



LUT School of Business and Management

Master's Degree Programme in International Marketing Management (MIMM)

Master's Thesis

DRIVERS OF NEGATIVE ENGAGEMENT

19.06.2020

Elina Sääsäki

Supervisors:

Assistant Professor Joel Mero

Associate Professor Anssi Tarkiainen

ABSTRACT

Author	Elina Sääski
Title	Drivers of negative engagement
Faculty	School of Business and Management
Master's Programme	International Marketing Management (MIMM)
Year	2020
University	Lappeenranta-Lahti University of Technology LUT
Master's Thesis	90 pages, 10 figures and 20 tables
Examiners	Assistant Professor Joel Mero, Associate Professor Anssi Tarkiainen
Keywords	Negative engagement, drivers, brand attitude, online environment, online form

The purpose of this thesis is to explore the drivers of negative engagement. Over the years, engagement research has largely been focusing on the impacts of positive engagement, which leaves a serious inequality in scientific contributions. It is imperative, for both researchers and managers, to maintain up-to-date understanding and knowledge of consumer behaviour. Unawareness of the potential threats imposed by negative engagement can in worst case scenario limit the success of a business. This thesis is researching the drivers of negative engagement in online environment and it is conducted via qualitative method.

Primary data for this thesis was collected via online means through the use of an online data tracking software. The findings of this thesis result in the discovery of new potential drivers of negative engagement. Findings also prove that drivers representing emotional aspects are the most prevalent. One of the sub-research questions of this thesis also explores the process through which drivers of negative engagement manifest. Findings prove that drivers manifest at various stages and levels. This master's thesis supports pre-existing scientific research of engagement, and also makes suggestions for future studies regarding negative engagement drivers.

TIIVISTELMÄ

Tekijä	Elina Sääski
Tutkielman nimi	Kielteisen asiakassitoutumisen vaikuttajat
Tiedekunta	Kauppätieteiden tiedekunta
Pääaine	International Marketing Management (MIMM)
Vuosi	2020
Yliopisto	Lappeenrannan-Lahden teknillinen yliopisto
Pro gradu -tutkielma	90 sivua, 10 kaaviota ja 20 taulukkoa
Tarkastajat	Apulaisprofessori Joel Mero, apulaisprofessori Anssi Tarkiainen
Avainsanat	Kielteinen asiakassitoutuminen, vaikuttaja, brändisuhtautuminen, verkkoympäristö, verkkolomake

Tämän pro gradu -tutkielman tarkoituksena on analysoida kielteisen asiakassitoutumisen vaikuttajia. Viime vuosien aikana asiakassitoutumiseen keskittynyt tieteellinen tutkimus on pääsääntöisesti keskittynyt tutkimaan positiivisen asiakassitoutumisen vaikutuksia, joka jättää merkittävän näkökulman epätasapainon tutkimuksiin. Niin yrityksille kuin myös tutkijoille on tärkeää ylläpitää ajankohtaista tietoa asiakaskäyttäytymisestä. Epätietoisuus kielteisen asiakassitoutumisen tuottamista mahdollisista uhista voi pahimmassa tapauksessa rajoittaa yritystoiminnan menestystä. Tässä tutkielmassa tutkitaan kielteisen asiakassitoutumisen kehitystä verkkoympäristössä käyttäen laadullista tutkimusmenetelmää.

Tämän tutkielman primaaridata kerättiin verkkoympäristössä datankeruuohjelman kautta. Tutkielman tuloksien kautta löydettiin uusia potentiaalisia kielteisen asiakassitoutumisen vaikuttajia. Tulokset myös todistavat, että emotionaaliseen aspektiryhmään kuuluvat vaikuttajat ovat hallitsevimpiä. Yksi tutkielman alakysymyksistä tutkii myös kielteisen asiakassitoutumisen vaikuttajien ilmenemisprosessia. Tulokset näyttävät, että vaikuttajat ilmenevät eri tahtiin ja eri voimakkuuksin. Tämä pro gradu -tutkielma tukee aiempaa tieteellistä tutkimusta asiakassitoutumisesta ja tekee myös ehdotuksia tuleville kielteiseen asiakassitoutumiseen liittyville tutkimuksille.

ACKNOWLEDGEMENT

First, I would like to express my deepest gratitude to my LUT professors and other members of staff, who have supported my study journey over the past few years. Furthermore, I want to thank my thesis supervisor, Assistant Professor Joel Mero, who patiently answered my questions and guided me throughout this thesis process. Also, thank you Mr. Matias Lievonen from University of Jyväskylä, who assisted in the planning process of primary data collection.

Another sincere thank you goes to my family and friends, who motivated me. Their encouragement and support helped me carry this project to the finish line. Special thanks to my little sister and mother, who kindly gave their honest opinions and comments on my ideas whenever asked. Without this support system, my master's thesis would have ended up different.

I am forever appreciative of my time at LUT and am eager to see what journeys wait ahead!

In Helsinki, 19.06.2020

Elina Sääski

TABLE OF CONTENTS

1	Introduction	1
1.1	Definitions of the key concepts	4
1.2	Delimitations	5
2	Literature review	6
2.1	Positive consumer engagement.....	6
2.1.1	Dimensions of consumer brand engagement.....	8
2.2	Negative consumer engagement	12
2.3	Potential drivers of consumer engagement	17
2.4	Theoretical framework.....	21
2.5	Potential impacts of consumer engagement	24
2.6	Summary of literature review	27
3	Research design and strategy	30
3.1	Study context (Finnair & COVID-19).....	32
3.2	Data collection	33
3.3	Data analysis	38
3.4	First screening	39
3.5	Second screening.....	43
3.6	Data quality	44
4	Findings.....	49
4.1	Findings of first screening	49
4.2	Findings of second screening	49
4.2.1	Analysis of subcategories	62
5	Conclusions	69
5.1	Theoretical contributions	70
5.2	Answers to research questions.....	70
5.3	Managerial implications.....	74
5.4	Limitations and recommendations for future research	76
	References.....	78

Figures

Figure 1 Dimensions contributing to CBE (Hollebeek et al.).....	9
Figure 2 Dimensions contributing to consumer brand engagement (Dwivedi).....	11
Figure 3 Potential drivers of consumer engagement.....	20
Figure 4 Factors influencing consumer engagement.....	21
Figure 5 Division of 1st screening categories.....	40
Figure 6 Updated model of drivers of negative engagement.....	51
Figure 7 Division of 2nd screening categories.....	54
Figure 8 Division of emotional drivers.....	65
Figure 9 Division of behavioural drivers.....	66
Figure 10 Division of cognitive drivers.....	67

Tables

Table 1 Potential impacts of engagement.....	26
Table 2 Tweetarchivist 1st trial (1h).....	34
Table 3 Tweetarchivist 1st trial (1st evening).....	35
Table 4 Tweetarchivist 1st trial (2nd evening).....	35
Table 5 Tweetarchivist 2nd trial (1h).....	36
Table 6 Tweetarchivist 1st trial (END).....	37
Table 7 Tweetarchivist 2nd trial (END).....	37
Table 8 Examples of non-relevant tweets.....	41
Table 9 Examples of positive tweets.....	42
Table 10 Examples of negative tweets.....	42
Table 11 Examples of retweets.....	45
Table 12 Results of subcategory 1: time.....	55
Table 13 Results of subcategory 2: community influence.....	56
Table 14 Examples of subcategory 3: inconvenience.....	57
Table 15 Examples of subcategory 4: personal experience.....	58
Table 16 Examples of subcategory 5: irritation.....	59
Table 17 Results of subcategory 6: subjectivity.....	59

Table 18 Results of subcategory 7: values and morals.....60
Table 19 Results of subcategory 8: sarcasm.....61
Table 20 Results of subcategory 9: trolling.....61

1 Introduction

With increasing customer participation and the golden era of online activity, consumer engagement has become increasingly important to help analyse, foster and understand consumer behaviour and the relationship between company and customer. The concept of consumer engagement has been established and defined by various authors over the years. Interactions between the consumer and brand can have both positive and negative aspects to all parties and much of these interactions nowadays take place in online forms. Humans by nature are social beings and usually draw strength and strive better as a part of a community, rather than in solitude. In the 90s, Romm, Pliskin and Clarke (1997, 261) studied the need of consumers to join these virtual communities, and already then it was hypothesised that engagement can be a two-ended sword.

Currently, there is a plethora of studies focusing on positive consumer engagement. However, this specific perspective has left an imbalance in research and scientific data (Hollebeek et al. 2014, 150; Bowden et al. 2015, 774; Heinonen 2017, 148; Sembada 2018, 8). To better understand consumer engagement and its impacts, it is imperative to understand the concept of both positive and negative consumer engagement. The lack of existing scientific publications and metrics used to analyse negative engagement does not contribute to diverse and reliable data for engagement studies. Drawing conclusions on customer behaviour results based on assumptions or one-sided data is still a relevant issue for companies (Heinonen 2017, 148).

With proper metrics and widening up the perspective to engagement studies ensures clearer forecasting of possible outcomes of consumer-brand relationships. To keep disregarding the importance of negative engagement studies inadequate analysis and potentially critically harm the brand. According to Lievonen and Luoma-aho (2015, 1) negative engagement can in worst cases lead to reputation loss, negative word-of-mouth, activism or boycotts. Furthermore, stakeholders with negative intentions or experiences

toward a brand can also have the ability to cause harm to the company and start a ripple effect that can empower negative intentions toward the brand.

Consumer brand engagement is playing a key role in understanding and foreseeing the behaviour of consumers. Nowadays, different forms of digital marketing play an integral role in modern day marketing and social media generates a large portion of engagement between company and customer. Unfortunately, only a small number of consumers actively contribute to online content, despite the technological means that would enable it or the consumer's level of online activities or social networking (Heinonen 2017, 148).

Disengagement serves another threat to companies trying to keep their customer-brand relationship intact. According to Bowden et al. (2015, 779) disengagement can be defined as "the process by which a customer-brand relationship experiences a trauma or disturbance which may lead to relationship termination." According to this definition, disengagement is the consequence of negative engagement, which may lead to termination of consumer-brand relationship. Avoiding acknowledging the potential threats of negative engagement can be detrimental to a brand and lead to a loss of trust and irreparably damaged consumer-brand relationship (Sembada 2018, 8). It is beneficial to keep in mind that multitude of factors can influence the consumer-brand relationship towards positive or negative. Some well-known factors – that influence consumer engagement – are peers and personal networks, personal interests, word-of mouth and brand familiarity (Heinonen 2017, 155). These factors can have a strong sway on the result of consumer engagement both offline and online.

It is evident that engaging with one's customers online has entered the forefront of the interest to companies. Consumers not only generate data for companies, but also can contribute as co-value creators for brands. The trust between a consumer and brand is a powerful tool for both companies and consumers. In a situation where a brand hits negative headlines or causes controversy, trust can empower forgiveness (Sembada 2018, 11). In addition, trust can pave way to co-designing and co-value creation, which benefits both parties (consumer and brand), and as a result fosters engagement and a

sense of belonging (Sembada 2018, 10). Transforming passive customers into active ones is a challenging task for managers due to the lack of interest amongst the consumers to contribute to and engage in online content (Heinonen 2017, 148).

This thesis serves to continue studying negative engagement and its manifestations in social media. Much of the current existing engagement literature focuses on the positive perspective; however, there is a clear demand for research aiming to concretize the manifestation of negative engagement. Studying the topic from a diverse standpoint not only assists both the future research in understanding consumer engagement, but it also benefits companies to understand their customers.

The goal of this study is to determine which are the drivers of negative consumer engagement and which aspect of it is the most dominant. With the mass digitalisation and online environment, negative dialogue has been gaining a greater presence, both offline and online (Lievonon, Luoma-aho & Bowden 2018, 1). Online platforms e.g. social media not only have assisted feedback to reach companies immediately. Also, online messaging boards and other social networks serve as a barrier between the consumer and company, allowing more emboldened speech, much of which might not be said face-to-face.

It is critical to get a better understanding of the drivers of negative engagement and which factors influence and enforce negative consumer engagement. Such research is valuable for the sake of understanding the impacts and effects of negative engagement in online forms. Furthermore, continuing research on negative engagement would be beneficial not only to researchers but also to companies. Maintaining close relations to consumers is key better consumer-brand relationship, and therefore, better brand success.

Suggested primary research question and sub-questions for this thesis are listed below:

Main RQ1: What are the drivers of negative engagement?

This main question is followed by sub-questions to support the research:

Sub-RQ1: Which aspects of negative engagement do drivers represent?

Sub-RQ2: How do the drivers of negative engagement manifest?

The questions were formed with the idea of finding out the drivers of negative engagement. For the sake of clarity, research questions needed to be punctual. The suggested research sub-questions offer optimal support to the main research question. Also, the second sub-question: how do the drivers of negative engagement manifest, if found an answer to, is allowing possibility for future research prospect.

The following chapters are introducing relevant scientific research published on consumer engagement. First, the literature review is presenting the topic of consumer engagement from a more general perspective, and later on is shifting the focus onto the negative perspective of consumer engagement. The following section is covering the theoretical framework established for this thesis. This research is qualitative and is utilising Twitter data.

1.1 Definitions of the key concepts

In this chapter, the most crucial definitions regarding the thesis topic are defined. All of these topics play an integral part in defining the research project. Information regarding these definitions can be found in greater detail in the thesis as a whole. The definitions below are designed to explain the concepts briefly.

Engagement = to draw a consensus of various engagement definitions, engagement is the active relationship between a consumer and brand. Occasionally, engagement is also described as the active relationship that a customer shares with a focal brand (Palmatier, Kumar & Harmeling 2018, 3).

Negative consumer engagement = compared with positive engagement, negative consumer engagement is relatively more recent concept. This term means the non-positive thoughts, feelings and actions that are connected to brands and organizations (Hollebeek & Chen 2014, 62).

Brand attitude = brand attitude can be defined as the feelings, thought and opinions that consumers have towards a brand. Brand attitudes are formed by the influence of for example seen advertisement. This perception can change through a learning process on new attributes and benefits from the brand's products or services. (Ghorban 2012, 1)

1.2 Delimitations

This chapter presents the delimitations of the study. Since the research is qualitative and conducted via a Twitter data analysis it is important to attempt as thorough analysis as possible with the accessed data. This thesis is trying to concretize the drivers of negative engagement. The research focuses on data concentrating on one case company: Finnair. In the modern mass consumption of online devices and majority of our everyday actions and objects being connected online one way or another, it is imperative to understand engagement from all perspectives. Social media plays a major role in both private and public lives of consumers, and around the clock connectiveness is a norm.

This thesis studies the drivers of negative engagement, and aspect groups of behavioural, emotional and cognitive. Negative stakeholders present an urgent threat for organisations and it is imperative to understand what causes stakeholders to transform from positive to negative (Lievonon & Luoma-aho 2015, 2). The accessed Twitter data aims to detect patters and similarities between different drivers of negative consumer engagement, and

draws an analysis based on the acquired data. It is important to take into account the possibility of unsuccessful data acquisition, and if the data can answer the research questions. This thesis aims to work as a supportive tool in the assist of the research process of negative engagement.

2 Literature review

This chapter focuses on the existing scientific literature of engagement. In this literature review, relevant literature regarding positive and negative consumer engagement are going to be introduced and discussed. According to Hollebeek, Glynn, M. & Brodie, R. (2014, 150) research into consumer engagement-related dynamics has remained rather one-sided and is lacking the necessary level of measurement capacity and empirical validation to date. Therefore, it is relevant to address the current inequality among the engagement-related research. This review is cut into two parts: the first part focuses on positive consumer engagement, and the second part reviews negative consumer engagement.

2.1 Positive consumer engagement

According to Palmatier et al. (2018, 1) “managing customers has always been the primary focus of firms”. With the developing digital marketing capabilities and increasing consumer awareness, engagement and two-way communication have taken the lead over traditional advertising and one-way interaction between companies and its customers. Nowadays concepts such as consumer engagement (CE) and consumer brand engagement (CBE) are believed to pave way for the future of marketing.

