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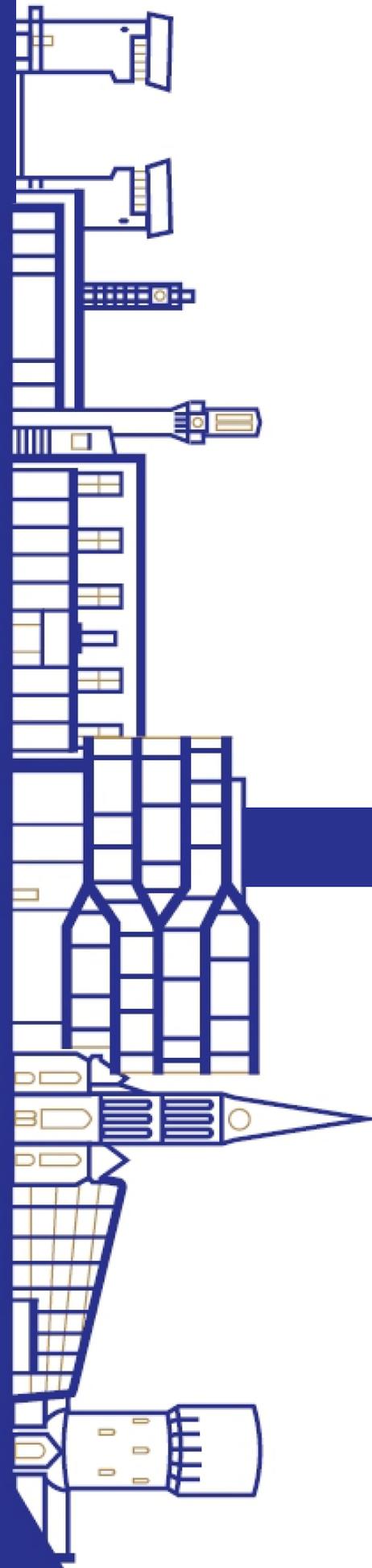
# THE EFFECTS OF TEXTUAL AND VISUAL SOCIAL MEDIA CONTENT ON PLACE BRANDING

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*‘Analyzing the effects of different storytelling techniques and different types of social media channels on consumer engagement, place identity and the intention to stay in the suburbs’*

**In collaboration with the municipality of Hengelo**

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## Abstract

**Objective** – Places need to find new ways to promote and brand themselves. This study examines what the effect is of implementing place brand management through different types of storytelling (text vs video) in different types of social media channels (LinkedIn vs Instagram) on consumer engagement, place identity and the intention of millennials to stay in the suburbs. It assesses how storytelling can be used in place brand communication and it examines how different types of storytelling (text vs video) vary depending on the social media channel (LinkedIn vs Instagram) that is used. The main research question is: *“What is the effect of place branding on millennials through different types of storytelling (text vs video) in different types of social media channels (LinkedIn vs Instagram) on consumer engagement, place identity and the intention to stay in the suburbs?”*

**Method** – A 2x2 experimental between-subject research design was conducted, in which each participant was randomly assigned to one of four versions of the social media content. During the experiment, the participants were exposed to a type of storytelling (textual vs video) through a type of social media channel (LinkedIn vs Instagram). After exposure to the content, participants filled in a questionnaire. Data were gathered using quota random sampling (N=209).

**Results** – The results of the MANOVA analysis show that the type of storytelling is an important determinant for the consumer engagement. It was found that only video content had a more positive effect on the three dimensions of consumer engagement opposed to written content. The results indicate that there are no effects of the type of social media channel.

**Conclusion** – Using video content as a place branding tool will increase consumer engagement. Moreover, this research demonstrated that the type of social media channel would positively influence consumer engagement, place identity and the intention to stay in the suburbs. However, no effects have been found which can be explained as LinkedIn is starting to have the same features as Instagram. Therefore, this study indicates that not every expectation created by research conducted in branding can be copied to place branding.

**Keywords** – *Millennials, place branding, place identity, consumer engagement, storytelling, social media*

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## 1. Introduction

One of the forces driving the development of urbanization and bringing opportunities to cities, migrants and governments is internal migration (i.e., moving from one city to another within the same country). (Migration Data Portal, 2020). A large part of internal migration is caused by millennials whom want to move to big cities. Millennials are born between 1981 and 2000 and are known for their urban lifestyle largely influenced by economic restructuring and societal changes. Existing studies about the increasing migration in America shows that in the Netherlands mainly millennials move to the city as well (Lee, Lee, & Shubo, 2019).

Municipal authorities have begun including internal migration for their urban planning and implementation (Migration Data Portal, 2020). They have realized the importance of being an attractive place and having a strong image. They need to find new ways to brand and promote themselves. Places compete with other places to be an attractive workplace, cultural destination and residential area (Kotler & Gertner, 2002).

Place branding is defined as ‘the practice of applying brand strategy and other marketing techniques and disciplines to the economic, political and cultural development of places, regions and countries’ (Cull & Govers, 2016). Place branding strategies are for instance promotion with brochures, websites, advertising campaigns and videos. These strategies can be used to brand a place, but many places are struggling to effectively apply place branding (Kavaratzis M., 2005).

An important part of place branding is creating congruency between an individual’s personality and that of the surroundings (Rosenbaum & Montoya, 2007). This is called place identity and the goal is to develop a place where individuals will feel attached to causing a positive influence on place branding (Nyamekye, Adam, Boateng, & Kosiba, 2021).

When developing a place brand strategy, place branding content will be introduced in different ways and formats. One type is a storytelling message. In storytelling, stories are the basis for comprehending new experiences, making judgments and decisions about the persons, objects and events to which the stories refer, and developing general attitudes and beliefs concerning these referents (Adaval & Wyer, 1998). Therefore, storytelling can be seen as a tool for place branding strategies.

Storytelling has gained a determinant foothold in the dispute on how brands of the future will be formed (which in this case is the place) (Fog, Budtz, & Yakaboylu, 2005). Storytelling and branding are closely related as branding is about connecting the brand to

consumers, which can be performed by using a narrative. By narrative storytelling elements are meant for the consumers to identify their own assumptions, experiences and feelings in what is presented (Simmons, 2006). In place branding, a place aims to have a strong brand. A strong brand is built on strong values and emotional connections with the consumer, which can be brought into the story of the brand (Fog, Budtz, & Yakaboylu, 2005). These emotional connections with the consumer are important for the relationship between the brand and the consumer. An exposure to a brand or place can generate favorable consumer attachment (Brocato, Baker, & Voorhees, 2015) and to sustain a strong consumer-brand relationship, consumers should be engaged with the place brand. Consumer engagement has the ability to reflect the cognitive, emotional and the behavioral connection established between consumer and place brand (McEwen, 2004; Peoplemetrics, 2009). A strong consumer engagement has become the basic foundation to build a strong brand, which would be an effective way to develop a relationship with the consumers (Stein & Ramaseshan, 2014).

Consumers intentionally engage in online relationships with brands through social media (Malthouse & Hofacker, 2010). Social media are platforms where brands tend to share their stories to influence and interact with their target group (McKinsey Global Institute, 2012). They allow brands to engage in timely and direct contact with consumers at relatively low cost and higher levels of efficiency (Kaplan & Haenlein, 2010). To develop a strong relationship with the target group, a good story is needed to influence the emotional and behavioral engagement of millennials.

Previous research shows that different types of storytelling (for instance visual and textual storytelling) can have a large impact on consumer engagement (Robertson, 2012; Stern, 1994). It is known that using visual assets in social media marketing is important to a large percentage of marketers (Sedej, 2019). Findings show that visual storytelling can be more attractive than only textual information (Blanco, Sarasa, & Sanclemente, 2010). Moreover, brand stories are often spread via different social media channels while using different types of storytelling. However, so far research has not studied how type of storytelling influences vary depending on the social media channel that is used. For instance, Instagram vs LinkedIn. What type of storytelling would be more effective to reach millennials? Which social media channel suits best to develop a strong consumer engagement? And what is the most effective way to keep millennials in the suburbs?

This study examines the case of the municipality of Hengelo. The municipality of Hengelo is redeveloping an area named 'Hart van Zuid'. The municipality aims to create a living environment that differs from other areas in Twente. It has been concluded that

millennials are moving away from the region Twente, because they miss the feeling of a dynamic city in Twente. The goal of the municipality is to offer a living area for people who prefer to live in the heart of the city. The municipality and the developers will be developing apartments, lofts and town houses. In this project they also focus on restaurants, events and other elements that attracts the target group.

