan dalam meningkatkan konsumen. Sehingga dari emotikon yang menarik akan memberikan hiburan yang menyenangkan dan mengasyikkan.
3. Perusahaan penyedia aplikasi MIM dapat menggunakan emotikon yang memberikan kesenangan sehingga akan meningkatkan konsumen. Perusahaan penyedia MIM dapat memberikan informasi yang lebih detail pada emotikon. Perusahaan dapat membagi berbagai macam produk ke dalam kategori karakter, desain, atau harga yang semakin memudahkan konsumen dalam melakukan penelusuran pada aplikasi MIM. Emotikon bermerek dirancang untuk memicu respons yang menghibur dengan memberikan pengalaman yang lucu dan kocak kepada konsumen.

4. Perusahaan penyedia aplikasi MIM dapat menggunakan humor sebagai hiburan yang memberikan kesenangan sehingga akan meningkatkan pengguna konsumen. Perusahaan juga dapat mengupayakan untuk membuat emotikon yang menghibur melalui produk yang dikomunikasikan melalui animasi, teks, gambar, video dan audio sehingga menambah rasa senang pada saat konsumen menggunakan aplikasi MIM.

5.3 Keterbatasan Penelitian dan Saran untuk Penelitian Selanjutnya

5.3.1 Keterbatasan Riset

1. Riset hanya berfokus pada kelucuan emotikon. Tidak meninjau dari spesifik emotikon seperti bentuk, desain visual, karakter dan warna. Emotikon seperti yang kita ketahui memiliki banyak aspek yang bisa diketahui.
2. Cepat berkembangnya teknologi dan informasi di Indonesia dapat menyebabkan topik dan yang ada pada penelitian ini kurang relevan. Bisa saja perusahaan aplikasi MIM daring telah menyadari hal ini diwaktu bersamaan ketika penelitian ini sedang dibuat.

5.3.2 Saran untuk Penelitian Selanjutnya

1. Penelitian selanjutnya diharapkan dapat melihat bentuk, desain visual, karakter dan warna. Tidak hanya berfokus pada kelucuan emotikon. Emotikon seperti yang kita ketahui memiliki banyak aspek yang bisa diketahui.
2. Penelitian selanjutnya juga dapat menguji variabel lain yang dapat berpengaruh pada sikap dan niat pembelian pada emotikon yang banyak diminati konsumen di Indonesia.

DAFTAR PUSTAKA

- Arffman, K. (2020). Promotional possibilities in LINE application for foreign tourism sector companies in South-Korea.
- Brosch, T., Sander, D., Scherer, K.R. (2007), "That baby caught my eye... attention capture by infant faces", *Emotion*, Vol. 7 No. 3, available at: <http://psycnet.apa.org/journals/emo/7/3/685/>
- Cann, A. and Matson, C. (2014), "Sense of humor and social desirability: understanding how humor styles are perceived", *Personality and Individual Differences*, Vol.66, pp.176-180.
- DAM, S. M., & DAM, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
- Ernst, C. P. H., Huschens, M., Herrmann, S., & Hoppe, L. (2018). The influence of emoticons on the perception of job-related emails: An analysis based on the four-ear model. *MKWI 2018-Multikonferenz Wirtschaftsinformatik, 2018-March*, 121-132.
- Fraley, B. and Aron, A. (2004), "The effect of a shared humorous experience on closeness in initial encounters", *Personal Relationships*, Vol.11No.1, pp.61-78.
- Ghozali,I (2016). *Aplikasi Analisis Multivariate Dengan Program (IBM. SPSS)*. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro
- Grebelsky-Lichtman, T., Adato, Z., & Traeger, S. (2020). Extending Impression Management Theory: The Need for Privacy vs. the Need to Express Information on Instant Messaging Apps. *Studies in Media and Communication*, 8(1), 72-85.
- Hollebeek, L.D. and Chen, T. (2014), "Exploring positively versus negatively-valenced brand engagement: a conceptual model", *Journal of Product & Brand Management*, Vol. 23 No.1, pp.62-74.

- Hsieh, S.H. and Tseng, T.H. (2017), "Playfulness in mobile instant messaging: examining the influence of emoticons and text messaging on social interaction", *Computers in Human Behavior*, Vol.69, pp.405-414.
- Jessica, G., & Franzia, E. (2017). The Analysis of Line Sticker Character "Cony Special Edition". *Humaniora*, 8(3), 291-301.
- Kartika, R., & Irianni, N. (2018). HUBUNGAN PENGGUNAAN EMOTICON PADA BLACKBERRY MESSENGER DENGAN EFEKTIFITAS KOMUNIKASI ANTAR PRIBADI (Studi Pada Remaja Usia Menengah Kelurahan Tanah Baru Bogor). *Ilmu dan Budaya*, 41(58).
- Kannan, S., & Shreya, N. (2017). "Understanding Emoticons: Perception and Usage of Emoticons in WhatsApp. *Artha Journal of Social Sciences*", 16(3), 49-68.
- Lee, C. T., & Hsieh, S. H. (2019). Engaging consumers in mobile instant messaging: the role of cute branded emoticons. *Journal of Product & Brand Management*.
- Li, X., Chan, K. W., & Kim, S. (2019). Service with emoticons: How customers interpret employee use of emoticons in online service encounters. *Journal of Consumer Research*, 45(5), 973-987.
- Ma, R., & Wang, W. (2021). Smile or pity? Examine the impact of emoticon valence on customer satisfaction and purchase intention. *Journal of Business Research*, 134, 443-456.
- Marino, V., & Presti, L. L. (2018). "Engagement, satisfaction and customer behavior-based CRM performance: an empirical study of mobile instant messaging. *Journal of Service Theory and Practice*."

- Murphy, L. (2013, January 31). *How to Interpret Standard Deviation and Standard Error in Survey Research*. Retrieved from Green Book Directory: <https://www.greenbook.org/marketing-research/how-to-interpret-standard-deviation-and-standard-error-in-survey-research-03377>
- Nenkov, G.Y. and Scott, M.L. (2014), “So cute I could eat it up’: priming effects of cute products on indulgent consumption”, *Journal of Consumer Research*, Vol. 41 No. 2, pp.326-341.
- Nordh, M., Wahlund, T., Jolstedt, M., Sahlin, H., Bjureberg, J., Ahlen, J., ... & Serlachius, E. (2021). Therapist-Guided Internet-Delivered Cognitive Behavioral Therapy vs Internet-Delivered Supportive Therapy for Children and Adolescents With Social Anxiety Disorder: A Randomized Clinical Trial. *JAMA psychiatry*.
- Palazon, M. Delgado-Ballester, E. and Sicilia, M. (2018), “Fostering brand love in Facebook brand pages”, *Online Information Review*.
- Pentina, I., Zhang, L. and Basmanova, O. (2013), “Antecedents and consequences of trust in a social media brand: a cross-cultural study of Twitter”, *Computers in Human Behavior*, Vol.29No.4, pp.1546-1555.
- Pimmer, C., & Rambe, P. (2018). “The inherent tensions of “Instant Education”: A critical review of mobile instant messaging. *International Review of Research in Open and Distributed Learning*”, 19(5).
- Torun, B. U., & Tarakci, H. N. (2019). THE USE OF EMOTICONS AS NONVERBAL COMMUNICATION TOOL IN INSTANT MESSAGING BY THE SMARTPHONES. *Abgerufen von https://www. researchgate*.
- Rouse, M. (2014, October). *Statistical Mean, Median, Mode and Range*. Retrieved from Institute for Work and Health: <https://searchdatacenter.techtargget.com/definition/statistical-mean-median-mode-and-range>

- Sameyadi. (2015, March 25). *Pengertian Nilai P (P Value) atau Sig dari Output SPSS atau Excel Dalam Uji T, Uji Z dan Uji F*. Retrieved from Risetdata: <http://www.risetdata.com/blog/2015/03/25/pengertian-nilai-p-p-value-atau-sig-dari-output-spss-dalam-uji-t-uji-z-dan-uji-f/>
- SmartPLS. (2021, Mei 9). *Bootstrapping*. Retrieved from SmartPLS: <https://www.smartpls.com/documentation/algorithms-and-techniques/Bootstrapping>.
- Sprott, D., Czellar, S. and Spangenberg, E. (2009), “The importance of a general measure of brand engagement on market behavior: development and validation of a scale”, *Journal of Marketing Research*, Vol.46No.1, pp.92-104.
- Treger, S., Sprecher, S. and Erber, R. (2013), “Laughing and liking: exploring the interpersonal effects of humor use in initial social interactions”, *European Journal of Social Psychology*, Vol.43No.6, pp.532-543.
- Suntwal, S., Brown, S., & Brandimarte, L. (2021, January). “Pictographs, Ideograms, and Emojis (PIE): A Framework for Empirical Research Using Non-verbal Cues”, In *Proceedings of the 54th Hawaii International Conference on System Sciences*(p. 6400).
- Nahwiyyah, R., & Dewi, E. N. (2020). “FUNGSI EMOTICON SEBAGAI BAHASA NONVERBAL DALAM KOMUNIKASI DIGITAL”. *ProListik*, 5(2). [net/publication/330441087_THE_USE_OF_EMOTICONS_AS_NONVERBAL_COMMUNICATION_TOOL_IN_INSTANT_MESSAGING_BY_THE_SMARTPHONES](https://doi.org/10.30605/prolistik.v5i2.330441087).
- Zia, A., Younus, S., & Mirza, F. (2021). Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: The Mediating Role of Brand Awareness. *International Journal of Innovation, Creativity and Change*, 15(2), 1091-1106.

Van Doorn, J., Lemon, K.N., Mittal, V., Pick, D., Pirner, P. and Verhoef, P. C. (2010),

“Customer engagement behavior: theoretical foundations and research directions”, Social Science Electronic Publishing, Vol.13No.3, pp.253-266.

LAMPIRAN 1

PRA RISET

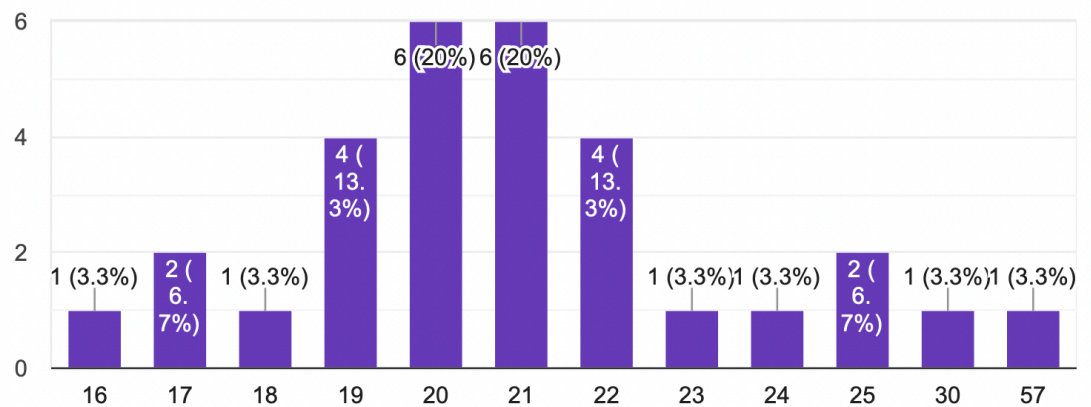
Pra Riset Peran Emotikon dalam MIM Membangun Hubungan Merek dengan Konsumen (Studi pada aplikasi Line)

30 responses

[Publish analytics](#)

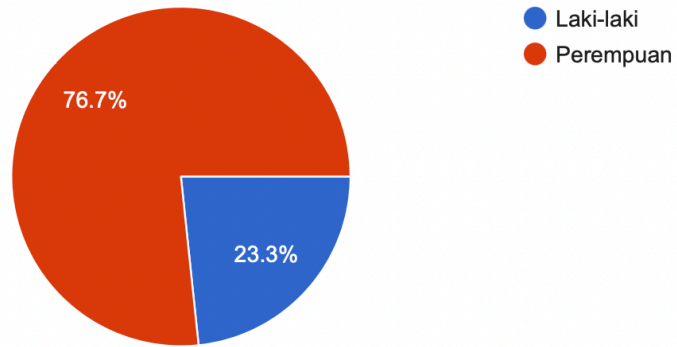
Usia

30 responses



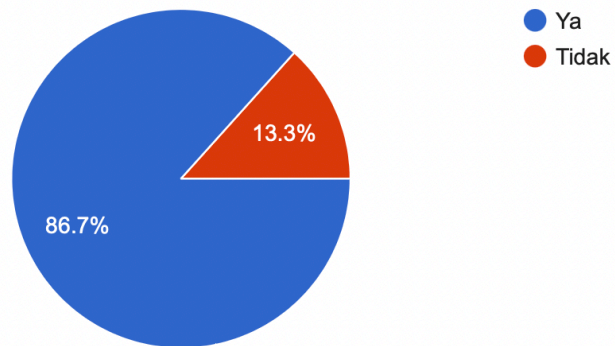
Jenis Kelamin

30 responses



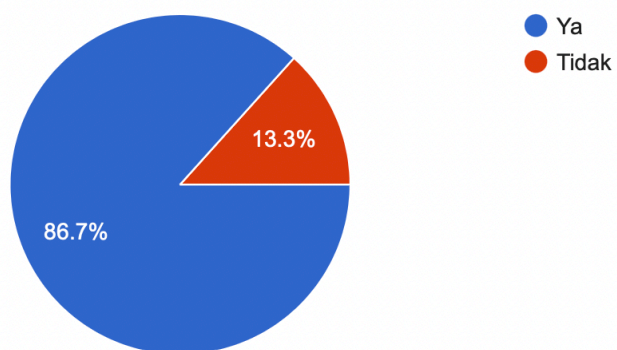
Apakah anda pengguna aplikasi Line

30 responses



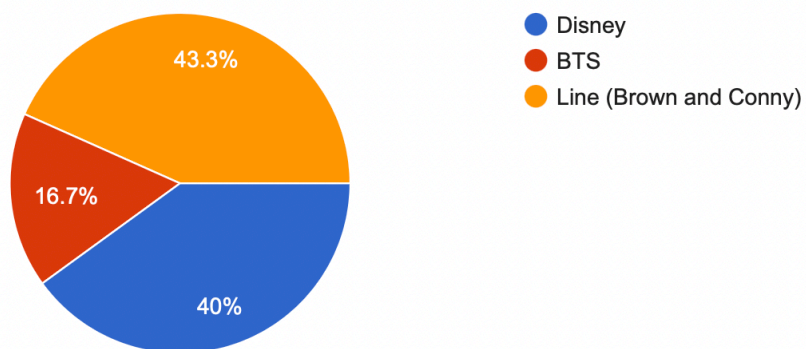
Apakah anda suka menggunakan emotikon bermerek dalam melakukan interaksi dengan orang lain?

30 responses



Dari 3 emotikon bermerek ini mana yang paling anda sukai?

30 responses



Mengapa anda suka menggunakan emotikon bermerek dalam melakukan interaksi dengan orang lain melalui aplikasi Line?

30 responses

Lucu

Karena lucu

Lucu dan designnya menarik

lucu

Praktiks

Menggambarkan suasana hati

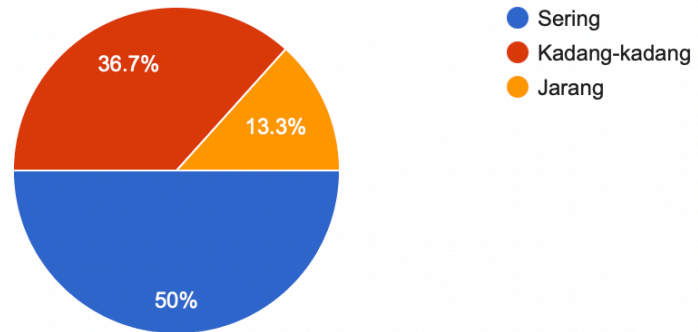
Karena untuk mengekspresikan diri

Karena lebih ekspretif dan tidak terkesan terlalu serius

Supaya lebih seru interaksinya

Seberapa sering anda menggunakan emotikon bermerek saat berinteraksi dengan orang lain di aplikasi Line?

30 responses



LAMPIRAN 2

KUISIONER

I.Data Responden

1. Nama
(Jawaban singkat)
2. Usia
(Jawaban singkat)
3. Domisili
(Jawaban singkat)
4. Jenis Kelamin
 - a. Laki-laki
 - b. Perempuan
5. Apakah anda suka menggunakan emotikon dalam menyampaikan informasi kepada orang lain?
 - a. Ya
 - b. Tidak
6. Apakah anda pengguna aplikasi *LINE* / *LINE Business* lebih dari 3 kali ? (jika anda pengguna *LINE* lebih dari 3 kali bisa melanjutkan ke bagian selanjutnya, jika bukan pengguna *LINE* bisa menyelesaikan pengisian dan kirim tanggapan)
 - a. Ya
 - b. Tidak

Instruksi

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No	Pernyataan	STS	TS	N	S	SS
<i>Brand Engagement in Self-Concept</i>						
1.	Saya menganggap Line sebagai bagian dari diri saya					
2.	Saya sering merasakan hubungan pribadi antara Line dan saya sendiri					
3.	Bagian dari saya ditentukan oleh Brand Line, yang menawarkan emotikon Brown & Conny yang saya gunakan					
4.	Saya dapat mengidentifikasi dengan menggunakan Line yang menawarkan emotikon Brown & Conny					
5.	Ada hubungan antara Line dan cara saya memandang diri saya sendiri					
6.	Line adalah indikasi penting dari siapa saja					

No	Pernyataan	STS	TS	N	S	SS
<i>Perceived Playfulness</i>						
1.	Saat berinteraksi dengan orang lain menggunakan stiker <i>Line Brown & Conny</i> , saya tidak menyadari waktu berlalu dengan cepat					
2.	Saya merasa senang ketika berinteraksi dengan orang lain menggunakan stiker <i>Line Brown & Conny</i>					
3.	Menyenangkan untuk berinteraksi dengan orang lain menggunakan stiker <i>Line Brown & Conny</i>					

No	Pernyataan	STS	TS	N	S	SS
<i>Stickiness Toward MIM Apps</i>						
1.	Saya akan menghabiskan banyak waktu di aplikasi <i>Line</i>					
2.	Saya akan meningkatkan frekuensi untuk mengunjungi aplikasi <i>Line</i>					
3.	Saya bersedia untuk merekomendasikan aplikasi <i>Line</i> kepada orang lain					
4.	Saya bersedia untuk selalu mengunjungi aplikasi <i>Line</i> secara berkala					
<i>Kindchenschema Cuteness</i>						
1.	Stiker <i>Line Brown & Conny</i> yang saya gunakan ramah					
2.	Stiker <i>Line Brown & Conny</i> yang saya gunakan manis					
3.	Stiker <i>Line Brown & Conny</i> yang saya gunakan menggemaskan					
4.	Stiker <i>Line Brown & Conny</i> yang saya gunakan berkesan muda					
5.	Stiker <i>Line Brown & Conny</i> yang saya gunakan suka disayangi					
6.	Stiker <i>Line Brown & Conny</i> yang saya gunakan meriah					
7.	Stiker <i>Line Brown & Conny</i> yang saya gunakan feminin					

<i>Whimsical Cuteness</i>					
1.	Stiker <i>Line Brown & Conny</i> yang saya gunakan bahagia				
2.	Stiker <i>Line Brown & Conny</i> yang saya gunakan menarik				
3.	Stiker <i>Line Brown & Conny</i> yang saya gunakan lucu				
4.	Stiker <i>Line Brown & Conny</i> yang saya gunakan membuat tertawa				
5.	Stiker <i>Line Brown & Conny</i> yang saya gunakan menghibur				

LAMPIRAN 2 KUISIONER

GOOGLE FORM

Data
Responden

Pada section ini, responden diminta untuk melengkapi pertanyaan yang berkaitan dengan data pribadi

1. Nama *

2. Usia *

(Tulis angka saja)

3. Domisili *

4. Jenis Kelamin *

Mark only one oval.

Laki-laki

Perempuan

5. Apakah anda suka menggunakan emotikon dalam menyampaikan informasi kepada orang lain? *

Mark only one oval.

Ya

Tidak

6. Apakah anda pengguna aplikasi Line / Line Business lebih dari 3 kali? (Jika anda pengguna Line lebih dari 3 kali melanjutkan ke bagian selanjutnya, jika bukan pengguna line bisa menyelesaikan pengisian dan kirim tanggapan) *

Mark only one oval.