Various definitions of engagement have emerged over the years, and many of them emphasise the active relationship between a consumer and brand. For example, according to Palmatier, Kumar and Harmeling (2018, 3) engagement is defined in business world as the contractual relationship context and, in management an organisational activity with internal stakeholders. In turn, Hollebeek et al. (2014, 154) see

engagement as social psychology and organisational behaviour, and that for consumers engagement takes place during focal brand interactions (with the selected brands of the consumer). Moreover, Patterson et al. (2006, 3) define engagement as “the level of a customer’s physical, cognitive and emotional presence in their relationship with a service organisation.”

Regarding marketing, in the context of customer engagement (CE), engagement is presented as the active relationship that a customer shares with a company (Palmatier, Kumar & Harmeling 2018, 3). In the same article, the authors also define customer engagement as the value a customer provides a firm from its interactions with other customers, transactions, and knowledge they can share with a firm (Palmatier et al. 2018, 54). Managers have expressed (Pansari & Kumar, 2018, 2) the importance for thorough understanding of customer engagement, and that in order to build meaningful and profitable it is essential to think of customer engagement more as an investment rather than an expense. Additionally, Sashi (2012, 257) has quoted a statement from an article that explains customer engagement well: “[customer engagement is] repeated interactions between a customer and brand that strengthen the emotional, psychological or physical investment a customer has in the brand.” This statement emphasises the importance of companies investing in customer engagement.

France, Merrilees and Miller (2016, 120) state that consumer brand engagement (CBE) is emerging as a highly influential concept in modern marketing. The concept is believed to reflect the level of interest a consumer expresses for a company, and thus can be used to gauge brand performance (Hollebeek et al. 2014, 150). According to Brodie et al. (2011, 262), consumer brand engagement “accounts for consumer’s interactive brand-related dynamics.” One of the benefits from investing in consumer brand engagement is two-way communication, which can be a powerful tool for both the companies and the customer. Not only does the company gain valuable insight of their customers, but the consumer has an opportunity to directly engage with and potentially influence the company. Following the thought cognitive processing is one dimension of consumer brand

engagement, the concept of CBE could then be defined as “the mental activation process of a consumer towards a brand,” (Risitano et al. 2017, 1886).

Furthermore, investing in stable long-term consumer brand engagement strategy can in turn return as brand loyalty, form a sense of trust between the customer and the company, and empower the customers to act as ambassadors for the company (online word-of-mouth). According to France et al. (2016, 119) consumer brand engagement is defined as a psychological state and distinct behavioural manifestations, which are resulted from customer brand engagement. This psychological state is constructed from a customer’s pride and passion for a brand, which arises from the strength of relationship between the customer and the brand (France et al. 2014, 121). The presence of the customer in the relationship is at the heart of the engagement concept.

2.1.1 Dimensions of consumer brand engagement

It was imperative to introduce Hollebeek et al.’s (2014, 154) consumer brand engagement dimensions due to their relevance to the topic of this thesis. Hollebeek (2011, 559) has stated that engagement conceptualises in three-way dimensions: cognitive, emotional and behavioural. Since then, plenty of scientists have used Hollebeek’s research as a basis for layer study on consumer engagement. Later on, Hollebeek & Chen (2014, 154) have developed a model to analyse and conceptualise consumer brand engagement process. It consists of three dimensions: cognitive processing, affection and activation. **Figure 1**, below, illustrates the process. It has been argued that all three dimensions reflect the “core theoretical notion of interactive experience” and can, thus, serve as a crucial part in explaining the dimensions of consumer brand engagement (Hollebeek et al. 2014, 154).

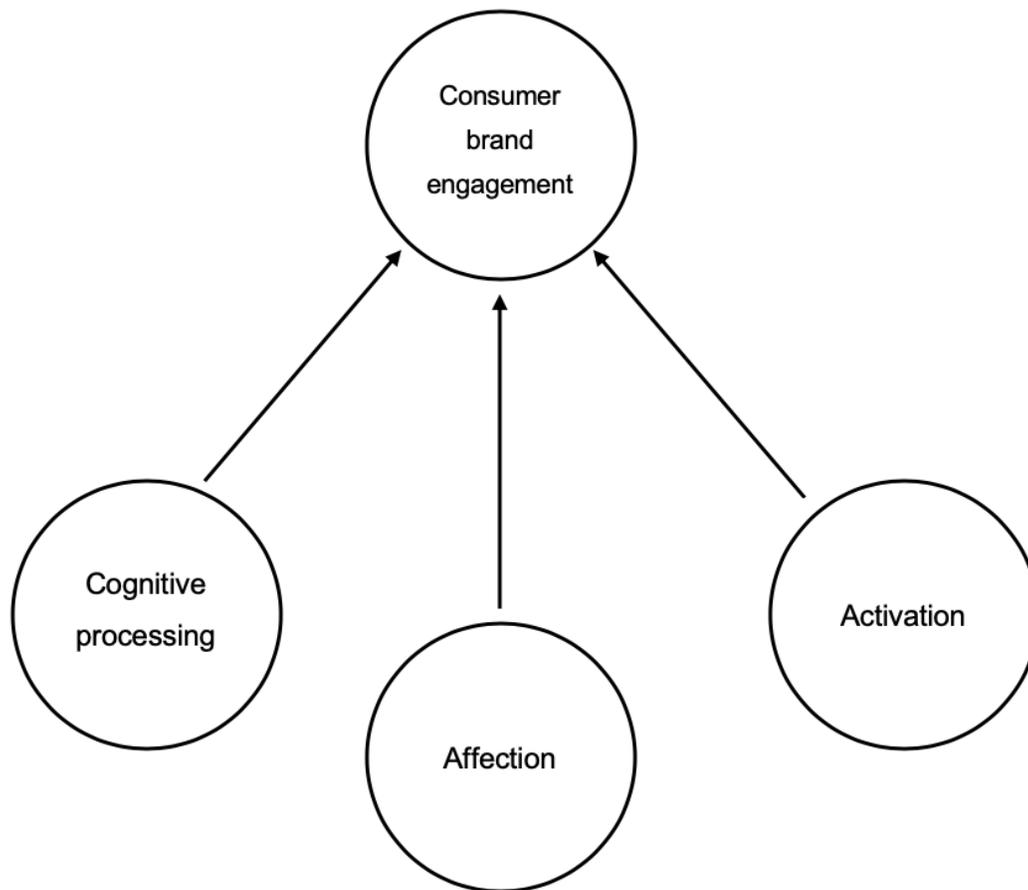


Figure 1 Dimensions contributing to consumer brand engagement (Hollebeek & et al. 2014, 154)

Hollebeek and Chen (2014, 62) focused explicitly on brand engagement and have defined the concept as the “level of member’s cognitive, emotional and behavioural investment in specific brand interactions.” The first dimension “cognitive processing” consists of the “consumer’s level of brand related thought processing and elaboration in a particular consumer-brand interaction.” This implies that cognitive processing entails the process of thoughts and impressions a consumer has of the brand. The cognitive aspects of consumer engagement can serve as a powerful tool for businesses to build brand loyalty. Cognitive characteristics are oftentimes embedded in the consumer’s personal thinking, values and morals.

The second dimension is called “affection” (Hollebeek & Chen 2014, 62). This dimension entails the “consumer’s degree of positive brand-related affect in a particular consumer-

brand interaction.” It is clear that this definition entirely excludes negative engagement and implies that only positive consumer engagement is relevant. It is clear that the term “affection” is solely associated with positive emotions and feelings. Therefore, if negative engagement is deemed relevant enough to be categorised as a part of consumer engagement concept, this dimension ought to be re-evaluated. This part of engagement concept is referring to the consumer’s emotional capabilities and feelings expressed in the presence of their focal brand. The emotional aspects of engagement can be a cause of both good and bad engagement, since strong emotions are able to work both against and in favour of the company.

For the third dimension Hollebeek & Chen (2014, 62) have established “activation”. This dimension is defined as the “consumer’s level of energy, effort and time spent on a brand in a particular consumer-brand interaction.” Additionally, activation has been deemed to portray the process of consumers returning “their brand-related benefits” with appropriate, positive actions and energy, or prolong time spent on their focal brand (Hollebeek 2011, 569). This dimension clearly refers to the behavioural aspects of consumer engagement. It involves action-based consumer-brand related exchanges. As established, these actions are also time-related and include the level of energy consumer exudes from these consumer-brand related interactions.

As mentioned, Hollebeek et al.’s (2014, 154) research attempts to draw a clear image about the concept of consumer brand engagement. In addition, the created model also plays a key role in consumer brand engagement studies, no matter the negligence of empirical development (France et al 2016, 120). In their research, the focus has largely been placed on the perspective of the consumer, and that engagement is a process of building loyalty between consumer-brand interaction (France et al 2016, 121). This model characterises the state of engagement by level of active immersion and passion resulted from the brand-related activities between customer and company (France et al. 2014, 121).

Similarly, with Hollebeek et al.'s (2014, 154) three dimensions model, Dwivedi has conceptualised a model to illustrate the drivers of consumer brand engagement. Dwivedi (2015, 100), defines consumer brand engagement as the “consumer’s positive, fulfilling, brand-use-related state of mind that is characterised by vigour, dedication and absorption”. **Figure 2** below presents the dimensions of Dwivedi’s model:

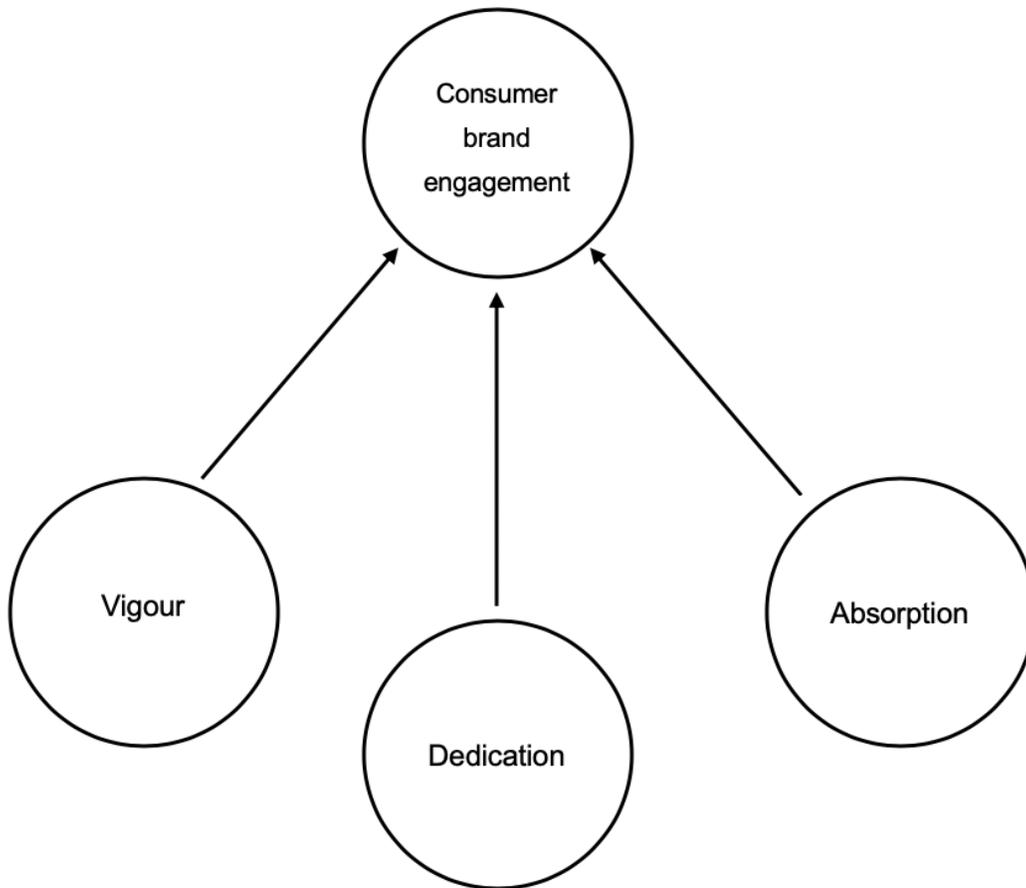


Figure 2 Dimensions contributing to consumer brand engagement (Dwivedi 2015, 101)

According to Dwivedi’s model, *vigour* consists of the consumer’s “high levels of energy and mental resilience, when interacting with a brand.” Much like with Hollebeek’s activation, vigour refers to the behavioural aspect of the consumer brand engagement framework (Dwivedi 2015, 101). In addition, vigour consists of the “consumer’s willingness and ability to invest effort in such consumer-brand interactions (Dwivedi 2015, 100).

Dedication is referred to as “a sense of significance, enthusiasm, inspiration, pride and challenge,” (Dwivedi 2015, 101). Where vigour is presented as behavioural trait, dedication is cast as emotional. It is evident that this dimension shares similarities with Hollebeek’s emotion-base dimension: affection. It is no coincidence that both Dwivedi and Hollebeek have shown the relevance of emotional aspects in the concept of consumer engagement. The emotional aspects of engagement are a relevant and necessary tool used to analyse the softer side of consumer-brand relationship. Also, emotional aspects of consumer engagement are also relevant for their appeal to community-based factors of consumer engagement.

The third and last dimension established by Dwivedi is called *absorption*. This dimension is defined as “a sense of being fully concentrated and happily engrossed in brand-related interactions (in which time passes quickly)” (Dwivedi 2015, 101). This dimension clearly presents sings of Hollebeek’s dimension: cognitive processing. Dwivedi also states that absorption is deemed as the cognitive aspect of consumer brand engagement framework.

As established, these three dimensions follow largely in Hollebeek’s footsteps. Unlike Hollebeek, Dwivedi’s dimensions place further emphasis on the sense and feeling of a consumer’s brand-related interactions. Each of the dimensions correspond to behavioural, emotional and cognitive aspects of consumer brand engagement (Dwivedi 2015, 101). Due to the relative newness of consumer brand engagement concept, Dwivedi (2015, 101) emphasises the level of abstraction at which the construct operates. This article also defines consumer brand engagement as “an individual-level construct, which is supported by the early work on the nature of construct” (Dwivedi 2015, 101).

2.2 Negative consumer engagement

Depending on the customer, “the level of consumer engagement can vary between positive or negative.” (Bowden et al. 2015, 776), which contributes to the overall service process. Technological advancements grant consumers access to serve as value co-creators for companies. Still, such engagement varies from consumer to consumer, and

a large issue, for managers, lies in how turn passive online consumers to active (Heinonen 2017, 148). Drawing customer behaviour results based on assumptions is still a relevant issue for companies, as much of them (companies) rely on consumers' interest in engaging and creating value through online brand communities (Heinonen 2017, 148). Thus, acquiring deeper knowledge and variety of consumer engagement is critical.

According to Bowden et al. (2015, 797), "engagement researchers have tended to focus their attention on the positive aspects of relationships." In their research, Bowden et al. refer to the relationship between consumer and company. Dwivedi (2015, 100), states along the same lines: "consumer brand engagement is defined as consumer's positive, fulfilling, brand-use-related state of mind." However, much like any relationship, the relationship between company and consumer has both positive and negative aspects. According to Bowden et al. (2015, 797) prior research and literature regarding engagement has assumed that two specific separate effects: positive and negative, have an independent effect on engagement. Much like the effects, existing engagement literature has disregarded "how different levels of positive and negative aspects of customer-brand relationships shape overall perceptions of the relationship" (Bowden et al. 2015 797).

Much like positive engagement, negative engagement is multidimensional, and consists of physical, psychological and emotional dimensions (Lievonon, Luoma-aho & Bowden 2018, 4). Naturally, when compared to positive engagement, negative engagement entails all and any "unfavourable thoughts, feelings and behaviours related to brands and organisations," (Hollebeek & Chen 2014, 62). According to Lievonon et al. (2018, 4) negative engagement is a result of denial, rejection and negative word-of-mouth of consumers towards a specific brand or company.