In this research, millennials are also called the urban creators, who are highly educated young people till the age of 35 who are looking for a dynamic environment and relatively cheap (small) houses. It is a group that are at the end of their study and the group who have recently graduated and that are at the start of their living career.<sup>1</sup> Until now, storytelling has been examined in different contexts, such as psychology, marketing and sociology. The effects of storytelling (visual vs textual) in the place branding context still remain unknown (Koenig & Zorn, 2002; Madura & Nowacki, 2018). This study investigates how different types of storytelling and different types of social media channels impact consumer engagement, place identity and consumers' intention to stay in the suburbs, since small towns and villages are losing more and more millennials. To this end, a 2 (type of storytelling: video vs textual) x 2 (type of social media channel: LinkedIn vs Instagram) between-subject design was employed to study consumers' response toward their engagement and their intention to stay in the suburbs.

The main research question is: *“What is the effect of place branding on millennials through different types of storytelling (text vs video) in different types of social media channels (LinkedIn vs Instagram) on consumer engagement, place identity and the intention to stay in the suburbs?”*

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<sup>1</sup> Brandbook Hart van Zuid. (n.d.). *Gemeente Hengelo [Municipality of Hengelo]* Retrieved from Internal brandbook document from the municipality of Hengelo

## 1.1 Overview of the municipality of Hengelo: Project: 'Hart van Zuid'

The municipality of Hengelo has about 81,000 inhabitants on an area of 61.78 km<sup>2</sup>. In addition to the city of Hengelo, the municipality also includes the centers of Beckum, Oele and Woolde. Hengelo is the fourth largest city in Overijssel (NL) after Enschede, Zwolle and Deventer and the second largest town in Twente. Hengelo is often seen as a (former) industrial city. A large part of the technical industry has traditionally been located in Hengelo. Hengelo is also popularly referred to by the name "metal city".<sup>2</sup>

The municipality of Hengelo has started with redeveloping 'Hart van Zuid', a unique area in the heart of Hengelo. A living environment is being created that cannot yet be found in Hengelo or Twente. Hart van Zuid is the place in Twente for people with ambition and dreams. A district with a focus on culture and creativity is emerging on the traces of a rich industrial past. During the development of the area historical, socio-cultural, economic and demographic characters will be included. The municipality and developers want to develop apartments, lofts and town houses and also want to focus on restaurants, events and other elements that attracts the target group. In figure one and figure two an impression of the area is being presented.



Figure 1. Hart van Zuid



Figure 2. Hart van Zuid Industriepark

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<sup>2</sup> In de buurt. (n.d.). *Over Hengelo [About Hengelo]*. Retrieved from Indebuurt: <https://indebuurt.nl/hengelo/over-hengelo/>

## **2. Theoretical Framework**

The goal of this study is to gain insight about the effect of implementing place brand management through storytelling on consumer engagement to help the prevention of migration towards big cities among millennials. Eventually, the researcher will develop an advice regarding the use of digital storytelling in place branding. In the following chapter, a brief review related to place branding, storytelling, and consumer engagement will be given.

### **2.1 Place branding**

In a world of over seven billion people living around 190 independent countries, places need to find new ways to promote themselves. Places are aiming to be an appealing residence, workplace, cultural destination, and residential area (Kotler & Gertner, 2002). Therefore, it becomes crucial for places to learn how to manage and control their branding. Place branding is defined as ‘the practice of applying brand strategy and other marketing techniques and disciplines to the economic, political and cultural development of places, regions and countries (Cull & Govers, 2016).

In the last decade the number of cities that reported a branding strategy has grown. Even smaller cities made efforts to brand themselves. The purpose of place branding is to communicate positive images of their city or place and position it favorably in the minds of the target group. According to Medway and Warnaby (2008), places are being conceptualized as brands. Place branding has become an urban governance strategy for projecting images and managing understanding about places.

The success of place branding is caused by different indicators, such as the improvement of the place brand image. According to Kavaratzis (2004, p. 66), ‘all encounters with the city take place through perceptions and images’. These images play an essential role in the process of making a decision of potential place customers (Braun, Klijn, & Eshuis, 2014).

It is important for a brand to have a good relationship with the consumer. By meeting consumers where they are and sending the right message, at the right time, on the right channel, organizations and brands can reach trust and loyalty which can be measured through the engagement of the consumer with the brand. Engagement with the place brand can tell whether consumers feel that the experience they are getting is relevant, if they are interested in the experience the brand is trying to provide, and whether the brand is setting the right context in the consumer experience efforts (Stein & Ramaseshan, 2014). In place branding

this engagement plays an important role in the decision-making process in (potential) place customers (Anholt, 2008). Moreover, outcomes showed that place branding and consumer engagement were connected with brand loyalty, which is also an important value-driver for a place brand (Mariutti & Giraldi, 2021).

There is a link between communication and place branding. Place branding is a way of communication. When people enter a place, it is through images and perceptions. Because the consumer experience is important to tell if people feel engaged with the place after they enter it, the image of a place needs to be communicated to create a successful consumer experience (Hauben, Vermeulen, & Patteeuw, 2002).

Kavaratzis developed a framework for place image communication in the available place marketing and corporate branding. This image is communicated through what the author explains as primary, secondary and tertiary communication.

Primary communication refers to all actions that did not have communication as their primary goal. It is about everything that is happening and can be visible in the place, such as strategies for landscape designs (urban design, architecture and public spaces) and infrastructure projects (projects to create, improve and distinguished the infrastructure).

Secondary communication refers to marketing activities such as advertising, public relations, slogans, graphic design and logos. It is an intentional way of communication that takes place through marketing practices (Grabow, 1998).

The third type of communication points out the less manageable exchange and representation of messages, such as media reports and content through word of mouth.

Moreover, the first and third type of communication shows that places communicate in many ways: 'everything a place consists of, everything that takes place in the place and is done by the place, communicates messages about the place's image' (Kavaratzis, 2008).

Storytelling is an example of a communication message format full of possibilities. This storytelling message can be sent through different ways, such as through social media, which is a form of digital storytelling (Armstrong, 2003). Stories bring awareness and an emotional connection in the mind of the receiver (Slater & Rouner, 2002), which is a form of the second and third type of communication, because stories are used in marketing activities as an intentional way of communication as well as through word-of-mouth marketing which is less intentional. Nowadays storytelling can be considered as one of the strategic tools of market communication to build a positive image of the brand, where social media plays a big role in (Kaplan & Haenlein, Users of the world, unite! The challenges and opportunities of social media, 2010). To brand a new area for a specific target group, storytelling is an

effective way to create a positive image and bring awareness in the mind of the target group (Fog, Budtz, & Yakaboylu, 2005).

## **2.2 Place identity**

Whitin the field of place branding, there has been a focus on the relationship between place and attachment. Place branding is seen as a way to create a competitive advantage, in order to stimulate economic growth (Kavaratzis, 2004). However, it is also considered to reinforce place identity, which causes place branding to have internal and external benefits, including economic growth (Hall, 2008). The congruency between an individual's personality and that of the surroundings produces a sense of attachment, which is referred to as place identity (Rosenbaum & Montoya, 2007). Place attachment is an individual's emotional bonding with an environment over time, leading to place bonding (Kyle, Mowen, & Tarrant, 2004). According to the classical identity theory, place identity has both, emotional and cognitive components (Knez, 2005). The cognitive component includes thinking, remembering and reasoning, while the emotional component includes emotional attachment towards certain environments or places (Knez, Ode Sang, Gunnarsson, & Hedblom, 2018). The emotional place identity also occurs as a result of the perceived naturalness of an area, which leads to attachment to it (Eisenhauer, Krannich, & Blahna, 2000). Natural and nature-like aspects might assist an individual to relate the place to himself or herself, because nature can be a component of an individual's life story (Knez & Eliasson, 2017). It can create a sense of familiarity in them, which leads to a feeling of attachment to the area. These aspects are important when it comes to increasing the feeling of attachment to a place (Ratcliffe & Korpela, 2018). When an individual feels attached to a place, it will have a positive effect on place branding and consumer engagement (Nyamekye, Adam, Boateng, & Kosiba, 2021).