Ya

Tidak

Instruksi

Angka 1 = SANGAT TIDAK SETUJU
Angka 2 = TIDAK SETUJU
Angka 3 = NETRAL
Angka 4 = SETUJU
Angka 5 = SANGAT SETUJU

Brand Engagement in Self-Concept

Keterlibatan merek dalam konsep diri

7. Saya menganggap Line sebagai bagian dari diri saya *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

8. Saya sering merasakan hubungan pribadi antara Line dan saya sendiri *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

9. Bagian dari saya ditentukan oleh Brand Line, yang menawarkan emotikon Brown & Conny yang saya gunakan *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

10. Saya dapat mengidentifikasi dengan menggunakan Line yang menawarkan emotikon Brown & Conny *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

11. Ada hubungan antara Line dan cara saya memandang diri saya sendiri *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

12. Line adalah indikasi penting dari siapa saya *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Perceived Playfulness

16. Saat berinteraksi dengan orang lain menggunakan stiker LINE Brown & Conny , saya tidak menyadari waktu berlalu dengan cepat *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

17. Saya merasa senang ketika berinteraksi dengan orang lain menggunakan stiker LINE Brown & Conny *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

18. Menyenangkan untuk berinteraksi dengan orang lain menggunakan stiker LINE Brown & Conny *

Mark only one oval.

1 2 3 4 5

Sangat Tidak setuju Sangat Setuju

Kindchenschema Cuteness

23. Stiker LINE Brown & Conny yang saya gunakan ramah *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

24. Stiker LINE Brown & Conny yang saya gunakan manis *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

25. Stiker LINE Brown & Conny yang saya gunakan menggemaskan *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

26. Stiker LINE Brown & Conny yang saya gunakan berkesan muda *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

27. Stiker LINE Brown & Conny yang saya gunakan menyenangkan *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

28. Stiker LINE Brown & Conny yang saya gunakan suka disayangi *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

29. Stiker LINE Brown & Conny yang saya gunakan meriah *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

30. Stiker LINE Brown & Conny yang saya gunakan feminin *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Whimsical Cuteness

31. Stiker LINE Brown & Conny yang saya gunakan bahagia *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

32. Stiker LINE Brown & Conny yang saya gunakan menarik *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

33. Stiker LINE Brown & Conny yang saya gunakan lucu *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

34. Stiker LINE Brown & Conny yang saya gunakan membuat tertawa *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

35. Stiker LINE Brown & Conny yang saya gunakan menghibur *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

LAMPIRAN 3
KUISIONER ASLI

Brand Engagement in Self-Concept	
Pernyataan	Sumber
I consider the brand to be part of myself	Sprott et al., 2009
I often feel a personal connection between the brand and myself	Sprott et al., 2009
Part of me is defined by the brand, which offers branded emoticons I use	Sprott et al., 2009
I can identify with the brand, which offers branded emoticons I use	Sprott et al., 2009
There are links between the brand and how I view myself	Sprott et al., 2009
The brand is an important indication of who I am	Sprott et al., 2009

Perceived Playfulness	
Pernyataan	Sumber
When interacting with others using branded emoticons, I do not realize the time elapse	Cheong dan Park, 2005
I feel good when interacting with others using branded emoticons	Cheong dan Park, 2005
It is fun to interact with others using branded emoticons	Cheong dan Park, 2005

Stickiness Towards MIM Apps	
Pernyataan	Sumber
I will spend more time in the MIM app	Guo et al., 2017
I will increase the frequency of visits to the MIM app	Guo et al., 2017
I am willing to recommend the MIM app to others	Guo et al., 2017
I am willing to countinously visit the MIM app	Guo et al., 2017
Kindchenshema Cuteness	
Pernyataan	Sumber
The branded emoticons I use are friendly	Hellen and Sääksjärvi, 2013
The branded emoticons I use are cute	Hellen and Sääksjärvi, 2013
The branded emoticons I use are sweet	Hellen and Sääksjärvi, 2013
The branded emoticons I use are adorable	Hellen and Sääksjärvi, 2013
The branded emoticons I use are childlike	Hellen and Sääksjärvi, 2013

The branded emoticons I use are delightful	Hellen and Sääksjärvi, 2013
The branded emoticons I use are cuddly	Hellen and Sääksjärvi, 2013
The branded emoticons I use are cheerful	Hellen and Sääksjärvi, 2013
The branded emoticons I use are feminine	Hellen and Sääksjärvi, 2013

Whimsical Cuteness	
Pernyataan	Sumber
The branded emoticons I use are happy	Hsieh et al., 2012
The branded emoticons I use are interesting	Hsieh et al., 2012
The branded emoticons I use are funny	Hsieh et al., 2012
The branded emoticons I use are humorous	Hsieh et al., 2012
The branded emoticons I use are amusing	Hsieh et al., 2012

LAMPIRAN 4

DATA RESPONDEN DAN JAWABAN PERTANYAAN

No	Timestamp	Nama	Usia	Domisili	Jenis Kelamin	Apakah anda suka menggunakan emotikon dalam menyampaikan informasi kepada orang lain?	Apakah anda pengguna aplikasi Line / Line Business (Jika anda pengguna Line bisa melanjutkan ke bagian selanjutnya, jika bukan pengguna line bisa menyelesaikan pengisian dan kirim tanggapan)
1	3/29/2021 21:40:10	Kristanto	21	Yogyakarta	Laki-laki	Ya	Ya
2	3/29/2021 21:44:09	Aileen Nathania	22	Yogyakarta	Perempuan	Ya	Ya
3	3/29/2021 22:18:40	Amalia	26	Jawa Barat	Perempuan	Ya	Ya
4	3/29/2021 22:20:47	Putu	17	Sumatera Selatan	Perempuan	Ya	Tidak
5	3/29/2021 22:24:24	Nana	17	Jakarta	Perempuan	Ya	Ya
6	3/29/2021 22:25:18	Fena	21	Jawa Tengah	Perempuan	Ya	Ya
7	3/29/2021 22:34:49	Jonathan Febrianto	22	Yogyakarta	Laki-laki	Ya	Ya
8	3/29/2021 22:37:11	Hendrata	21	Yogyakarta	Laki-laki	Ya	Ya
9	3/29/2021 22:49:50	Yohanes Ersa Noverlian	30	Yogyakarta	Laki-laki	Ya	Ya
10	3/29/2021 23:54:37	Aileen Nathania	22	Yogyakarta	Perempuan	Ya	Ya
11	3/29/2021 23:54:49	Cornelia	22	Yogyakarta	Perempuan	Ya	Ya
12	3/30/2021 1:11:20	Litania	22	Yogyakarta	Perempuan	Ya	Ya
13	3/30/2021 7:29:19	Nita Setyawati	20	Yogyakarta	Perempuan	Ya	Ya
14	3/30/2021 8:15:54	Amora	21	Bangka	Perempuan	Ya	Ya

15	3/30/2021 9:40:57	Helena	21	Yogyakarta	Perempuan	Ya	Ya
16	3/30/2021 11:16:24	Nisrina Yumna	24	Jawa Barat	Perempuan	Ya	Ya
17	3/30/2021 11:31:24	Junghwa	23	Yogyakarta	Perempuan	Ya	Ya
18	3/30/2021 12:39:28	Yudi	20	Jawa Timur	Laki-laki	Tidak	Tidak
19	3/30/2021 12:49:00	Annisa Nur Khotijah	21	Kalimantan Timur	Perempuan	Ya	Ya
20	3/30/2021 13:24:07	Leona	23	Yogyakarta	Perempuan	Ya	Ya
21	3/30/2021 13:59:31	Risha	17	Jawa Barat	Perempuan	Ya	Ya
22	3/30/2021 14:03:10	Dzullian	20	Jawa Barat	Perempuan	Ya	Ya
23	3/30/2021 14:16:44	Syifa	21	Jakarta	Perempuan	Tidak	Ya
24	3/30/2021 19:38:21	Yohana Anjelita	20	Jakarta	Perempuan	Ya	Ya
25	3/31/2021 12:31:17	Joy	25	Yogyakarta	Perempuan	Ya	Ya
26	3/31/2021 12:34:09	Ayu	25	Yogyakarta	Perempuan	Ya	Ya
27	3/31/2021 12:35:02	Farisi al ayubi	25	Jakarta	Laki-laki	Ya	Tidak
28	3/31/2021 13:45:11	Evalina	23	Yogyakarta	Perempuan	Ya	Ya
29	3/31/2021 14:25:59	Endah Yuliana	17	Jawa Tengah	Perempuan	Tidak	Tidak
30	3/31/2021 14:59:58	Izzy	25	Jawa Timur	Perempuan	Ya	Ya
31	3/31/2021 16:07:08	Vinatallia	15	Yogyakarta	Perempuan	Tidak	Tidak
32	3/31/2021 19:09:03	Vira	22	Yogyakarta	Perempuan	Ya	Ya
33	3/31/2021 21:48:11	Bagus Kartikayana	22	Yogyakarta	Laki-laki	Ya	Ya

34	3/31/2021 23:02:46	Brigi	21	Jawa Tengah	Perempuan	Ya	Ya
35	04/01/21 05.21	Ni Nyoman Peggy Nadila Herauni	21	Kalimantan Selatan	Perempuan	Ya	Ya
36	04/01/21 11.47	Estevania	21	Jawa Tengah	Perempuan	Ya	Ya
37	04/01/21 12.22	vivi	21	Jawa Tengah	Perempuan	Ya	Ya
38	04/01/21 12.22	venina	21	Yogyakarta	Perempuan	Ya	Ya
39	04/01/21 12.30	Florentina Lola	21	Jawa Tengah	Perempuan	Ya	Ya
40	04/01/21 12.30	Florentina Lola	21	Jawa Tengah	Perempuan	Ya	Ya
41	04/01/21 12.37	Maria Angelique	19	Yogyakarta	Perempuan	Ya	Ya
42	04/01/21 12.49	Theodosius Wahyu Harry Putra	18	Yogyakarta	Laki-laki	Ya	Ya
43	04/01/21 13.17	Felix Rajagukguk	21	Yogyakarta	Laki-laki	Ya	Ya
44	04/01/21 18.31	Daniel	21	Yogyakarta	Laki-laki	Tidak	Ya
45	04/02/21 13.40	Tamara Pricilla Etheldreda	21	Banten	Perempuan	Ya	Ya
46	04/02/21 14.04	Vivia Lee	19	Jakarta	Perempuan	Ya	Ya
47	04/02/21 14.10	fransisca margaretha	18	Jakarta	Perempuan	Ya	Ya
48	04/02/21 15.30	Sarah	23	Jakarta	Perempuan	Ya	Ya
49	04/02/21 15.55	Ciacia Riaty	23	Jakarta	Perempuan	Ya	Tidak
50	04/02/21 16.16	Cornelia Marissa Adina Septia	17	Yogyakarta	Perempuan	Ya	Ya

51	04/02/21 16.47	mega	20	Jakarta	Perempuan	Ya	Tidak
52	04/02/21 18.29	Della	21	Sumatera Utara	Perempuan	Tidak	Tidak
53	04/02/21 21.55	Yenny	27	Yogyakarta	Perempuan	Ya	Ya
54	04/03/21 10.17	Stella	25	Yogyakarta	Perempuan	Ya	Ya
55	04/03/21 14.46	rena	20	Yogyakarta	Perempuan	Ya	Ya
56	04/03/21 19.24	Stella	25	Yogyakarta	Perempuan	Ya	Ya
57	04/03/21 19.26	Stella	25	Yogyakarta	Perempuan	Ya	Ya
58	04/05/21 13.59	Graciela Hanako Yurikoiki	18	Yogyakarta	Perempuan	Ya	Ya
59	04/05/21 15.19	Gisela Tasha	21	Yogyakarta	Perempuan	Ya	Ya
60	04/05/21 19.35	Anisa Pratiwi	29	Yogyakarta	Perempuan	Ya	Ya
61	04/05/21 19.39	Bella Safitri Renjani	22	Kalimantan Selatan	Perempuan	Ya	Ya
62	04/07/21 20.23	Sherly	22	Yogyakarta	Perempuan	Ya	Ya
63	04/08/21 08.31	Emmanuel Ananta Khrisna	21	Yogyakarta	Laki-laki	Ya	Ya
64	04/08/21 08.35	Aprilia	20	Jawa Tengah	Perempuan	Ya	Ya
65	04/08/21 08.36	Petrus Kanisius Roland Wijaya Simanjuntak	21	Yogyakarta	Laki-laki	Ya	Tidak
66	04/08/21 08.38	Rania	22	Yogyakarta	Perempuan	Ya	Ya
67	04/08/21 08.44	Katon Cahyo Andaru	22	Yogyakarta	Laki-laki	Ya	Ya

68	04/08/21 08.46	Yoke Silvia	21	Yogyakarta	Perempuan	Ya	Ya
69	04/08/21 08.46	Puella	19	Yogyakarta	Perempuan	Ya	Ya
70	04/08/21 08.49	amel	23	Yogyakarta	Perempuan	Ya	Ya
71	04/08/21 08.52	Emmanuel Tendean	17	Yogyakarta	Laki-laki	Tidak	Ya
72	04/08/21 08.53	Christophorus Adrianto Widagdo	23	Yogyakarta	Laki-laki	Ya	Ya
73	04/08/21 08.53	Sasa	22	Yogyakarta	Perempuan	Ya	Ya
74	04/08/21 08.54	Anastasia Telly Wijaya Kusuma	20	Jambi	Perempuan	Ya	Ya
75	04/08/21 09.03	Kevin hezron dimara	22	Yogyakarta	Laki-laki	Ya	Ya
76	04/08/21 09.07	Cristofurus Rendy Pancar Pamungkas	19	Yogyakarta	Laki-laki	Ya	Ya
77	04/08/21 09.10	Vincensius Farrell Hendrawan	21	Yogyakarta	Laki-laki	Ya	Ya
78	04/08/21 09.17	Hanitya Sedhya Atmaja	24	Kalimantan Timur	Laki-laki	Ya	Ya
79	04/08/21 09.18	Zenia	21	Yogyakarta	Perempuan	Ya	Ya
80	04/08/21 09.32	Lucas Wibisono	22	Yogyakarta	Laki-laki	Ya	Ya
81	04/08/21 09.40	Kevin Augusta Widyadhana	21	Yogyakarta	Laki-laki	Ya	Ya
82	04/08/21 09.42	Xena	22	Yogyakarta	Perempuan	Ya	Ya
83	04/08/21 09.42	ade fransiska	20	Yogyakarta	Perempuan	Ya	Ya

84	04/08/21 09.50	Velly	22	Yogyakarta	Perempuan	Ya	Ya
85	04/08/21 09.54	Mathias Bayu Putra Pratama	21	Yogyakarta	Laki-laki	Ya	Ya
86	04/08/21 09.55	Madituh	22	Riau	Perempuan	Ya	Ya
87	04/08/21 09.59	Amandus Michael Martin	21	Yogyakarta	Laki-laki	Ya	Tidak
88	04/08/21 10.00	Lia	22	Yogyakarta	Perempuan	Ya	Ya
89	04/08/21 10.02	Ryan	21	Yogyakarta	Laki-laki	Ya	Ya
90	04/08/21 10.04	Risthy	19	Yogyakarta	Perempuan	Ya	Ya
91	04/08/21 10.15	Katarina Intan	21	Yogyakarta	Perempuan	Ya	Ya
92	04/08/21 10.17	Mike	22	Yogyakarta	Laki-laki	Ya	Tidak
93	04/08/21 10.35	Sasa	21	Yogyakarta	Perempuan	Ya	Ya
94	04/08/21 10.49	Milviano Granito	21	Yogyakarta	Laki-laki	Ya	Ya
95	04/08/21 10.50	Henny	21	Sumatera Selatan	Perempuan	Ya	Ya
96	04/08/21 10.59	Annisa A	23	Yogyakarta	Perempuan	Ya	Ya
97	04/08/21 11.25	Gaby	31	USA	Perempuan	Ya	Tidak
98	04/08/21 11.32	Michelle	20	Jawa Tengah	Perempuan	Ya	Ya
99	04/08/21 11.47	Kalis D	21	Yogyakarta	Laki-laki	Ya	Ya
100	04/08/21 11.59	david	22	Yogyakarta	Laki-laki	Ya	Ya
101	04/08/21 12.11	Fernando Mario	22	Yogyakarta	Laki-laki	Ya	Ya

102	04/08/21 12.22	Ludwina Dearesthea Onevita	27	Jakarta	Perempuan	Ya	Ya
103	04/08/21 12.41	Dito	18	Yogyakarta	Laki-laki	Ya	Ya
104	04/08/21 12.46	Renny	21	Jawa Tengah	Perempuan	Ya	Ya
105	04/08/21 12.54	Jessica Chandra Santoso	21	Yogyakarta	Perempuan	Ya	Ya
106	04/08/21 12.55	Sonya	23	Kalimantan Utara	Perempuan	Ya	Ya
107	04/08/21 13.04	Clara Venadita Rosari	21	Yogyakarta	Perempuan	Ya	Ya
108	04/08/21 13.34	Yehezkiel Arya	21	Yogyakarta	Laki-laki	Ya	Ya
109	04/08/21 13.40	Maura Kevin	22	Yogyakarta	Laki-laki	Ya	Ya
110	04/08/21 13.52	Ningrum	22	Yogyakarta	Perempuan	Ya	Ya
111	04/08/21 13.54	Ari	21	Yogyakarta	Laki-laki	Ya	Tidak
112	04/08/21 14.07	Natasya Deviana	20	Jawa Tengah	Perempuan	Ya	Ya
113	04/08/21 14.11	Ursula	23	Jakarta	Perempuan	Ya	Ya
114	04/08/21 14.46	Jennisa Mayang	21	Jawa Timur	Perempuan	Ya	Ya
115	04/08/21 14.54	Tasha	22	Yogyakarta	Perempuan	Ya	Ya
116	04/08/21 15.54	Herman Patera	24	Jawa Tengah	Laki-laki	Ya	Ya
117	04/08/21 16.26	krissensia	21	Jawa Tengah	Perempuan	Ya	Ya
118	04/08/21 17.25	Matilda Cintia	22	Yogyakarta	Perempuan	Ya	Ya
119	04/08/21 17.38	Rene	20	Jakarta	Perempuan	Ya	Ya

120	04/08/21 18.34	Ganjar Sri Raharja	18	Yogyakarta	Laki-laki	Ya	Ya
121	04/08/21 18.40	Eleonora Widya	17	Jawa Tengah	Perempuan	Ya	Ya
122	04/08/21 18.41	Reiner Bayu Anggara	18	Jawa Tengah	Laki-laki	Tidak	Ya
123	04/08/21 18.44	Miranda	18	Jawa Barat	Perempuan	Ya	Ya
124	04/08/21 18.55	Vania	21	Yogyakarta	Perempuan	Ya	Ya
125	04/08/21 19.01	Ari Rufinus Tlonaen	19	Jawa Timur	Laki-laki	Ya	Ya
126	04/08/21 20.00	Mikael Hendriantono Teramulsetya	18	Jawa Tengah	Laki-laki	Ya	Tidak
127	04/08/21 20.01	Hilarius Prasetyo	18	Banten	Laki-laki	Ya	Ya
128	04/08/21 20.15	claudia fe livia x	17	Yogyakarta	Perempuan	Ya	Ya
129	04/08/21 20.46	Sandy Novembrina Dewi	21	Yogyakarta	Perempuan	Ya	Ya
130	04/08/21 20.51	Merry Anggia	22	Yogyakarta	Perempuan	Ya	Ya
131	04/08/21 20.59	Cyrrillus	19	Jawa Barat	Laki-laki	Ya	Ya
132	04/08/21 21.22	cynthia kumalasari	21	Yogyakarta	Perempuan	Ya	Ya
133	04/08/21 21.41	Saradicta Olivia	21	Yogyakarta	Perempuan	Ya	Ya
134	04/08/21 21.59	Rachel Korinta Putri	21	Yogyakarta	Perempuan	Ya	Ya
135	04/08/21 23.13	Anselmo Ronald Setiadanto	19	Papua	Laki-laki	Ya	Ya
136	04/09/21 07.08	Alvin	22	Yogyakarta	Laki-laki	Ya	Ya
137	04/09/21 07.54	Silvia Lorenza	22	Yogyakarta	Perempuan	Ya	Ya