In addition to Hollebeek and Dwivedi's theoretical models of the conceptualisation process of consumer engagement, negative engagement is believed to have similar dimensions of cognitive, emotional and behavioural. Lievonon et al. (2018, 7) refer to these dimensions by levels: emotions, messengers and acts. Much like Heinonen (2017), this

categorisation focuses on the online environment. According to Lievonen et al.'s version, emotions refer to the emotional aspects of negative engagement. Examples would be any negative emotion from rage to anger to frustration. Acts mark the behavioural characteristics. Such behaviour includes e.g. negative electronic word of mouth and negative feedback. Messengers "refer to individuals or stakeholders involved," (Lievonen et al. 2018, 7). Such concept covers hateholders, internet trolls, revenge-seekers and other individuals with malicious intentions. Social networks and online messaging boards sometimes serves a buffet for negative engagement. Just the concept of being in an online environment can be taken as an enforcer to spread negativity, just for the sake of anonymity and long geographical distance. In other words, people might feel emboldened to express stronger emotion online than face-to-face.

Lievonen et al. (2018) and Heinonen's (2017) researches serve a valuable purpose in establishing the manifestation of negative engagement in online form. Online environment oftentimes proceeds at a more rapid speed than its offline counterpart. Indeed, according to Lievonen et al. and Heinonen's studies, online messaging boards and other social networks can influence the manifestation of negative engagement in multitude of ways. Also, negative engagement can be seen to have a booster especially online for the opportunity to remain anonymous. Inclination to behave negatively or give constructive feedback to brand's performance can be stronger online than face-to-face, where attention of the recipient of the comment is immediate and potential judging face-to-face is more likely. In other words, online environment enables the fight-or-flight options easier than in real life.

Online environment provides a more visible stage for negative engagement (Lievonen et al. 2018, 1). The combination of mass consumption of online activities and consumer's dependency of social networks and electronic devices, has allowed for a platform for growth for negative engagement. Online negative engagement spreads easier than negative engagement in real life, and it is more difficult to control offline too. This is due to the anonymity online environment grants unlike in real life. Also, there is a significantly lower barrier to behave negatively online than in person. Since negative engagement can

occur both online and offline (Lievonen et al 2018, 2), it is vital to understand the drivers and factors empowering negative engagement. Nevertheless, it is necessary to remember that negative engagement does not automatically lead to negative outcomes. Being a positive form of negative feedback; constructive feedback is vital for companies as it serves an important function regarding development of operations and company behaviour (Lievonen et al 2018, 2).

Lievonen and Luoma-aho (2015, 1) introduce the concept of hateholders that comes from the words: negative stakeholder. Stakeholders with negative intentions or experiences toward a brand can have the ability to cause harm to the company. Online activities e.g. on social media has a vast number of users and thus a negative message or feedback can potentially spread like wildfire. Negative engagement can in worst cases lead to reputation loss, negative word-of-mouth, activism or boycotts (Lievonen & Luoma-aho 2015, 1). Lievonen and Luoma-aho (2015, 5) also list anger as the catalytical emotion that influences the process of a stakeholder becoming hateholder. Hateholders present a serious threat to companies due to their strong emotions and power of causing relatively critical damage to the brand (Lievonen & Luoma-aho 2015, 4).

What might be the factors, which negatively influence engagement? In academia, various factors have been acknowledged. According to Heinonen (2017, 155) the most common factors that enforce positive consumer engagement are positively influencing peer pressure, personal relevance and ease of use of the products or service. Such behavioural elements are heavily linked with the consumer's network, as well as one's emotional, behavioural and cognitive aspects. Where one has a positive side, it can also have an identical negative side. Sharing experiences and advice in online groups and chats spreads both good and negative word of the brand like wildfire, influencing the mind of the consumer. Much like the influencers of positive engagement, negative engagement is strongly linked with the consumer's network both online and in real life. Some factors discovered are various levels of negative emotion such as irritation, sense of not belonging in a group or community and high level of time consumption to use the product or service have been acknowledged (Heinonen, 2017, 158). According to Lievonen &

Luoma-aho (2015, 5) one of the strongest emotions, which in addition can have the ultimate upper hand with negative consumer engagement is anger. In worst case scenario, anger can have a ripple effect, in an online form, and start spreading like wildfire. More of information regarding the potential factors and drivers of negative consumer engagement can be found in the following chapters.

Various levels of engagement can be perceived in the field of engagement research. In their research, Hollebeek et al. (2014, 152) introduce the concepts of high-engaging and non-engaging brands. Brands that have expressed considerable cognitive, emotional and behavioural activity in their interactions were considered high-engaging. Naturally, brands which did the opposite were considered non-engaging. Moreover, brands that only served to fulfil the economical and functionality-based needs such as buying a pen, were also deemed non-engaging. With high-engaging and non-engaging brands, it all came down to whether or not the consumer has an emotional link with the focal brand or if the consumer-brand interaction is solely fulfilling a necessary need e.g. petrol purchase or doing groceries (Hollebeek et al. 2014, 153). Engagement, in this study, was summarised to be “evoked by focal brand-related stimuli during brand interactions” (Hollebeek et al., 2014, 152), which underlines the necessity of the appropriate level of interaction between consumer and brand in order for a brand to progress from the low levels of engagement to high-engaging brand.

Whereas Hollebeek et al.’s (2014) research regarding high-engaging and non-engaging brands is heavily linked with emotional aspect of the consumer’s engagement, Bowden et al. (2015, 775) have studied the concept of disengagement as a form of engagement. According to their research the concept has oftentimes been overlooked in the field of engagement studies. Disengagement serves as a clear threat to companies attempting to keep their customer-brand relationship intact. According to Bowden et al. (2015, 779) disengagement can be defined as “the process by which a customer-brand relationship experiences a trauma or disturbance which may lead to relationship termination,”. This type of relationship can involve a series of events of different levels of intensity and trajectory that have caused tears in the customer-brand relationship.

Transforming passive customers into active ones is a challenging task for managers due to the lack of interest amongst the consumers to contribute to and engage in online content (Heinonen 2017, 148). Active consumers are a valuable tool for value creation for companies. High level of engagement can pave way for powerful positive co-value creation. According to Heinonen (2017, 148), unfortunately, only a small number of consumers actively contribute to online content, despite the technological means that would enable it or the consumer's level of online activities or social networking.

2.3 Potential drivers of consumer engagement

It has been established that investing in strong relationships between the brand and customer is important for companies (Bowden et al. 2015 797; Harmeling et al. 2018, 390; Palmatier et al. 2018, 54). An article written by Leckie, Nyadzayo and Johnson (2016, 559), explores the drivers behind consumer brand engagement, and its outcomes. According to their article (Leckie et al. 2016, 559), there are three drivers of consumer brand engagement: consumer involvement, consumer participation and self-expressive brand.

Consumer involvement presents the degree to which consumers perceive the relevance of the object (company, brand etc.), based on their inherent needs, values and interests. The higher degree of involvement, the more likely a consumer wants to feel more connected to the brand beyond consumption (Leckie et al. 2016, 562). Furthermore, Hollebeek et al. (2014, 161) has concluded that consumer brand involvement has significant positive impact on their three dimensions (cognitive processing, affection and activation) of consumer brand engagement. The higher the number of consumer's positive interactions with a brand is, the more likely they are to foster positive associations of the brand and view it as part of themselves. In essence, consumer participation is the degree to which the consumer is involved with the production and delivery of a company's services (Leckie et al. 2016, 510). This element can include co-production of a new service concept or a product in series of push-pull strategy from the company. The concept of co-

production is also linked with co-value creation experience via mutually beneficial exchanges to all parties (Leckie et al. 2016, 563).

Various factors influence brand loyalty such as consumer engagement, consumer-brand relationships, and social influence in brand communities (Lin et al. 2019, 449). Fondness and emotional attachment towards a specific brand are the key element in defining brand loyalty. According to Lin et al. (2019, 449), brand loyalty is defined as “the degree of a consumer’s emotional attachment to a brand.” Brand loyalty expresses the consumer’s want to keep making purchases from the same brand and potentially recommend that brand to their network. According to Dwivedi (2015, 103) it is imperative to research how brand loyalty and consumer loyalty are being affected by consumer brand engagement.

According to Leckie et al. (2016, 563), self-expressive brands are defined as “a consumer’s perception of the degree to which the specific brand reflects one’s inner self”. Brands with emotional connection or shared values can be viewed as an extension of one’s self (Risitano et al. 2017, 1886). Although there is a lack of significant recent empirical data on the effects of self-expressive brand on consumer brand engagement, it has been stated that positive self-endorsed motives do increase engagement levels (Leckie et al. 2016, 563). An example of self-expressive brand activity can be in a form of fan page participation in a group setting.

These concepts all enforce consumer engagement. Furthermore, one’s network and community have a significant effect on consumer’s current and future interactions with their focal brands and thus work as a driver of consumer engagement. Consumer engagement can, in the most optimal case, lead to a strong feeling of trust between the consumer and brand and progress into brand loyalty (Sembada 2018, 11). The process of consumer engagement could be depicted as a never-ending loop, where different elements are intertwined and thus affecting each other. Other significant factor is time and changes within community (Heinonen 2017, 158). By nature, humans are social beings and normally we thrive better in a community than as solitude beings. Maturity of a

community and changes in the opinion of the masses can be a major driving force in the conversation flow in online forms such as Twitter, Reddit, Instagram and Facebook.

If the consumer is able to gather positive experiences from brand interactions and thus generate positive engagement, potentially there is a possibility of the negative side too. Despite the fact that Hollebeek et al. (2014, 152) and Dwivedi's (2015, 1010) researches lean heavily to recognise only the positive effects and outcomes of consumer brand engagement, Heinonen (2017, 159) is expressively studying consumer engagement from the negative perspective. Heinonen's research draws inspiration from previously conducted scientific research of engagement and strengthens the modern understanding of consumer engagement. Changes in processes and activities and advancing irregularities to the consumer's habits are one potential cause of negative consumer engagement (Heinonen 2017, 159). Other significant aspects, such as "inaccessibility, unreliability, inflexibility, conservatism, fear of change, lack of involvement, and task inappropriateness" were observed to also trigger negative engagement in online forms (Romm et al. 1997, 269). **Figure 3** below illustrates the different potential drivers of consumer engagement, based on the scientific literature presented in this chapter.

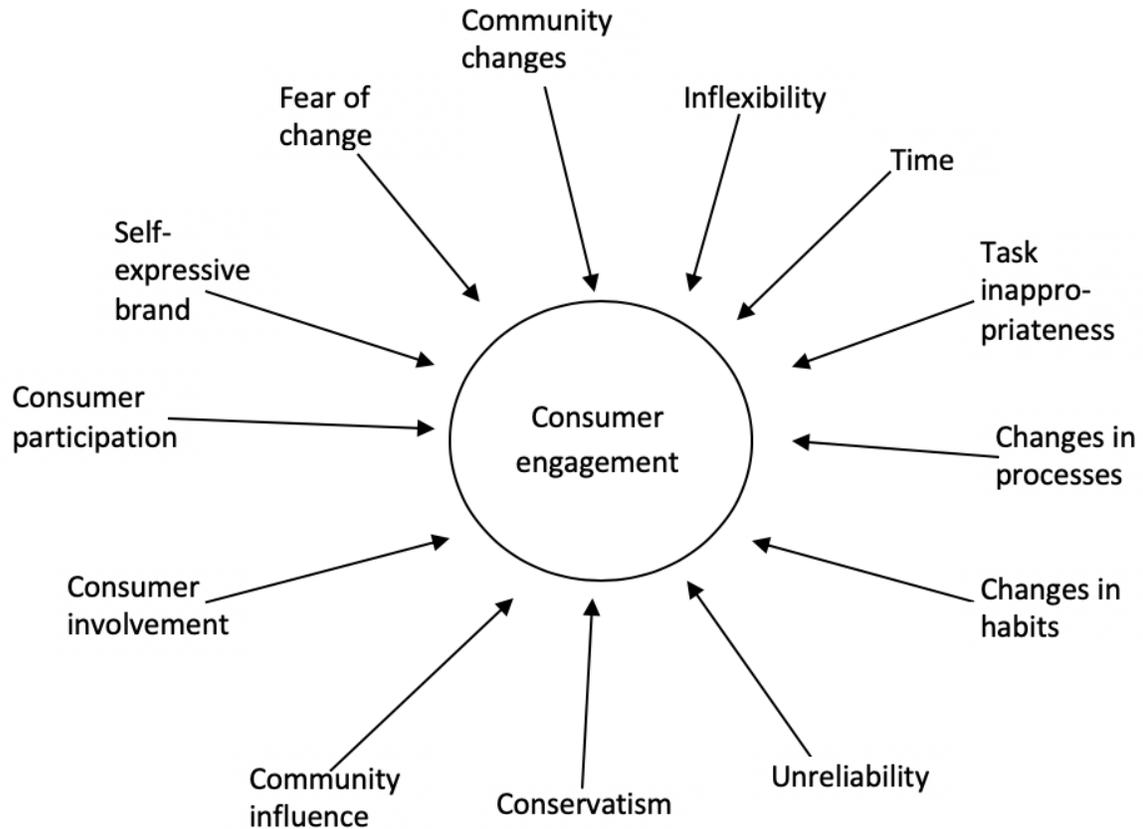


Figure 3 Potential drivers of engagement (Leckie et al. 2016; Heinonen 2017; Lievonen et al. 2018; Romm et al. 1997)

As established, negative engagement is believed to be a process by nature (Lievonen et al. 2018, 11). Negative engagement is believed to be provoked by triggers. These triggers take strength from the consumer's own experiences (internal trigger) and from the collective community of the consumer (external trigger). Poor customer service experience, lack of appropriate ethics and dissatisfaction are some of the triggers believed to have a strong impact on the manifestation of negative engagement (Lievonen et al. 2018, 11). Furthermore, good examples of potential influencers of negative engagement on a larger scale can be a scandal, privacy invasion, misleading or financial exploitation, to name a few (Lievonen et al. 2018, 12). Such examples taking place in real life can be found in relatively close history e.g. the Panama Papers scandal in 2016.

2.4 Theoretical framework

In this chapter, theoretical framework for this thesis is presented. The theoretical framework chosen for this thesis is the conceptual model by Heinonen (2017, 159). The model introduces a group of different potential drivers that might trigger negative engagement in online forms. This model also draws inspiration from previous engagement studies conducted by Hollebeek et al. (2014, 154), and Dwivedi (2015, 101). **Figure 4** below presents the theoretical model.

Type	Behaviour	Community changes Time	Ease of use Routines Peer support
	Emotions	Irritation Community intimacy	Self-identification Intensive discussions Inspiration Entertainment Peer support
	Cognition	Subjectivity	Brand familiarity Personal relevance Member endorsement
		Negative	Positive
Valence			

Figure 4 Factors influencing consumer engagement (Heinonen 2017, 159)

According to Heinonen (2017, 159), the model “deepens previous conceptualisation of factors that influence consumer engagement”, which made it suitable for this thesis. Much like previous research by Hollebeek et al. (2014, 154) and Dwivedi (2015, 101) engagement is triggered by behavioural, emotional and cognitive aspects. On the left side of the model shows, the potential drivers of negative engagement and on the right side are the positive ones. Kuntara, Purwandari, Purwaningsih and Kumaralalita (2019, 5) their

research defines three factors, which influence consumer engagement: physical attractiveness, community involvement and sociability. Such characteristics are presented as drivers of consumer engagement, thus supporting Heinonen's model.

On the negative side, for behavioural characteristics, listed drivers are; time and changes in community. According to Heinonen (2017, 160) "changes in processes or temporal constraints represent negative influential behavioural factors". Overall, the behavioural aspects influencing engagement are linked to consumer's everyday life including changes in processes and activities. The characteristic of time can influence negative engagement rather quickly. Changes caused by sudden event or crisis is a potential driver of negative feelings and behaviour patterns within a consumer. Such events would include e.g. travel plan cancellations, or a refusal of an appointment at the last minute. Time can also be viewed from the opposite perspective too, meaning slowness to take action. In events, where actions needed to be taken at relatively fast pace combined with the inability to do so, consumers are oftentimes inconvenienced and resulted in frustration – or in worse cases anger and hate – and may be driven to spreading negative rap about the brand to their networks.