## **2.3 Consumer engagement and place branding**

Consumer engagement is linked to different important marketing constructs such as commitment, trust, satisfaction, and loyalty (Chan & Li, 2010). It has different conceptualizations. However, they all stated that consumer engagement can be explained as an interaction or experience between the customer and the brand (Brodie, Juric, Ilic, & Hollebeek, 2011). In the context of this report the brand is the place. McEachern (2017) points out that customer engagement is not only about customers interacting with the company itself, which in the case of this study is interaction with the municipality of Hengelo through for instance their Instagram page or LinkedIn, but even more about customers

interacting with others about the brand. It is important that consumers will be sharing the message to positively influence consumer engagement.

Engagement is considered to be a three-dimensional construct consisting of: 'cognitive dimension', 'emotional dimension' and 'behavioral dimension' (Hollebeek et al., 2014). The cognitive dimension of engagement refers to the level of consumer's concentration towards the (place)brand. An emotional dimension of engagement relates with the level of customer's passion towards the (place)brand, while the behavioral dimension of engagement is the level of energy, effort and time spent in the interaction with the (place)brand (Hollebeek, Exploring customer brand engagement: definition and themes., 2011b); (Patterson, Yu, & de Ruyter, 2006).

The goal of place branding messages is to trigger the audience to create knowledge, participation and a connection with the object which in this research is a new area that is being created. Therefore, it is of importance to measure the influence of the place brand message on the cognitive, emotional and behavioral dimension.

## **2.4 Storytelling and place branding**

Storytelling has been part of human culture for thousands of years. It is perceived as a powerful and an enduring means of communication. Signs of storytelling can be found in all primitive and ancient cultures (Greene, Koh, Bonnici, & Chase, 2015). Livo and Rietz (1986) define storytelling as 'a distinct and unique method for making stories available to others' (Livo & Rietz, 1986).

Every brand has a story, and the story of a brand is one that can ensure the promise and values which support a brand. This story needs to be consistent and convincing and speak directly to both the rational and emotional needs of audiences. If not, the brand can be considered as shallow, and can be easily destroyed other factors (Herskowits & Crystal, 2010).

Storytelling causes a connection between the consumer and the brand. Usually, people read a story to be entertained. When readers get entertained, they feel like they can identify themselves with the story. They will also feel engaged with the story. While being entertained by the story, there is a possible chance that they are less aware of persuasion intentions, causing them to accept the knowledge they are presented with (Slater & Rouner, 2002).

Civic participation is enhanced when relationships are built and strengthened through deep storytelling. Because of the way a story is told people feel welcomed and valued. In much the same way, place branding can 'strengthen civic pride and the residents' sense of

belonging' when the contribution of participants helps create place brand messaging and design content. This stimulates place branding positively (Zenker & Erfgen, 2014).

An important step for place branding is the creation of a positive and strong place identity. This identity should be developed from the unique set of attributes and values such as historical, physical, socio-cultural, demographic, economic and political characteristics. In order to define the place's attributes and values, place planners need to explore what the primary goal of the place is, which ensures the basis for the place's core story (Zhang & Zhao, 2009). Relevant attributes to develop a positive place identity in the case of this study are historical, socio-cultural, economic and demographic characters, because these characteristics are taken into account during the development of 'Hart van Zuid'. These attributes play a role in the congruency between the personality of the target group and that of the surroundings which produces a sense of attachment.

## **2.5 Digital storytelling**

Digital storytelling is a developing form of storytelling that offers other unique characteristics than oral and written storytelling. Digital storytelling involves telling stories and sharing information through multimedia (Armstrong, 2003). The definition of digital storytelling by The Digital Storytelling Associations is "the modern expression of the ancient art of storytelling, using digital media to create media-rich stories to tell, to share, and to preserve. Digital stories derive their power through weaving images, music, narrative and voice together, thereby giving deep dimension and vivid color to characters, situations, and insights" (Digital Storytelling Association, 2002). Digital stories also play an essential role in branding. A company can tell its own story to communicate the brand values and the brand identity (Fog, Budtz, & Yakaboylu, 2005). Therefore, stories provide meaning to brands.

This is also important in place branding, because consumers look for experiences appealing to their emotions and dreams, and stories help to create such experiences (Fog, Budtz, & Yakaboylu, 2005). They also have a positive effect on both internal and external brand perceptions by consumers (Guber, 2007). Storytelling catches consumers' interests and convinces them, which results in the reader to be left changed by the story. Stories also help consumers understand the benefits of the brand and it helps to generate a positive feeling (Kaufman, 2003). It is perceived as more convincing than facts, causes an increase in brand trust, raises awareness and makes the brand unique. Stories also create expectations, which influences subsequent evaluations of the brand (Rosen, 2000). As a result, although research has shown that storytelling influences consumer responses (Escalas, 2004), no

research has been done to link storytelling with the multidimensional concept of consumer engagement in the place branding context (Kim, Lloyd, & Cervellon, 2016).

### **2.5.1 Type of storytelling message: text vs video**

In general, digital stories are formed by the combination of textual content, visual content, and sound that creates a deep impact on people, events, and concepts (Rule, 2010). Digital storytelling gives an opportunity to use written, visual and audio tools in digital settings. In this regard, digital stories are a way of presenting narrative text in an aesthetic manner by enriching with media tools (Meadows, 2003).

Findings show that visual information can be more attractive than only textual information and therefore it is interesting to find out whether video content is more effective as a place branding strategy opposed to written content (Hellberg, 2015).

Advantages of video content are that it has a positive influence on the attention of an individual when scrolling, because eyes are attracted to movement. It is also stated that videos are one of the most engaging media and that they get more shares on social media, which is an important factor in predicting the consumer engagement (Hire Digital, n.d.). Research shows that video content increases attention and engagement (De Lima, Feijó, & Furtado, 2018). Additionally, Hellberg (2015) found that visual communication can affect the users both emotionally or cognitively. Video content is more memorable than written content, because most people need visual aids to learn which could be the main reason why video is more effective than text (Ucraft, 2020).

Written content is also a form of storytelling, which is preferred more by some audiences such as individuals who prefer to have a more detailed overview of a product, service or place (Ware, 2020). Written content is also less time-consuming and more cost-effective to create for most companies and it gives readers a chance to get big ideas without dedicating to reading the entire piece of text. This is almost impossible with a video. Another advantage of written content is that it is easily to update, while video content is more difficult to update (Ucraft, 2020). Research shows that written content will lead to a lower level of brand awareness because people only remember 10% of what they hear and 20% of what they read, but about 80% of what they see and experience (Lester, 1994-1996). Research shows that textual information requires more effort and concentration to process the information (Blanco, Sarasa, & Sanclemente, 2010). However, researchers claim that different effects of the information vary among businesses, product categories and cities, and it depends on several factors such as the type of product, context and user's motivation (Blanco, Sarasa, &

Sanclemente, 2010). For example, electronic items are relatively complicated, with numerous features and detailed information, which leads to a demand for more product information and analytical processing. According to Govers and Go, when it comes to choosing a travel destination, visual and textual content significantly contribute to the conceptualization of a place (Govers & Go, 2005).

Accordingly, it is assumed that storytelling message through video will have a more positive effect on the consumer engagement, place identity and the intention of urban creators to stay in the suburbs, because research shows that video content increases attention and engagement. It is also assumed that video content has a greater influence than written content because it is the most engaging medium which could cause a positive influence on behavioral intention. Therefore, the following hypotheses are created:

*H1 Storytelling through video content has a more positive effect on a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement), b) place identity and c) the intention to stay in suburbs, than storytelling through written content*

### **2.5.2 Type of social media channel: LinkedIn vs Instagram**

Social media consists of a wide range of new online information sources, including social networking sites (such as Facebook, Instagram and LinkedIn), social content sites (such as YouTube, wiki) and social recommendation sites (such as Pinterest). It is natural for people to seek identification and “connection” through affiliations with other individuals and groups that share their interests or values (McKinsey Global Institute, 2012).

For both companies and consumers, social media provides a lot of opportunities for storytelling. It is also a way to bring consumers together and allow them to share their thoughts and experiences regardless of time and place (Adamson, 2008).