138	04/09/21 08.31	Gabriel Raherdin Viarenata	22	Yogyakarta	Perempuan	Ya	Ya
139	04/09/21 08.56	Johanes Maximilien Adhi (Mexx)	19	Jawa Tengah	Laki-laki	Ya	Ya
140	04/09/21 10.15	Nando	21	Yogyakarta	Laki-laki	Tidak	Ya
141	04/09/21 10.31	Kerrin	22	Yogyakarta	Perempuan	Ya	Ya
142	04/09/21 14.30	Recha	23	Sumatera Utara	Perempuan	Ya	Ya
143	04/09/21 14.44	Litania	22	Yogyakarta	Perempuan	Ya	Ya
144	04/09/21 15.20	rizka atu	21	Yogyakarta	Perempuan	Ya	Ya
145	04/09/21 15.36	Michelle P	22	Yogyakarta	Perempuan	Ya	Ya
146	04/09/21 20.31	Jessiva	21	Yogyakarta	Perempuan	Ya	Tidak
147	04/09/21 21.31	Tasha Mutiara Selo	20	Yogyakarta	Perempuan	Ya	Ya
148	04/10/21 03.06	Michelle P	22	Yogyakarta	Perempuan	Ya	Ya
149	04/10/21 09.39	Laurentius Alief Mufti	18	Jawa Tengah	Laki-laki	Ya	Ya
150	04/10/21 11.33	Reynaldo	22	Jawa Tengah	Laki-laki	Ya	Tidak
151	04/10/21 12.05	Teguh	35	Yogyakarta	Laki-laki	Ya	Ya
152	04/10/21 12.43	Jessica	19	Yogyakarta	Perempuan	Ya	Ya
153	04/10/21 14.33	Marcelina hasila	20	Yogyakarta	Perempuan	Ya	Ya
154	04/10/21 14.37	Adinda Rares	22	Yogyakarta	Perempuan	Ya	Ya
155.	04/10/21 14.48	Olivia	19	Kalimantan Barat	Perempuan	Ya	Ya

156	04/10/21 14.52	Samantha	19	Kalimantan Selatan	Perempuan	Ya	Ya
157	04/10/21 15.41	Bea	20	Sulawesi Utara	Perempuan	Ya	Ya
158	04/10/21 16.06	Seydi	23	Sulawesi Utara	Perempuan	Ya	Tidak
159	04/10/21 17.52	Sharon	22	Yogyakarta	Perempuan	Ya	Ya
160	04/10/21 21.50	Nancy triani	52	Yogyakarta	Perempuan	Ya	Ya
161	04/10/21 21.52	Vincent	27	Jawa Tengah	Laki-laki	Ya	Ya
162	04/10/21 21.53	Johnny t	60	Yogyakarta	Laki-laki	Ya	Ya
163	04/10/21 22.05	Imelda	24	Jawa Tengah	Perempuan	Ya	Ya
164	04/10/21 22.11	Jimmy Teguh	60	Bali	Laki-laki	Ya	Ya
165	04/10/21 22.16	Jimmy Teguh	60	Bali	Laki-laki	Ya	Ya
166	04/11/21 01.21	Godeliva	51	Jawa Tengah	Perempuan	Ya	Ya
167	04/11/21 10.30	Imelda	24	Jawa Tengah	Perempuan	Ya	Ya
168	04/11/21 16.18	DWI Handoko	48	Jawa Tengah	Laki-laki	Ya	Ya
169	04/11/21 16.40	Jourdan	25	Jawa Tengah	Laki-laki	Ya	Ya
170	04/11/21 17.30	Evan	25	Jawa Tengah	Laki-laki	Ya	Ya
171	04/11/21 17.31	Evan Yunanta	26	Jawa Tengah	Laki-laki	Ya	Ya
172	04/11/21 19.04	Angela Anabella Teguh Handoko	11	Jawa Tengah	Perempuan	Ya	Ya
173	04/11/21 22.29	Monica Marchela Hadisantoso	22	Yogyakarta	Perempuan	Ya	Ya

174	04/12/21 08.23	Irma	20	Jawa Barat	Perempuan	Ya	Ya
175	04/12/21 08.55	Michel	21	Jawa Tengah	Perempuan	Ya	Ya
176	04/12/21 09.21	Alexander Errangga Sevano Benito	18	Yogyakarta	Laki-laki	Ya	Ya
177	04/12/21 09.40	Raina	20	Sumatera Utara	Perempuan	Ya	Ya
178	04/12/21 09.58	P	19	Jawa Barat	Perempuan	Ya	Tidak
179	04/12/21 10.57	Novita Caroline	18	Kalimantan Timur	Perempuan	Ya	Ya
180	04/12/21 10.58	CHARLEES RACHMA DEWANGGA PASOPATI	25	Jawa Tengah	Laki-laki	Ya	Tidak
181	04/12/21 11.33	Yeshika Oktavia	18	Yogyakarta	Perempuan	Ya	Ya
182	04/12/21 12.50	Florencia Irena Jhonson	20	Lampung	Perempuan	Ya	Ya
183	04/12/21 17.59	vei	17	Yogyakarta	Perempuan	Ya	Ya
184	04/12/21 18.11	rumparama	18	Yogyakarta	Perempuan	Ya	Ya
185	04/12/21 18.11	Dian Aretha	18	Yogyakarta	Perempuan	Ya	Ya
186	04/12/21 19.10	Evan	25	Jawa Tengah	Laki-laki	Ya	Ya
187	04/12/21 19.27	Yohana Mega	19	Lampung	Perempuan	Ya	Ya
188	04/12/21 20.56	Zefanya	18	Yogyakarta	Perempuan	Ya	Ya
189	04/12/21 21.32	Fariska Wahyuni	20	Jawa Timur	Perempuan	Ya	Ya
190	04/12/21 21.46	Yupianti	20	Batam	Perempuan	Ya	Ya

191	04/12/21 22.34	Sevrin	18	Jawa Barat	Perempuan	Tidak	Tidak
192	4/13/2021 6:40:50	Hanna Utami	24	Jawa Barat	Perempuan	Ya	Ya
193	4/13/2021 7:23:15	Felicia Oktarina	18	Sumatera Selatan	Perempuan	Ya	Ya
194	4/13/2021 9:39:39	Maria Carissa	23	Jakarta	Perempuan	Ya	Ya
195	4/13/2021 9:45:30	Grace Nirwana S	16	Banten	Perempuan	Ya	Ya
196	4/14/2021 8:11:36	Angel	24	Yogyakarta	Perempuan	Ya	Ya
197	4/14/2021 8:13:45	Devina	21	Yogyakarta	Perempuan	Ya	Tidak
198	4/14/2021 8:24:29	Anastasia	23	Kalimantan Barat	Perempuan	Ya	Ya
199	4/14/2021 8:24:57	bella wolf	23	Yogyakarta	Perempuan	Ya	Ya
200	4/14/2021 8:25:36	Kezia putri	22	Yogyakarta	Perempuan	Ya	Ya
201	4/14/2021 9:25:54	cindy	21	Yogyakarta	Perempuan	Ya	Ya
202	4/14/2021 11:22:52	Nisrina	22	Yogyakarta	Perempuan	Ya	Ya
203	4/14/2021 11:54:24	R. Ajeng Sekar Kinasih	23	Sumatera Selatan	Perempuan	Ya	Ya
204	4/14/2021 13:06:01	Carticious	23	Batam	Perempuan	Ya	Ya
205	4/14/2021 14:53:34	cindy	21	Yogyakarta	Perempuan	Ya	Ya
206	4/14/2021 15:52:10	cindy	21	Yogyakarta	Perempuan	Ya	Ya
207	4/14/2021 16:23:56	cindy	21	Yogyakarta	Perempuan	Ya	Ya
208	4/14/2021 17:03:13	Aldi	22	Yogyakarta	Laki-laki	Ya	Ya
209	4/14/2021 17:47:44	Putri Regina Robinson	18	Sulawesi Utara	Perempuan	Ya	Ya

210	4/14/2021 17:49:11	Hanna debora samsudin	22	Sulawesi Utara	Perempuan	Ya	Ya
211	4/14/2021 18:08:34	Aurelia Regina	23	Jawa Tengah	Perempuan	Ya	Ya
212	4/14/2021 18:39:29	Yolanda	21	Sulawesi Utara	Perempuan	Ya	Tidak
213	4/14/2021 18:40:14	cindy	21	Yogyakarta	Perempuan	Ya	Ya
214	4/14/2021 18:42:28	Bella Christy Sasauw	18	Sulawesi Utara	Perempuan	Ya	Ya
215	4/15/2021 1:09:36	michelle	21	Yogyakarta	Perempuan	Ya	Ya
216	4/15/2021 1:46:32	cindy	21	Yogyakarta	Perempuan	Ya	Ya
217	4/15/2021 12:33:08	cindy	21	Yogyakarta	Perempuan	Ya	Ya
218	4/15/2021 17:09:21	Joy	25	Yogyakarta	Perempuan	Ya	Ya
219	4/15/2021 17:10:30	Akiko	20	Jakarta	Perempuan	Ya	Ya
220	4/15/2021 17:20:48	Sera	23	Yogyakarta	Perempuan	Ya	Ya
221	4/15/2021 17:23:39	Jun	26	Jakarta	Laki-laki	Ya	Ya
222	4/15/2021 18:53:52	Fira	23	Yogyakarta	Perempuan	Ya	Ya
223	4/15/2021 18:53:59	Fira	23	Yogyakarta	Perempuan	Ya	Ya
224	4/15/2021 18:55:05	Fanisya	24	Jakarta	Perempuan	Ya	Ya
225	4/15/2021 19:09:26	Anya	20	Jawa Timur	Perempuan	Ya	Tidak
226	4/15/2021 19:16:47	Sera	23	Yogyakarta	Perempuan	Ya	Ya
227	4/15/2021 19:16:47	Jun	26	Jakarta	Laki-laki	Ya	Ya
228	4/15/2021 19:22:05	cindy	21	Yogyakarta	Perempuan	Ya	Ya

229	4/16/2021 13:18:45	bella wolf	23	Yogyakarta	Perempuan	Ya	Ya
230	4/16/2021 14:48:41	bella wolf	23	Yogyakarta	Perempuan	Ya	Ya
231	4/16/2021 20:15:20	cindy	21	Yogyakarta	Perempuan	Ya	Ya
232	4/19/2021 8:21:43	Della	21	Sumatera Utara	Perempuan	Tidak	Ya
233	4/23/2021 20:04:01	Nita	30	Jakarta	Perempuan	Ya	Ya
234	4/23/2021 20:06:04	Dilon	18	Jawa Timur	Laki-laki	Ya	Ya
235	4/23/2021 20:07:23	Jerry	25	Yogyakarta	Laki-laki	Ya	Ya
236	4/23/2021 20:08:30	Anita	32	Jawa Timur	Perempuan	Ya	Ya
237	4/23/2021 20:10:11	Keisha	23	Jakarta	Perempuan	Ya	Ya
238	4/23/2021 20:11:38	Donna	19	Sulawesi Utara	Perempuan	Ya	Ya
239	4/23/2021 20:13:58	Pandu	26	Yogyakarta	Laki-laki	Ya	Ya
240	4/24/2021 8:28:57	Venna	23	Yogyakarta	Perempuan	Ya	Ya
241	4/24/2021 8:38:00	Yuka	15	Jawa Timur	Perempuan	Ya	Ya
242	4/25/2021 14:59:49	Helena Yovita Junijanto	23	Jawa Tengah	Perempuan	Ya	Ya
243	4/25/2021 16:22:35	Vito Fernando	20	Jawa Tengah	Laki-laki	Tidak	Ya
244	4/25/2021 18:48:59	Emilia KP	45	Yogyakarta	Perempuan	Ya	Ya
245	4/25/2021 19:21:46	Eny	36	Yogyakarta	Perempuan	Ya	Ya
246	4/25/2021 19:33:01	Hesti Rama Dhina	33	Yogyakarta	Perempuan	Ya	Ya
247	4/25/2021 20:38:59	Ike Sibarani	24	Yogyakarta	Perempuan	Ya	Tidak

248	4/25/2021 20:39:21	Nuzul Fitri	25	Yogyakarta	Perempuan	Ya	Ya
249	4/25/2021 20:44:30	Adiningtyas	40	Yogyakarta	Perempuan	Ya	Tidak
250	4/27/2021 20:23:39	Lauren	23	Yogyakarta	Perempuan	Ya	Ya
251	4/27/2021 20:26:42	Henry	23	Jawa Timur	Laki-laki	Ya	Ya
252	4/27/2021 20:29:50	Yogi	20	Yogyakarta	Laki-laki	Ya	Ya
253	4/27/2021 20:32:20	Benca	23	Jakarta	Perempuan	Ya	Ya
254	4/27/2021 20:35:31	Desi	21	Jakarta	Perempuan	Ya	Ya
255	4/27/2021 20:39:16	Ephin	17	Yogyakarta	Laki-laki	Ya	Ya
256	4/27/2021 20:41:15	Ansel	20	Yogyakarta	Laki-laki	Ya	Ya
257	4/27/2021 20:43:07	Ayudia	24	Jakarta	Perempuan	Ya	Ya
258	4/27/2021 20:44:40	Devita	27	Jawa Timur	Perempuan	Ya	Ya
259	4/27/2021 20:46:58	Yoshi	20	Yogyakarta	Laki-laki	Ya	Ya
260	4/27/2021 20:48:41	Danita	26	Sulawesi Utara	Perempuan	Ya	Ya
261	4/27/2021 20:50:33	Ben	30	Jawa Tengah	Laki-laki	Ya	Ya
262	4/27/2021 20:53:44	Anabelle	23	Yogyakarta	Perempuan	Ya	Ya
263	4/27/2021 20:56:28	Iva	21	Jawa Tengah	Perempuan	Ya	Ya
264	4/27/2021 20:57:51	Riki	27	Yogyakarta	Laki-laki	Ya	Ya
265	4/27/2021 20:59:26	Johan	18	Yogyakarta	Laki-laki	Ya	Ya
266	4/27/2021 21:00:38	Keysa	17	Yogyakarta	Perempuan	Ya	Ya

267	4/27/2021 21:03:43	Meisie	28	Yogyakarta	Perempuan	Ya	Ya
268	4/27/2021 21:06:04	Naila	17	Jawa Tengah	Perempuan	Ya	Ya
269	4/27/2021 21:07:48	Prima	24	Yogyakarta	Laki-laki	Ya	Ya
270	4/27/2021 21:09:29	Nesya	25	Jakarta	Perempuan	Ya	Ya
271	4/27/2021 21:14:36	Kyra	20	Jawa Tengah	Perempuan	Ya	Ya
272	4/28/2021 14:32:18	Desti	24	Jambi	Perempuan	Ya	Ya
273	4/28/2021 18:33:23	Chika	20	Yogyakarta	Perempuan	Ya	Ya
274	4/28/2021 18:46:42	Alea	18	Jawa Tengah	Perempuan	Ya	Ya
275	4/28/2021 19:13:24	Melisa	23	Yogyakarta	Perempuan	Ya	Ya
276	4/28/2021 19:26:46	Aletta	17	Yogyakarta	Perempuan	Ya	Ya
277	4/28/2021 21:53:19	Joni	27	Jawa Tengah	Laki-laki	Ya	Ya
278	4/28/2021 22:05:52	Anneke	23	Yogyakarta	Perempuan	Ya	Ya
279	4/29/2021 7:05:16	aldiano	18	Yogyakarta	Laki-laki	Ya	Ya
280	4/29/2021 7:10:16	Marnie	28	Jawa Timur	Perempuan	Ya	Ya
281	4/29/2021 7:17:07	Meggy	20	Jawa Tengah	Perempuan	Ya	Ya
282	4/29/2021 7:35:59	Alice	18	Yogyakarta	Perempuan	Ya	Ya
283	4/29/2021 9:07:26	Bethani	17	Yogyakarta	Perempuan	Ya	Ya
284	4/29/2021 9:11:32	Chelsea	26	Jawa Timur	Perempuan	Ya	Ya
285	4/29/2021 9:22:18	Rey	21	Yogyakarta	Laki-laki	Ya	Ya

286	4/29/2021 9:41:18	Brian	27	Yogyakarta	Laki-laki	Ya	Ya
287	4/29/2021 9:49:25	Daffa	28	Yogyakarta	Laki-laki	Ya	Ya
288	4/29/2021 10:14:44	Viona	19	Yogyakarta	Perempuan	Ya	Ya
289	4/29/2021 10:18:35	Ida	18	Jawa Tengah	Perempuan	Ya	Ya
290	4/29/2021 10:22:18	Kirana	22	Jawa Tengah	Perempuan	Ya	Ya
291	4/29/2021 10:26:08	Lesya	23	Sulawesi Utara	Perempuan	Ya	Ya
292	4/29/2021 10:44:51	Marsha	22	Jawa Timur	Perempuan	Ya	Ya
293	4/29/2021 10:59:02	Naomi	23	Yogyakarta	Perempuan	Ya	Ya
294	4/29/2021 14:13:15	Dayana	27	Jawa Tengah	Perempuan	Ya	Ya
295	4/29/2021 18:06:25	Aida	17	Yogyakarta	Perempuan	Ya	Ya
296	4/29/2021 18:09:28	Darel	23	Jawa Timur	Laki-laki	Ya	Ya
297	4/29/2021 19:03:29	Ivano	18	Jawa Tengah	Perempuan	Ya	Ya
298	4/29/2021 19:20:29	Edwin	23	Yogyakarta	Laki-laki	Ya	Ya
299	4/29/2021 19:32:44	Elaina	19	Yogyakarta	Perempuan	Ya	Ya
300	4/29/2021 20:35:28	Kanaya	20	Yogyakarta	Perempuan	Ya	Ya

LAMPIRAN 5

HASIL OLAH DATA SEM PLS

Hasil Analisis Data SEM PLS (*Bootstrapping*)

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boonringsted: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Final Results

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
Brand engagement -> Stickiness to MIM apps	0.773	0.773	0.773	0.028	27.183	0.000
Kindchenschema cuteness -> Perceived Playfulness	0.291	0.291	0.291	0.095	3.074	0.002
Perceived Playfulness -> Brand engagement	0.679	0.679	0.679	0.038	17.844	0.000
Whimsical cuteness -> Perceived Playfulness	0.558	0.557	0.557	0.093	5.991	0.000

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
Brand engagement -> Stickiness to MIM apps	0.773	0.773	0.713	0.827
Kindchenschema cuteness -> Perceived Playfulness	0.291	0.291	0.108	0.477
Perceived Playfulness -> Brand engagement	0.679	0.679	0.595	0.742
Whimsical cuteness -> Perceived Playfulness	0.558	0.557	0.368	0.727

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
Brand engagement -> Stickiness to MIM apps	0.773	0.773	0.000	0.713	0.828
Kindchenschema cuteness -> Perceived Playfulness	0.291	0.291	0.000	0.108	0.477
Perceived Playfulness -> Brand engagement	0.679	0.679	-0.004	0.596	0.742
Whimsical cuteness -> Perceived Playfulness	0.558	0.557	-0.001	0.369	0.733

Total Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
Brand engagement -> Stickiness to MIM apps						
Kindchenschema cuteness -> Brand engagement	0.198	0.198	0.198	0.065	3.036	0.003
Kindchenschema cuteness -> Perceived Playfulness						
Kindchenschema cuteness -> Stickiness to MIM apps	0.153	0.152	0.152	0.051	3.004	0.003
Perceived Playfulness -> Brand engagement						
Perceived Playfulness -> Stickiness to MIM apps	0.525	0.522	0.522	0.042	12.581	0.000
Whimsical cuteness -> Brand engagement	0.378	0.376	0.376	0.068	5.586	0.000
Whimsical cuteness -> Perceived Playfulness						
Whimsical cuteness -> Stickiness to MIM apps	0.293	0.291	0.291	0.056	5.196	0.000

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
Brand engagement -> Stickiness to MIM apps				
Kindchenschema cuteness -> Brand engagement	0.198	0.198	0.070	0.331
Kindchenschema cuteness -> Perceived Playfulness				
Kindchenschema cuteness -> Stickiness to MIM apps	0.153	0.152	0.055	0.252
Perceived Playfulness -> Brand engagement				
Perceived Playfulness -> Stickiness to MIM apps	0.525	0.522	0.442	0.699
Whimsical cuteness -> Brand engagement	0.378	0.376	0.242	0.519
Whimsical cuteness -> Perceived Playfulness				
Whimsical cuteness -> Stickiness to MIM apps	0.293	0.291	0.182	0.415

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
Brand engagement -> Stickiness to MIM apps					
Kindchenschema cuteness -> Brand engagement	0.198	0.198	-0.001	0.079	0.339
Kindchenschema cuteness -> Perceived Playfulness					
Kindchenschema cuteness -> Stickiness to MIM apps	0.153	0.152	-0.001	0.062	0.262
Perceived Playfulness -> Brand engagement					
Perceived Playfulness -> Stickiness to MIM apps	0.525	0.522	-0.003	0.447	0.603
Whimsical cuteness -> Brand engagement	0.378	0.376	-0.003	0.251	0.524
Whimsical cuteness -> Perceived Playfulness					
Whimsical cuteness -> Stickiness to MIM apps	0.293	0.291	-0.001	0.188	0.419