Change in community is another potential trigger of negative engagement. Humans are social beings and usually belong to at least one community, either online or offline. Community not only can sway an individual's opinion, but it can also have a hand in how another behaves. Changes in community e.g. an announcement by a brand or a celebrity can be a cause for negative attention, rallying or in worst case scenario; boycotting. It all comes down to how the audience receives the news and change, and if they choose to follow along. Positive behavioural factors emerge in the interplay between routines and changes that resemble normality and simplicity (Heinonen 2017, 160). Changes in these routines mark the opposite, thus inconvenience serves as the natural influencers of negative engagement.

For the positive aspects are listed ease of use, routines and peer support. Such actions follow the same ideology as does Kuntara et al.'s (2019, 5) research of consumer

engagement influencers. In addition, the positive aspects also fall in line with the negative ones, but emphasise convenience and routines, rather than spontaneity, hastiness and breaking out of character. Also, the characteristic of *ease of use* is being supported in Dovaliene, Piligrimiene and Masiulyte's (2016, 210) work. They emphasise customer sociability and technical convenience as crucial drivers of consumer engagement, in mobile apps. Furthermore, their research on factors influencing customer engagement in mobile applications especially focus on the importance of community involvement and social aspect as the strongest triggers of consumer engagement.

The emotional aspects of the model look at the characteristics, which are heavily linked with one's social connections to a community and its members. According to Heinonen (2017, 160) idea of "these factors are based on mental processes that have internal and external cues." On the negative perspective, such characteristics are irritation and community intimacy. Unlike behavioural factors, which are related to activities, emotional factors are normally associated with consumers' interactions with reactions each other. This includes also mental experiences and associations. Online communities and the tone of conversation taking place there, is heavily influencing the emotional factors. Examples of such events could be e.g. conversations with negative tone. On the positive side, are listed characteristics of self-identification, intensive discussions, inspiration, entertainment and peer support. Once again, sociability and personal networks are presented as the core drivers of engagement. Kuntara et al. (2019, 2) present emotional support as an instrument of consumer engagement. This refers to "emotionally very pleasant experiences such as caring, understanding and empathy," (Kuntara et al. 2019, 2). Kujur and Singh (2016, 23) emphasise the importance of irritation as a core driver of negative engagement. According to them "by irritating social media users, social media businesses will find it notoriously difficult to get consumer back to their websites in the future," (Kujur and Singh 2017, 23).

The listed cognitive factors in the model are subjectivity for the negative side, and brand familiarity, personal preference and member endorsement for the positive perspective. According to Heinonen (2017, 161) cognitive factors are based on the individual's "ability

of sense-making of the different parts of the site's content and the community's perspectives." The importance of community is once again emphasised here. Naturally, engagement is not only influenced by other members endorsing the community, but it also includes implications of these endorsements for the member (Heinonen 2017, 161). Cognitive factors differ from behavioural and emotional factors in a sense that cognitive factors draw from the abstracts and subjective processes, which in turn are gathered from the consumer's "previous experiences and recollections of multiple signals from the past" (Heinonen 2017, 161). According to Kuntara et al. (2017, 2) self-efficiency plays a role among cognitive triggers of consumer engagement. According to their study, self-efficiency can improve the consumer's conscious state and give the impressions of doing the right thing.

In conclusion this model helps in the process of finding potential drivers of negative engagement, and thus the understanding of negative consumer engagement. Findings of primary data are going to be presented and discussed in the later chapters of this thesis. The results of those findings are going to reflect on the elements in this conceptual model.

2.5 Potential impacts of consumer engagement

Traditionally, both positive and negative engagement have an impact on either the brand or the consumer. Currently, online consumer-brand interactions remain sparser compared to the number of clients per brand, and managers are facing a challenge when turning disengaged and passive consumers into active ones (Bowden et al. 2015, 779; Heinonen 2017, 148). It has been stated that the results of positive customer-brand interactions can boost the brand's image and help in value-creation to both parties: consumer and company (Palmatier et al. 2018, 54). In addition, the sense of trust between consumer and brand can potentially work as a safety barrier for the company if the brand is going to face negative attention (Sembada 2018, 10). Well-executed consumer participation can lead to higher levels of enthusiasm, increased engagement with the brand (Leckie et al. 2016, 563). Furthermore, Risitano et al. (2017, 1886) have also expressed that

consumers, who have actively engaged with their selected brand result in better brand experience and value creation.

Consumer involvement is a powerful tool to develop and improve both products and services and generate recommendations and feedback for the company. In addition, the acquired positive associations through interactions with the brand contribute in fostering consumer engagement and help generate brand loyalty. Scandals and bad publicity pave the way for the conception of negative engagement. Large scale corporate scandals could in ultimate cases lead to loss of clients and boycotts (Lievonen and Luoma-aho 2015, 1). An example of possible outcomes of bad publicity to a brand, which led to negative engagement could be from a data leak crisis in 2016. A large scale financial and political crisis named Panama Papers affected many companies worldwide. The scandal involved money laundering and how rich individuals can exploit secretive offshore tax regimes (Harding 2016). One of the affected companies was the biggest Nordic bank: Nordea. Much like the other companies involved, Nordea was fined substantially, lost a quite a chunk of credibility and its good international reputation. Panama Papers case still affects companies today and, like all exposed companies and individuals, Nordea has been at the receiving end of negative reputation. The scandal not only caused a lot of negative backlash to the brand, but also resulted in a lot of negative consumer engagement and terminated quite many customer-brand relationships between Nordea and their clients. It has been estimated that by 2018, both Nordea and Danske Bank together have lost approximately 83,000 clients in Denmark (Ilta-Sanomat 2019). Nordea's involvement can also have influenced the brand's popularity among consumer. Personal preferences, values and morals impact consumer's opinions, and coupled with the influence of the community can sabotage any and all potential consumer-brand interactions even before they began, only on the stand of morals and subjectivity.

A similar case of negative engagement was a result of a scandal that involved Facebook. In 2018, a cyber-attack against Facebook affected and exposed the personal information of circa 50 million users (Isaac 2018). This led to Facebook facing scrutiny over how it sees over its security, especially over user information (Harding 2018). Facebook has

been at the receiving end of negative feedback on its private data handlings and has been involved in multitude of data breach cases. Since the early 2000s, the company has had backlash on its policies on data privacy (Selfkey 2019). This has caused a lot negative consumer engagement and also in users deleting their accounts.

Table 1 below presents potential impacts of both positive and negative engagement to the brand and consumer. These examples have been picked based on the impacts presented in the scientific literature (Lievonon & Luoma-aho 2015, 1; Leckie et al. 2016, 563; Risitano 2017, 1886; Palmatier et al. 2018, 54; Sembada 2018, 10):

	Positive engagement	Negative engagement
Brand	value creation increase of clients increase of trust between brand and consumer image boost increase of consumer-brand interactions	decrease of value creation loss of clients loss of trust between brand and consumer loss of reputation among consumers and in the market decrease of consumer-brand interactions
Consumer	value creation increase of brand trust brand loyalty increase of consumer-brand interactions	decrease of value creation loss of brand trust loss of brand loyalty decrease of consumer-brand interactions loss of reputation (among consumers) boycotts

Table 1 Potential impacts of consumer engagement

Consumer engagement can result in multitude of outcomes. It all comes down to the process of how both participants of the consumer-brand relationship behave towards one

another. It might be easier for consumers to remain passive in discussions and not “shake the boat” or the status quo of their or other people’s relationship with the focal brand. Nevertheless, customer awareness and transparency have been in the headlights recently and companies have been demanded to respect their clients’ privacy and data better. Despite the unwillingness to act against a company, partly due to the threat of losing the convenience of the focal company’s provided service or product, consumers have become more demanding and active to start a discussion or a movement to demand better policies of companies. In a way, consumers may have become active participants in transforming negative engagement into positive. This comes down to raised consumer awareness, online information abundance and increased competition among brands. Furthermore, consumers might want to take the initiative in changing the focal company’s behaviour into fitting their values and morals better due to the wish of continuing their relationship with the brand in the future. Hence the wish for change in the company policies and behaviour. Ultimately, the company has the last say in whether or not their act upon it, however, there is the underlying threat of losing customers if they don’t.

2.6 Summary of literature review

This chapter draws a summary of the literature review presented for this thesis. With the golden age of social media, rapidly advancing technologies and tools facilitate the co-creation of value by customer and seller (Sashi 2012, 255). In the same article, Sashi (2012, 255) continues that online communities and other platforms of social media allow customers to become active co-constructors of life experiences and consumption meanings”. This would confirm that customers indeed have the means to influence the behaviour of a company. With improved online environment, social media plays an integral part in the current execution of consumer engagement. Through social media, businesses are able to build communities of new and existing consumers and as a result gain business value by interacting with their customers (Oh et al. 2017, 26). Not only can social media be used as a tool to generate consumer engagement, the concept of consumer brand engagement itself has become a new key metric for gaging brand performance (Hollebeek et al 2014, 150).

As established, online environment has become the key player in establishing customer-company-related interactions. Especially social media is providing a greater opportunity for companies to reach customers globally at any time of the day. Forming a long-term relationship between a company and a customer is costly but a sound investment for the company. According to Risitano, Romano, Sorrentino and Quintano (2017, 1884), “the relationship between consumers and brands is a topic of relevance to both researchers and practitioners,” meaning that without comprehensive understanding of the consumer brand engagement the chances are that currently provided knowledge of consumer behaviour is left inadequate.

Prior studies do support the statement that there is a link between the dimensions of consumer brand engagement (cognitive processing, affection and activation), and brand loyalty (Leckie et al. 2016, 564). Hollebeek et al. (2014, 161) have deemed one of their dimensions; affection “to have the greatest impact on self-brand connection”. This dimension can have the highest possibility to also influence brand usage intent (BUI) and also self-brand connection. However, due to a limited empirical evidence, future research on the topic of consumer involvement, participation and self-expressive brands is necessary to help better understand the link between them.

It is clear to say that consumer brand engagement is mediating the association between consumer brand involvement and consumer self-brand connection. Consumer engagement as a concept has acquired various definitions, many of them emphasise the active relationship between a consumer and brand, and that consumer engagement is a consumer trait. The concept has also been called behavioural engagement, psychological engagement or both combined (Hepola 2019, 82). Hollebeek et al.’s (2014, 154) three dimensions of consumer brand engagement have been benefitted from in later research relating to consumer engagement and brand behaviour. In their article, Leckie et al. (2016, 560) state that consumer brand engagement is believed to promote relationship outcomes such as retention, positive word-of-mouth communication and loyalty through co-creation of customers value. The under-studied state of the psychological and societal aspects of

consumer brand engagement is imperative to address. According to Leckie et al. (2016, 560) customers are “proactive actors who devote relevant cognitive, emotional and physical resources to co-create value from specific brand interactions”.

Other important factors, which have not fully been taken into account when researching consumer engagement are societal outcomes of consumer engagement behaviour. Consumer welfare, social surplus, these are all factors which have a direct effect on consumer behaviour and especially consumer engagement. Future research on consumer engagement would benefit from studying the effects of these aforementioned societal elements. In addition, elements of cooperation, compliance and mobilising should also be taken into account for future research (Hepola 2019, 100). Naturally, consumer-brand relationship is developed individually, and it is assumed that numerous factors have an effect on it. Indeed, consumer engagement can have subjective tendencies and subjective perspective can determine how consumer engagement is perceived. Proper metrics to measure the effects of negative engagement on brand performance ought to be further developed. Naturally, researchers have analysed the effects of negative engagement through various methods and their analyses offer valuable insight into the concept of drivers of negative engagement.

The main research question aims to find out what the drives of negative engagement are. The sub-research questions support the study. The first sub-research question focuses on the aspects of engagement: behavioural, emotional and cognitive, and tries to find out which aspect of negative engagement do drivers represent. The second sub-research question concentrates on the manifestation process of negative engagement drivers. Much like positive engagement, negative engagement is believed to follow similar characteristics but from negative perspective (Bowden et al. 2015, 797). Negative engagement entails all and every negative feeling a consumer has towards a focal brand and negative engagement is estimated to be the result of negative past interactions (Hollebeek & Chen 2014, 62; Lievonen and Luoma-aho 2015, 1; Lievonen et al. 2018, 4).

Media and online activities empower both positive and negative interactions between consumer and brand, and managers face a challenge in turning disengaged and passive consumers to positive ones (Bowden et al. 2015, 779; Heinonen 2017, 148). Studies focusing on negative consumer engagement not only shed light into the consumer behavioural studies but also allow future research to address undiscovered aspects of consumer engagement. Including various perspectives adds value to any research and should be taken into account. Negative consumer engagement offers clear benefit to both researchers and companies. It helps understand consumer behaviour, forecast potential trends and allow better planning.

3 Research design and strategy

This thesis is following the qualitative research method. In qualitative research, the main focus is on people and phenomena and experiences in their lives (Varto 2005, 29-30). The reason why qualitative research methods are used in this thesis, is because the primary goal is to study people's behaviour and their experiences during a global pandemic. Quantitative research is not able to focus on the same aspects in the phenomenon-based context. This is due to the fact that quantitative research focuses more on statistics, averages and to find patterns in numbers (Varto 2005, 116). In this thesis the focus is more towards the behavioural patterns of consumers in a specific situation.

Furthermore, this thesis is working is benefitting from a case study approach. According to Eisenhardt (1989, 534), "case study is a research strategy, which focuses on understanding the dynamics present within single setting." This thesis looks at the drivers of negative engagement and collects primary data from a single setting via Tweetarchivist data tracking software. Yin (1981) defined case study as "a research strategy, to be likened to experiment, a history, or a simulation, which may be considered alternative research strategies,". As a research strategy, a case study attempts to examine "a contemporary phenomenon in its real-life context, especially when boundaries between phenomenon and context are not clearly evident," Yin (1981, 59). Reporting style of case

study is free formats and it has “no predictable structure” (Yin, 1981, 64). What Yin and Eisenhardt both emphasise is that case studies benefit from open-ended questions (Yin 1981, 64; Eisenhardt, 1989, 540).

According to Eisenhardt (1989, 546), one of the strengths of case studies is the possibility of generating a novel theory. This thesis is benefitting from pre-existing theoretical model by Heinonen (2017, 159), and aims to find dominating drivers of negative consumer engagement, which therefore would add to the theoretical concept of negative engagement. Perhaps new drivers can be discovered through the findings of primary data. With strengths come also weaknesses. Building a theory from a case study is “a bottom up approach” that might leave the newly conceptualised theory too complex, idiosyncratic or narrow (Eisenhardt 1989, 547). Case study narrative ought to follow an organised in accordance with “specific propositions, questions, or activities, with flexibility provided for modifying these topics as analysis progresses,” (Yin 1981, 60).

This thesis aims to find the drivers of negative consumer engagement. Furthermore, this thesis aims to see which aspect of negative engagement drivers is the most dominant, and how do the drivers of negative engagement manifest. The conducted research is qualitative and follows explorative methods to help shed more light and understanding of the phenomenon of negative consumer engagement. Furthermore, this thesis utilises, and analyses primary data collected from Twitter tweets. Tweets are collected via the use of an online tweet collector software called Tweetarchivist. The software offers trial runs, where selected hashtags are used to track data on Twitter. For each trial run, theme appropriate hashtags are chosen and entered into the system for the duration of the collecting process. To ensure maximal acquisition of primary data for this thesis, two Tweetarchivist accounts were implemented. For one account the hashtags of *corona*, *korona* and *coronavirus* were used, and for the other *koronafi*, *korona* and *Finnair* were chosen. More of the implementation process of Tweetarchivist and the selection process of hashtags is going to be addressed in the following chapter.

3.1 Study context (Finnair & COVID-19)

The thesis benefits from primary data sourced from an online Twitter tweet collector software called Tweetarchivist. Prior to choosing tweets as the primary source of data for the thesis, other valid forms for primary data such as arranging a focus group session and group interviews were considered too. The reasons to opt out of organising such data collection methods were largely due to the sudden strike of a global pandemic COVID-19, which led to enforced social distancing restrictions, in numerous countries, for a longer period of time. Thus, gathering data in other means than via online activities became vastly challenging and time-consuming. Therefore, it became clear that the most logical and time-beneficial way to collect primary data was to make use of the online tweet tracking programme: Tweetarchivist.