In this research the aim is to discover whether storytelling about a place through LinkedIn or Instagram is more effective to positively influence the consumer engagement of millennials. LinkedIn and Instagram are two completely different social media channels that are used by millennials. LinkedIn is a platform for professionals and brand targeting B2B and B2C companies. The daily usage is less frequent than Instagram, but it’s an effective place to network with people. The average age group using LinkedIn is between 18 -55 years old. On LinkedIn, users can share, comment or like content, which is usually used in professional

context, as well as adding individuals to their professional network and exchange messages with them (Roulin & Levashina, 2019).

Instagram is the most fast-growing social media platform where users post photos and videos. Instagram has 1 billion users and more than half of them are between the ages of 18-29. It is an informal way to connect with others and used for promotional activities, marketing, brand logistics and advertising. It is recommended for building a brand community and visual appeal, which is part of a strong consumer engagement (Smith, 2014). According to Sanchez (2018), Instagram is all about (visual) storytelling and involving and touching users in order to build a strong brand. Instagram users want to see content that they can relate and feel attached to. Instagram is also the most powerful platform for marketing purposes, because of its visual concept. People tend to remember images and videos rather than anything else, which creates potential to interact with potential consumers and influence their behavioral intention.

Accordingly, it is assumed that storytelling message through Instagram will have a more positive effect on the consumer engagement, place identity and the intention of millennials to stay in the suburbs, because research shows that Instagram is a medium to create stories that positively influence attachment, attention and engagement when users can identify themselves in the content. Therefore, the following hypotheses are created:

*H2 Storytelling through Instagram has a more positive effect on a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement), b) place identity and c) the intention to stay in suburbs, than storytelling through LinkedIn*

### **2.5.3 Effectiveness of written content or video content through LinkedIn or Instagram**

The effectiveness of using written content or video content through LinkedIn or Instagram is being explained by giving examples of advantages and disadvantages of the type of content and social media channels.

LinkedIn has features to help grow a brand which can be useful in the case of branding a new area that is still being developed. A brand page can be created to keep followers up to date with news. The type of content that performs best are images and videos, because videos play directly in the feed (Roulin & Levashina, 2019). However, LinkedIn is also a medium for written content, as it is a medium to share informative texts (Sammons, 2015). Research shows that LinkedIn users prefer to see short informative texts in combination with a picture when the aim is to improve engagement (Erkendiep, 2020).

Instagram has a lot of features to brand a product or in this case, a place. It is a platform that can be used for relationship building, which plays an important role in consumer engagement as it is part of emotional engagement. Instagram also gives the brand the chance to show the behind-the-scenes. It has been established that Instagram is an effective communication and marketing tool with visual descriptions. It provides a way of sharing a brand story on social media where persuasion, relational and emotional symbolism strategies can be used in images or videos (Salomon, 2013). According to different studies, the more motion and animation used in a post on Instagram, the higher the brand awareness and engagement. Using video content is likely to induce more arousal, as this type of content involves more motion compared to written content or photo content (Day, Shyi, & Wang, 2006).

For instance, it can be argued that storytelling through Instagram by using video content has a more positive effect on consumer engagement, than storytelling has through Instagram by using written content, because Instagram is mostly used as a way of sharing images and videos to create brand awareness and engagement. For LinkedIn it can be assumed that written content has a more positive effect on consumer engagement opposed to video content, because LinkedIn is mainly used to share informative texts. Therefore, the following hypotheses are created:

*H3. Video content through Instagram has a more positive effect a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement), b) place identity and c) the intention to stay in suburbs, than through LinkedIn*

*H4. Written content through LinkedIn has a more positive effect on a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement), b) place identity and c) the intention to stay in suburbs, than through Instagram*

## 2.6 Research model

Figure three shows the proposed research model and the relations between the different variables.

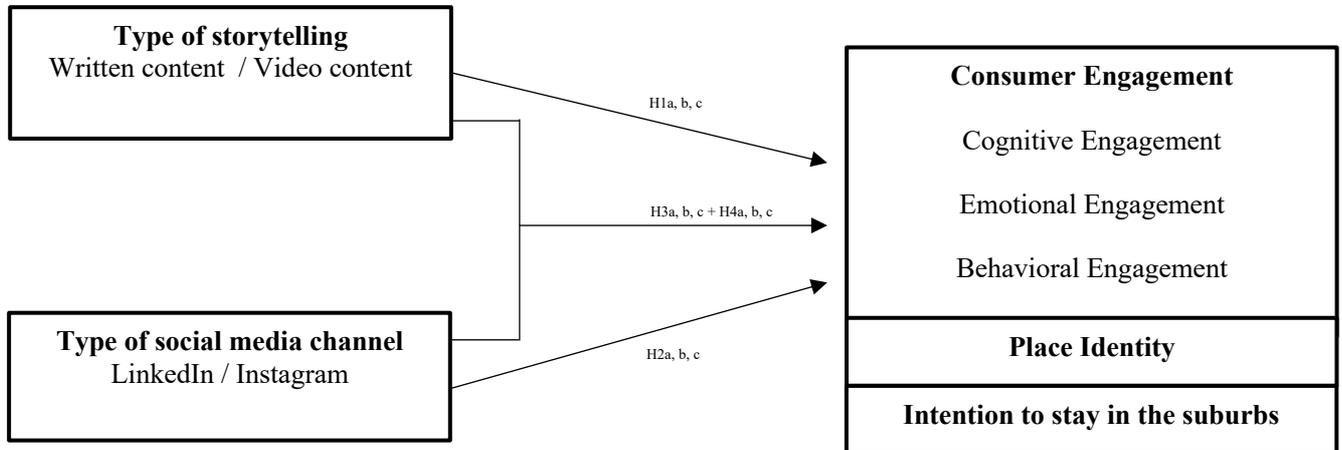


Figure 3. Research model

### 3. Research Methodology

#### 3.1 Research design

The effects of types of storytelling and social media channel were tested in a 2 (type of storytelling: plain text / video) by 2 (type of social media channel: LinkedIn / Instagram) factorial model which results in four conditions. An overview of these conditions can be found in figure four. The independent variables are the types of storytelling through social media channels. The dependent variables that were measured are consumer engagement, which is measured by cognitive engagement, emotional engagement, behavioral engagement, place identity and the intention to stay in the suburbs. The experiment included a pre-test and an immediate post-measurement.

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		Type of storytelling	
		Plain text	Video
Type of social media channel	LinkedIn	Condition 1	Condition 2
	Instagram	Condition 3	Condition 4

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Figure 4. Conditions

#### 3.2 Materials

To measure consumer engagement, place identity and behavioral intention, exposure to different types of storytelling and social media channels were used. The different types of storytelling are; a) exposure to storytelling by using plain text; b) exposure to a storytelling video. To manipulate the text or the video, different kinds of social media channels were used to show the type of storytelling.

The written content is created in collaboration with the communication advisor of the municipality of Hengelo. It is written in the agreed writing style that suits the target group.

The video consists of shots of the atmosphere of the area. In order to tell a story, historical, socio-cultural, economic and demographic characters are included in the shots. There is no text included in the presented video, but a voice-over is used. The voice-over and the text that is presented to the respondents are similar. To create a clear story for the written content, sentences were made, while in the voice-over words were used to express the characteristics of the area. By using a voice-over, fewer images and video shots are needed to get the message across. The video is made on professional level by an external party, named Incombinatie. iMovie is used to edit the video in the selected social media channel (Instagram and LinkedIn). The video content and the written content contain the same information. To create a simulation of the content shown in a social media post, the program Adobe InDesign was used. The materials can be found in Appendix II.

A pre-test was conducted to test how the participants interpreted the created content and if that was in line with the intention of this research.

### **3.3 Pre-tests**

To validate the materials and to detect that if the materials included any unclarity and misunderstandings, two pre-tests were conducted. This study included two pre-tests that were conducted with 6 participants each in the form of a focus group. The first and second pre-test were conducted by the same participants, who are part of the target group. The first pre-test included different concepts of the written content and the video content. The participants could indicate whether the content is clear and delivers the same information.

To make sure that the statements and questions of the questionnaire were clear, a second focus group has taken place. The participants could indicate whether the statements and questions are clear or unclear and if there were any mistakes.

The focus group discussion took place in the form of a digital meeting. It was important for the participants to feel comfortable during the pre-test.