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kindchenschema cuteness -> Perceived Playfulness -> Brand eng	0.196	0.196	0.065	3.036	0.003
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0.378	0.378	0.068	5.586	0.000
Kindchenschema cuteness -> Perceived Playfulness -> Brand eng	0.153	0.152	0.051	3.004	0.003
Perceived Playfulness -> Brand engagement -> Stickiness to MIM a	0.525	0.522	0.042	12.581	0.000
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0.293	0.291	0.056	5.196	0.000

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
Kindchenschema cuteness -> Perceived Playfulness -> Brand eng	0.196	0.196	0.070	0.331
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0.378	0.378	0.242	0.519
Kindchenschema cuteness -> Perceived Playfulness -> Brand eng	0.153	0.152	0.055	0.252
Perceived Playfulness -> Brand engagement -> Stickiness to MIM a	0.525	0.522	0.442	0.589
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0.293	0.291	0.182	0.415

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
Kindchenschema cuteness -> Perceived Playfulness -> Brand eng	0.196	0.196	-0.001	0.079	0.339
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0.378	0.378	-0.003	0.251	0.524
Kindchenschema cuteness -> Perceived Playfulness -> Brand eng	0.153	0.152	-0.001	0.062	0.262
Perceived Playfulness -> Brand engagement -> Stickiness to MIM a	0.525	0.522	-0.003	0.447	0.603
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0.293	0.291	-0.001	0.188	0.419

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Total Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand engagement -> Stickiness to MIM apps	0.773	0.773	0.028	27.183	0.000
Kindchenschema cuteness -> Brand engagement	0.198	0.198	0.065	3.036	0.003
Kindchenschema cuteness -> Perceived Playfulness	0.291	0.291	0.065	3.074	0.002
Kindchenschema cuteness -> Stickiness to MIM apps	0.153	0.152	0.051	3.004	0.003
Perceived Playfulness -> Brand engagement	0.679	0.674	0.038	17.844	0.000
Perceived Playfulness -> Stickiness to MIM apps	0.525	0.522	0.042	12.581	0.000
Whimsical cuteness -> Brand engagement	0.378	0.378	0.068	5.586	0.000
Whimsical cuteness -> Perceived Playfulness	0.558	0.557	0.063	8.991	0.000
Whimsical cuteness -> Stickiness to MIM apps	0.293	0.291	0.056	5.196	0.000

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
Brand engagement -> Stickiness to MIM apps	0.773	0.773	0.713	0.827
Kindchenschema cuteness -> Brand engagement	0.198	0.198	0.070	0.331
Kindchenschema cuteness -> Perceived Playfulness	0.291	0.291	0.168	0.477
Kindchenschema cuteness -> Stickiness to MIM apps	0.153	0.152	0.055	0.252
Perceived Playfulness -> Brand engagement	0.679	0.674	0.595	0.742
Perceived Playfulness -> Stickiness to MIM apps	0.525	0.522	0.442	0.589
Whimsical cuteness -> Brand engagement	0.378	0.378	0.242	0.519
Whimsical cuteness -> Perceived Playfulness	0.558	0.557	0.368	0.727
Whimsical cuteness -> Stickiness to MIM apps	0.293	0.291	0.182	0.415

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
Brand engagement -> Stickiness to MIM apps	0.773	0.773	0.000	0.713	0.828
Kindchenschema cuteness -> Brand engagement	0.198	0.198	-0.001	0.079	0.339
Kindchenschema cuteness -> Perceived Playfulness	0.291	0.291	0.000	0.168	0.477
Kindchenschema cuteness -> Stickiness to MIM apps	0.153	0.152	-0.001	0.062	0.262
Perceived Playfulness -> Brand engagement	0.679	0.674	-0.004	0.596	0.742
Perceived Playfulness -> Stickiness to MIM apps	0.525	0.522	-0.003	0.447	0.603
Whimsical cuteness -> Brand engagement	0.378	0.378	-0.003	0.251	0.524
Whimsical cuteness -> Perceived Playfulness	0.558	0.557	-0.001	0.369	0.723
Whimsical cuteness -> Stickiness to MIM apps	0.293	0.291	-0.001	0.188	0.419

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Outer Loadings

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BS1 <- Brand engagement	0.776	0.774	0.028	28.028	0.000
BS2 <- Brand engagement	0.834	0.835	0.028	31.599	0.000
BS3 <- Brand engagement	0.839	0.838	0.020	42.091	0.000
BS4 <- Brand engagement	0.777	0.776	0.022	34.782	0.000
BS5 <- Brand engagement	0.827	0.827	0.022	38.027	0.000
BS6 <- Brand engagement	0.857	0.856	0.017	50.891	0.000
KC1 <- Kindchenschema cuteness	0.864	0.863	0.028	33.301	0.000
KC2 <- Kindchenschema cuteness	0.924	0.923	0.013	73.061	0.000
KC3 <- Kindchenschema cuteness	0.908	0.906	0.017	54.771	0.000
KC4 <- Kindchenschema cuteness	0.925	0.923	0.012	79.946	0.000
KC5 <- Kindchenschema cuteness	0.927	0.926	0.012	76.352	0.000
KC6 <- Kindchenschema cuteness	0.871	0.869	0.017	50.887	0.000
KC7 <- Kindchenschema cuteness	0.885	0.883	0.016	54.533	0.000
PP1 <- Perceived Playfulness	0.771	0.767	0.031	24.596	0.000
PP2 <- Perceived Playfulness	0.940	0.940	0.008	125.302	0.000
PP3 <- Perceived Playfulness	0.930	0.930	0.015	61.767	0.000
ST1 <- Stickiness to MIM apps	0.788	0.787	0.023	34.315	0.000
ST2 <- Stickiness to MIM apps	0.924	0.923	0.009	97.503	0.000
ST3 <- Stickiness to MIM apps	0.858	0.857	0.018	47.505	0.000
ST4 <- Stickiness to MIM apps	0.879	0.879	0.017	52.882	0.000
WC1 <- Whimsical cuteness	0.927	0.925	0.012	78.511	0.000
WC2 <- Whimsical cuteness	0.933	0.931	0.012	77.599	0.000
WC3 <- Whimsical cuteness	0.920	0.918	0.015	60.291	0.000
WC4 <- Whimsical cuteness	0.936	0.935	0.011	85.325	0.000
WC5 <- Whimsical cuteness	0.889	0.888	0.017	52.774	0.000

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
BS1 <- Brand engagement	0.776	0.774	0.716	0.823
BS2 <- Brand engagement	0.834	0.835	0.770	0.881
BS3 <- Brand engagement	0.839	0.838	0.795	0.871
BS4 <- Brand engagement	0.777	0.776	0.731	0.815
BS5 <- Brand engagement	0.827	0.827	0.781	0.855
BS6 <- Brand engagement	0.857	0.856	0.821	0.884
KC1 <- Kindchenschema cuteness	0.864	0.863	0.805	0.906
KC2 <- Kindchenschema cuteness	0.924	0.923	0.895	0.947
KC3 <- Kindchenschema cuteness	0.908	0.906	0.872	0.933
KC4 <- Kindchenschema cuteness	0.925	0.923	0.897	0.943
KC5 <- Kindchenschema cuteness	0.927	0.926	0.899	0.947
KC6 <- Kindchenschema cuteness	0.871	0.869	0.832	0.900
KC7 <- Kindchenschema cuteness	0.885	0.883	0.850	0.912
PP1 <- Perceived Playfulness	0.771	0.767	0.694	0.826
PP2 <- Perceived Playfulness	0.940	0.940	0.922	0.953
PP3 <- Perceived Playfulness	0.930	0.930	0.883	0.952
ST1 <- Stickiness to MIM apps	0.788	0.787	0.740	0.830
ST2 <- Stickiness to MIM apps	0.924	0.923	0.902	0.939
ST3 <- Stickiness to MIM apps	0.858	0.857	0.819	0.887
ST4 <- Stickiness to MIM apps	0.879	0.879	0.842	0.907
WC1 <- Whimsical cuteness	0.927	0.925	0.898	0.945
WC2 <- Whimsical cuteness	0.933	0.931	0.903	0.951
WC3 <- Whimsical cuteness	0.920	0.918	0.885	0.944
WC4 <- Whimsical cuteness	0.936	0.935	0.912	0.952
WC5 <- Whimsical cuteness	0.889	0.888	0.853	0.918

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Outer Weights

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BS1 <- Brand engagement	0.181	0.181	0.008	21.592	0.000
BS2 <- Brand engagement	0.205	0.205	0.007	29.989	0.000
BS3 <- Brand engagement	0.215	0.215	0.009	23.615	0.000
BS4 <- Brand engagement	0.240	0.240	0.011	21.528	0.000
BS5 <- Brand engagement	0.181	0.181	0.008	24.103	0.000
BS6 <- Brand engagement	0.206	0.206	0.009	22.935	0.000
KC1 <- Kindchenschema cuteness	0.146	0.146	0.006	23.598	0.000
KC2 <- Kindchenschema cuteness	0.166	0.166	0.005	33.068	0.000
KC3 <- Kindchenschema cuteness	0.157	0.157	0.004	36.289	0.000
KC4 <- Kindchenschema cuteness	0.159	0.159	0.004	40.000	0.000
KC5 <- Kindchenschema cuteness	0.159	0.159	0.005	34.709	0.000
KC6 <- Kindchenschema cuteness	0.164	0.164	0.006	28.191	0.000
KC7 <- Kindchenschema cuteness	0.146	0.146	0.005	32.341	0.000
PP1 <- Perceived Playfulness	0.331	0.331	0.012	27.791	0.000
PP2 <- Perceived Playfulness	0.403	0.401	0.012	34.738	0.000
PP3 <- Perceived Playfulness	0.397	0.397	0.010	40.549	0.000
ST1 <- Stickiness to MIM apps	0.288	0.288	0.011	27.150	0.000
ST2 <- Stickiness to MIM apps	0.314	0.313	0.010	29.945	0.000
ST3 <- Stickiness to MIM apps	0.267	0.267	0.009	29.225	0.000
ST4 <- Stickiness to MIM apps	0.289	0.289	0.008	35.600	0.000
WC1 <- Whimsical cuteness	0.217	0.217	0.005	45.025	0.000
WC2 <- Whimsical cuteness	0.218	0.218	0.004	52.533	0.000
WC3 <- Whimsical cuteness	0.219	0.219	0.005	44.004	0.000
WC4 <- Whimsical cuteness	0.216	0.217	0.006	38.668	0.000
WC5 <- Whimsical cuteness	0.216	0.217	0.006	34.096	0.000

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%	
BS1 <- Brand engagement	0.181	0.181	0.181	0.164	0.196
BS2 <- Brand engagement	0.200	0.200	0.200	0.186	0.215
BS3 <- Brand engagement	0.215	0.215	0.215	0.199	0.234
BS4 <- Brand engagement	0.240	0.240	0.240	0.220	0.265
BS5 <- Brand engagement	0.181	0.181	0.181	0.166	0.196
BS6 <- Brand engagement	0.206	0.206	0.206	0.189	0.225
KC1 <- Kindchenschema cuteness	0.149	0.149	0.149	0.135	0.160
KC2 <- Kindchenschema cuteness	0.166	0.166	0.166	0.157	0.176
KC3 <- Kindchenschema cuteness	0.157	0.157	0.157	0.149	0.165
KC4 <- Kindchenschema cuteness	0.159	0.159	0.159	0.152	0.168
KC5 <- Kindchenschema cuteness	0.169	0.170	0.170	0.161	0.179
KC6 <- Kindchenschema cuteness	0.164	0.164	0.164	0.154	0.177
KC7 <- Kindchenschema cuteness	0.146	0.146	0.146	0.137	0.155
PP1 <- Perceived Playfulness	0.331	0.331	0.331	0.305	0.353
PP2 <- Perceived Playfulness	0.400	0.401	0.401	0.379	0.424
PP3 <- Perceived Playfulness	0.397	0.397	0.397	0.381	0.418
ST1 <- Stickiness to MIM apps	0.288	0.289	0.289	0.269	0.310
ST2 <- Stickiness to MIM apps	0.314	0.313	0.313	0.294	0.334
ST3 <- Stickiness to MIM apps	0.267	0.267	0.267	0.249	0.285
ST4 <- Stickiness to MIM apps	0.260	0.260	0.260	0.221	0.304
WC1 <- Whimsical cuteness	0.217	0.217	0.217	0.208	0.227
WC2 <- Whimsical cuteness	0.218	0.218	0.218	0.210	0.227
WC3 <- Whimsical cuteness	0.219	0.219	0.219	0.209	0.229
WC4 <- Whimsical cuteness	0.216	0.217	0.217	0.207	0.229
WC5 <- Whimsical cuteness	0.216	0.217	0.217	0.205	0.231

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
BS1 <- Brand engagement	0.181	0.181	0.000	0.164	0.196
BS2 <- Brand engagement	0.200	0.200	0.000	0.186	0.215
BS3 <- Brand engagement	0.215	0.215	0.000	0.199	0.234
BS4 <- Brand engagement	0.240	0.240	0.001	0.221	0.266
BS5 <- Brand engagement	0.181	0.181	0.000	0.167	0.197
BS6 <- Brand engagement	0.206	0.206	0.000	0.190	0.226
KC1 <- Kindchenschema cuteness	0.149	0.149	0.000	0.135	0.160
KC2 <- Kindchenschema cuteness	0.166	0.166	0.000	0.156	0.176
KC3 <- Kindchenschema cuteness	0.157	0.157	0.000	0.149	0.165
KC4 <- Kindchenschema cuteness	0.159	0.159	0.000	0.151	0.167
KC5 <- Kindchenschema cuteness	0.169	0.170	0.001	0.160	0.179
KC6 <- Kindchenschema cuteness	0.164	0.164	0.000	0.153	0.175
KC7 <- Kindchenschema cuteness	0.146	0.146	0.000	0.137	0.155
PP1 <- Perceived Playfulness	0.331	0.331	0.000	0.305	0.352
PP2 <- Perceived Playfulness	0.400	0.401	0.001	0.378	0.422
PP3 <- Perceived Playfulness	0.397	0.397	0.001	0.380	0.416
ST1 <- Stickiness to MIM apps	0.288	0.289	0.001	0.267	0.308
ST2 <- Stickiness to MIM apps	0.314	0.313	0.000	0.295	0.337
ST3 <- Stickiness to MIM apps	0.267	0.267	0.000	0.249	0.285
ST4 <- Stickiness to MIM apps	0.260	0.260	0.000	0.276	0.306
WC1 <- Whimsical cuteness	0.217	0.217	0.000	0.209	0.228
WC2 <- Whimsical cuteness	0.218	0.218	0.000	0.210	0.228
WC3 <- Whimsical cuteness	0.219	0.219	0.000	0.209	0.229
WC4 <- Whimsical cuteness	0.216	0.217	0.001	0.207	0.229
WC5 <- Whimsical cuteness	0.216	0.217	0.001	0.204	0.229

Hasil Analisis Data SEM PLS

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Final Results

Path Coefficients

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement				0,773	
Kindchenschema cuteness			0,291		
Perceived Playfulness	0,679				
Stickiness to MIM apps					
Whimsical cuteness			0,558		

Indirect Effects

Total Indirect Effects

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement					
Kindchenschema cuteness	0,198			0,153	
Perceived Playfulness				0,525	
Stickiness to MIM apps					
Whimsical cuteness	0,378			0,293	

Specific Indirect Effects

	Specific Indirect Effects
Kindchenschema cuteness -> Perceived Playfulness	0,198
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0,378
Kindchenschema cuteness -> Perceived Playfulness	0,153
Perceived Playfulness -> Brand engagement -> Stickiness to MIM apps	0,525
Whimsical cuteness -> Perceived Playfulness -> Brand engagement	0,293

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Total Effects

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement				0,773	
Kindchenschema cuteness	0,198		0,291	0,153	
Perceived Playfulness	0,679			0,525	
Stickiness to MIM apps					
Whimsical cuteness	0,378		0,558	0,293	

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Indirect Effects

Total Indirect Effects

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement					
Kindchenschema cuteness	0,198			0,153	
Perceived Playfulness				0,525	
Stickiness to MIM apps					
Whimsical cuteness	0,378			0,293	

Specific Indirect Effects

	Specific Indirect Effects
Kindchenschema cuteness -> Perceived Playfulness	0,198
Whimsical cuteness -> Perceived Playfulness -> E	0,378
Kindchenschema cuteness -> Perceived Playfulness	0,153
Perceived Playfulness -> Brand engagement -> S	0,525
Whimsical cuteness -> Perceived Playfulness -> E	0,293

Total Effects

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement				0,773	
Kindchenschema cuteness	0,198		0,291	0,153	
Perceived Playfulness	0,679			0,525	
Stickiness to MIM apps					
Whimsical cuteness	0,378		0,558	0,293	

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Outer Loadings

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
BS1	0,776				
BS2	0,834				
BS3	0,839				
BS4	0,777				
BS5	0,827				
BS6	0,857				
KC1		0,864			
KC2		0,924			
KC3		0,908			
KC4		0,925			
KC5		0,927			
KC6		0,871			
KC7		0,885			
PP1			0,771		
PP2			0,940		
PP3			0,930		
ST1				0,788	
ST2				0,924	
ST3				0,858	
ST4				0,879	
WC1					0,927
WC2					0,933
WC3					0,920
WC4					0,936
WC5					0,889

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Outer Weights

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
BS1	0,181				
BS2	0,200				
BS3	0,215				
BS4	0,240				
BS5	0,181				
BS6	0,206				
KC1		0,149			
KC2		0,166			
KC3		0,157			
KC4		0,159			
KC5		0,169			
KC6		0,164			
KC7		0,146			
PP1			0,331		
PP2			0,400		
PP3			0,397		
ST1				0,288	
ST2				0,314	
ST3				0,267	
ST4				0,289	
WC1					0,217
WC2					0,218
WC3					0,219
WC4					0,216
WC5					0,216

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Quality Criteria

R Square

	R Square	R Square Adjusted
Brand engagement	0,460	0,459
Perceived Playfulness	0,694	0,692
Stickiness to MIM apps	0,598	0,597

f Square

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement				1,488	
Kindchenschema cuteness			0,044		
Perceived Playfulness	0,853				
Stickiness to MIM apps					
Whimsical cuteness			0,161		

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand engagement	0,902	0,906	0,924	0,671
Kindchenschema cuteness	0,961	0,963	0,968	0,811
Perceived Playfulness	0,856	0,871	0,914	0,781
Stickiness to MIM apps	0,885	0,889	0,921	0,745
Whimsical cuteness	0,955	0,955	0,965	0,848

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Discriminant Validity

Fomell-Larcker Criterion

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement	0,819				
Kindchenschema cuteness	0,578	0,901			
Perceived Playfulness	0,679	0,803	0,884		
Stickiness to MIM apps	0,773	0,662	0,713	0,863	
Whimsical cuteness	0,586	0,917	0,825	0,665	0,921

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Cross Loadings

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
BS1	0,776	0,306	0,447	0,591	0,327
BS2	0,834	0,419	0,533	0,620	0,417
BS3	0,839	0,528	0,608	0,638	0,549
BS4	0,777	0,676	0,700	0,690	0,669
BS5	0,827	0,382	0,463	0,577	0,381
BS6	0,857	0,458	0,529	0,657	0,469
KC1	0,467	0,864	0,677	0,552	0,757
KC2	0,518	0,924	0,756	0,608	0,843
KC3	0,487	0,908	0,713	0,572	0,829
KC4	0,486	0,925	0,725	0,561	0,836
KC5	0,499	0,927	0,770	0,585	0,865
KC6	0,654	0,871	0,746	0,684	0,834
KC7	0,528	0,885	0,664	0,612	0,811
PP1	0,651	0,524	0,771	0,580	0,540
PP2	0,585	0,794	0,940	0,658	0,811
PP3	0,578	0,786	0,930	0,651	0,811
ST1	0,662	0,336	0,454	0,788	0,340
ST2	0,721	0,587	0,631	0,924	0,587
ST3	0,614	0,659	0,665	0,858	0,652
ST4	0,665	0,709	0,715	0,879	0,721
WC1	0,574	0,867	0,759	0,637	0,927
WC2	0,535	0,856	0,762	0,624	0,933
WC3	0,506	0,876	0,765	0,603	0,920
WC4	0,510	0,840	0,756	0,579	0,936
WC5	0,575	0,783	0,755	0,617	0,889

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Heterotrait-Monotrait Ratio (HTMT)

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement					
Kindchenschema cuteness	0,604				
Perceived Playfulness	0,769	0,876			
Stickiness to MIM apps	0,858	0,720	0,823		
Whimsical cuteness	0,616	0,956	0,905	0,725	

Collinearity Statistics (VIF)