The collected primary data for this thesis consists of Twitter tweets, which have been tracked with the thesis theme-appropriate hashtags and later on sourced from the Tweetarchivist account. Such hashtags allow a tracking trial for data collecting process, and for this thesis, two trials were run. Both trials lasted three days, and they tracked similar hashtags with slightly different focus-points. Each trial run allows to track up to three hashtags. Since this thesis aims to find the drivers of negative consumer engagement, the goal was to find an appropriate topic, which would generate a large sample of negative engagement. The selection process of the hashtags was influenced by the current coronavirus pandemic or the COVID-19 disease. Such virus has a direct effect on the global economy and could be seen as a potential trigger to boost negative engagement between consumers and brands, due to lowered morale, lay-offs, cancelled services etc.

To give a brief summary of the virus: a respiratory illness called coronavirus – later on named COVID-19 – emerged in December 2019 in Wuhan, China. By February 2020, the coronavirus had spread globally to a point, where the WHO declared it a pandemic and officially gave it the name COVID-19 (WHO 2020a). By March 2020, the virus had spread to over 200 countries, had over 850,000 confirmed cases and 42,000 deaths globally (WHO 2020b). Thus, due to the rising cases of COVID-19, the effects it has on people's

morale and the threat to the global economy, coronavirus was deemed an appropriate factor enforcing negative consumer engagement.

The design process of trials began by choosing theme-appropriate hashtags for both trials. For the first trial, hashtags *korona*, *coronavirus* and *corona* were selected. The second trial was decided to have a narrower perspective. Thus, the hashtags *koronafi*, *Finnair* and *korona* were chosen. Also, using one brand related hashtag allows to analyse how well and at what pace negative content, in online forms, might conceptualise toward a specific brand. The reason why Finnair was selected, was due to their significance as a strong international brand, large clientele and as one of the industries that was heavily influenced by multitude of factors from sustainability and to the current corona pandemic. Finnair has been in the news recently for more than one reason, one being the coronavirus. As the COVID-19 continued spreading globally, Finnair like many other aviation companies, were forced to cancel thousands of flights in the name of helping slow the spread of the virus (Lähdevuori 2020; Teivanen 2020). No matter the good intentions behind this decision, such actions also led to an increase in severe public backlash from the consumers whose flight, operated by Finnair, were either cancelled, rerouted or postponed. Thus, it can be assumed that choosing Finnair as a data collection focus is appropriate.

As established, Tweetarchivist is an online software programme used for tracking hashtags on the social network site Twitter. Setting up a trial run is free. However, if one wishes to extract data from the account, a paid subscription needs to be made. For this study, two trials were run and based on the number of tweets gathered at the end of the both runs, one of the accounts was selected for data extraction process.

3.2 Data collection

This chapter presents the action plan undertaken regarding primary data acquisition process. Illustrative tables of the process and explanations are included in this chapter to demonstrate the progress of data acquisition trials on Tweetarchivist.

Data collection process began by running one trial on Tweetarchivist. Trial 1 ran from 13th to 16th of March 2020, and the maximum number of hashtags per trial was selected (three hashtags). For this trial, more generic hashtags relating to the topic of coronavirus were selected (*korona*, *coronavirus* and *corona*). The goal was to maximise the intake of both data variety and quantity. The starting point of data collecting process was a success and an adequate number of tweets was able to be tracked after one hour of collecting (**table 2**). As mentioned briefly, at this point no action was taken to begin a second trial nor was any brand-specific hashtag selected.

	SEARCH TERM	COUNT	START DATE	PRIVACY	
1	korona	1,500	3/13/2020		
2	coronavirus	1,500	3/13/2020		
3	corona	1,500	3/13/2020		

Upgrade these trials to a paid subscription? [Click here.](#)

Table 2 Tweetarchivist 1st trial (1h)

Regular check-ins were performed to ensure Trial 1 was running smoothly and generating data. At the end of the first evening of Trial 1, the number of tweets tracked per hashtags was ca. 4,500 (**table 3**). One check-in revealed that the primary data collected from Trial 1 might be left too generic e.g. the data consisted of off-topic conversation threads between Twitter users and too much data was focusing on the capabilities of the Finnish government. Nevertheless, at this point no decision on setting up a second trial was made.

Trials ?

	SEARCH TERM	COUNT	START DATE	PRIVACY	
1	korona	4,499	3/13/2020		
2	coronavirus	4,499	3/13/2020		
3	corona	4,498	3/13/2020		

Table 3 Tweetarchivist 1st trial (1st evening)

The end of the second evening of Trial 1 marked the point of a large surge in tracked tweets. At this point, the numbers had risen to ca. 21,000 tweets per hashtag (**table 4**). At this point it was finalised that a second trial was to be run, due to the knowledge that the selected hashtags had been left too generic. The second trial ran between 15th to 18th of March 2020. For this trial, the focus of chosen hashtags for data tracking was more narrowed down perspective and add brand-specific focus.

Trials ?

	SEARCH TERM	COUNT	START DATE	PRIVACY	
1	korona	21,048	3/13/2020		
2	coronavirus	20,997	3/13/2020		
3	corona	20,993	3/13/2020		

Table 4 Tweetarchivist 1st trial (2nd evening)

Table 4 below presents the starting point of Trial 2. Just like in Trial 1, three hashtags were chosen for the second trial run. As established, for this trial hashtags were more carefully chosen, in order to avoid collecting too generic data. Therefore, Finnair was selected as the main factor for narrowed down data. Other hashtags chosen for this trial were *koronafi* and *korona*. Reason for choosing similar writing styles for coronavirus in this trial came down to targeting same language groups, especially Twitter users from Nordic countries. Indeed, the *koronafi* hashtag was also specifically chosen in mind to look for Twitter users with relations to Finland. Once again Finnair’s relevance emerges due to the company’s origin country: Finland. As illustrated in **table 5**, the number of tweets acquired after an hour of tracking was ca. 1,500 tweets per hashtag, which closely matches the starting point with Trial 1.

Trials ?

	SEARCH TERM	COUNT	START DATE	PRIVACY	
1	<u>koronafi</u>	1,500	3/15/2020		
2	<u>Finnair</u>	1,499	3/15/2020		
3	<u>korona</u>	1,500	3/15/2020		

Table 5 Tweetarchivist 2nd trial (1h)

Both trials were checked up on regularly to ensure tracking proceeded accordingly without mishaps and errors. At the end of both trials, the data was extracted from only one of the Tweetarchivist accounts and downloaded as excel sheets for convenient data filtering. The chosen trial for data extraction was Trial 2 for its more specific focus.

Upon seeing the final number of tracked tweets, it became evident that a satisfactory amount of reliable data could be extracted already using only one of the Tweetarchivist accounts. Below in **table 6** and **table 7** are presented the final numbers of both trial runs.

Trial 1 generated ca. 41,000-45,000 tweets per hashtag. Trial 2, on the other hand, had tracked 31,489 tweets for *korona*, 9114 tweets for *koronafi*, and 3526 tweets for *Finnair*. Since both trials tracked similar content – however, Trial 2 had a more focused perspective instead – it became evident that a necessary amount of data for this thesis could already be extracted using only one of Tweetarchivist trials. The chosen trial for data analysis was Trial 2.

Inactive ?

SEARCH TERM	COUNT	START DATE	END DATE	PRIVACY	
<u>corona</u>	41,988	3/13/2020	3/13/2020		
<u>coronavirus</u>	44,990	3/13/2020	3/13/2020		
<u>korona</u>	42,037	3/13/2020	3/13/2020		

Table 6 Tweetarchivist 1st trial (END)

Inactive ?

SEARCH TERM	COUNT	START DATE	END DATE	PRIVACY	
<u>korona</u>	31,489	3/15/2020	3/15/2020		
<u>Finnair</u>	3,526	3/15/2020	3/15/2020		
<u>koronafi</u>	9,114	3/15/2020	3/15/2020		

Table 7 Tweetarchivist 2nd trial (END)

3.3 Data analysis

Originally two of the three hashtags of Trial 2 were planned to be used for data analysis. Data extraction – in excel sheets – from Tweetarchivist was followed by a screening. The initial screening process of both *koronafi* and *Finnair* hashtags provided valuable insight on the quality of data collected from *koronafi*-hashtag, and the decision to use only *Finnair*-hashtag was solidified. To ensure clarity of primary data, only one hashtag: *Finnair* was used in the end. The initial screening process proved that the *koronafi*-hashtag included too many off-topic tweets such as conversation threads and comments about the measures the Finnish government had taken to combat coronavirus, which would not have contributed to the data analysis. Data from *Finnair*-hashtag was expected to be able to provide both the adequate number of tweets and diversity to ensure valid data analysis. Following the decision to use *Finnair*-hashtag, the data was screened twice on an excel sheet. Due to the high number of tweets, the criteria for selecting data for data analysis was set to 200 negative tweets. The following chapters are going to explain the two screening processes of primary data.

After data extraction, two data screening processes took place. Screening data twice to allowed for a more thorough and valid analysis. The first screening process was on the surface level. Primary data categorised into three categories based on their neutral, positive and negative perspectives. The first screening process was used first and foremost to separate the negative tweets from the neutral and positive ones, and also to help conceptualise the pace at which negative engagement conceptualises.

The first screening process was followed by a second data screening. For this process, the neutral and positive tweets were left out and the negative tweets were selected for filtering. This screening process took inspiration from the theoretical model chosen for this thesis (Heinonen 2017, 159). The second screening process placed collected negative tweets into nine subcategories. The sub-categorisation process of negative tweets was followed by an analysis of the data. Primary data will be compared and analysed accordingly with the theoretical concepts addressed in this thesis. More on the analysis process of primary data and its findings are going to be presented and discussed in the

following chapters. Based on the analysis, the research questions can be answered, and conclusions can be made. More discussion concerning collected primary data will be explained in chapter 4 Findings.

3.4 First screening

This chapter explains the first screening process of the data extracted from *Finnair*-hashtag. To allow sufficient data analysis, the data was analysed in two rounds. The data analysis process followed a two-part screening process: surface screening and deep-level screening. In this first screening part, the whole *Finnair* data was filtered into three categories based on the characteristics of neutral (0), positive (1) and negative (2). This categorisation followed a simple goal of separating the negative tweets from the rest and being able to measure the pace at which negative engagement conceptualises in online environment.

Although the original number of tweets sourced from *Finnair*-hashtag was 3,526, the number shrunk due to the removal of blank rows or the use of foreign languages the thesis author was not confident in. Languages used for this analysis were mainly English and Finnish, but also some Swedish, German and Japanese. In the end the total number of *Finnair* related tweets came to 2,809. Out of this number, 2,446 were categorised as 0 = non-relevant, meaning neither negative nor positive tweet. The number of positive tweets was 150, and negative was 205. Further explanation of the meanings of the categorises and examples of them are going to be provided in the following chapters. Below in **figure 5**, are presented the numbers per criteria.

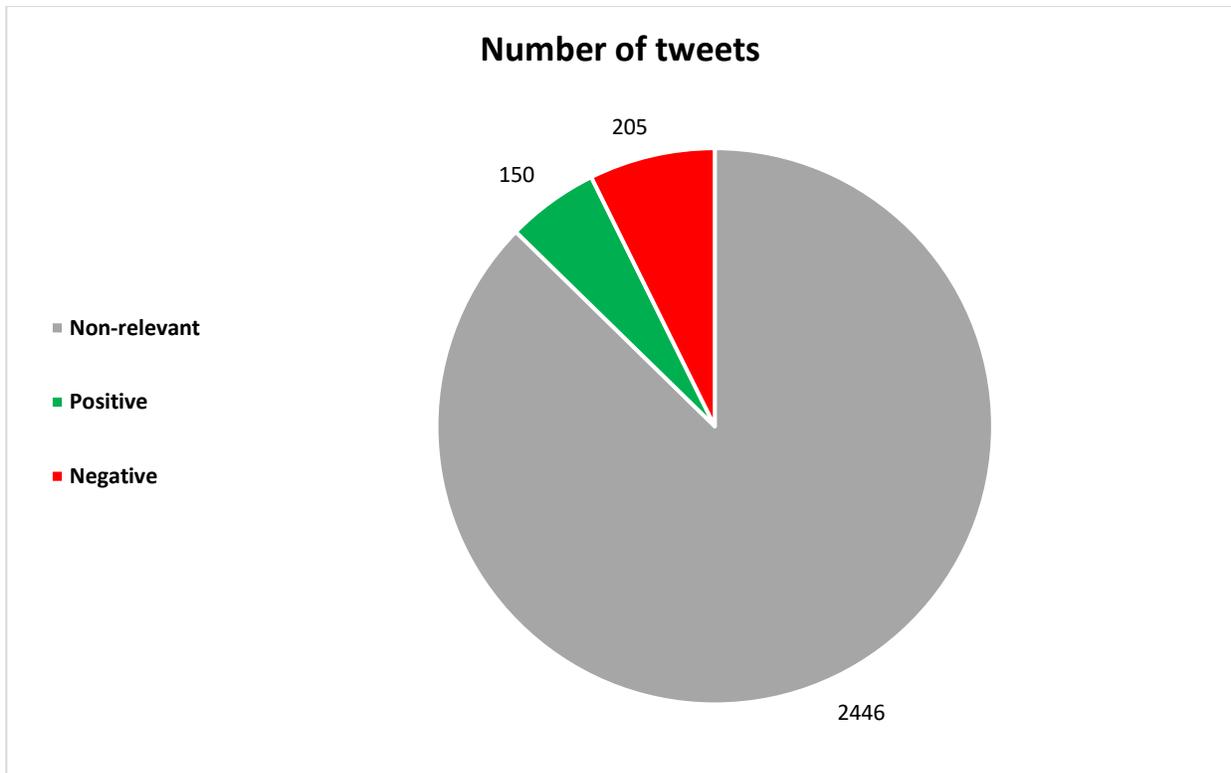


Figure 5 Division of 1st screening categories

The first category: 0, marked all non-relevant tweets. This category entailed tweets, which had no direct relevance to the data and thesis topic. Such tweets could be e.g. conversation threads or news posts regarding flight cancellations. Due to the fact that such tweets did not sway in neither direction – positive nor negative – they were thus deemed irrelevant to the data analysis process. Still, this type of tweets was not discarded, due to its undoubted relevance to exemplify the conception pace of negative engagement content in online forms. **Table 8** illustrates what non-relevant content looked like in the excel sheet. In table 8, the left column illustrates the marking of 0 = non-relevant. The right column on the other hand, marks the tweet text according to which content analysis was made. Columns of usernames, personal names of the users, location and tweet language are hidden from the picture.

0	@Fernando_BenMar Hi Fernando, if there is anything I could help you with please send us a DM. //Jukka-Pekka
0	@Finnair Dear Finnair we have been trying for 2 days to change our flights to another date as your website suggeste... https://t.co/3A9viHSvjB
0	@praisane @Finnair You won't be flying until December anyway...
0	@LauraHuu Thanks. As long as Finnair are still flying out from Heathrow and I haven't caught CV19 in the meantime, I'll be visiting.
0	@Finnair @FinnairHelps Hi Team, We tried to book a ticket through @makemytrip @makemytripcare and they were not abl... https://t.co/2HouYTaIAU
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	@Finnair Trying to reach out to you for my cancelled flight but no reposnse from anywhere.
0	@laurihyvonen Onhan tuo lentojen määrä vähentynyt ja vähenee lisää koko ajan. Lufthansa on perunut 23000 lentoa huh... https://t.co/ElbWndyL5f

Table 8 Examples of non-relevant tweets

The second category: 1, contained all positive tweets. Examples of such tweets would be e.g. praise, gratitude toward Finnair, expressing 'thank you' or sharing content while voicing to be good or otherwise of positive nature. These tweets were deemed extremely relevant to illustrate the comparison of the conception pace between positive engagement and positive engagement online. It is important to point out that data filtering was following the order based on the sample extracted from Tweetarchivist, in other words it was time-based. Data selection process of tweets took place from top downwards until the number of needed negative tweets was met. Thus, it is necessary to inform that although the acquired data from data selection is valid, some collected data from Tweetarchivist were not added into the analysis section for this thesis. Nevertheless, the number of acquired tweets is well above 250 and thus has enough evidence for legitimate data analysis. **Table 9** illustrates examples of category 1 = positive tweets.