The results of the first pre-tests show that the video was not in line with the text and the participants did not understand all the elements that were shown in the video. In the first video, a historical attribute was missing. This was important because 'Hart van Zuid' aimed to tell the (historical) story of the area through the video. Another result of the first pre-test was the written content that has been developed for LinkedIn and Instagram, which did not seem to be similar in the first place. Pictures were used to present the text on both platforms. Three participants perceived the content on Instagram to be more attractive compared to the 'LinkedIn-post', because of the colors that had been used. With this feedback, changes were

made, a historical element has been added to the video and the same way of presenting the written content is used on LinkedIn.

The second pre-test was conducted after adjustments were made. All participants indicated that they find the video clear, and they mentioned that the text and the video delivered the same information. This was very important for this study. However, it was found that not all of the statements of the questionnaire were clear. Therefore, changes were made, and more research has been done on existing scales. Also, participants were asked if 'place identity' was clear and if they understood the statements related to place identity and place attachment. This was clear to them.

The final materials and questionnaire can be found in Appendix I and II.

### **3.4 Procedure**

The experiment was an online experiment that was designed in Qualtrics. The questionnaire started with a briefing and information about the experiment. Participants had to give consent before they could continue with the experiment. First, demographic information about the participants was gathered, followed by questions about the presented content and the attitude of the participants towards the place. To evaluate the participants' consumer engagement towards the brand (in this case, Hart van Zuid), they were exposed to a brief article with plain text about the place or a video about the place using different social media channels. Each participant was exposed to a different type of storytelling through a different social media channel, which was selected at random. Afterwards, every participant filled in the same questionnaire. To answer the questions, a five-point Likert scale was used, from 'strongly disagree' to 'strongly agree'.

### **3.5 Participants**

The data was collected in two weeks, from the 21th of February 2022 until the 2<sup>nd</sup> of March 2022. The aim was to have at least 40 participants per condition, which results in a total of at least 160 participants. In total, 209 valid responses were collected. The target group of 'Hart van Zuid' are called the 'Urban Creators'. Urban Creators are highly educated young people till the age of 30 who are looking for a dynamic environment and relatively cheap (small) houses. Relatively often, they use public transport and urban facilities. It is a group that is just studying or has recently graduated and the groups that are at the start of their living career. In this research the participants are employees at Thales (a company with a lot of

young engineers) and students of the university of Twente and the university of applied sciences Saxion (students who are almost ready to start their career). The selected participants were chosen in consultation with the municipality of Hengelo, because they see these participants as part of the target group.

### **3.5.1 Demographic information**

For this study a sample of 247 participants was gathered. Of the 247 responses, a total of 52 had to be removed from the analysis, because the question related to the age of the participants only included respondents because of the between the age of 20 till 35. The final dataset for this study has 195 valid responses, which is enough for this study.

The mean age of the respondents is 26.23 (SD = 4.02). Of the respondents 69.3% is female and 30.7% is male. 63.1% of the respondents live in Twente and 18% of them live in Hengelo. Table 1 shows the demographic information of the participants.

**Table 1***Demographic information*

	<b>1. Video content through LinkedIn</b>	<b>2. Video content through Instagram</b>	<b>3. Textual content through Instagram</b>	<b>4. Textual content through LinkedIn</b>
<b>Male</b>	14	19	17	21
<b>Female</b>	44	39	41	36
<b>Other</b>	0	0	0	0
<b>20 - 25</b>	20	25	23	24
<b>26 – 30</b>	22	20	20	22
<b>31 – 35</b>	9	8	6	9
<b>Hengelo</b>	12	9	5	16
<b>Twente, not Hengelo</b>	28	22	34	21
<b>Overijssel, not Twente</b>	1	3	2	5
<b>Outside Overijssel</b>	17	24	17	17
<b>&lt; €1000</b>	8	12	10	16
<b>€1000 - €2000</b>	20	13	29	16
<b>€2000 – 3000</b>	26	20	17	21
<b>€3000 – 5000</b>	1	7	7	3
<b>&gt;€5000</b>	1	3	2	1
<b>Prefer not to say</b>	2	3	3	2

For this study questions about social media were asked to gain more insight in the use of social media among the target group. The results show that 78.7% of the respondents use social media more than one time a day. Of the respondents 68.6% have a LinkedIn account and 85.1% have an Instagram account. Results also show that 78.7% have a Facebook account. These results can be found in table 2.

**Table 2***Social media*

	%
<b><u>Social media activity</u></b>	
<b>Couple times a day</b>	78.7%
<b>Once a day</b>	7.4%
<b>More than once a week</b>	8.5%
<b>Weekly</b>	1.6%
<b>Never</b>	3.7%
<b><u>Social media account</u></b>	
<b><u>(multiple answers possible)</u></b>	
<b>LinkedIn</b>	68.6%
<b>Twitter</b>	26.6%
<b>Facebook</b>	78.7%
<b>Instagram</b>	85.1%
<b>No account</b>	2.7%

### 3.6 Measurements

To measure the dependent variables, a five point ‘Likert’ scale was used (from strongly disagree to strongly agree). The questionnaire was created in Qualtrics and can be found in Appendix I. All materials were designed in Dutch to reach the selected target group. To measure the construct of consumer engagement, three dimensions of Hollebeek (2011) were used. This concept is dividing the construct of consumer engagement in to three sub-constructs: ‘cognitive engagement’, ‘emotional engagement’ and ‘behavioral engagement’. For place identity and behavioral intention, items are included from an existing study that also measured place identity and behavioral intention in their research (Ajzen, 1991; Boley, 2021).

To measure whether all questions would measure the right construct, existing scales have been used to measure the dependent variables. A scale by Vivek (2009) is used to measure the different dimensions of consumer engagement. Examples of how the three dimensions of consumer engagement are measured in this study will be described.

### **Cognitive Engagement**

- After seeing Hart van Zuid, I feel interested

### **Emotional Engagement**

- After seeing Hart van Zuid, I feel inspired
- After seeing Hart van Zuid, I feel positive

### **Behavioral Engagement**

- After seeing Hart van Zuid, I would ‘like’ the content
- After seeing Hart van Zuid, I would ‘share the content

For place identity a ‘Abbreviated Place Attachment Scale’ by Boley (2021) is used, and for the behavioral intention, a five-point likert scale has been used by Ajzen (1991).

### **Place identity**

- I am very attached to Hart van Zuid
- I identify strongly with Hart van Zuid

### **Behavioral intention**

- I have the intention to move to Hart van Zuid

These scales have been used in several studies and questionnaires. A factor analysis is therefore not necessary, because previous studies ensured the validity of this study.

To ensure internal reliability, the Cronbach’s Alpha was calculated. A construct is reliable if the Cronbach’s Alpha is .70 or higher. The Cronbach’s Alpha is calculated for every construct and can be found in Table 3.

**Table 3**

*Mean and Cronbach’s Alpha per construct*

<b>Construct*</b>	<b>N-items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Cronbach’s Alpha</b>
<b>Cognitive engagement</b>	6	3.34	0.85	.89
<b>Emotional engagement</b>	5	3.14	0.89	.88
<b>Behavioral engagement</b>	7	2.96	1.00	.89
<b>Place Identity</b>	5	3.18	0.96	.88
<b>Behavioral intention</b>	5	2.99	0.68	.94

## 4. Results

In order to test the hypotheses and investigate whether the type of storytelling and the type of social media channel have an effect on consumer engagement, place identity and the intention to stay in the suburbs, several statistical tests have been performed via SPSS. This section will discuss and showcase the results from the MANOVA and ANOVA analysis that were performed. The results of the multivariate analysis can be found in Table 4. The general effects between the independent and dependent variables were investigated using the Wilk's Lamba test.

**Table 4**

*Multivariate analysis of variance*

<b>Effects Wilk's Lamba</b>	<b>Value</b>	<b>F</b>	<b>Sig.</b>
<b>Type of storytelling</b>	0.85	5.00	<.001
<b>Type of social media channel</b>	0.96	1.58	.17
<b>Type of storytelling * Type of social media channel</b>	0.99	0.38	.86

### 4.1 Cognitive engagement

For the variable cognitive engagement, a significant main effect was found for type of storytelling ( $F(1, 195) = 13.39, p < .001$ ). As expected, video content resulted in higher cognitive engagement ( $M_{\text{video}} = 3.53, SD = .61$ ) than the textual content ( $M_{\text{textual}} = 3.14, SD = .85$ ). As can be seen in Table 5, no main effect has been found for the type of social media channel. Therefore hypothesis 2a, 3a and 4a are rejected. Also the interaction effect between type of storytelling and type of social media channel was non significant ( $F(1, 195) = .26, p = .50$ ).