Outer VIF Values

	VIF
BS1	2,297
BS2	2,632
BS3	2,635
BS4	2,285
BS5	2,765
BS6	2,896
KC1	3,938
KC2	6,104
KC3	4,627
KC4	5,569
KC5	6,003
KC6	3,519
KC7	4,075
PP1	1,484
PP2	5,014
PP3	4,794
ST1	2,087
ST2	3,659
ST3	3,005
ST4	3,310
WC1	4,675
WC2	5,420
WC3	4,553
WC4	5,292
WC5	3,467

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

[back to navigation](#)

Inner VIF Values

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement					1,000
Kindchenschema cuteness				6,290	
Perceived Playfulness	1,000				
Stickiness to MIM apps					
Whimsical cuteness			6,290		

Model_Fit

Fit Summary

	Saturated Model	Estimated Model
SRMR	0,094	0,123
σ_{ULS}	2,880	4,889
σ_{G}	0,779	0,836
Chi-Square	1431,389	1499,284
NFI	0,836	0,829

rms Theta

rms Theta	0,183
-----------	-------

Model Selection Criteria

	AIC (Akaike's Information Crit)	AICu (Unbiased Akaike's Infor)	AICc (Corrected Akaike's Info)	BIC (Bayesian Information)	HQ (Hannan-Quinn Criterion)	HQc (Corrected Hannan-Quinn Criterion)
Brand engagement	-182,063	-180,056	120,018	-174,655	-179,099	-179,004
Perceived Playfulness	-349,959	-346,943	-47,823	-338,847	-345,512	-345,335
Stickiness to MIM apps	-270,482	-268,475	31,599	-263,075	-267,518	-267,423

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[back to navigation](#)

Inner Model

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
Brand engagement				1,000	
Kindchenschema cuteness			1,000		
Perceived Playfulness	1,000				
Stickiness to MIM apps					
Whimsical cuteness			1,000		

Outer Model

	Brand engagement	Kindchenschema cuteness	Perceived Playfulness	Stickiness to MIM apps	Whimsical cuteness
BS1	-1,000				
BS2	-1,000				
BS3	-1,000				
BS4	-1,000				
BS5	-1,000				
BS6	-1,000				
KC1		-1,000			
KC2		-1,000			
KC3		-1,000			
KC4		-1,000			
KC5		-1,000			
KC6		-1,000			
KC7		-1,000			
PP1			-1,000		
PP2			-1,000		
PP3			-1,000		
ST1				-1,000	
ST2				-1,000	
ST3				-1,000	
ST4				-1,000	
WC1					-1,000
WC2					-1,000
WC3					-1,000
WC4					-1,000
WC5					-1,000

LAMPIRAN 6
JURNAL ACUAN

Engaging consumers in mobile instant messaging: the role of cute branded emoticons

Crystal T. Lee

College of Management, Wenzhou Business College, Wenzhou City, China, and

Sara H. Hsieh

Department of Business Administration, Tunghai University, Taichung, Taiwan

Abstract

Purpose – With the rapid surge of mobile marketing, an increasing number of brands have launched branded emoticons in an attempt to build brand relationships with consumers. Despite the apparent promise of branded emoticon usage, there is only limited academic research on branded emoticons. This paper aims to build on impression management theory and the conceptualization of cuteness to investigate how the effect of cuteness in branded emoticon design influences perceived playfulness in mobile instant messaging (MIM) interaction and the creation of brand engagement in self-concept.

Design/methodology/approach – Consumers with usage experience of branded emoticons in MIM apps were recruited to complete an online survey. Partial least squares structural equation modelling was used to analyze the data.

Findings – Two facets of cuteness – kindchenschema cuteness and whimsical cuteness – can project a favourable social image to consumers that facilitates playfulness in social interaction and enhances brand engagement in self-concept, which leads to their willingness to purchase the brand and stickiness to the MIM apps.

Originality/value – The popularity of branded emoticons represents a new form of social interaction and an innovative way to build brand relationships. The present study is the first to examine the design aspects of branded emoticons and highlights that the cuteness of a branded emoticon may be a crucial factor in engaging consumers in MIM.

Keywords Brand engagement, Impression management, Perceived playfulness

Paper type Research paper

1. Introduction

The use of mobile instant messaging (MIM) to communicate has become a worldwide phenomenon as smartphones have transformed the way people interact. A unique feature of MIM is that it allows the consumer to communicate with text and with emoticons, which are graphic visuals that help consumers express their emotions more clearly than text messages alone (Hsieh and Tseng, 2017; Kaye *et al.*, 2016). With the massive increase in the number of mobile messaging app users, sending emoticons in mobile messages has also gained tremendous worldwide popularity. These non-verbal graphic cues have been rapidly adopted in online communication to communicate emotions and to support written text content; they may even sometimes replace text (Kaye *et al.*, 2016; Thompson and Filik, 2016). Nearly, 814 million emoticon-containing mobile messages were sent worldwide in 2016, a 461 per cent increase over 2015 (eMarketer, 2016). Emoticons are everywhere and are created in various online platforms; it is estimated that more than 2,700 official emoji were available for usage in 2018 (Das *et al.*, 2019). Emoticons are adopted in

almost 50 per cent of communication on Instagram (eMarketer, 2018). To leverage the popularity of emoticons, brands are offering branded emoticons to build brand relationships with consumers (Codina, 2015; Das *et al.*, 2019; Lee, 2017). Brands such as Pepsi, Starbucks and IKEA are making substantial investments in this “digital language” in an effort to develop effective engagement (Becker, 2016). Baskin-Robbins uses cute ice cream cone emoticons and Dominos uses pizza emoticons in tweets to engage and interact with consumers (Das *et al.*, 2019). The more that consumers use the branded emoticons provided by brands, the more likely it is that a close interaction will be established between the brands and consumers, which may build more favourable brand attitudes among consumers and ultimately affect their brand purchase decisions (Lee, 2017). As a result, an increasing number of

This work was supported by the Humanity and Social Science Youth foundation of Ministry of Education of China under project “Investigation the underlying mechanism of brand evangelism in online brand communities” grant number [17YJC630075]. The author wishes to thank Three Squirrels and Tmall.com for permission to reproduce their branded emoticons and Isken Huang, Anita Lee and Cacelet Yang for generous help with permission collection.

The authors would also like to thank the 3 anonymous referees of this journal for their constructive comments, and the Editor for his support and encouragement.

Received 21 August 2018

Revised 25 January 2019

19 March 2019

Accepted 19 March 2019

The current issue and full text archive of this journal is available on Emerald Insight at: www.emeraldinsight.com/1061-0421.htm



Journal of Product & Brand Management
28/7 (2019) 849–863
© Emerald Publishing Limited [ISSN 1061-0421]
[DOI 10.1108/JPBM-08-2018-1997]

marketers are adopting branded emoticons in their mobile marketing communications (Middlemas and Lonergan, 2015). However, despite the significance of branded emoticons for practitioners and their popularity among vast numbers of consumers, there is only limited academic research to date on branded emoticons (Lee, 2017). Thus, further investigation is necessary.

Previous research has studied emoticon usage, such as the effect of perceived playfulness on consumers' social connectedness (Hsieh and Tseng, 2017), the social intimacy of relationships (Wang, 2016) and interpersonal communication (Chairunnisa and Benedictus, 2017; Duan *et al.*, 2018; dos Reis *et al.*, 2018). However, despite these studies, there is a lack of research that addresses how types of emoticon design may affect usage adoption. Although there are various emoticon designs, the most popular emoticons are those that are perceived as cute and amusing. The effect of emoticon cuteness in influencing consumers' adoption in MIM represents an important research gap that warrants further examination.

Cuteness is described as attractiveness in an adorable or endearing way (Nenkov and Scott, 2014). Similar to the Japanese word "kawaii", cuteness is driven by attributes of shapes, colours and materials within the stimulus that evoke affective feelings of adorableness (Ohkura *et al.*, 2008). Cute products that are sold in various categories, such as cute office supplies, tools and clothes, are popular among children and adults (Taylor, 2011). Fashion brands such as Lilly Pulitzer that incorporate adorable designs into clothing and accessories generated sales of \$122m in 2012 (Wilson, 2013). Although the effect of cuteness on adults is seldom discussed, the impressive sales of cute products show that cute designs are appealing to adults. Past studies have focussed on cuteness in tangible product design, such as increasing product preference (Nenkov and Scott, 2014), sales (Niedenthal *et al.*, 2010), prosocial orientation (Scott and Nenkov, 2016), feelings of warmth and comfort (Nenkov and Scott, 2014) and indulgent consumption (Scott and Nenkov, 2016). Given the significance of cuteness in emotional responses and product purchases (Nenkov and Scott, 2014; Scott and Nenkov, 2016), it would be enlightening to extend the existing work by exploring the effect of cuteness on branded emoticon use. Cute theorists assert that there are two types of cuteness: the first conveys a sense of warmth and sweet associations, whereas the other conveys a sense of humour (Nenkov and Scott, 2014). Because emoticons are used by consumers in MIM as a surrogate to represent emotions, it is plausible that the two types of cuteness conveyed through emoticons can help to facilitate fun and playfulness in social interaction to project an ideal and desirable impression.

The theory of impression management (Leary, 1995; Leary and Kowalski, 1990), also known as self-presentation, posits that consumers are motivated to present themselves ideally. The present study suggests that people can manage self-presentation and boost a positive self-image through branded emoticon usage. Cute branded emoticons can be adopted to enhance impression management during online conversations. Therefore, drawing on the theory of impression management (Leary, 1995; Leary and Kowalski, 1990), this study seeks to contribute to the understanding of how cute branded emoticons align with impression management to shape

perceived playfulness in interaction and brand engagement. To the best of our knowledge, no studies have investigated how cuteness conveyed in branded emoticons influences brand engagement and the spillover effect of MIM apps.

This study aims to understand the effect of the cuteness of branded emoticons based on the theory of impression management. Specifically, our research contributes to revealing the effects of the cuteness of branded emoticons on brand-related outcomes (brand engagement and willingness to purchase) and MIM app-related outcomes (stickiness to MIM apps). This study first reviews the branded emoticon, cuteness-related literature and theory of impression management. We then describe the theoretical framework and hypotheses. The measures and research design are provided. Finally, the findings, academic and managerial implications are discussed.

2. Theoretical background

2.1 Branded emoticons



Emoticons are pictorial representations of facial expressions. They encompass a combination of emotions and icons and are used by consumers to share feelings and emotions in online platforms such as emails and MIM messages (Lee, 2017). As emoticons proliferate on various MIM apps, both scholars and marketers have begun to pay close attention to the communication function of emoticons (Duan *et al.*, 2018; dos Reis *et al.*, 2018). Past studies have examined the usage of emoticons in terms of: first, cognitive responses to emoticons (e.g. emoticon use can increase communication effectiveness and facilitate perceived usefulness and information richness) (Huang *et al.*, 2008) because emoticons can increase the perceived good intentions of the feedback provider and decrease perceived feedback negativity (Wang *et al.*, 2014); second, affective responses to emoticons, such as the effect of emoticons on perceived playfulness and consumers' social connectedness (Hsieh and Tseng, 2017). Female consumers tend to show a higher preference for the playfulness of emoticons (Ruangkanjanases and Wutthisith, 2017). Past research analyzed emoticon and emoji use in tweets and found that positive emotional expression was dominant in content related to food consumption (Vidal *et al.*, 2016). Customer service using emojis can exhibit higher user engagement levels in positive contexts than in negative contexts (Casado-Molina *et al.*, 2019). The presence of an emoticon in tweets increases positive affect, which leads to higher purchase intentions (Das *et al.*, 2019). In online service encounter situations, consumers perceive service providers that use emoticons show more warmth than those who do not (Li *et al.*, 2019). The use of emoticons increases social intimacy in relationships, positive affect and feelings of closeness compared to the use of text-only (Wang, 2016). Third, consumers use emoticons for identity expression (Hsieh and Tseng, 2017) and self-presentation (Lee, 2017). For example, users of Blackberry messenger and the WhatsApp application select emoticons to express their personality, which facilitates interpersonal communication and enhances the meaning of text messages (Chairunnisa and Benedictus, 2017). Our research corresponds to the third stream of research. We attempt to examine the self-presentation and symbolic meanings that are associated with the adoption of branded emoticons.

Despite the plethora of studies on emoticons, surprisingly little research has focussed on branded emoticons, which are widely adopted by brands. Branded emoticons refer to emoticons with a brand logo, brand mascot, brand avatar or brand-related information (Lee, 2017). Brand elements other than brand names, logos, symbols, packaging and signage can also be important drivers of brand equity to differentiate and identify the brand (Keller, 2009). Brand logos have a significant impact on brand knowledge and brand equity and are thus considered among the most powerful brand elements (Keller, 2003). Moreover, brand logos are one of the key instruments to communicate a brand image, enhance brand recognition and create brand differentiation (Aaker, 2009; Henderson and Cote, 1998). Well-designed brand symbols can trigger feelings of affinity and convey clear meanings (Aaker, 2012; Keller, 2009). Corporate identity is equated with graphic design and logos to create brand visibility and to communicate the symbolic meaning of the corporation (Van Riel and Balmer, 1997) both internally and externally (Melewar and Karaosmanoglu, 2006). Numerous studies in the brand literature have investigated the visual elements of logos, such as identifying the concepts of naturalness, harmony, elaborateness, parallelism, repetition, proportion and shape (Henderson and Cote, 1998). The figurative design of brand logos can create brand recall and recognition (Machado *et al.*, 2012). Natural logo designs generate brand recognition and positive affect towards brands (Machado *et al.*, 2015). Roughness and angular design elements of a logo can also exert an effect on brand evaluation among committed consumers (Walsh *et al.*, 2010). The perception of various logo designs has also been examined with regard to its effect on response attitudes, such as the differential effect of natural/harmonious logo designs and abstract/asymmetric logo designs in different cultures (Henderson *et al.*, 2003) and distinctive preferences in logo design by gender (Moss *et al.*, 2007). Brands can present varieties of logos that foster brand prominence and freshness (Sääksjärvi *et al.*, 2015). A good design is advantageous for communicating a brand's image and for cutting through the advertising clutter (Sääksjärvi *et al.*, 2015).

In a similar vein, branded emoticons may play an analogous role to logos by using visual design to evoke positive affect and enhance affinity. Hence, when brands design their emoticons, they are embedding the brand spirit into the graphic design elements (Lee, 2017). In practice, there has been rapid growth in branded emoticons along with a proliferation of emoticon usage in recent years. Branded emoticons can be seen as a creative and innovative marketing tool that increases interaction with consumers and facilitates brand relationships (Lee, 2017). A wide range of design types are created for brand emoticons, which supplement the brand character embedded in the design (Brady, 2016; Codina, 2015; Doland, 2016; Middlemas and Lonergan, 2015; SocialBeta, 2018). Examples are presented in Figure 1.

Despite the wide adoption of branded emoticons by brands, branded emoticons have drawn little attention, except for one academic study examining the effects of branded emoticons from the perspective of social capital theory (Lee, 2017). Lee (2017) presents four different types of social capital, namely, structural capital, relational capital, cognitive capital and situational capital, to investigate branded emoticon usage.

Figure 1 Examples of branded emoticons

Branded emoticon	Example
	<i>Three Squirrels</i> , China's trendiest snack brand for nuts and snacks, uses cute cartoon squirrel mascots as its brand character. The Three Squirrels nut brand thus incorporates a cute brand character, squirrel mascots, into the design of its branded emoticons to reinforce brand image and to give the brand's online presence a more personal and human quality (Doland, 2016).
	<i>Tmall.com</i> , operated in China by Alibaba Group, is the leading B2C e-commerce platforms that have launched a series of branded emoticons that use cartoon characters to convey their brand personality while also conveying a sense of decency and trendiness. Tmall.com encourages consumers to share their emoticons on social media. (SocialBeta, 2018)

Sources: Doland (2016); Branded emoticons of Three Squirrels download from www.3songshu.com/; SocialBeta (2018)

Referent and majority ties are indicators of structural capital; sociability is presented as relational capital; self-disclosure serves as cognitive capital; and character-brand fit and self-presentation as situational capital together affect brand attitude, which, in turn, generates purchase intention towards the brand. The author concludes that branded emoticons can be seen as a creative and innovative marketing tool that increases interaction with consumers and facilitates brand relationships (Lee, 2017). Brands introduce branded emoticons to increase brand familiarity and help marketers speak more effectively with their audiences (Codina, 2015). As branded emoticons can help humanize a brand, more research is needed to examine how the various designs incorporated in branded emoticons affect brand-related and MIM-related outcomes.

2.2 Theory of impression management

Impression management (Leary and Kowalski, 1990, p. 34) involves "people's attempts to manage the impressions that others form about them". Generally, impression management is regarded as self-presentation (Leary, 1995; Leary and Kowalski, 1990). The essence of impression management is that the consumer seeks to control how others see her/him by projecting a controlled social self-image (Leary, 1995; Leary and Kowalski, 1990). Based on impression management motivation, consumers are motivated to present themselves ideally and to project the desired self-image (Sedikides *et al.*, 2007; Sedikides and Strube, 1995). Consumers strive to enhance their self-esteem, desire to maintain their positive self-views and minimize discrepancies between the desired and current image (Leary and Kowalski, 1990; Sedikides and Strube, 1995). Impression management can, thus, be understood as a strategy for self-presentation (Tafarodi and Swann, 2001) that may lead to people's tendency to create a certain image by altering their own behaviours to affect others' impressions of them (Leary, 1995; Leary and Kowalski, 1990).

Scholars have adopted impression management to illustrate consumers' selection of posted content with an attempt to present a desired social image (Chen *et al.*, 2016; Ellison *et al.*, 2007). Fridlund (2014) proposed that communication content is created not only to express emotions but also related to social motives. Similarly, when

consumers communicate over MIM, they can create an intended impression to friends and maintain their social image through the use of emoticons (Bazarova and Choi, 2014). The expression of emotion in face-to-face interaction depends largely on nonverbal cues. These cues are absent in text-based computer-mediated communication. Emoticons may serve as nonverbal surrogates, suggestive of facial expression, and may, thus, enhance the exchange of emotional information by providing additional social cues beyond what is found in the verbal text of a message (Hsieh and Tseng, 2017). Emoticons act as nonverbal social cues to offer immediate emotionality or an intended image and to maintain social relationships (Kaye *et al.*, 2016; Thompson and Filik, 2016). For instance, emoticons help consumers reinforce positive messages and soften the awkwardness of rejection (Skovholt *et al.*, 2014). A sarcastic message ending with an emoticon generates a favourable social image compared to the same message without an emoticon and may produce higher arousal, reduced frowning and increased smiling (Thompson and Filik, 2016). Thus, emoticons can support a favourable social image and serve as a means of self-expression and self-presentation (Hsieh and Tseng, 2017; Lee, 2017). By using this type of pictorial cues, the impression management is derived from the positivity it adds to the message. To this end, emoticons may then function as impression management by signaling how a given message should be interpreted. Branded emoticons not only provide pictorial cues that signal emotional expressions but also provide symbolic associations with the brand image.

By using branded emoticons, an individual can further project, the desired self-image that is associated with the brand image (Ahuvia, 2005; Malär *et al.*, 2011). The present study thus, suggests that the adoption of cute and adorable branded emoticons can help consumers project a more favourable social image that facilitates social interaction in MIM. Therefore, we draw on impression management theory to provide theoretical reasoning to examine the effect of the cuteness of branded emoticons in facilitating brand- and MIM-related outcomes.

2.3 Cuteness

Cuteness is defined as being “attractive in an adorable or endearing way” (Nenkov and Scott, 2014, p. 326). Cuteness is a broad concept in which attributes such as shapes, colours and design may also evoke adorable and affective feelings (Hellen and Sääksjärvi, 2013). Past studies assert that there are two types of cuteness, kindchenschema cuteness and whimsical cuteness, each of which has distinct mechanisms that communicate differing associations (Nenkov and Scott, 2014). We propose that branded emoticons with both whimsical and kindchenschema cuteness facilitate perceived playfulness and brand engagement.

2.3.1 Kindchenschema cuteness

Kindchenschema describes “the baby schema” in newborns across species (Lorenz, 1943), which is an important feature that influences consumers’ perceptions. The features of naïve babies (e.g. a large and bulging forehead, large eyes, rounded cheeks, a fat chin and pudgy lips) are consistently described as kindchenschema cuteness and have been shown to produce

vulnerable attributes, such as *naïveté*, sweetness, friendliness, kindness and warmth (Berry and McArthur, 1985).