1	Kiitos @Finnair, ettei 10-vuotishääpäivämatkasta tarvinnut kokonaan luopua. Saimme täysin vaivattomasti ja täysin k... https://t.co/B9yCYw98aW
1	Impressed by the service @Finnair in this situation, changes to my flights: free and easily done online! Great cus... https://t.co/FGXwgwx3Mm
1	@lay_overs @Finnair also extended current status periods by 6 months on Friday, making me a happy camper in seat 5L
1	@Finnair @NesteGlobal Finally! Great!
1	@FinnairSuomi Hienoa tämä siirto mahdollisuus. Molelta kuitenkin lomat menee eikä siirto onnistu sillä ei työnantaj... https://t.co/z6OhFh31DS
1	@Chaquepaiva Finnair lopetti itse lennot. Se oli yksi kriisin fiksumpia päätöksiä toistaiseksi
1	Viestinnällisesti parhaiten pärjänneet firmat tässä kriisissä ovat olleet 1) Henri Alénin Finnjävel, 2) Finnair ja... https://t.co/tHyv5aUNK6
1	@FinnairSuomi Tämä viesti oli kiva saada, tuntuu reilulta. Kiitos! #feelfinnair #Finnair @kymalainenkimmo
1	Hyvää palautetta ja suuret kiitokset @Finnair'lle joustavuudesta kuluttajia kohtaan ja hyvästä, proaktiivisesta vie... https://t.co/W571O48sUV

Table 9 Examples of positive tweets

The third category: 2, grouped up all negative tweets. Such tweets would include e.g. insults, slurs and comments in all caps attached with exclamation marks (!). The content in negative tweets would oftentimes be calling out the incompetence of Finnair's handlings of the flight cancellation crisis and other similar topics. Many of the comments were also visibly used as an outlet to express frustration, irritation or anger. Moreover, plenty of the tweets accompanying *Finnair*-hashtag would be concerning flight cancellations or long waiting time to Finnair customer service or the inability to reach Finnair personnel. Below in **table 10** is a sample of negative tweets towards Finnair. Additionally, the rhetoric used in tweets linked with *Finnair*-hashtag would sometimes get very explicit.

2	@FinnairHelps Finnair team, where are you? Tried to reach you for 4 hours, to no avail
2	@Finnair we are trying to contact you for more than 24hrs now. Constantly we are put on hold. No mail and no chat i... https://t.co/aKVP8u5Cxy
2	@Finnair SECOND DAY I HAVE SPENT MY LUNCH HOUR ON HOLD FINNAIR. (51 MINUTES)TRYING TO ADJUST UPCOMING RESERVATIONS! https://t.co/polTNJyvmU
2	@reelseoul ei jumalauta finnair fix your shit NELJÄ TUNTIA
2	@Finnair Help me no answer on phone. Would we get refund after day of travel since you are not answering?!!!
2	@FinnairHelps @Finnair 7 hours later and no information about my flight WTF!
2	@Finnair @FinnairHelps absolutely ridiculous https://t.co/GltlClSq69
2	By the time @Finnair @FinnairHelps assists me, we will be fighting off COVID-20...

Table 10 Examples of negative tweets

The first screening process followed clear screening process for separating negative tweets from non-relevant and positive ones. The screening process also allowed to see

the differences of the conception paces between the different categories. Evidently, the category for neutral or non-relevant tweets had the highest number of tweets, surprisingly followed by the negative category. The category for positive tweets had the lowest number of tweets out of all 2,806 tweets. Perhaps the manifestation pace of positive tweets was significantly influenced by the circumstances surrounding the data: COVID-19. After all, majority of the tweets were mentioning the pandemic in one shape or form. After the completion of the first screening process, the data needed to be filtered a second time in order to gain access to the fundamental data necessary for answering the thesis research question. The next chapter explains the second screening process of primary data.

3.5 Second screening

In order to get a comprehensive analysis of the drivers of negative consumer engagement, data needed to go through a second screening. The second screening process was aiming at a deeper analysis of the data, and it was focusing only on the negative tweets. Ultimately, the second screening process aims to see, which are the drivers of negative engagement, and which of the behavioural, emotional and cognitive aspects is the most dominant. For this part, the negative tweets of the first screening process were moved to a new tab in the same excel sheet and placed into subcategories. This sub-categorisation process drew inspiration from the theoretical model (Heinonen 2017, 159). The second screening process resulted in a new updated model of potential negative engagement drivers. This new updated model included nine sub-categories of different levels of negative engagement triggers presented in the theoretical model. The subcategories drew inspiration from the theoretical model, but also included new subcategories. Much like the original triggers in the theoretical model, these new subcategories were also based on the behavioural, emotional and cognitive aspects.

Since primary data was in text-only form, not all drivers listed in the theoretical model were possible as subcategories. Two of the listed drivers “*community intimacy*” and “*community changes*” were not eligible for analysis. Both drivers were able not to be analysed due to the lack of audio data and reflective data. Tweetarchivist trials only allowed data collection

for a limited time. Also, the time frame allowed for this project does not allow for a return to the scene to see how the community regarding *Finnair*-hashtag has changed. If this project would have ran longer or if the focus had been on the development – or recovery – of a community or a brand hit by significant negative engagement outbreak, then perhaps the option would have been possible and even encouraged.

3.6 Data quality

This chapter is discussing the potential impacts retweeting has on data validity. Examples of data is going to be provided as well. In addition, a discussion regarding creativity and data originality is included in this chapter too.

As it stands, Twitter can be used as a platform to promote both original ideas and share pre-existing content created by another user. Tweetarchivist is a software that gathers data by tracking tweets based on a chosen hashtag. During the first data screening process, certain tweets begun appearing multiple times. This act of data reappearance was the result of retweeting. Since Tweetarchivist was only focusing on hashtags instead of the overall content text in the tweet, the trials set for data acquisition would also collect the retweets multiple times. Some tweets would even be tracked over ten times. The factor that determined the number of retweets was audience and reach. **Table 11** below presents examples of retweeting. The examples presented in table 11 were collected during the first data screening process, hence the reason why the tweets were marked 0 = non-relevant. The content of the tweets in table 11 refers to Finnair's loyalty customer programme; Finnair Plus and the company's decision to prolong flight points for the next six months.

0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu
0	Good news for our Finnair Plus tier customers. We will automatically extend your tier status for further six months... https://t.co/cX5QQus6pu

Table 11 Examples of retweets

Despite the fact that such content might not be original, it can still be considered valid form of negative engagement as the act of retweeting itself promotes either positive or negative engagement in online forms. Thus, making it valid for data analysis. Furthermore, retweeting promotes community influence more than any other characteristics in the theoretical model. The act of retweeting is convenient to the user timewise and it promotes social interactions within the community. As it turns out, community serves a great purpose in opinion voicing process and is linked with the emotional and cognitive factors of the manifestation of negative consumer engagement (Heinonen, 2017, 160; Romm et al. 1997, 269). As established such content still promotes negative engagement and allows the consumer to follow the lead of the masses and community. Regarding future engagement research, it would be beneficial to consider studying the effects of retweeting and other similar acts of sharing pre-existing online content.

For this thesis, originality and creativity were not considered factors that could influence negative engagement. The set criteria for categorisation was focusing only on the established criteria presented in the theoretical model and aiming to find a response to the research questions regarding the manifestation of negative engagement. Original content can also be seen as a threat used to slow down the spread of engagement, seeing as it may take a relatively longer timespan to create original content compared to sharing someone else's. If the criteria had been set on using original content only, trial runs should have needed to run longer and there might have been a need for more data tracking trials.

Disregarding the notions of originality and creativity, retweeting is a powerful tool for promoting content online. The most popular content can run viral in an instant, if they happen at the right time and catch the audience's attention, thus promoting engagement, both positive and negative. Benefiting from retweeted content in this thesis is valid and adequate for its influence over the success of negative engagement. Messaging boards and online social networks thrive off on community power, and most of the content existing on a platform such as Twitter is only aiming to access the farthest audience outreach. In a similar research of negative engagement, it would be beneficial to take a look at the possible impacts of resharing pre-existing content.

Naturally, sharing pre-existing content is only possible for recorded data. If the source of primary data had been interviews or focus group setting, resharing content would have been impossible and, therefore, original content would have been the focal source of data instead. Since primary data was in written form, collected via Tweetarchivist, this notion reinforces the validity of utilising retweets as proper data source for this thesis. Perhaps in a future research, the characteristics of creativity and originality could be added as key focus points used to analyse the pace and variety of engagement.

In addition to retweeting, it is important to discuss possible cross-categorisation in regard to data quality. It can be argued that since the categorisation of data followed a single categorisation method for the tweets, the data could thus be lacking depth. Numerous

tweets expressed signs of belonging in multiple categories. However, for this thesis a decision was made to opt-out from this, and instead tweets were put into single categories. The main reason for the decision to place tweets into single categories was to maintain clarity of the analysis process of primary data.

Majority of the gathered data has proven that in times of crisis people are more inclined to take part in open discussion and voice their opinions. One could argue, that in such scenario, people are more inclined to behave in drastic fashion e.g. rallying or protesting. When a sudden change takes place and people's normal habits are threatened, a sense of protectiveness over individual rights and possessions surges up. This behaviour can be observed in the primary data findings with numerous cases of negative language and lashing out in frustration and anger toward Finnair customer service. Many of these responses were a direct result of the situation caused by the strict travel bans and aviation restrictions imposed upon Finnair by the current pandemic: COVID-19. Users would send both original content – regarding their personal flight – or retweet someone else's bad experience with Finnair customer service.

Taking a look at the samples provided of primary data, it is clear that the major feelings expressed are irritation (94 tweets) and inconvenience (64 tweets). Due to the overall theme of the tweets it can be argued that the current categorisation is not valid. As established, the collected primary data was revolving around the same theme: Finnair flight cancellations. Also, majority of the data was discussing similar notions from failing technology, disconnected phone calls, to sudden cancellation of flight on Finnair's behalf. It can be debated that since the common theme of the tweets was so similar, all tweets could have been categorised as *inconvenience* and *irritation*. Nevertheless, the tweet categorisation followed a very straightforward methodology and ideology was based on the theoretical model conceptualised for this thesis.

Over the evaluation of pre-existing literature reviewed for this thesis, it became evident that there is a lack of discussion or acknowledgement of cross-categorisation of negative engagement. Indeed, much of the research done on engagement leaves the identifying

process of negative engagement to single characteristics or categorisation (Hollebeek; Dwivedi; Lievonen & Luoma-aho 2015; Lievonen et al. 2018). Heinonen (2017) on the other hand discusses the various manifestations of negative consumer engagement in online form. Nevertheless, all aforementioned researchers acknowledge the fact that, as a whole, consumer engagement is a mix of all aspects: behavioural, cognitive and emotional. Despite the fact that the subcategories take after the theoretical model, it should be suggested to include cross-categorisation as an element in future studies of negative engagement. Such perspective would further enrich the research conducted on engagement and thus allow for deeper and more complex analysis.

Furthermore, it can be argued that the current categorisation of primary data is subjective and influenced by the opinion and perspective of the analyser (or in other words the author of this thesis). Decision-making is oftentimes based on the combination of existing research and scientific literature and the researcher's own logical thinking. As established, this research drew inspiration from previous scientific literature of consumer engagement and negative engagement, and also followed the methodology set up in theoretical model. The categorisation process for this thesis is valid in its current state and allows for clear analysis of the manifestations of negative engagement.

As established, cross-categorising data would have resulted in confusion and unclear analysis. It is necessary to provide punctual response to the research question. Currently, cross-categorising data would have been impossible to perform for the sake of data validity. To counter the arguments of lacking depth in data, choosing to keep singular categorisation – of the second screening – was a logical decision for this thesis. Perhaps in another research, where data acquisition method would have been e.g. interviews or other oral method, the opportunity to perform cross-categorisation of primary data could have been relevant. Nevertheless, the current categorisation of primary data is serving this thesis sufficiently and sets an exemplary proof of the manifestations of negative engagement in online form.

4 Findings

4.1 Findings of first screening

This chapter discusses the results of the first screening process of primary data. The first categorisation process followed a standard screening methodology, where data was categorised based on the characteristics of neutral or non-relevant, positive and negative. The total number of tweets per category from highest to lowest were as follows: non-relevant (2446), negative (207) and positive (150). As established, the screening process follows a simple numbering categorisation and the goal is mainly to find out the number of negative tweets and to separate them from the positive and non-relevant ones.

One could argue that since this thesis was solely focusing on the negative tweets and the drivers of negative engagement, the first screening might not have been necessary for the sake of the project results. However, it is still important to have an understanding of the pace at which negative engagement manifests, and the results of the first screening reflect that. Naturally, circumstances do have an effect, and the COVID-19 pandemic plays an integral role in the manifestation process of the primary data for this thesis. Without the data generated by coronavirus, the trials might have needed to run longer and there might have been a need for more trials to run simultaneously. Nevertheless, this fact does not result in the data being of lower quality or less valid. Indeed, the pace at which negative-related tweets were generated only proves the point, that the conception of negative engagement is influenced by circumstances. Also, especially dire circumstances empower individual consumers to take action and pour out their frustration in online messaging boards in hopes to catch the brand's attention. The first screening process serves as a valuable segue to the analysis part of the more relevant data for this thesis. In the next chapter, the second screening process is discussed in greater detail.

4.2 Findings of second screening

Based on the primary data and the theoretical framework, an updated model of the drivers of negative engagement is presented. These drivers draw inspiration from Heinonen's

(2017, 159) model. **Figure 6** below illustrates the updated model of potential drivers of negative engagement. Division between these subcategories – or drivers of negative consumer engagement – are further explained in the following chapters. Much like in Heinonen’s model, each trigger is placed in their appropriate category based on the characteristic of the driver. The model has the three acknowledged aspects of behavioural, emotional and cognitive. As seen in the new model, new drivers were added into each aspect group. New drivers are marked with *-symbol. During the primary data screening process, it became imperative to include new drivers. The reason for including new drivers came down to the fact that the listed triggers of negative consumer engagement, found in Heinonen’s model (2017, 159), were not enough to find the highest number and the most dominant drivers of negative consumer engagement. Unlike the original model, this updated model is disregarding the positive side of consumer engagement, since the study is focusing only on negative engagement. The model assists the process of concretising the negative drivers of consumer engagement, especially in online environment such as Twitter.

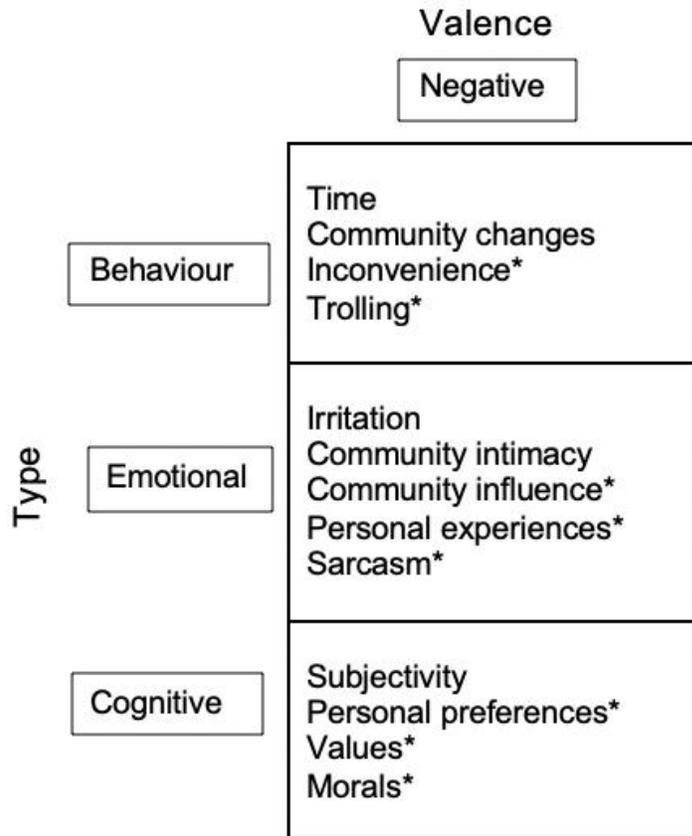


Figure 6 Updated model of drivers of negative engagement
 (New findings marked with *)

As mentioned in the previous chapter, this model includes the new discovered drivers, which are marked with *-symbol. The original model listed community changes and time as the drivers of negative engagement, of behavioural aspect. For this new model, trolling and inconvenience were included into the mix. Trolling is a relatively new form of negative engagement in online forms. The term originated in the 90s and was used to describe an individual whose purpose was to cause confusion and bewilderment online messaging boards and other social networks (Vann, V. 2020). Nowadays, the concept has evolved into a more malevolent to describe a person whose only purpose is to cause harm, start a conflict and post menacing comments on social network platforms (March, E. 2019). Unfortunately, internet trolling has become very common in messaging boards, conversation threads and other social network platforms, and it would have been an

injustice not to include this characteristic into the mix. Thus, the element of trolling was added into the model's behavioural aspect.