**Table 5***Analysis of the effect of the independent variables on cognitive engagement*

	<b>F</b>	<b>Sig.</b>
<b>Type of storytelling</b>	13.39	<.001
<b>Type of social media channel</b>	1.88	.17
<b>Type of storytelling * Type of social media channel</b>	.26	.50

#### **4.2 Emotional engagement**

For the variable emotional engagement, a significant main effect was found of type of storytelling ( $F(1, 195) = 12.95, p < .001$ ). As expected, video content resulted in higher cognitive engagement ( $M_{\text{video}} = 3.36, SD = .74$ ) as opposed to textual content ( $M_{\text{textual}} = 2.93, SD = .90$ ). A complete overview of the variables can be found in Table 6. As can be found in Table 5, no main effect has been found for the type of social media channel. Therefore hypothesis 1a is accepted and 2a, 3a and 4a are rejected. Also the interaction effect between type of storytelling and type of social media channel was non significant ( $F(1, 195) = .44, p = .51$ ).

**Table 6***Analysis of the effect of the independent variables on emotional engagement*

	<b>F</b>	<b>Sig.</b>
<b>Type of storytelling</b>	12.95	<.001
<b>Type of social media channel</b>	0.07	.80
<b>Type of storytelling * Type of social media channel</b>	.44	.51

### 4.3 Behavioral engagement

For the variable emotional engagement, a significant main effect was found of type of storytelling ( $F(1, 19) = 5.186, p < 0.02$ ). As expected, video content resulted in higher cognitive engagement ( $M_{\text{video}} = 3.12, SD = .90$ ) as opposed to textual content ( $M_{\text{textual}} = 2.80, SD = 1.00$ ). A complete overview of the variables can be found in Table 7. As can be found in Table 6, no main effect has been found for the type of social media channel. Therefore hypothesis 1a is accepted, and 2a, 3a and 4a are rejected. Also the interaction effect between type of storytelling and type of social media channel was non significant ( $F(1, 195) = .24, p = .63$ ).

**Table 7***Analysis of the effect of the independent variables on behavioral engagement*

	<b>F</b>	<b>Sig.</b>
<b>Type of storytelling</b>	5.19	.02
<b>Type of social media channel</b>	.00	1.00
<b>Type of storytelling * Type of social media channel</b>	.24	.63

#### 4.4 Place identity

For the variable place identity, no main effect was found of type of storytelling ( $F(1, 195) = 1.83, p > .18$ ) or type of social media channel ( $F(1, 195) = .50, p > .42$ ). From analysis it can be concluded that the type of storytelling and the type of social media channel has no effect on place identity. A complete overview of the variables can be found in Table 8. Therefore, hypothesis 1b, 2b, 3b and 4b are rejected. Also the interaction effect between type of storytelling and type of social media channel was non-significant ( $F(1, 195) = .40, p = .47$ ).

**Table 8**

*Analysis of the effect of the independent variables on place identity*

	<b>F</b>	<b>Sig.</b>
<b>Type of storytelling</b>	1.83	.18
<b>Type of social media channel</b>	.50	.42
<b>Type of storytelling * Type of social media channel</b>	.40	.47

#### 4.5 Intention to stay in the suburbs

For the variable behavioral intention, no main effect was found of type of storytelling ( $F(1, 195) = .01, p > .94$ ) or type of social media channel ( $F(1, 195) = .97, p > .33$ ). A complete overview of the variables can be found in Table 9. From analysis it can be concluded that the type of storytelling and the type of social media channel has no effect on the behavioral intention. Therefore, hypothesis 1c, 2c, 3c and 4c are rejected. Also the interaction effect between type of storytelling and type of social media channel was non-significant ( $F(1, 195) = .14, p = .71$ ).

**Table 9***Analysis of the effect of the independent variables on behavioral intention*

	<b>F</b>	<b>Sig.</b>
<b>Type of storytelling</b>	.01	.94
<b>Type of social media channel</b>	.97	.33
<b>Type of storytelling * Type of social media channel</b>	.14	.71

## 4.6 Hypotheses overview

**Table 2**

*Hypotheses overview*

<b>Hypotheses</b>	<b>Content</b>	<b>Results</b>
<b>1</b>	Storytelling through video content has a more positive effect than storytelling through written content on	<b>Supported</b>
	a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement)	<b>Rejected</b>
	b) place identity	<b>Rejected</b>
	c) the intention to stay in suburbs	
<b>2</b>	Storytelling through Instagram has a more positive effect than storytelling through LinkedIn on	<b>Rejected</b>
	a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement)	<b>Rejected</b>
	b) place identity	<b>Rejected</b>
	c) the intention to stay in suburbs	
<b>3</b>	Video content through Instagram has a more positive effect than video content through LinkedIn on	<b>Rejected</b>
	a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement)	<b>Rejected</b>
	b) place identity	<b>Rejected</b>
	c) the intention to stay in suburbs	
<b>4</b>	Written content through LinkedIn has a more positive effect than written content through Instagram on	<b>Rejected</b>
	a) consumer engagement (cognitive engagement, emotional engagement, behavioral engagement)	<b>Rejected</b>
	b) place identity	<b>Rejected</b>
	c) the intention to stay in suburbs	

## 5. Discussion

This study aimed to analyze the effects of place branding through different types of storytelling (text vs video) in different types of social media channels (LinkedIn vs Instagram) on consumer engagement and the intention to stay in the suburbs". What is striking, is that only the type of storytelling had an effect on the three dimensions of consumer engagement. The type of social media channel has no effect, nor did the interaction between type of storytelling and type of social media channel. Also place identity and the intention to stay in the suburbs were affected by neither type of storytelling nor type of social media channel.

### 5.1 General Discussion

The main goal of this study was to determine whether the way a story is told can influence consumer engagement, place identity and the intention to stay in the suburbs. It was expected that there would be an effect of the independent variables on consumer engagement, place identity and the intention to stay in the suburbs. It was tested whether the type of storytelling and the type of social media channel would increase the consumer engagement. By designing four different conditions, it was expected that one or more condition would influence the consumer engagement, place identity and the intention to stay in the suburbs.

The results of this study demonstrate that the type of storytelling is an important determinant for consumer engagement. It was found that type of storytelling has an effect on the three dimensions of consumer engagement. The three dimensions are cognitive engagement, emotional engagement and behavioural engagement. Users are more engaged with the story through video content opposed to a story through written content. These findings are in line with the findings of the study of De Lima et al. (2018). It was found by the authors that the attention and engagement of users increases when they are exposed to video content. Hellberg (2015) found that visual communication can affect the users either emotionally or cognitively or both reaction at the same time. The findings of her study are in line with the results of this study as video content has an effect on the three dimensions of consumer engagement.

No main effect has been found for the type of social media channel. The results of this study demonstrate that the type of social media channel did not impact consumer engagement, place identity and the intention to stay in the suburbs. This is not in line with the results of Solomon (2013), who explains that using Instagram has a positive influence on the emotional engagement. The results of this study demonstrate that the type of social media channel

doesn't affect emotional engagement. Moreover, Sanchez (2018) found that Instagram has a positive influence on place attachment as it is a medium where users want to see content that they can relate and feel attached to. Another study by Nyamekye et al. (2021) shows that the attachment to a place by an individual will have a positive effect on place branding.

A possible explanation for this can be, that LinkedIn is starting to have the same features as Instagram, which makes it difficult for the participant to recognize the difference. An example of these features that are introduced in 2022 are LinkedIn Stories, Live videos, LinkedIn Polls and more (LinkedIn, 2022). It was expected that Instagram would have a positive impact on consumer engagement, place identity and the intention to stay in the suburbs. As stated by Sanchez (2018), Instagram is a channel that helps companies or places to build a strong brand. It is a way to create a connection with a brand and it causes users to feel related and attached to content. As LinkedIn is trying to make it easier to build a brand by introducing a lot of new features, there will be different expectations in future research opposed to existing research, which is used in this study.