According to the theory of impression management, people engage in managing self-presentation in an attempt to create a desirable social image. Displaying kindchenschema cuteness offers vast interpersonal benefits. Livingston and Pearce (2009) found that kindchenschema cuteness, which is also called the “teddy-bear effect”, positively influences attractiveness and social judgement. Previous studies also show that kindchenschema cuteness facilitates parasocial interaction (Hartmann and Goldhoorn, 2011; Lee and Watkins, 2016), loyalty (Lee and Watkins, 2016; Teller and Reutterer, 2008), perceived attractiveness for forming impressions (Afik *et al.*, 2008; Aradhye *et al.*, 2015; Dematte *et al.*, 2007; Simpson, 1990), trustworthiness (Gorn *et al.*, 2008), genuineness (Berry and McArthur, 1985) and social engagement (Ewing *et al.*, 2010; Hargittai and Hsieh, 2010; Meier *et al.*, 2010).

Previous research on kindchenschema cuteness has investigated its effect not only as a personal characteristic but also as an attribute in nonhuman stimuli. Empirical findings show that photos that trigger kindchenschema cuteness have a great impact on prosocial behaviour (Glocker *et al.*, 2009; Scott and Nenkov, 2016), empathetic response (Priguda and Neumann, 2014) and perceived attractiveness and beauty (Hahn *et al.*, 2013; Kuraguchi *et al.*, 2015). Furthermore, kindchenschema cuteness is related to fun and hedonic feelings (Nenkov and Scott, 2014) and fosters perceptions of pleasantness, arousal and focussed attention (Brosch *et al.*, 2007). Past studies have shown that consumers perceive products that trigger kindchenschema cuteness (e.g. Hello Kitty) as cute and sweet, leading to fun and hedonic feelings (McVeigh, 2000).

This study proposes that branded emoticons with kindchenschema cuteness display a delightful charm that make people feel sweet, adorable, childlike and warm. Drawing from impression management theory, it is likely that consumers may adopt branded emoticons that trigger kindchenschema cuteness in MIM to project an ideal social image, such as being adorable, friendly, attractive, genuine and warm, which, in turn, facilitates perceived playfulness in social interactions. We, therefore, propose the following hypothesis:

H1. The kindchenschema cuteness of branded emoticons is positively associated with perceived playfulness in interaction.

2.3.2 Whimsical cuteness

While research on cuteness has focussed predominantly on the kindchenschema dimension of cuteness, recent work provides evidence of the presence of another type of cuteness, whimsical cuteness (Nenkov and Scott, 2014). Whimsical cuteness is defined as humorous cuteness (Nenkov and Scott, 2014). Humorousness can be considered a positive emotion of amusement that makes people feel funny and laugh (Cann and Matson, 2014; McGraw and Warren, 2010; Weisfeld *et al.*, 2011). Humorous online videos are often the most frequently viewed and disseminated content in online platforms (Hsieh *et al.*, 2012) and humour can enhance the likability of even annoying television advertising (Alden *et al.*, 2000). The effect of humour in influencing interpersonal relationships includes

enhancing perceived attractiveness (Hsieh *et al.*, 2012), social closeness and social desirability (Cann and Matson, 2014) and emotional comfort in unpleasant situations (Fraleigh and Aron, 2004). Moreover, humorous stimuli are more likely to generate perceived reciprocal liking and enjoyment of the interaction (Treger *et al.*, 2013).

According to the theory of impression management, people are motivated to create a favourable social image. A good sense of humour creates a desirable social image for people (Warnars-Kleverlan *et al.*, 1996). People with humorous characteristics are often regarded as charming and friendly (Mcgee and Shevlin, 2009), intelligent (Greengross *et al.*, 2012; Greengross and Miller, 2011; Mcgee and Shevlin, 2009), skilful in social interactions (Warnars-Kleverlan *et al.*, 1996) and warm in romantic relationships (Wilbur and Campbell, 2011). When consumers interact with others using MIM, they adopt emoticons to help them present emotional expressions. Therefore, the emoticons they choose for emotional expression are also adopted to impact self-presentation and create a favourable impression. Because whimsical cuteness displays humour and amusement (Nenkov and Scott, 2014), it is likely that this allows consumers to spark laughter in their texting conversations and facilitate fun and playfulness in interactions, thereby enhancing a consumer's self-presentation. We, thus, hypothesize that branded emoticons with whimsical cuteness will facilitate perceived playfulness in the interactions of MIM. Hence, we propose the following hypothesis:

H2. The whimsical cuteness of branded emoticons is positively associated with perceived playfulness in interactions.

2.4 Perceived playfulness and brand engagement

Perceived playfulness refers to the intrinsic motivation that focusses on the process of fun, creativity, enjoyment and pleasure by engaging in absorbing interactions (Chung and Tan, 2004; Hsu *et al.*, 2012; Kim and Watson, 2016; Wang *et al.*, 2009). Past research shows that perceived playfulness, perceived ease of use and perceived usefulness can improve attitudes towards and user acceptance of information-searching websites (Chung and Tan, 2004). Moreover, perceived playfulness and perceived flow affect perceived website quality, which influence customer satisfaction (Hsu *et al.*, 2012). Perceived playfulness is found to influence attitudes towards behavioural intentions in various contexts, such as massive multiplayer online games (Wang *et al.*, 2009) and hospitality-related brand social networking sites (Li and Chang, 2016). The findings of a study on professional sports show that positive affect, such as pleasure and happiness, are significant predictors of fan engagement (Yoshida *et al.*, 2014). Furthermore, research findings show that the more emotional benefits (e.g. fun, pleasure, warmth and excitement) a brand provides, the stronger the consumer-brand connection is (Stokburger-Sauer *et al.*, 2012). In the context of emoticon communication, the use of emoticons can generate perceived playfulness in social interactions, which increases users' identity expressiveness (Hsieh and Tseng, 2017).

As consumers communicate using MIM, emoticons are used as a surrogate to represent the consumer's emotional expressions. Thus, the emoticons selected are likely to be chosen for self-presentation to create a favourable impression. The art of self-presentation depends upon consumers displaying symbols and brands to communicate the desired impression (Williams and Bendelow, 1998). Consumers are provided with greater freedom to express their identities through digital associations in the online platform. Thus, the use of branded emoticons allows consumers to be associated with the embedded meaning of the brand and the symbolic meanings conveyed through the characters of the emoticons. The cuteness of branded emoticons conveys a sense of playfulness that creates a friendly and desirable image, which is a favourable association that is likely to enhance self-presentation. Therefore, it is likely that the perceived playfulness generated through the adoption of cute, adorable and humorous branded emoticon enables consumers to present their self-concept through the brand. Brand engagement in self-concept illustrates "a consumers' propensity to include important brands as a part of how they view themselves" (Spratt *et al.*, 2009, p. 92). Hence, we hypothesize that when consumers choose cute and humorous branded emoticons as symbols to present themselves, the perceived playfulness in the interactive communication is likely to facilitate brand engagement.

H3. Perceived playfulness in interaction is positively associated with brand engagement.

2.5 Brand engagement and willingness to purchase the brand

Brand engagement in self-concept indicates that consumers are likely to use brands to present self-concept (Rasmus *et al.*, 2017; Spratt *et al.*, 2009) and that brand engagement can enhance consumers' cognitive responses (brand awareness), affective responses (pleasure/pleasantness) and behavioural outcomes (word-of-mouth activity) (Hollebeek and Chen, 2014; Van Doorn *et al.*, 2010). Previous literature on brand management indicates that brand image is an essential part of a strong brand that is built upon an individual's perceptions of a brand (Aaker, 1997). Brand image is created through the brand associations that are held and the symbolic benefits that a brand provides, which exert a notable effect on how a consumer responds to the brand. For example, a brand may provide a desirable brand image that is related to an individual's self-concept. Thus, the symbolic benefit of the brand helps an individual make a statement about his/her desired social concept (Keller, 1993). These brand benefits influence consumer brand preferences and purchase intention (Cobb-Walgren *et al.*, 1995) and the creation of brand equity and brand relationships (Chatzipanagiotou *et al.*, 2016). In online platforms, an interactive consumer brand relationship is further established. Brand engagement in the online community is a critical determinant of relationship quality and consumer loyalty (Hollebeek *et al.*, 2014). A previous study asserts that brand engagement plays a crucial role in influencing word-of-mouth intention and purchase intentions on Facebook (Chan *et al.*, 2014). In a

study of Apple and Samsung's Facebook brand fan pages, research has shown that brand engagement facilitates word-of-mouth behaviour (Hollebeek *et al.*, 2014). Additionally, brand engagement impacts community recommendation intentions and brand-related purchase behaviour (Algesheimer *et al.*, 2005). These findings are in accordance with the schema congruity principle (Meyers-Levy and Tybout, 1989), which posits that the congruence of the self-brand connection increases brand-related evaluations, attitudes and behaviours, such as loyalty (Bowden, 2009; Hollebeek *et al.*, 2014) and brand preference (Govers and Schoormans, 2005; Sprott *et al.*, 2009). In the MIM scenario, a previous study shows that consumers choose branded emoticons to express themselves and generate a better brand attitude and purchase intentions (Lee, 2017). It is, thus, likely that when consumers choose branded emoticons to represent themselves for emotional expression on MIM, the brand engagement created in this fun and playful interaction process increases consumers' brand purchase intentions. Therefore, we hypothesize the following:

H4. Brand engagement is positively associated with the willingness to purchase the brand.

2.6 Brand engagement and stickiness to mobile instant messaging apps

Past research postulates that brand engagement exerts an influence not only on behaviour intentions towards brands but also on social networking sites (Palazon *et al.*, 2018; Pentina *et al.*, 2013). For instance, consumers build stronger ties with social networks that are perceived as exhibiting similar personality characteristics to themselves, which also facilitates consumers' future usage intentions of these social network sites (Pentina *et al.*, 2013). Thus, the perceived closeness and relationship quality with the brand enhances consumers' preference to use the network; this may be a result of perceived self-connection with the brand spillover to the social network. (Pentina *et al.*, 2013). In a similar vein, brand engagement may generate enhanced stickiness to MIM apps. We suggest that brand engagement gained through interacting with friends in MIM apps not only positively influences willingness to purchase the brand but also has a spillover effect on stickiness to MIM apps. Hence, we hypothesize the following:

H5. Brand engagement is positively associated with stickiness to MIM apps.

3. Methods

3.1 Sampling and data collection

The survey was distributed by WenJuanXing (WJX) (www.sojump.com), one of the most popular Chinese online survey companies. WJX's consumer database covers 2.6 million consumers in diverse populations and job categories, such as computer, mathematical, architecture, engineering and social science occupations. WJX sends email invitations to its registered members inviting them to complete a questionnaire.

If members complete the survey, WJX charges the researcher seven Chinese yuan (equal to US\$1) per valid response. This study used a filter question first to determine whether consumers had used branded emoticons in MIM apps (e.g. WeChat or QQ) before taking the survey. Only those MIM users who sent branded emotions during the past week were qualified to participate in the survey. We provided a definition of branded emotions and examples of Burberry and Coke emoticons at the beginning of the questionnaire. WJX recorded that 455 visitors with unique IP addresses had scanned the questionnaire online, with 398 visitors submitting their responses. Specifically, the sample was composed of mixed genders (214 men and 184 women), half of whom had more than two years of branded emoticon usage experience. Approximately 70 per cent of the respondents were between 21 and 40 years of age. The majority of respondents were millennials because they are heavy smartphone users (Anderson, 2015) and are referred to as "digital natives" and the "always connected generation" (Connaway *et al.*, 2008). Our sample demographics are congruent with the surveyed profiles of MIM users in past research (Guo *et al.*, 2010; Statista, 2015). Demographic information and usage frequency are presented in Table I.

Table I Profile of respondents

Variable	Count	(%)
Gender		
Male	214	53.8
Female	184	46.2
Age		
Under 20	80	20.1
21-30	165	41.5
31-40	120	30.2
41-50	27	6.8
More than 51	6	1.5
Duration of using branded emoticon		
less than 6 months	67	16.8
6 to < 12 months	44	11.1
12 to < 18 months	47	11.8
18 to < 24 months	29	7.3
More than 2 years	211	53
Frequency of using branded emoticon daily		
less than 10 times	58	14.6
11 to 20 times	108	27.1
21 to 30 times	71	17.8
31 to 40 times	64	16.1
41 to 50 times	15	3.8
More than 51 times	82	20.6
Frequency of using MIM app daily		
less than 1 h	25	6.3
1 to < 3 h	85	21.4
3 to < 6 h	91	22.9
6 to < 9 h	50	12.6
More than 9 h	147	36.9

3.2 Measures

Hellen and Sääksjärvi (2013) investigated childlike characteristics in products, especially in association with human infants, and reported that the construct of sweetness was associated with cute, kawaii characteristics. This concept involves an overlap between childlike characteristics and kindchenschema cuteness. We therefore, use the measurement of kindchenschema cuteness developed by Hellen and Sääksjärvi (2013). Additionally, this study adopts the operational definition of whimsical cuteness from past literature (Nenkov and Scott, 2014; Scott and Nenkov, 2016). Whimsical cuteness represents fun, humorousness and playfulness. We adopted the measure from a study by Hsieh *et al.* (2012) that investigated the humorous appeal of online videos in terms of Computer-Mediated Communication (CMC) environments. Perceived playfulness was measured by requiring the respondents to report how they felt when interacting with others using branded emoticons; this was adapted from Cheong and Park (2005). The brand engagement was originally developed by Sprott *et al.* (2009). This study adapted it to the branded emoticon context by asking the respondents to indicate how they perceived the brand that offers the branded emoticons they use. The measurement scales for willingness to purchase the brand were adopted from a related study that applied the social capital model in a branded emoticon context (Lee, 2017). Finally, to measure stickiness to the MIM app, we adapted an instrument that originally investigated the MIM app stickiness of WeChat users (Guo *et al.*, 2017). The final questionnaire consisted of 30 items. All measurements were taken from the previous literature in different research contexts and modified to fit the current research context. Participants were asked to respond on a seven-point Likert scale ranging from 1: Strongly disagree to 7: Strongly agree.

3.3 Common method variance and non-response bias

The study conducted Harmon's one-factor procedure (Podsakoff *et al.*, 2003) to control common method variance. The results of the factor analysis revealed that the first factor accounted for 15.189 per cent of the total variance. We, therefore, concluded that common method variance did not seem to be a significant issue for the data. Regarding nonresponse bias, the study followed the procedure by (Armstrong and Overton, 1977) to test the difference between early and late responses regarding all 30 items. A multivariate analysis of variance test showed no significant differences between the two groups (Pillai's trace value = 0.083, Sig. = 0.320; Wilks' Lambda value = 0.917, Sig. = 0.320; Hotelling's trace value = 0.091, Sig. = 0.320; Roy's largest root value = 0.091, Sig. = 0.320), suggesting negligible nonresponse bias.

3.4 Data analysis

This paper describes an exploratory field study that applies perspectives on cuteness to branded emoticons. Past research suggests that partial least squares structural equation modelling (PLS-SEM) is well suited for exploratory purposes (Hair *et al.*, 2011). Therefore, it was appropriate for us to use PLS and bootstrapping with 5,000 subsamples for hypothesis testing, as suggested by Hair *et al.* (2011). Following Anderson and

Gerbing (1988), this study adopted a two-stage approach to validate the proposed model and test the structural model using Smart PLS 3.0.

4. Results

4.1 Measurement model validation

Cronbach's α and composite reliability (CR) values are used to assess measurement reliability (Anderson and Gerbing, 1988). CR for each construct ranged from 0.90 (perceived playfulness) to 0.94 (kindchenschema cuteness) and Cronbach's α for each construct ranged from 0.84 (perceived playfulness) to 0.93 (kindchenschema cuteness), well above the criterion value of 0.07 (Nunnally, 1967). All factor loadings were higher than 0.7 or nearly 0.7 with significant t -statistic values. Furthermore, the average variance extracted (AVE) ranged from 0.66 (kindchenschema cuteness) to 0.82 (willingness to purchase the brand), which exceeded the minimum loading of 0.5 (Hair *et al.*, 2011). Table II presents the results of the model validation.

Finally, the square roots of the AVE were all greater than the respective intercorrelations among the constructs, suggesting discriminant validity (Fornell and Larcker, 1981) (Table III).

4.2 Model fit of the structural model

Smart-PLS3.0 provided a fit index to assess model fit, Standardized Root Mean Square Residual (SRMR) and variance explained (R^2). The value of SRMR was $0.049 < 0.08$, suggesting a good fit (Hair *et al.*, 2017). The R^2 values of perceived playfulness in interaction (0.500), brand engagement (0.432), willingness to purchase (0.454) and stickiness (0.448) suggested nearly substantial power (Hair *et al.*, 2017).

4.3 Control variables

To purify the relationships proposed by the research model, this study took the frequency of using MIM apps, use the experience of branded emoticons and gender as control variables to the dependent variables. The frequency of using MIM apps was not associated with willingness to purchase ($\beta = 0.017$, $t = 0.348$) or stickiness ($\beta = -0.031$, $t = 0.644$). Use the experience of branded emoticons was not associated with willingness to purchase ($\beta = 0.056$, $t = 1.163$) or stickiness ($\beta = 0.066$, $t = 0.088$). Gender was not associated with willingness to purchase ($\beta = -0.003$, $t = 0.42$) or stickiness ($\beta = 0.005$, $t = 0.132$). The results suggest that the control variables (frequency of using MIM apps, use experience of branded emoticons and gender) did not exert an influence on the proposed relationship in this study.

4.4 Hypothesis testing

The results of the value of R^2 , path coefficients and the corresponding level of significance are shown in Figure 2. The results indicated that kindchenschema cuteness exerts an influence on perceived playfulness in interactions, ($\beta = 0.350$, $t = 6.291$, $p < 0.001$), supporting *H1*. Whimsical cuteness exerts an influence on perceived playfulness in interactions, ($\beta = 0.423$, $t = 6.682$, $p < 0.001$), supporting *H2*. Perceived playfulness in interactions was found to have a significant positive influence on brand engagement ($\beta = 0.657$, $t = 16.205$, $p < 0.001$),

Table II Validity and reliability indices of the model

Items		Factor loading	t-value
Brand engagement in self-concept (Spratt et al., 2009) Cronbach's $\alpha = 0.91$, CR = 0.93, AVE = 0.68			
BESC1	The brand, which offers branded emoticons I use	0.83	43.11
BESC2	I consider the brand to be part of myself	0.81	35.89
BESC3	I often feel a personal connection between the brand and myself	0.83	43.73
BESC4	Part of me is defined by the brand, which offers branded emoticons I use	0.85	48.41
BESC5	I can identify with the brand, which offers branded emoticons I use	0.85	52.10
BESC6	There are links between the brand and how I view myself	0.78	34.16
Willingness to purchase the brand (Lee, 2017) Cronbach's $\alpha = 0.89$, CR = 0.93, AVE = 0.82			
WTP1	The brand is an important indication of who I am	0.92	82.52
WTP2	It is likely for me to purchase the brand, which offers branded emoticons I use	0.89	59.91
WTP3	It is possible for me to purchase the brand, which offers branded emoticons I use	0.91	73.50
Perceived playfulness (Cheong and Park, 2005) Cronbach's $\alpha = 0.84$, CR = 0.90, AVE = 0.75			
PPI1	It is probable for me to purchase the brand, which offers branded emoticons I use	0.88	59.98
PPI2	When interacting with others using branded emoticons, I do not realize the time elapse	0.87	53.25
PPI3	I feel good when interacting with others using branded emoticons	0.85	40.06
Stickiness towards MIM apps (Guo et al., 2017) Cronbach's $\alpha = 0.87$, CR = 0.91, AVE = 0.72			
STK1	It is fun to interact with others using branded emoticons	0.86	43.14
STK2	I will spend more time in the MIM app	0.85	39.99
STK3	I will increase the frequency of visits to the MIM app	0.83	43.78
STK4	I am willing to recommend the MIM app to others	0.87	47.18
Kindchenschema cuteness (Hellen and Sääksjärvi, 2013) Cronbach's $\alpha = 0.93$, CR = 0.94, AVE = 0.66			
KC1	I am willing to continuously visit the MIM app	0.85	54.53
KC2	The branded emoticons I use are friendly	0.84	43.12
KC3	The branded emoticons I use are cute	0.85	47.25
KC4	The branded emoticons I use are sweet	0.83	45.25
KC5	The branded emoticons I use are adorable	0.83	36.24
KC6	The branded emoticons I use are childlike	0.76	25.85
KC7	The branded emoticons I use are delightful	0.82	37.89
KC8	The branded emoticons I use are cuddly	0.81	42.58
KC9	The branded emoticons I use are cheerful	0.68	17.82
Whimsical cuteness (Hsieh et al., 2012) Cronbach's $\alpha = 0.89$, CR = 0.92, AVE = 0.70			
WC1	The branded emoticons I use are feminine	0.82	43.53
WC2	The branded emoticons I use are happy	0.82	34.79
WC3	The branded emoticons I use are interesting	0.82	35.30
WC4	The branded emoticons I use are funny	0.87	53.00
WC5	The branded emoticons I use are humorous	0.84	36.98
WC5	The branded emoticons I use are amusing		

supporting *H3*. Furthermore, the results show that willingness to purchase the brand is influenced by brand engagement ($\beta = 0.661$, $t = 17.995$, $p < 0.001$), which supports *H4*. Finally, stickiness to the MIM app was found to be affected by brand engagement ($\beta = 0.658$, $t = 18.589$, $p < 0.001$), supporting *H5*. Thus, all hypotheses were supported.