In Heinonen's model (2017, 159), the listed drivers of negative engagement in the emotional aspect were irritation and community intimacy. The new drivers added into this aspect category was sarcasm, personal experience and community influence. This characteristic was not listed in the original model created by Heinonen (2017, 159). Sarcasm is a negative tone of communication usually used to underestimate or insult either the initiator or the target's capabilities or feelings. According to the online dictionary of Cambridge University (2020a), "sarcasm is the act of using language, tone and using remarks that clearly means the opposite of what they were trying to say". Sarcasm can take the forms of joy, humour and compassion but the message has a double meaning and at a second glance means usually the opposite than stated in the message. Sarcasm can be used both in written and oral communication and is relatively common form of humour. The need to add sarcasm came from the notion that not all negative engagement appears black and white or as clearly as stronger emotions. Indeed, especially in written form it is in the eye of the beholder how messages might be interpreted. Personal experience is referring to the consumer's emotional triggers brought up through personal experiences with their focal brand. Such emotions can vary between positive and negative feelings. This driver was included in the mix, due to the reason that during the second screening process of primary data a significant number of tweets specifically mentioning the consumer's personal experience were brought up. The last of the new drivers is community influence. This driver was also added into emotional aspect group based on the findings of primary data. The necessity of this driver is further emphasised by the sociability driver emphasised by previous research of consumer engagement triggers (Kuntara et al. 2019, 2). This driver expresses the emotional aspects drawn from the community. Such emotions could be e.g. sympathy and empathy, or anger and contempt.

The third aspect mix of consumer engagement is cognitive. In the original model by Heinonen (2017, 159), this mix only had one driver: subjectivity. Findings of data analysis proved that this category has more than one dominating driver of negative consumer

engagement. The updated model has included two new drivers: values and morals. To bring attention back to the sole original driver of the cognitive aspect; a good example of subjectivity influencing negatively consumer engagement is the Panama Papers scandal and its impact on consumer-brand relationships. Nordea's reputation was damaged for the company's unfortunate involvement in the scandal. This could have influenced consumers' perceptions of the brand and terminated not only existing but also potential future consumers-brand relationships. This subjectivity and perceptions are also influenced by the behavioural factors imposed by the community. Community not only has the potential to inflict ideas on an individual and sway opinion, but also appeal to the consumer's emotional and sense-making prowess. Emotional capabilities can also be influenced. News and publications, as well as personal experiences, all may trigger emotional outbursts, which in turn can result in positive or negative consumer engagement. Over the second screening process, a couple of examples expressing consumers stand on their values and morals presented themselves. For this reason, these drivers were included in cognitive aspect group. Moreover, in the analysis phase, these drivers were kept together due to their distinct similarities in theme.

Figure 7 below illustrates the division between each category. It is important to point out that two of these drivers: community changes and community intimacy are not there do to them not included in the analysis process. These drivers were not possible to analyse due to the limitations brought by text-only data and lack of reflective data. In addition, it is important to point out the drivers are randomly categorised. A more logical and clearer evaluation of aspect-based triggers are presented in a later chapter.

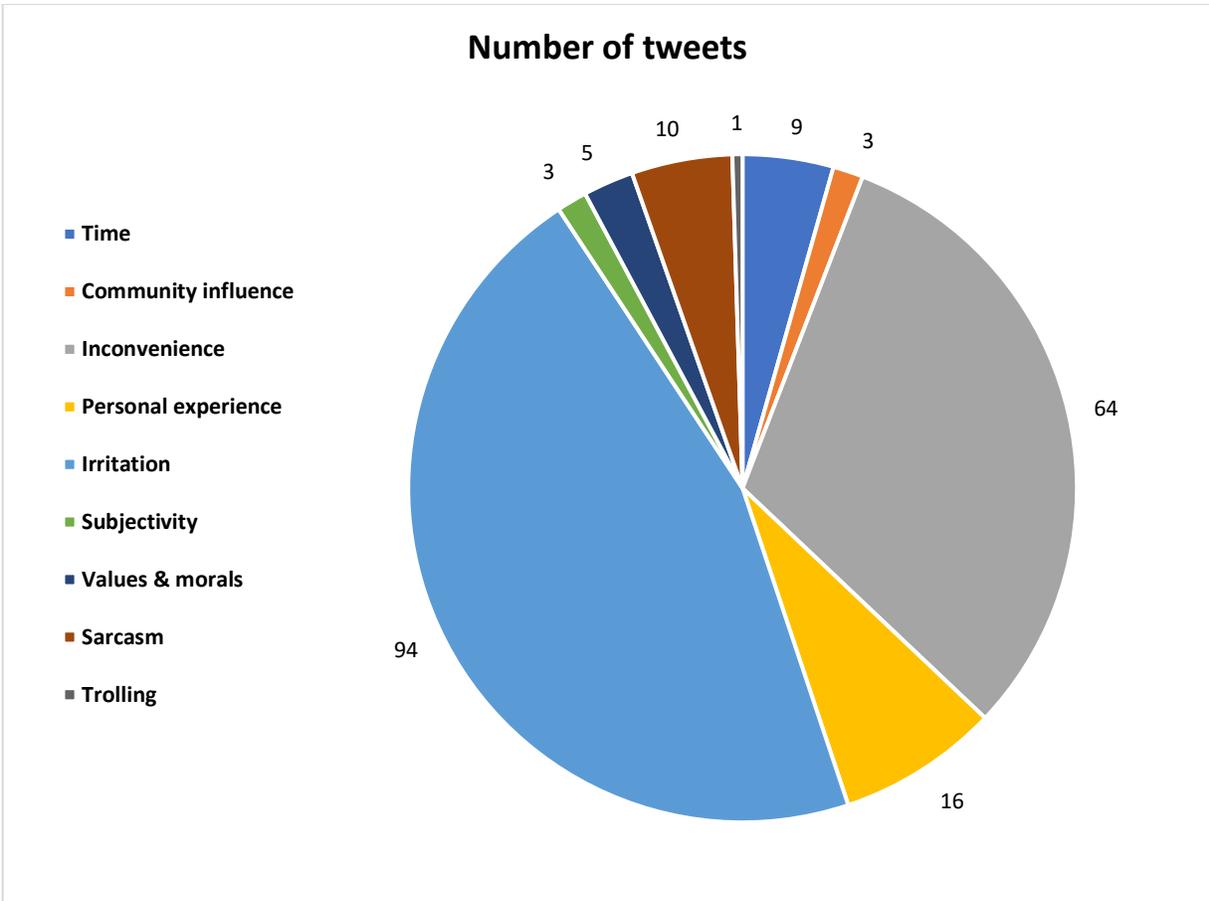


Figure 7 Division of 2nd screening categories

The first driver chosen for the second screening process was time. This driver belongs to the behavioural aspect, and as established it is also one of the original drivers included in the theoretical model created by Heinonen (2017, 159). Changes happening in a fast pace or abruptly without any forewarning, catching people off guard might trigger people to take a defensive stand over their possessions, rights, morals and values. Such tweets consisted of consumers announcing how Finnair had suddenly cancelled their flight, without any warning, abandoning them to their own devices and to find solution and alternative to their travel plans. It was estimated that finding explicit examples of this category may prove to be difficult due to the fact that such content that explicitly includes time and abruptness may not generate as often as the other drivers of negative engagement. Alas, out of 205 negative tweets, there were total of nine tweets in category 1, which is an adequate number of data. **Table 12** below presents the collected tweets.

Subcategories	Text
1	@healthpsycleeds @Finnair I know. What is it with me and @finnair. Last flight it was luggage. Now it's no flight at all!
1	.@finnair - you've cancelled my flight AY1341 and not given an alternative. Am at AKL departing today 16.15 to Doh... https://t.co/bn5Uqm1aum
1	@FinnairSuomi @Finnair Peruutitte sitten lauantaisten paluulentoni. Kotona odottaa kolme kouluikäistä lasta ja teist... https://t.co/WcR1k3o5Nc
1	@Finnair What is going on @Finnair ? My flight which is AY099 from Manchester to Hong Kong has been cancelled. However, I saw you guys mentioned that the AY099 will operate normally, and now is not available anymore???
1	Please explain
1	Hei @FinnairSuomi ostimme teiltä tänään lennon, jonka peruite illalla ja pyydätte hoitamaan vaihdon asiakaspalvelussa. Lento Helsinkiin huomenna. Olen nyt jonottanut yli 2 tuntia asiakaspalveluunne. Mahtaakohan tätä jatkua vielä montakin tuntia? #koronavirus #finnair
1	@Finnair are an actual joke! Cancel my flight and not even an email to tell me, good job I was randomly looking!!!!
1	@Finnair doesn't take much encouragement, you cancelled the flight you bellends!!! https://t.co/mnnV3XHpbZ
1	@Finnair I need to get home to Estonia. I spent 3 hours on hold for someone to book me onto a new flight tomorrow morning which I was assured wouldn't get canceled as it had cargo on board - now I just received an email saying it's cancelled. How am I going to get home?
1	@Finnair I received an e-mail ONLY 15 HOURS before my flight was to depart. tried calling customer service over and over and the line just says you are busy and hangs up. I am now stranded in Finland and don't know how I'm getting home to Manchester. Absolutely unacceptable @FinnairHelps
9	

Table 12 Results of subcategory 1: time

The second category aimed to look at negative consumer engagement that was clearly driven by community. This driver belongs to the emotional aspect, and it was one of the new drivers discovered from primary data. Such tweets would consist of a user driving other users to take action or behave in a certain way, or a user being triggered by a group or another individual – someone they know, follow in social media, idolise or otherwise has a sway in the user's emotional capacity. In addition, such content would also include the user's own networks and references to other brands acting as cross-reference and appealing to their community. This subcategory included three tweets and **table 13** below presents the tweets placed in the subcategory. Since all of the tweets were being influenced by the flight cancellation crisis caused by COVID-19, the content heavily revolved around personal experience of the users, where their travel plans had been changed, cancelled or otherwise compromised. Although, since a large number of individuals were putting forward a similar message concerning their flight cancellation, one could argue that they were being driven to continue creating negative speech toward Finnair on Twitter. However, this type of analysis would most likely have resulted in all negative tweets being

categorised in category 2, causing the data analysis invalid. More discussion regarding categorisation and cross-categorisation will be following in the later chapters.

Subcategories	Text
2	Make @GENERALI @JustFlyGlobal @Finnair 's poor customer service go #viral everyone. Unreal to deny a claim with all this going on in the world.
2	#finnair what a hell is going with you? What a bloody theatrical scene my mum faced today at the airport because yo... https://t.co/9KDwxPZGR4
2	@Sharaquss @boon_marjorie @Finnair That exactly what happened to me. Japanese air carriers refund their customers fully in this situation. I wish #Finnair could do that.
3	

Table 13 Results of subcategory 2: community influence

The third driver was estimated to be one of the most popular categories: inconvenience. This category belongs to the behavioural aspect group and was included in the updated model as one of the new drivers of negative consumer engagement. Indeed, this category did gain the second most tweets of all 205 negative tweets related with *Finnair*-hashtag with 64 tweets. Much like in category 2: community influence, it would also have been possible to include the not-so-explicitly inconvenience-related tweets into this driver category. Hence, the criteria had to be limited to tweets that explicitly expressed inconvenience. Tweets included in this category would mainly consist of technologic malfunctions towards the users such as website loading error, disconnected phone calls with the Finnair customer service, and mobile app malfunction. **Table 14** below presents examples of this driver of negative consumer engagement on Twitter.

Ymmärrettävää, mutta samalla pelottavaa kun lento on peruttu ja mitään kautta ei pääse edes jonottamaan 3 asiakaspalveluun @Finnair
4 hours on hold with @Finnair.DMs with @FinnairHelps left on read.No one at the Heathrow @Finnair service 3 desk.
@FinnairSuomi Ei tästä linkistä hirveästi apua ollut.Olisin tarvinnut vain tiedon, miksi Finnair ei peruuta lento... 3 https://t.co/j8DoJyuvpl
@Finnair That kinda sucks. Was counting on my new upgrade chits arriving on 01JUN, guess it'll be December 3 now...
I have to get out before more countries close their doors so after trying in vain to contact you for over 24 hours... 3 https://t.co/kc5JnTab09
Oh @Finnair @FinnairHelps .. I waited all this time and a minute later, I was hung up on due to "technical difficul... 3 https://t.co/LrDNSPeqmo
@Finnair I've been trying for 2 days to get through to you. 3 hours on phone yesterday then the line went dead. 3 You... https://t.co/DClgv0sqTK
At the end of a stressful day I have been on hold with @Finnair for 2 hours and 20 minutes and still going. This i... 3 https://t.co/672GIFChms
3 @Finnair Please sort out you website

Table 14 Examples of subcategory 3: inconvenience

The fourth subcategory looks at the individual's personal experience with their focal brand. This driver belongs to the emotional aspect group and is one of the new drivers of negative consumer engagement discovered from primary data findings. It would have been simple to just include all negative tweets into this category, since majority of the analysed tweets were about the consumer's personal flight and travel plan distractions. However, to avoid such confusion or misanalysis, the criteria for this category was set to, both the content and the used rhetoric in the tweet, explicitly expressing the consumer's personal flight or other consumer-brand interaction with Finnair. This type of criteria allowed for clearer focus of the content and the analysis process resulted in 16 tweets in total. Examples of this driver group can be found below in **table 15**.

4	@Finnair i give my kid panadol to sleep on a long flight and in return your staff on the plane harrass me.
4	@Finnair I have contacted you regarding a cancellation and you said you've messaged me back via DM, but you never did - not being able to cancel a flight, that was from India to Portugal, just a day before Portugal closed its borders and would have left me stranded there. So, thanks! Not!
4	@FinnairHelps I called customer service and after 3 hours on hold they were rude and unhelpful in cancelling my flight. You would think with a pandemic we could be civil but I essentially was told "too bad, so sad". Will go out of my way to not have to deal with @Finnair ever again.
4	RT @dillonpena: 9:20pm yesterday @Finnair cancelled our flight from Ivalo to Helsinki. We have scrambled, packed and found a driver to get us to Helsinki. The drive is 13 hours. The journey home begins.
4	To be told 3 days before my flight home that it's cancelled and the airline can't offer any alternative support is an absolute joke. I know we're in the middle of a pandemic but seriously @Finnair try make SOME bit of an effort for your customers
4	@Finnair please can you respond when I'm trying to cancel the second leg of my trip after you've cancelled the first. How do you expect me to get to the second leg when you've cancelled my flight? Please refund the flight!