All in all, the research question was fully answered, but only one hypothesis was confirmed. It can only be verified that there is an effect of the type of storytelling on consumer engagement, but there is no difference between the Instagram or LinkedIn, and there is no effect on place identity and behavioural intention for any of the conditions.

## **5.2 Limitations**

The first limitation of this study is the recognition of the social media platforms that are used to present the content. It could be the case that users did not directly recognize the social media channel that was used per condition. During the pre-tests I did not focus on the recognizability of the social media platform. Moreover, because there was no significant main effect and because I did not use a manipulation check to see if the participants did recognize the social media channel, it can be the case that it was not clear for them. It needed to be more clear which social media channel was used to present the content. This problem could have been solved by mentioning the social media platform before exposure to the content.

A second limitation of this research could be associated with the sample. There was a question about the place of residence of the participants. In this research, there were also many participants living outside the region. These participants will have a different opinion about living in Hengelo than people who already know the city. Their existing knowledge could have played a role in making decisions and giving their opinion about 'Hart van Zuid'.

Also, their opinion is more important than the opinion of people living outside the region, as the goal is to keep millennials in Twente. It might have been better to exclude people outside of Twente to create more insight in their opinion.

### **5.3 Future research and practical implications**

This study provides place branding specialists and marketers with some valuable insights. Several practical implications are found that are useful. It was found, as by many other studies, that video content has a more positive effect on consumer engagement and place identity, but the findings of this study suggest using video content as a way of storytelling positively influences consumer engagement. It was found that the type of storytelling did not have a significant effect on place identity or the intention to stay in the suburbs. Additionally, the type of social media channel is something to consider. It was found, by many studies, that Instagram has a significant effect on consumer engagement. Instagram has the ability to influence users in many different ways, but the findings of this study show that the type of social media channel doesn't affect consumer engagement, place identity or the intention to stay in the suburbs.

Based on the analysis and findings of this study, theoretical suggestions can be made for future research on the subject matter. First, there should be more research done on different communication strategies to influence place identity and behaviour intention, because this study shows that a story about a place does not have a significant effect on the constructs. Therefore, investigators could examine the effects of community building on place identity as it can increase attachment to a place. Community building is a process which build community. It can contribute to an individual's connectedness, a better housing and healthier neighbourhood, which are important factors in place branding and place identity. A more detailed experiment is needed to test the development of a community and the effects of community building on consumer engagement, place identity and the intention to stay in the suburbs (DeFilippis & Saegert 2012; Mattesich & Monsey 2001; Sampson 2012).

Secondly, is the selection of the social media channels. This study only analyses Instagram and LinkedIn as a social media platform. The results are dependent on two social media platforms. There was no significant difference found between the social media platforms. It would be interesting to investigate other social media channels and their influence on consumer engagement in the place branding context. An interesting platform can be Pinterest, as it is all about visual content and inspiring users. It is also a platform where

business can promote their brand and it is seen as a unique way to market themselves (Olafson, 2021).

Finally, a more detailed analysis of the effect on the different dimensions of engagement is needed. In this study analysis is done after exposure to the content. It could be interesting to analyse people's cognitive-, emotional- and behavioural engagement, where they will be following a platform for a longer time. In this case people will gain more information about the place, which will have a different effect on their engagement and their intention to stay in the suburbs. By doing an experiment like this, the variable purchase intention can also be taken into account as it is an important to know if individuals are willing to purchase a house in the area.

## **6. Conclusion**

Place branding is becoming more important nowadays since the property market has been tight for years, and millennials are leaving the suburbs and migrate to bigger cities. Concerns about the best way to inform a specific target group about these new areas and places are part of the worries of communication experts. Branding a new area and influencing consumer engagement can be done by the use of visual storytelling. This study tried to influence consumer engagement, place identity and the intention to stay in the suburbs by exposing the target group to four different ways of place branding. No previous studies have taken into account this possibility, so this research sheds some light in types of storytelling and its relationship with place branding. This study made a start by studying possible ways to use storytelling and influence consumer engagement, but many other ways can be explored to contribute to the topic of place branding and purchase intention. Future research is needed to study the effects of place branding on the purchase intention of consumers.

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## Appendices

### Appendix I – Questionnaire

Beste deelnemer,

Ten eerste wil ik je hartelijk danken voor jouw deelname aan dit onderzoek. Jouw bijdrage is van belang om meer te weten te komen over de manier van het overdragen van een verhaal en de effecten daarvan.

Momenteel ben ik bezig met het afronden van mijn master Communication Science. Ik ben geïnteresseerd in hoe je het beste een verhaal kan overbrengen en welke kanalen hiervoor het meest effectief zijn.

Mijn onderzoek gaat over een nieuw gebied in Hengelo genaamd Hart van Zuid, waarbij de focus ligt op mensen met ambitie en dromen. Het is een plek voor mensen die graag in het hart van de stad leven en die op zoek zijn naar nét even iets anders.

Het experiment bestaat uit 3 delen.

1. Eerst wordt een aantal demografische vragen gesteld.
2. Vervolgens wordt gevraagd om content te beoordelen. De content bestaat uit een trailer van het nieuwe gebied in Hengelo. Dit is een echt plan dat geïdealiseerd gaat worden.
3. Het einde van het experiment bestaat uit een aantal stellingen over je betrokkenheid bij het gebied en de manier waarop het verhaal van dit gebied wordt overgedragen.

De vragenlijst neemt slechts 5 tot 10 minuten van je tijd in beslag.

*Ik ben voldoende geïnformeerd over het doel en de inhoud van het onderzoek en ik weet dat mijn deelname vrijwillig is. Ook weet ik dat ik op ieder moment kan beslissen om toch niet mee te doen of te stoppen met het onderzoek.*

*Ik geef toestemming voor het verzamelen en gebruiken van mijn gegevens voor de beantwoording van de onderzoeksvraag in dit onderzoek en ik begrijp dat er zeer vertrouwelijk wordt omgegaan met informatie die ik verschaf en dat alle gegevens anoniem worden verwerkt.*

Ik wil meedoen aan dit onderzoek

Veel Succes!

Met vriendelijke groet,

Mabelle Abraham

University of Twente

1. Wat is je leeftijd? (in aantallen)

2. Wat is je geslacht?

Mannelijk

Vrouwelijk

Ander

Zeg ik liever niet

3. Waar woon je?

In Hengelo

Buiten Hengelo, maar in de regio Twente

Buiten de regio Twente, maar in de provincie Overijssel

Buiten de provincie Overijssel

4. Wat is je hoogst genoten opleiding?

WO - master

WO - bachelor

HBO

VWO

HAVO

VMBO

Anders

5. Ik ben:

Student

Werkzoekend

Werknemer

Ondernemer

Anders, namelijk: \_\_\_\_\_

6. Wat is je persoonlijk netto inkomen?

Minder dan €1000,-

€1000,- tot €2000,-

€ 2000,- tot €3000,-

€ 3000,- tot €5000,-

€5000,- of meer

Zeg ik liever niet

7. Wat is de samenstelling van je huishouden?

Alleenstaand

Samenwonend zonder kinderen

Samenwonend met kinderen

Wonend bij ouders

Anders, namelijk: \_\_\_\_\_

## Video of tekst

#### Cognitieve betrokkenheid

- Na het zien van deze content raak ik geïnteresseerd in het gebied
- Na het zien van deze content wil ik graag meer te weten komen over Hart van Zuid
- Tijdens het zien van deze content wordt mijn aandacht vastgehouden
- Ik begrijp goed wat Hart van Zuid inhoudt
- Ik krijg een beeld van de doelen van Hart van Zuid
- Ik besteed mijn aandacht graag aan deze content

---

#### Emotionele betrokkenheid

- Na het zien van deze content raak ik geïnspireerd
- Na het zien van deze content raak ik enthousiast
- Na het zien van deze content voel ik me betrokken bij het gebied 'Hart van Zuid'
- Ik krijg een positief gevoel bij het gebied 'Hart van Zuid'
- Ik voel me emotioneel verbonden aan het gebied 'Hart van Zuid'

---

#### Gedragsbetrokkenheid

- Na het zien van deze content zou ik het bericht 'liken'
- Na het zien van deze content zou ik het bericht 'delen'
- Na het zien van deze content zou ik de pagina 'volgen'
- Na het zien van deze content zou ik informatie opvragen
- Na het zien van deze content zou ik het gebied bezoeken
- Na het zien van deze content zou ik me aanmelden voor de nieuwsbrief
- Ik zou 'Hart van Zuid' aan mijn vrienden aanraden