Taken together, the findings indicate that the kindchenschema cuteness and whimsical cuteness of branded emoticons influence the creation of perceived playfulness in interactions in MIM apps. Furthermore, perceived playfulness in interactions was found to have a positive effect on establishing brand engagement, which, in turn, facilitates the willingness of brand purchase intention and stickiness to the MIM app. Thus, the results indicate that the conceptualization of cuteness, which is manifested in two types of cuteness in branded emoticon design, facilitates playfulness in MIM interaction.

5. Discussion

5.1 Discussion

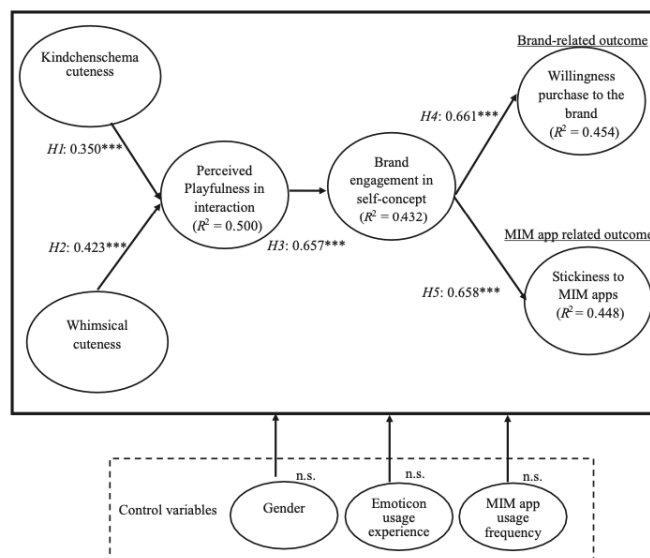
With the massive growth in mobile marketing, an increasing number of brands have embraced emoji marketing and launched branded emoticons to build consumer-brand connections. However, despite the body of literature on emoticon usage, there is a lack of research that addresses how the types of emoticon designs may affect consumers' affective and behavioural responses. Specifically, although there are various designs of emoticons, the most popular emoticons are those that are often perceived as cute and amusing. The effect of the cuteness of branded emoticons in influencing brand-related and MIM-related outcomes, thus, denotes an important research gap that warrants further investigation. Drawing from the theory of impression management, the

Table III The construct inter-correlation matrix with AVE values listed on the diagonal

Correlation matrix and AVE values	1	2	3	4	5	6
1. Stickiness towards MIM apps	<u>0.85</u>					
2. Willingness to purchase the brand	0.69	<u>0.91</u>				
3. Whimsical cuteness	0.60	0.68	<u>0.83</u>			
4. Brand engagement in self-concept	0.67	0.67	0.68	<u>0.83</u>		
5. Kindchenschema cuteness	0.54	0.52	0.67	0.69	<u>0.81</u>	
6. Perceived playfulness	0.69	0.58	0.66	0.66	0.63	<u>0.87</u>

Note: Values in the diagonal cells are the square roots of AVE for each construct

Figure 2 Model testing results



present research is the first to conceptualize the role of cuteness in understanding branded emoticons. We proposed that two-dimensions of cuteness are antecedents of perceived playfulness and showed how they foster brand engagement and eventually lead to brand purchase intention and MIM app stickiness.

5.2 Theoretical implication

This research sheds light on the literature on branded emoticons and presents several academic contributions. Brands have strong symbolic meanings and distinctive personalities for consumers that contribute to the creation of consumers' own identity (Halliday and Kuenzel, 2008). Previous studies show that the consumers can create self-expression and build belongingness with a brand through the brand community, brand logo, brand fan page or products offered by the brand (Algesheimer *et al.*, 2005; Bagozzi and Dholakia, 2006). Our study extends this view and provides a notable theoretical contribution to highlight how cute branded emoticons can be adopted for self-presentation and to build brand engagement.

When consumers use cute branded emoticons in conversation as a means of impression management and self-presentation in MIM, the perceived playfulness in the interactive communication is likely to facilitate brand engagement and eventually lead to favourable brand behavioural outcomes. The specific theoretical implications are as follows.

First, this study extends the examination of the two dimensions of cuteness originally developed in tangible product design (Nenkov and Scott, 2014) to digital content in branded emoticons. The present study shows that within an online environment, branded emoticons can be used as a digital form of impression construction in which consumers adopt cute branded emoticons with explicit adorable and humorous qualities in MIM to achieve desirable self-presentational goals.

Second, the kindchenschema dimension is found to be positively related to perceived playfulness in MIM interactions (H1). Consistent with impression management theory, this study shows that consumers tend to display their ideal and desirable social image by using cute and adorable branded emoticons. The results are consistent with the baby schema

effect (Berry and McArthur, 1985) and the teddy-bear effect (Livingston and Pearce, 2009), which postulate that kindchenschema cuteness increases social attractiveness and enhances social judgement. The present research thus, shows that branded emoticons with kindchenschema cuteness enhance identity expressiveness as they serve a social function in expressing consumers' desirable self-concept, which in turn facilitates perceived playfulness in MIM.

Third, consistent with earlier research regarding whimsical cuteness that focussed on positive product evaluations (Nenkov and Scott, 2014; Scott and Nenkov, 2016), the present results reveal that the whimsical dimensions of branded emoticons are positively related to perceived playfulness in interactions (H2). In line with previous studies, the present study shows that humour is a social skill with a positive impact on social interaction that enhances and sustains friendship (Warnars-Kleverlan *et al.*, 1996). The present study further contributes to demonstrating this impact in MIM, where social interaction is conducted through a computer-mediated environment. Branded emoticons that feature fun and humorous designs can also create a sense of playfulness that can be adopted to present a desirable social image for consumers. Additionally, the previous studies assert that humour can be adopted as a safe way to express disagreement and feelings towards others in interpersonal communication (Warnars-Kleverlan *et al.*, 1996). The findings of the present study provide further support for this argument by illustrating the adoption of branded emoticons that reflect whimsical cuteness in MIM, which is driven by impression management to create a desirable self-presentation.

Finally, the results of our study demonstrate that cute branded emoticons facilitate perceived playfulness in interaction, which, in turn, enhances the establishment of brand engagement (H3). Perceived playfulness reflects perceived enjoyment and pleasure, which is characterized by cognitive absorption (Agarwal and Karahanna, 2000). Brand engagement indicates the propensity of consumers to include important brands as part of how they view themselves (Spratt *et al.*, 2009). Brand engagement draws its perspective from symbolic interactionism (McCracken, 1990) and postulates that people assign meaning to objects and behaviours according to their self-interpretations in comparison to other people's remarks about them; the interaction is essential in this process. The present study reveals that consumers' enhanced propensity to include the brand as part of themselves can be established through the perceived playfulness generated by the adoption of cute branded emoticons in frequent MIM interactions. Previous studies have examined brand engagement and the context of social networking sites (Hollebeek *et al.*, 2014). The present study extends this understanding to demonstrate that through fun and pleasurable interactions in MIM, brand engagement can be enhanced through the adoption of cute branded emoticons that increase brand-related evaluations, such as willingness to purchase the brand and stickiness to MIM apps.

5.3 Managerial implications

Enabled by the rapid growth of technology, people spend an increasing amount of time on MIM. Marketers, thus, need to capitalize on the mobile medium to build consumer-brand

relationships. The present study provides rich managerial implications to show that the cuteness of a branded emoticon provides a compelling opportunity to create brand engagement. Specific implications are as follows.

The present research highlights that the cuteness of a branded emoticon can be an important driver of brand engagement. Branded emoticons should be designed with this concept. For the kindchenschema dimension of cuteness, the related design characteristics include adorableness, sweetness, friendliness, childlike qualities and warmth. For instance, famous brands, such as L'Occitane en Provence, Samsung and AirAsia, use a set of emoticons that include cartoon character "line friends" that are known for their adorableness and friendliness. Hence, kindchenschema cuteness can be incorporated by marketers in the design of branded emoticon to facilitate playfulness and brand engagement, which leads to enhanced brand-related behaviours.

Fun and humour are the emphases of the design characteristics for the whimsical dimensions of cuteness. Graphic emoticons that are humorous add fun and playfulness to the two-way conversation over computer-mediated mobile devices. We suggest that branded emoticons should be designed to trigger an entertaining response by providing a funny, comical and hilarious experience to consumers. For example, marketers could create an easy-to-use app that allows consumers to create personalized funny branded emoticons. The luxury fashion brand Versace provides a self-design emoticon app that provides consumers with the opportunity to create fun emoticons with Versace to personalize their images. The New York Yankees launched remarkably amusing emoticons for fan's texting conversations, which increases the playfulness and entertainment value. Funny branded emoticons may be used as an emotion elicitor to close the distance between brands and consumers, which enhances brand engagement and fosters an increased brand relationship.

5.4 Limitations and future research

The present research has limitations that warrant caution in generalizing the results. First, this study used a cross-sectional survey and a convenience sampling method to conduct the survey on an online platform; it, thus, has limitations in the generalization of the results. Future research could conduct a longitudinal study to assess the progressive building effects of branded emoticons on brand engagement and brand behavioural intentions.

Second, we collected the data in China and there may be limitations of this study with regard to other cultural backgrounds. Future studies may focus on cultural differences to extend generalizability.

Third, our research mainly focussed on behavioural outcomes such as willingness to purchase and MIM app stickiness. An attempt may be made to evaluate other consequences, such as advertising effectiveness and impressions of branded emoticons, which may require additional academic research.

Fourth, this study conceptualized cuteness to study branded emoticons. Other visual design elements, such as colour scheme, colour combinations (Valdez and Mehrabian, 1994), visual components (Henderson *et al.*, 2003; Henderson and Cote, 1998) and graphic shapes, may also trigger emotional

responses. For instance, colour is a determinant of building meaning and desired brand image (Bottomley and Doyle, 2006). Furthermore, the colour identity of a brand is found to exert influence on the establishment of brand association, which, in turn, enhance brand-self connection and brand loyalty (Jin *et al.*, 2019). Thus, it would be interesting to examine the effect of colour traits on attitudes towards branded emoticons. Furthermore, prior studies show that the roundedness (as opposed to angularity or sharpness) of graphics is a canonical feature of perceptions of the concepts of good, beautiful, strong and powerful (Tzeng *et al.*, 1990). Consumers with weak brand commitment may have more positive brand attitudes towards the brand after they view a logo redesigned with roundness (Walsh *et al.*, 2010). Future studies can further examine different visual design elements of branded emoticons to determine how they affect brand attitude, likability and familiarity with a brand.

Finally, this study investigated the cuteness effect of branded emoticons. For future research, it would be interesting to examine how the “uncuteness” effect of branded emoticons influences brand attitude. Un-cuteness refers to a sense of being “adultlike” instead of “childlike” or being more “serious” than “humorous”. Past research shows that childlike portrayals are perceived as friendlier than adult-like portrayals in advertising (Chang and Li, 2010). An examination of the effect of this differential design approach on consumer brand attitudes should also provide managerial implications.

References

- Aaker, D.A. (2009), *Managing Brand Equity*, Simon and Schuster, New York, NY, available at: www.google.com/books?hl=zh-TW&lr=&id=r_TSY5sxnO8C&oi=fnd&pg=PT10&dq=Aaker,+D.+Brand+equity.+&ots=Av6LkcwV_2&sig=Ki6Sw6jJ6L3SyIN1_vXzXlJbTzo (accessed 11 May 2017).
- Aaker, D.A. (2012), *Building Strong Brands*, Simon and Schuster, New York, NY.
- Aaker, J. (1997), “Dimensions of brand personality”, *Journal of Marketing Research*, Vol. 34 No. 3, pp. 347-356.
- Afik, O., Dag, A. and Shafir, S. (2008), “Honeybee, *Apis mellifera*, round dance is influenced by trace components of floral nectar”, *Animal Behaviour*, Vol. 75 No. 2, pp. 371-377.
- Agarwal, R. and Karahanna, E. (2000), “Time flies when you’re having fun: cognitive absorption and beliefs about information technology usage”, *MIS Quarterly*, Vol. 24 No. 4, pp. 665-694.
- Ahuvia, A.C. (2005), “Beyond the extended self: loved objects and consumers’ identity narratives”, *Journal of Consumer Research*, Vol. 32 No. 1, pp. 171-184.
- Alden, D.L., Mukherjee, A. and Hoyer, W.D. (2000), “The effects of incongruity, surprise, and positive moderators on perceived humor in television advertising”, *Journal of Advertising*, Vol. 29 No. 2, pp. 1-15.
- Algesheimer, R., Dholakia, U.M. and Herrmann, A. (2005), “The social influence of brand community: evidence from European car clubs”, *Journal of Marketing*, Vol. 69 No. 3, pp. 19-34.
- Anderson, J.C. and Gerbing, D.W. (1988), “Structural equation modeling in practice: a review and recommended two-step approach”, *Psychological Bulletin*, Vol. 103 No. 3, pp. 411.
- Anderson, K.S. (2015), *The Selfie Vote: Where Millennials Are Leading America (and How Republicans Can Keep up)*, HarperCollins, New York, NY.
- Aradhye, C., Vonk, J. and Arida, D. (2015), “Adults’ responsiveness to children’s facial expressions”, *Journal of Experimental Child Psychology*, Vol. 135, pp. 56-71.
- Armstrong, J.S. and Overton, T.S. (1977), “Estimating nonresponse bias in mail surveys”, *Journal of Marketing Research*, Vol. 14 No. 3, pp. 396-402.
- Bagozzi, R.P. and Dholakia, U.M. (2006), “Antecedents and purchase consequences of customer participation in small group brand communities”, *International Journal of Research in Marketing*, Vol. 23 No. 1, pp. 45-61.
- Bazarova, N.N. and Choi, Y.H. (2014), “Self-disclosure in social media: extending the functional approach to disclosure motivations and characteristics on social network sites”, *Journal of Communication*, Vol. 64 No. 4, pp. 635-657.
- Becker, A. (2016), “Starbucks, Pepsi, IKEA & Co. - brands kommunizieren mit emojis, aber verstehen die millennials das überhaupt? ‘ethority’ brand engagement & loyalty ‘experience era.’, ethority ‘brand engagement & loyalty’ experience era., 28 April”, available at: <https://ethority.de/2016/04/28/starbucks-pepsi-ikea-brands-kommunizieren-emojis-millennials/> (accessed 23 January 2019).
- Berry, D.S. and McArthur, L.Z. (1985), “Some components and consequences of a babyface”, *Journal of Personality and Social Psychology*, Vol. 48 No. 2, p. 312.
- Bottomley, P.A. and Doyle, J.R. (2006), “The interactive effects of colors and products on perceptions of brand logo appropriateness”, *Marketing Theory*, Vol. 6 No. 1, pp. 63-83.
- Bowden, J.L.-H. (2009), “The process of customer engagement: a conceptual framework”, *Journal of Marketing Theory and Practice*, Vol. 17 No. 1, pp. 63-74.
- Brady, S. (2016), “The language of now: Pepsi kicks off global PepsiMojito campaign”, *Brandchannel*, 3 May, available at: www.brandchannel.com/2016/05/03/pepsimojito-050316/ (accessed 23 January 2019).
- Brosch, T., Sander, D., Scherer, K.R. (2007), “That baby caught my eye... attention capture by infant faces”, *Emotion*, Vol. 7 No. 3, available at: <http://psycnet.apa.org/journals/emo/7/3/685/>
- Cann, A. and Matson, C. (2014), “Sense of humor and social desirability: understanding how humor styles are perceived”, *Personality and Individual Differences*, Vol. 66, pp. 176-180.
- Casado-Molina, A.M., Rojas-de Gracia, M.M., Alarcón-Urbistondo, P. and Romero-Charneco, M. (2019), “Exploring the opportunities of the emojis in brand communication: the case of the beer industry”, *International Journal of Business Communication*, doi: 10.1177/2329488419832964.
- Chairunnisa, S. and Benedictus, A.S. (2017), “Analysis of emoji and emoticon usage in interpersonal communication of Blackberry messenger and WhatsApp application user”, *International Journal of Social Sciences and Management*, Vol. 4 No. 2, pp. 120-126.
- Chan, T.K., Zheng, X., Cheung, C.M., Lee, M.K. and Lee, Z. W. (2014), “Antecedents and consequences of customer

- engagement in online brand communities”, *Journal of Marketing Analytics*, Vol. 2 No. 2, pp. 81-97.
- Chang, C. and Li, H. (2010), “Why are childlike portrayals appealing in East Asia? A cross-cultural comparison between Taiwan and the US”, *International Journal of Advertising*, Vol. 29 No. 3, pp. 451-472.
- Chatzipanagiotou, K., Veloutsou, C. and Christodoulides, G. (2016), “Decoding the complexity of the consumer-based brand equity process”, *Journal of Business Research*, Vol. 69 No. 11, pp. 5479-5486.
- Chen, R., Sharma, S.K. and Rao, H.R. (2016), “Members’ site use continuance on Facebook: examining the role of relational capital”, *Decision Support Systems*, Vol. 90, pp. 86-98.
- Cheong, J.H. and Park, M. (2005), “Mobile internet acceptance in Korea”, *Internet Research*, Vol. 15 No. 2, pp. 125-140.
- Chung, J. and Tan, F.B. (2004), “Antecedents of perceived playfulness: an exploratory study on user acceptance of general information-searching websites”, *Information & Management*, Vol. 41 No. 7, pp. 869-881.
- Cobb-Walgren, C.J., Ruble, C.A. and Donthu, N. (1995), “Brand equity, brand preference, and purchase intent”, *Journal of Advertising*, Vol. 24 No. 3, pp. 25-40.
- Codina, A. (2015), “Exclusive! Burberry gets animated: cartoon Anna Wintour, Cara Delevingne, and more on LINE”, *Vogue*, 18 February, available at: www.vogue.com/article/burberry-line-animation-for-fall-2015-collection (accessed 8 August 2017).
- Connaway, L.S., Radford, M.L., Dickey, T.J., De Angelis Williams, J. and Confer, P. (2008), “Sense-making and synchronicity: information-seeking behaviors of millennials and baby boomers”, *Libri*, Vol. 58 No. 2, pp. 123-135.
- Das, G., Wiener, H.J. and Kareklas, I. (2019), “To emoji or not to emoji? Examining the influence of emoji on consumer reactions to advertising”, *Journal of Business Research*, Vol. 96, pp. 147-156.
- Dematte, M.L., Osterbauer, R. and Spence, C. (2007), “Olfactory cues modulate facial attractiveness”, *Chemical Senses*, Vol. 32 No. 6, pp. 603-610.
- Doland, A. (2016), “What china’s hottest snacks brand can teach you | print edition - AdAge”, 3 November, available at: <http://adage.com/article/print-edition/power-cute-china-s-hottest-snacks-brand-teach/306560/> (accessed 8 August 2017).
- Duan, J., Xia, X. and Van Swol, L.M. (2018), “Emoticons’ influence on advice taking”, *Computers in Human Behavior*, Vol. 79, pp. 53-58.
- Ellison, N.B., Steinfield, C. and Lampe, C. (2007), “The benefits of Facebook ‘friends’: social capital and college students’ use of online social network sites”, *Journal of Computer-Mediated Communication*, Vol. 12 No. 4, pp. 1143-1168.
- eMarketer (2016), “Mobile messaging users in Vietnam choose homegrown zalo - eMarketer”, available at: www.emarketer.com/Article/Mobile-Messaging-Users-Vietnam-Choose-Homegrown-Zalo/1014151 (accessed 13 August 2017).
- eMarketer (2018), “The anatomy of a social ad”, *EMarketer Retail*, 9 July, available at: <https://retail.emarketer.com/>

- [article/anatomy-of-social-ad/5b3b95d2ebd4000b2414097a](https://doi.org/10.1177/002224378101800313) (accessed 14 January 2019).
- Ewing, L., Rhodes, G. and Pellicano, E. (2010), “Have you got the look? Gaze direction affects judgements of facial attractiveness”, *Visual Cognition*, Vol. 18 No. 3, pp. 321-330.
- Fornell, C. and Larcker, D.F. (1981), “Structural equation models with unobservable variables and measurement error: Algebra and Statistics”, *Journal of Marketing Research*, Vol. 18 No. 3, pp. 382-388, available at: <https://doi.org/10.1177/002224378101800313>.
- Fraley, B. and Aron, A. (2004), “The effect of a shared humorous experience on closeness in initial encounters”, *Personal Relationships*, Vol. 11 No. 1, pp. 61-78.
- Fridlund, A.J. (2014), *Human Facial Expression: An Evolutionary View*, Academic Press, Cambridge, MA.
- Glocker, M.L., Langleben, D.D., Ruparel, K., Loughhead, J. W., Gur, R.C. and Sachser, N. (2009), “Baby schema in infant faces induces cuteness perception and motivation for caretaking in adults”, *Ethology*, Vol. 115 No. 3, pp. 257-263.
- Gorn, G.J., Jiang, Y. and Johar, G.V. (2008), “Babyfaces, trait inferences, and company evaluations in a public relations crisis”, *Journal of Consumer Research*, Vol. 35 No. 1, pp. 36-49.
- Govers, P.C. and Schoormans, J.P. (2005), “Product personality and its influence on consumer preference”, *Journal of Consumer Marketing*, Vol. 22 No. 4, pp. 189-197.
- Greengross, G. and Miller, G. (2011), “Humor ability reveals intelligence, predicts mating success, and is higher in males”, *Intelligence*, Vol. 39 No. 4, pp. 188-192.
- Greengross, G., Martin, R.A. and Miller, G. (2012), “Personality traits, intelligence, humor styles, and humor production ability of professional stand-up comedians compared to college students”, *Psychology of Aesthetics Creativity & the Arts*, Vol. 6 No. 1, pp. 74-82.
- Guo, C., Shim, J.P. and Otondo, R. (2010), “Social network services in China: an integrated model of centrality, trust, and technology acceptance”, *Journal of Global Information Technology Management*, Vol. 13 No. 2, pp. 76-99.
- Guo, L., Zhang, M., Kang, K. and Hu, M. (2017), “Transforming followers into fans: a study of Chinese users of the WeChat official Account”, *Online Information Review*, Vol. 41 No. 7, pp. 1029-1045.
- Hahn, A.C., Xiao, D., Sprengelmeyer, R. and Perrett, D.I. (2013), “Gender differences in the incentive salience of adult and infant faces”, *The Quarterly Journal of Experimental Psychology*, Vol. 66 No. 1, pp. 200-208.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011), “PLS-SEM: indeed a silver bullet”, *Journal of Marketing Theory and Practice*, Vol. 19 No. 2, pp. 139-152.
- Hair, J., Hollingsworth, C.L., Randolph, A.B. and Chong, A. Y.L. (2017), “An updated and expanded assessment of PLS-SEM in information systems research”, *Industrial Management & Data Systems*, Vol. 117 No. 3, pp. 442-458.
- Halliday, S.V. and Kuenzel, S. (2008), “Brand identification: a theory-based construct for conceptualizing links between corporate branding, identity and communications”, *Contemporary Thoughts on Corporate Branding and Corporate Identity Management*, Springer, Berlin, pp. 91-114.
- Hargittai, E. and Hsieh, Y.P. (2010), “Predictors and consequences of differentiated practices on social network

- sites", *Information, Communication & Society*, Vol. 13 No. 4, pp. 515-536.
- Hartmann, T. and Goldhoorn, C. (2011), "Horton and Wohl revisited: exploring viewers' experience of parasocial interaction", *Journal of Communication*, Vol. 61 No. 6, pp. 1104-1121.
- Hellen, K. and Sääksjärvi, M. (2013), "Development of a scale measuring childlike anthropomorphism in products", *Journal of Marketing Management*, Vol. 29 Nos 1/2, pp. 141-157.
- Henderson, P.W. and Cote, J.A. (1998), "Guidelines for selecting or modifying logos", *The Journal of Marketing*, Vol. 62 No. 2, pp. 14-30.
- Henderson, P.W., Cote, J.A., Leong, S.M. and Schmitt, B. (2003), "Building strong brands in Asia: selecting the visual components of image to maximize brand strength", *International Journal of Research in Marketing*, Vol. 20 No. 4, pp. 297-313.
- Hollebeck, L.D. and Chen, T. (2014), "Exploring positively-versus negatively-valenced brand engagement: a conceptual model", *Journal of Product & Brand Management*, Vol. 23 No. 1, pp. 62-74.
- Hollebeck, L.D., Glynn, M.S. and Brodie, R.J. (2014), "Consumer brand engagement in social media: conceptualization, scale development and validation", *Journal of Interactive Marketing*, Vol. 28 No. 2, pp. 149-165.
- Hsieh, J.K., Hsieh, Y.C. and Tang, Y.C. (2012), "Exploring the disseminating behaviors of eWOM marketing: persuasion in online video", *Electronic Commerce Research*, Vol. 12 No. 2, pp. 201-224.
- Hsieh, S.H. and Tseng, T.H. (2017), "Playfulness in mobile instant messaging: examining the influence of emoticons and text messaging on social interaction", *Computers in Human Behavior*, Vol. 69, pp. 405-414.
- Hsu, C.L., Chang, K.C. and Chen, M.C. (2012), "The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators", *Information Systems and E-Business Management*, Vol. 10 No. 4, pp. 549-570.
- Huang, A.H., Yen, D.C. and Zhang, X. (2008), "Exploring the potential effects of emoticons", *Information & Management*, Vol. 45 No. 7, pp. 466-473.
- Jin, C., Yoon, M. and Lee, J. (2019), "The influence of brand color identity on brand association and loyalty", *Journal of Product & Brand Management*, Vol. 28 No. 1, pp. 50-62.
- Kaye, L.K., Wall, H.J. and Malone, S.A. (2016), "Turn that frown upside-down: a contextual account of emoticon usage on different virtual platforms", *Computers in Human Behavior*, Vol. 60, pp. 463-467.
- Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *The Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Keller, K.L. (2003), "Brand synthesis: the multidimensionality of brand knowledge", *Journal of Consumer Research*, Vol. 29 No. 4, pp. 595-600.
- Keller, K.L. (2009), "Managing the growth tradeoff: challenges and opportunities in luxury branding", *Journal of Brand Management*, Vol. 16 Nos 5/6, pp. 290-301.
- Kim, J.B. and Watson, E. (2016), "Role of perceived playfulness/seriousness in learning process using business simulation game",

- Decision Sciences Institute*, available at: www.researchgate.net/publication/316655689_Role_of_Perceived_Playfulness_Seriousness_in_Learning_Process_Using_Business_Simulation_Game (accessed 19 May 2018).
- Kuraguchi, K., Taniguchi, K. and Ashida, H. (2015), "The impact of baby schema on perceived attractiveness, beauty, and cuteness in female adults", *SpringerPlus*, Vol. 4 No. 1, p. 164.
- Leary, M.R. (1995), *Self-Presentation: Impression Management and Interpersonal Behavior*, Brown & Benchmark Publishers, Blanchester, OH, available at: <http://psycnet.apa.org/psycinfo/1994-98598-000> (accessed 14 May 2018).
- Leary, M.R. and Kowalski, R.M. (1990), "Impression management: a literature review and two-component model", *Psychological Bulletin*, Vol. 107 No. 1, pp. 34-47.
- Lee, J.E. and Watkins, B. (2016), "YouTube vloggers' influence on consumer luxury brand perceptions and intentions", *Journal of Business Research*, Vol. 69 No. 12, pp. 5753-5760.
- Lee, Y.-C. (2017), "Effects of branded e-stickers on purchase intentions: the perspective of social capital theory", *Telematics and Informatics*, Vol. 34 No. 1, pp. 397-411.
- Li, C.H. and Chang, C.M. (2016), "The influence of trust and perceived playfulness on the relationship commitment of hospitality online social network-moderating effects of gender", *International Journal of Contemporary Hospitality Management*, Vol. 28 No. 5, pp. 924-944.
- Li, X., Chan, K.W. and Kim, S. (2019), "Service with emoticons: how customers interpret employee use of emoticons in online service encounters", *Journal of Consumer Research*, Vol. 45 No. 5, pp. 973-987.
- Livingston, R.W. and Pearce, N.A. (2009), "The teddy-bear effect: does having a baby face benefit black chief executive officers?", *Psychological Science*, Vol. 20 No. 10, pp. 1229-1236.
- Lorenz, K. (1943), "Die angeborenen formen möglicher erfahrung", *Zeitschrift Für Tierpsychologie*, Vol. 5 No. 2, pp. 235-409.
- McCracken, G.D. (1990), *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*, Vol. 1, IN University Press, Bloomington, IN.
- Machado, C.J., Vacas-de-Carvalho, L., Costa, P. and Lencastre, P. (2012), "Brand mergers: examining consumers' responses to name and logo design", *Journal of Product & Brand Management*, Vol. 21 No. 6, pp. 418-427.
- Machado, J.C., de Carvalho, L.V., Torres, A. and Costa, P. (2015), "Brand logo design: examining consumer response to naturalness", *Journal of Product & Brand Management*, Vol. 24 No. 1, pp. 78-87.
- Malär, L., Krohmer, H., Hoyer, W.D. and Nyffenegger, B. (2011), "Emotional brand attachment and brand personality: the relative importance of the actual and the ideal self", *Journal of Marketing*, Vol. 75 No. 4, pp. 35-52.
- Mcgee, E. and Shevlin, M. (2009), "Effect of humor on interpersonal attraction and mate selection", *The Journal of Psychology*, Vol. 143 No. 1, pp. 67.
- Mcgraw, A.P. and Warren, C. (2010), "Benign violations: making immoral behavior funny", *Psychological Science*, Vol. 21 No. 8, p. 1141.

- McVeigh, B.J. (2000), *Wearing Ideology: State, Schooling and Self-Presentation in Japan*, Bloomsbury Academic, New York, NY.
- Meier, B.P., Robinson, M.D., Carter, M.S. and Hinsz, V.B. (2010), "Are sociable people more beautiful? A zero-acquaintance analysis of agreeableness, extraversion, and attractiveness", *Journal of Research in Personality*, Vol. 44 No. 2, pp. 293-296.
- Melewar, T.C. and Karaosmanoglu, E. (2006), "Seven dimensions of corporate identity: a categorisation from the practitioners' perspectives", *European Journal of Marketing*, Vol. 40 Nos 7/8, pp. 846-869.
- Meyers-Levy, J. and Tybout, A.M. (1989), "Schema congruity as a basis for product evaluation", *Journal of Consumer Research*, Vol. 16 No. 1, pp. 39-54.
- Middlemas, M. and Lonergan, A. (2015), "From McDonald's to Ikea, 7 of the best emoji marketing campaigns", 24 July, available at: www.prweek.com/article/1357615 (accessed 15 August 2017).
- Moss, G., Hamilton, C. and Neave, N. (2007), "Evolutionary factors in design preferences", *Journal of Brand Management*, Vol. 14 No. 4, pp. 313-323.
- Nenkov, G.Y. and Scott, M.L. (2014), "So cute I could eat it up': priming effects of cute products on indulgent consumption", *Journal of Consumer Research*, Vol. 41 No. 2, pp. 326-341.
- Niedenthal, P.M., Augustinova, M. and Rychlowska, M. (2010), *Body and Mind: Zajonc's (Re) Introduction of the Motor System to Emotion and Cognition*, SAGE Publications, London, available at: <http://journals.sagepub.com/doi/abs/10.1177/1754073910376423> (accessed 15 August 2017).
- Nunnally, J.C. (1967), "Psychometric theory", available at: <http://psycnet.apa.org/psycinfo/2003-00036-000>
- Ohkura, M., Konuma, A., Murai, S. and Aoto, T. (2008), "Systematic study for 'kawaii' products (the second report)-comparison of 'kawaii' colors and shapes", *SICE Annual Conference, 2008*, IEEE, pp. 481-484.
- Palazon, M., Delgado-Ballester, E. and Sicilia, M. (2018), "Fostering brand love in Facebook brand pages", *Online Information Review*.
- Pentina, I., Zhang, L. and Basmanova, O. (2013), "Antecedents and consequences of trust in a social media brand: a cross-cultural study of Twitter", *Computers in Human Behavior*, Vol. 29 No. 4, pp. 1546-1555.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y. and Podsakoff, N.P. (2003), "Common method biases in behavioral research: a critical review of the literature and recommended remedies", *Journal of Applied Psychology*, Vol. 88 No. 5, pp. 879.
- Prguda, E. and Neumann, D.L. (2014), "Inter-human and animal-directed empathy: a test for evolutionary biases in empathetic responding", *Behavioural Processes*, Vol. 108, pp. 80-86.
- Razmus, W., Jaroszyńska, M. and Pałęga, M. (2017), "Personal aspirations and brand engagement in self-concept", *Personality & Individual Differences*, Vol. 105, pp. 294-299.
- dos Reis, J.C., Bonacin, R., Hornung, H.H. and Baranauskas, M.C.C. (2018), "Intenticons: participatory selection of emoticons for communication of intentions", *Computers in Human Behavior*, Vol. 85, pp. 146-162.

- Ruangkanjanases, A. and Wutthisith, M. (2017), "Factors influencing intention to purchase stickers in a messaging application: a comparative study between male and female customers in Thailand", *Advanced Science Letters*, Vol. 23 No. 1, pp. 634-639.
- Sääksjärvi, M., van den Hende, E., Mugge, R. and van Peursem, N. (2015), "How exposure to logos and logo varieties fosters brand prominence and freshness", *Journal of Product & Brand Management*, Vol. 24 No. 7, pp. 736-744.
- Scott, M.L. and Nenkov, G.Y. (2016), "Using consumer responsibility reminders to reduce cuteness-induced indulgent consumption", *Marketing Letters*, Vol. 27 No. 2, pp. 323-336.
- Sedikides, C. and Strube, M.J. (1995), "The multiply motivated self", *Personality and Social Psychology Bulletin*, Vol. 21 No. 12, pp. 1330-1335.
- Sedikides, C., Gaertner, L. and Vevea, J.L. (2007), "Inclusion of theory-relevant moderators yield the same conclusions as Sedikides, Gaertner, and Vevea (2005): a meta-analytical reply to Heine, Kitayama, and Hamamura (2007)", *Asian Journal of Social Psychology*, Vol. 10 No. 2, pp. 59-67.
- Simpson, J.A. (1990), "Influence of attachment styles on romantic relationships", *Journal of Personality and Social Psychology*, Vol. 59 No. 5, p. 971.
- Skovholt, K., Grønning, A. and Kankaanranta, A. (2014), "The communicative functions of emoticons in workplace e-mails", *Journal of Computer-Mediated Communication*, Vol. 19 No. 4, pp. 780-797.
- SocialBeta (2018), "Case study - Tmall emoticon in social media", 1 November, available at: <https://socialbeta.com/t/103538> (accessed 23 January 2019).
- Sprott, D., Czellar, S. and Spangenberg, E. (2009), "The importance of a general measure of brand engagement on market behavior: development and validation of a scale", *Journal of Marketing Research*, Vol. 46 No. 1, pp. 92-104.
- Statista (2015), "WeChat: age distribution of users 2015 | statistic", *Statista*, January, available at: www.statista.com/statistics/387658/wechat-china-user-age/ (accessed 15 January 2019).
- Stokburger-Sauer, N., Ratneshwar, S. and Sen, S. (2012), "Drivers of consumer-brand identification", *International Journal of Research in Marketing*, Vol. 29 No. 4, pp. 406-418.
- Tafarodi, R.W. and Swann, W.B. (2001), "Two-dimensional self-esteem: theory and measurement", *Personality & Individual Differences*, Vol. 31 No. 5, pp. 653-673.
- Taylor, A. (2011), "10 Cutest cars in America - they must be loveable (1) - FORTUNE", 19 May, available at: http://archive.fortune.com/galleries/2011/autos/1105/gallery.cutest_cars.fortune/index.html (accessed 3 August 2018).
- Teller, C. and Reutterer, T. (2008), "The evolving concept of retail attractiveness: what makes retail agglomerations attractive when customers shop at them?", *Journal of Retailing and Consumer Services*, Vol. 15 No. 3, pp. 127-143.
- Thompson, D. and Filik, R. (2016), "Sarcasm in written communication: emoticons are efficient markers of intention", *Journal of Computer-Mediated Communication*, Vol. 21 No. 2, pp. 105-120.
- Treger, S., Sprecher, S. and Erber, R. (2013), "Laughing and liking: exploring the interpersonal effects of humor use in initial social interactions", *European Journal of Social Psychology*, Vol. 43 No. 6, pp. 532-543.

- Tzeng, O.C., Trung, N.T. and Rieber, R.W. (1990), "Cross-cultural comparisons on psychosemantics of icons and graphics", *International Journal of Psychology*, Vol. 25 No. 1, pp. 77-97.
- Valdez, P. and Mehrabian, A. (1994), "Effects of color on emotions", *Journal of Experimental Psychology. General*, Vol. 123 No. 4, p. 394.
- Van Doorn, J., Lemon, K.N., Mittal, V., Pick, D., Pirner, P. and Verhoef, P.C. (2010), "Customer engagement behavior: theoretical foundations and research directions", *Social Science Electronic Publishing*, Vol. 13 No. 3, pp. 253-266.
- Van Riel, C.B. and Balmer, J.M. (1997), "Corporate identity: the concept, its measurement and management", *European Journal of Marketing*, Vol. 31 Nos 5/6, pp. 340-355.
- Vidal, L., Ares, G. and Jaeger, S.R. (2016), "Use of emoticon and emoji in tweets for food-related emotional expression", *Food Quality and Preference*, Vol. 49, pp. 119-128.
- Walsh, M.F., Page Winterich, K. and Mittal, V. (2010), "Do logo redesigns help or hurt your Brand? the role of brand commitment", *Journal of Product & Brand Management*, Vol. 19 No. 2, pp. 76-84.
- Wang, S.S. (2016), "More than words? The effect of line character sticker use on intimacy in the mobile communication environment", *Social Science Computer Review*, Vol. 34 No. 4, pp. 456-478.
- Wang, W., Zhao, Y., Qiu, L. and Zhu, Y. (2014), "Effects of emoticons on the acceptance of negative feedback in computer-mediated communication", *Journal of the Association for Information Systems*, Vol. 15 No. 8, pp. 454.
- Wang, Y.S., Wang, H.Y. and Lin, H.H. (2009), "Investigating the mediating role of perceived playfulness in the acceptance of hedonic information systems", *Wseas International Conference on Systems*, pp. 322-327.
- Warnars-Kleverlan, Oppenheimer, N., Sherman, L. and Sherman, L. (1996), "To be or not to be humorous: does it make a difference?", *Humor - International Journal of Humor Research*, Vol. 9 No. 2, pp. 117-142.
- Weisfeld, G.E., Nowak, N.T., Lucas, T., Weisfeld, C.C., Imamoğlu, E.O., Butovskaya, M., Shen, J. and Parkhill, M. R. (2011), "Do women seek humorousness in men because it

- signals intelligence? A cross-cultural test", *Humor*, Vol. 24 No. 4, pp. 435-462.
- Wilbur, C.J. and Campbell, L. (2011), "Humor in romantic contexts: do men participate and women evaluate?", *Personality and Social Psychology Bulletin*, Vol. 37 No. 7, pp. 918-929.
- Williams, S.J. and Bendelow, G. (1998), "Introduction: emotions in social life: mapping the sociological terrain", *Emotions in Social Life*, Routledge, London, 15-30.
- Wilson, E. (2013), "Lilly Pulitzer, socialite turned designer, dies at 81", *The New York Times*, 7 April, available at: www.nytimes.com/2013/04/08/fashion/lilly-pulitzer-socialite-turned-designer-dies-at-81.html (accessed 3 August 2018).
- Yoshida, M., Gordon, B., Nakazawa, M. and Biscaia, R. (2014), "Conceptualization and measurement of fan engagement: empirical evidence from a professional sport context", *Journal of Sport Management*, Vol. 28 No. 4, pp. 399-417.

About the authors

Crystal T. Lee (PhD, National Cheng-chi University, Taiwan) is an Assistant Professor in the College of Management at Wenzhou Business College, China. Her research focusses on online consumer behaviour, digital and social media and mobile marketing. Her work has appeared in *Journal of Marketing Management*, *Journal of Service Theory and Practice* and *Telematics and Informatics*.

Sara H. Hsieh (PhD, National Cheng-chi University, Taiwan) is an Assistant Professor at the Department of Business Administration, Tunghai University. Her main research interest centres in consumer behaviours in virtual community, co-creation, digital and social media and also e-marketing. Her works have been published in *International Journal of Electronic Commerce*, *Journal of Interactive Marketing*, *Internet Research*, *Computers in Human Behavior* and other journals. Sara H. Hsieh is the corresponding author and can be contacted at: hhsieh@thu.edu.tw

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgroupublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com