---

#### Plaatsidentiteit

- Na het zien van deze content kan ik me identificeren met de toekomstige bewoners van 'Hart van Zuid'
  - 'Hart van Zuid' straalt een levensstijl uit waar ik mezelf in kan vinden
  - 'Hart van Zuid' creëert een plek die er nog niet is in Twente
  - 'Hart van Zuid' is voor mij aantrekkelijk om naartoe te verhuizen
-

- 
- **Ik verwacht dat de mensen die in 'Hart van Zuid' wonen dezelfde interesses hebben als ik**
- 

#### Gedragsintentie

- **Ik heb de intentie om in 'Hart van Zuid' te gaan wonen**
  - **Ik heb de intentie om in de regio Twente te wonen, maar niet in 'Hart van Zuid'**
  - **Ik heb de intentie om in een grote stad te wonen**
  - **Ik heb de intentie om ergens anders te wonen**
  - **Ik heb niet de intentie om te verhuizen**
- 

#### Social media

32. Hoe actief ben je op social media?

Meerdere keren per dag

Eén keer per dag

Meerdere keren per week

Één keer per week

Nooit

33. Op welke van onderstaande social media platforms heb jij een profiel? (meerdere antwoorden mogelijk)

LinkedIn

Twitter

Facebook

Instagram

Ik heb geen profiel op deze social media platforms

34. Op welke manier zou je geïnformeerd willen worden over het verhaal van Hart van Zuid?

Tv

Radio

Billboard

Een bericht op sociale media

Videopost op social media

Anders, namelijk: (6) \_\_\_\_\_

35. Via welk social media kanaal zou je geïnformeerd willen worden over het verhaal van Hart van Zuid?

LinkedIn

Twitter

Facebook

Instagram

Anders, namelijk: \_\_\_\_\_

---

Beste deelnemer,

Je antwoorden zijn opgeslagen! Nogmaals bedankt voor je deelname aan dit onderzoek.

Om de validiteit van de resultaten te garanderen, verzoek ik je vriendelijk om de inhoud van dit onderzoek niet te bespreken met iemand die deelneemt of zou kunnen deelnemen aan dit onderzoek.

Neem gerust contact met me op als je vragen hebt. Je kunt contact met mij opnemen via:

[m.m.abraham@student.utwente.nl](mailto:m.m.abraham@student.utwente.nl)

Ik wil je nogmaals bedanken voor je tijd en mening!

## Appendix II – Conditions

### Condition I: Textual content through Instagram



81 vind-ik-leuks  
gemeentehengelo

Hart van Zuid is dé plek in Twente voor mensen met ambitie en dromen. Op de sporen van een rijk industrieel verleden midden in Hengelo verrijst een stadsdeel met aandacht voor cultuur en creativiteit. Hart van Zuid staat voor groen, levendig, stoer én uitdagend op historisch grond.

Voor mensen die graag in het hart van de stad leven en die op zoek zijn naar nét even iets anders. Hart van Zuid biedt volop ruimte aan eigentijds, bewust en een tikkeltje eigenzinnig wonen, werken, leren, ontmoeten, leven én beleven op een unieke locatie. Wij hebben hart voor Hart van Zuid.



81 vind-ik-leuks  
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## Gemeente Hengelo



### Hart van Zuid

Hart van Zuid is dé plek in Twente voor mensen met ambitie en dromen. Op de sporen van een rijk industrieel verleden midden in Hengelo verrijst een stadsdeel met aandacht voor cultuur en creativiteit. Hart van Zuid staat voor groen, levendig, stoer én uitdagend op historisch grond.

Voor mensen die graag in het hart van de stad leven en die op zoek zijn naar nét even iets anders. Hart van Zuid biedt volop ruimte aan eigentijds, bewust en een tikkeltje eigenzinnig wonen, werken, leren, ontmoeten, leven én beleven op een unieke locatie. Wij hebben hart voor Hart van Zuid.

Wil je op de hoogte blijven van ontwikkelingen in Hart van Zuid of heb je interesse in een nieuwbouwwoning? Schrijf je dan in voor onze nieuwsbrief via onderstaande link!

<https://account.hartvanzuid.nl/#aanmelden>



 Interessant

 Commentaar

 Delen

 Verzenden

 Home

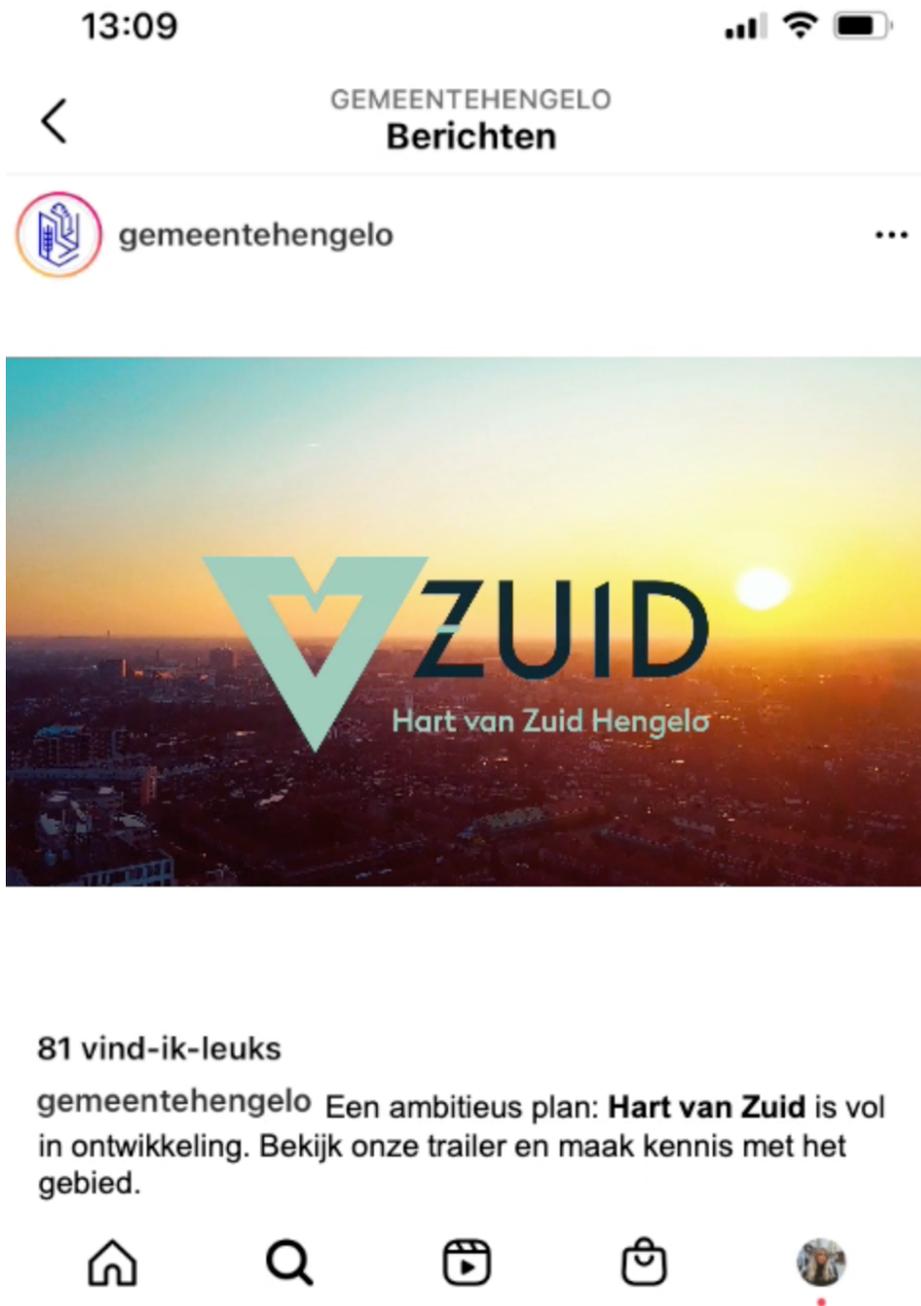
 Mijn netwerk

 Plaatsen

 Meldingen

 Vacatures

Condition III: Video content through Instagram



Condition IV: Video content through LinkedIn