Table 15 Examples of subcategory 4: personal experience

The fourth subcategory was also a new driver included in the mix and it belongs to the emotional aspect group. Some of the tweets in this category could possibly have been included in the categories of time, inconvenience, irritation, due to the similar characteristics presented in the feeling and content of the tweets. A large number of tweets show strong potential especially with these categories due to their distinct characteristics and fundamental part of negative consumer engagement as a whole. However, these tweets clearly had one key characteristic in common: personal experience with the Finnair brand. Hence why these tweets deserve their own category and personal experience is possible to be established as one of the drivers of negative consumer engagement.

Subcategory 5 = irritation was estimated to be one of the categories with the highest number of tweets. Indeed, this category did have the highest number of tweets at total of 93 out of 205. This driver belongs in the emotional aspect mix and it is as one of the original drivers of negative engagement included in the theoretical model created by Heinonen (2017, 159). Category 5 includes tweets expressing explicitly irritation. Since, all of the tweets screened in the second screening process involve negative emotion on a degree, oftentimes frustration, irritation and anger, it might have been easy to simply categorise all tweets in this category. However, the criteria set for this driver category was

distinctly focusing on tweets, which only focused on irritation. **Table 16** below illustrates examples of tweets expressing irritation.

5	Finnair got 10 more mins before I hang up cause I've been in line for over 1 hour and 20 minutes now
5	@FinnairHelps Finnair team, where are you? Tried to reach you for 4 hours, to no avail
	@Finnair SECOND DAY I HAVE SPENT MY LUNCH HOUR ON HOLD FINNAIR. (51 MINUTES)TRYING TO ADJUST
5	UPCOMING RESERVATIONS! https://t.co/polTNJyvmU
5	@rebelseoul ei jumalauta finnair fix your shit NELJÄ TUNTIA
5	@Finnair Help me no answer on phone. Would we get refund after day of travel since you are not answering?!!!
5	@FinnairHelps @Finnair 7 hours later and no information about my flight WTF!
5	@Finnair @FinnairHelps absolutely ridiculous https://t.co/GItlClSq69
	@Finnair third call to you in the past week. And this call is nearly four hours. This is ridiculous
5	https://t.co/bM3KIWmoff

Table 16 Examples of subcategory 5: irritation

The sixth category was looking at subjectivity as its focus characteristic. This driver is one of the original drivers listed in Heinonen’s model and it belongs to the cognitive aspect group. As was established by previous scientific research regarding engagement, cognitive processing and cognitive aspects are heavily linked with consumer engagement and its drivers (Hollebeek et al. 2014, 152; Dwivedi 2015, 101; Heinonen 2017, 161). This driver of negative consumer engagement is linked with the individual’s cognitive process. Furthermore, due to the abstract nature of the characteristic this driver was one of the trickiest to track, especially from text-only data. Similarly, with category 1: time, this driver remained as one of the categories with the lowest number of tweets and had the total number of three tweets. **Table 17** below illustrates the results of this category.

Subcategories	Text
6	@KaarinaHazard Toivottavasti, koska ilmailu on pahasta #finnair
	@AlexInAir @TopiManner @Finnair Bravo finally it's in their face people who were irresponsible to disinfect aircrafts / who transported passengers without taking precautions. Airlines should be sued by passengers for carelessness and lack of safety.
6	Katsokaapa #keihäsmatkat ja miettikää kuinka #finnair on pistänyt pahoja pikkejä ihan vain vittuileessaan pienelle yhtiölle
3	

Table 17 Results of subcategory 6: subjectivity

The seventh category = values and morals, was also linked with the cognitive aspect of consumer engagement. This category includes two separate drivers merged into one subcategory due to their shared similarities. These drivers were discovered through the analysis process of primary data. This category includes tweets that expressed content relating to the individual's personal values and morals. Such tweets would include references to ethics and the moral question of right and wrong, and fairness. Based on the findings of primary data, this driver also includes mentions of community and utilitarianism. Tracking tweets for these drivers was significantly slower than compared with drivers of negative consumer engagement. Still this category was able to find five tweets, and **table 18** below presents the findings.

Subcategories	Text
7	@MikaelJungner Finnair ei hae edes omiaan pois (ihmisiä) USAsta, joten koneiden käyttö rahtiin olisi härskiä. https://t.co/yBlyjVwgo
7	My friend is flying from London and Finnair's staff who works in the check-in counter wrote RIP HKG on her boarding pass. I know that the virus is causing much anxiety everywhere but this is way too much and it's NOT FUNNY at all. #COVID19 #covid—19uk #coronavirusuk #coronavirus https://t.co/aD0lnUBA7W
7	RT @EsaTalonen: Arvoisa @MikaLintila ja @TopiManner Suomen matkailuala on kriisissä ja tukipakettia vaaditaan. Matkatoimistojen ja matkanjärjestäjien näkökulmasta tärkein asia olisi pikaisesti poistaa muutos / peruutuskulut kaikista Finnairin lennoista. Ei voi olla niin, että Finnair maksattaa..
7	I have colleagues in a similar position, but with different airlines, like @qatarairways, which is contactable & treating passengers with empathy & care. So, if @Finnair leaves passengers like us completely in the lurch, why should any customer be loyal in future?
7	Hey @Finnair - your handling of this virus is insufficient. People don't want to rebook later in the year, they want to rebook next year so they can stay home until this is all over. Give people credits rather than make them rebook. Please.
5	

Table 18 Results of subcategory 7 = values and morals

The eight category takes the analysis back to the emotional aspect of negative engagement concepts. This driver involves one of the newer drivers discovered from the findings of primary data: sarcasm. According to the web-dictionary of Cambridge University, sarcasm is the act of using language, tone and using remarks that clearly means the opposite of what they were trying to say (Cambridge dictionary 2020a). Sarcasm usually has hints of humour in the message and oftentimes is used to cause harm and insult someone. The act of deciding what is and is not sarcasm can split opinions, but certain clues make it easy enough to discover. This type of tweets includes references to Finnair's incompetence and the quality of its customer service. The tweets

would also use emojis and make indirect references to Finnair’s hand in spreading the pandemic through their flights. This category had total of 10 tweets, and **table 19** below presents the findings of this category.

Subcategories	Text
8	Are you flying to the moon now, @finnair? ;) https://t.co/LqYyZ9tIAd
8	@Finnair It is impossible to get in contact with you. Would writing a mail with changes to the iternary be adequat... https://t.co/6PtPLWZ3j4
8	By the time @Finnair @FinnairHelps assists me, we will be fighting off COVID-20...
8	@iltasanomat Finnair näkee markkinaraon ja jatkaa viruksen levittämistä
8	@Finnair Your @FinnairHelps does not respond, are you changing this to @FinnairNoHelps?
8	RT @JVidgren: @Finnair @JuhoJauhiainen I wonder how they are able to detect the urgency of the flight schedule before answering the phone. But that’s outside of my area of expertise. Thanks anyway!
8	RT @JVidgren: @Finnair @JuhoJauhiainen I wonder how they are able to detect the urgency of the flight schedule before answering the phone. But that’s outside of my area of expertise. Thanks anyway!
8	@Finnair Maybe you were thinking about replying with a DM, but you never did, how serious are you about fixing this @Finnair ?
8	@huima @JVidgren @Finnair Then they could have told that and I would have been happy. Now I don’t have any idea what’s going on and if they can handle these requests in time. ˘_(`_)/ Communications can be hard.
8	@TPulsa @sryhma @Finnair Kun mitään ei haluta tehdä ajoissa tai vapaaehtoisesti...
10	

Table 19 Results of subcategory 8: sarcasm

The ninth category presents a somewhat contradicting characteristic of negative engagement. It belongs to the behavioural aspect group and is one of the drivers listed in the updated model created from the findings of primary data. This driver is most likely exclusive to online forms and is also relatively a new concept in the mix of negative engagement drivers. According to online dictionary of Cambridge University (2020b) the act of trolling is only to leave a harmful message online in order to annoy or insult someone. Since trolling has a sole goal of creating annoyance and general mayhem in online forms, it was surprising to find evidence of it also among the tweets, which already had a general negative tone of communication to begin with. Primary data only had one tweet for this category, and **table 20** below presents it.

Subcategories	Text
9	@imjoshcoll Who uses finnair lol
1	

Table 20 Results of subcategory 9: trolling

To validate the decision for choosing trolling as one of the subcategories, the concept had been introduced in one of the scientific articles published by Lievonen et al. (2018, 7). In their article, trolling is introduced as a malicious being of an online messengers-group, who regardless of the topic or theme are aiming to cause as much havoc and misery as possible. Their article (Lievonen et al. 2018, 1) also recommends managers to understand “the drivers and processes of these negative stakeholders,” in order to understand the concept of negative engagement itself.

Already by taking a look at the variety of the data collected from the trial runs, it is evident that there are multitude of drivers of negative consumer engagement. Tweetarchivist has been a valuable tool assisting in this research and being able to extract data into an excel sheet allows convenient data editing process. The collected primary data for this thesis is serving as a basis for later data analysis section.

4.2.1 Analysis of subcategories

This chapter is further explaining on the results of the findings of subcategories. A review of the categorisation process is going to be made and compared with the theoretical model suggested for this thesis. The second screening process of primary data allowed for clearer data review and to see which are the drivers of negative engagement in online forms. Furthermore, it allows to see the different levels of dominance between the drivers. The reasoning and logic behind the subcategories came from the theoretical model by Heinonen (2017, 159) introduced in this thesis, and the findings of primary data.

As briefly mentioned, the categories chosen for the second screening process involved the drivers of negative engagement introduced in the theoretical model of this thesis, and a few added drivers discovered from the data analysis process. The subcategories followed the similar behavioural, emotional and cognitive aspects of engagement. Due to the fact that the primary data remained in text form, all characteristics from the model were not sufficient as a subcategory for the data analysis. Indeed, the drivers “*community changes*” and “*community intimacy*” were not suitable for analysis. They would have required data from audio form and reflective type data. Naturally, if a study would have

been conducted using other method e.g. interviews, or if the timeframe used to collect data had been longer, then these aforementioned characteristics could have been considered as suitable categories for data analysis. As established, this thesis is utilising the conceptual model created by Heinonen (2017, 159). However, it looks at the model only from the perspective of negative engagement and chooses to utilise the drivers listed on that side of the model. The new drivers of negative engagement were discovered through the primary data analysis and support the pre-existing research and model created by authors of negative consumer engagement.

During the first screening process of categorising data into non-relevant, positive and negative categories, it became evident that not all data would equally accumulate same levels of data. Circumstances influence the manifestation process of negative engagement, and the current COVID-19 pandemic served as the perfect platform for possible outbreak of negative engagement. The consequences followed by the strict measurements set in place to prevent and slow down the spread of the virus drove businesses to minimise or even close their operations. The sudden actions taking place on a global scale caused both terror and outrage within people and miscommunication as well as misinformation ran rampant. In addition to businesses and economies, consumers fell victim to the abrupt changes in the environment. Travel restrictions, quarantines and flight cancellation effected people's plans heavily resulting in frustration and anger in online messaging boards and other social networks. The data reflected heavily these aforementioned circumstances and factors in its content.

Over the subcategorization process of primary data, it became relatively soon clear that most commonly expressed emotions were going to be feelings related to frustration and irritation. Frustration toward Finnair, frustration toward flight cancellation, frustration toward the global pandemic, frustration toward a vast number of various factors. As a result, tweets expressing such emotions were located into the subcategory carrying the name irritation. This category collected the highest number of tweets; 94 out of 205. Since the tweets were heavily influenced by the negative consequences caused by the restrictions and rules set as preventive measures to stop the spread of COVID-19

pandemic, it can be argued that all tweets collected as primary data express irritation to a degree. However, the analysis was focusing on the foremost message in the tweet's text. Therefore, if the tweet expressed irritation or frustration in a form of insults over facts that irritate the consumer or other similar reasons, which left them feeling irritated or frustrated, the tweet would then be placed in the appropriate category.

The subcategories belonging to the emotional aspects of the mix were estimated to have the highest quota of tweets compared with the behavioural and cognitive groups. Indeed, the subcategories group relating to emotional drivers of negative engagement had 123 tweets out of the total 205. As it turned out, emotional characteristics of personal experience, irritation, sarcasm and community influence had the highest number of tweets in total. In the original model by Heinonen (2017, 159), there was only irritation and community intimacy as listed influencers of negative consumer engagement. During the analysis process, it became imperative to include more drivers into the mix. **Figure 8** below illustrates the division of each driver. Based on the findings, the best succeeded negative driver was by far irritation. Indeed, this negative engagement trigger may have been empowered by the exceptional circumstances of the global pandemic. Out of all the drivers in the mix, irritation may have also been one of the easiest to spot. The rest of the subcategories in the emotional group such had moderate or lower success rate of data acquisition. Especially a category such as community influence was one of least successful subcategory among the group. Perhaps the group may have had a better success if the data had been focusing on a different theme, or if the data may not have been influenced by the circumstances inflicted by COVID-19 pandemic, or if the time used to collect data had been longer. Figure 8 also shows the characteristic *community intimacy* being struck through. This was due to the fact that such characteristic was deemed impossible to analyse from primary data. The data was limited only to text form, leaving the driver community intimacy impossible to analyse.

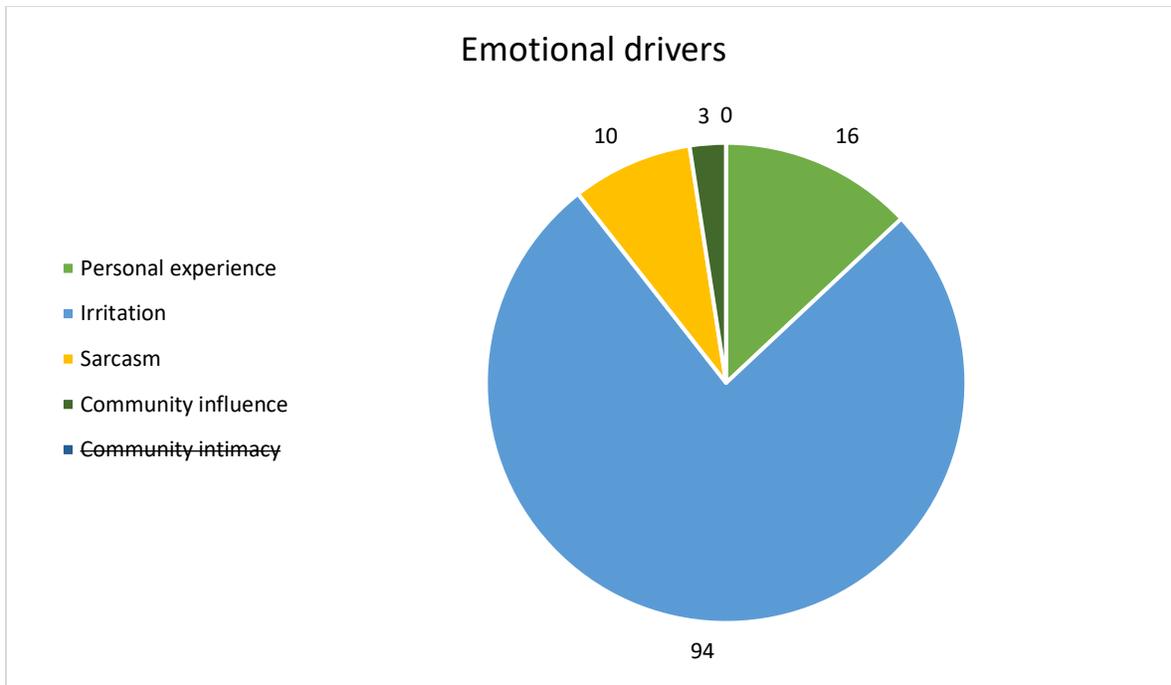


Figure 8 Division of emotional drivers

As the second most successful group were the subcategories based on behavioural aspects of negative engagement. This group had 74 tweets in total and also had the individual group with the second highest number of tweets: inconvenience, with 64 tweets. **Figure 9** below presents the division between each behavioural category. When compared with the original model created by Heinonen (2017), trolling was not considered. Nevertheless, taking into account the core reason for trolling's existence: to cause harm to both brand and individual users online, the need to include trolling as a form of negative engagement felt imperative. Surprisingly too, one tweet exhibiting trolling was found among primary data, making this subcategory all the more relevant for this thesis.

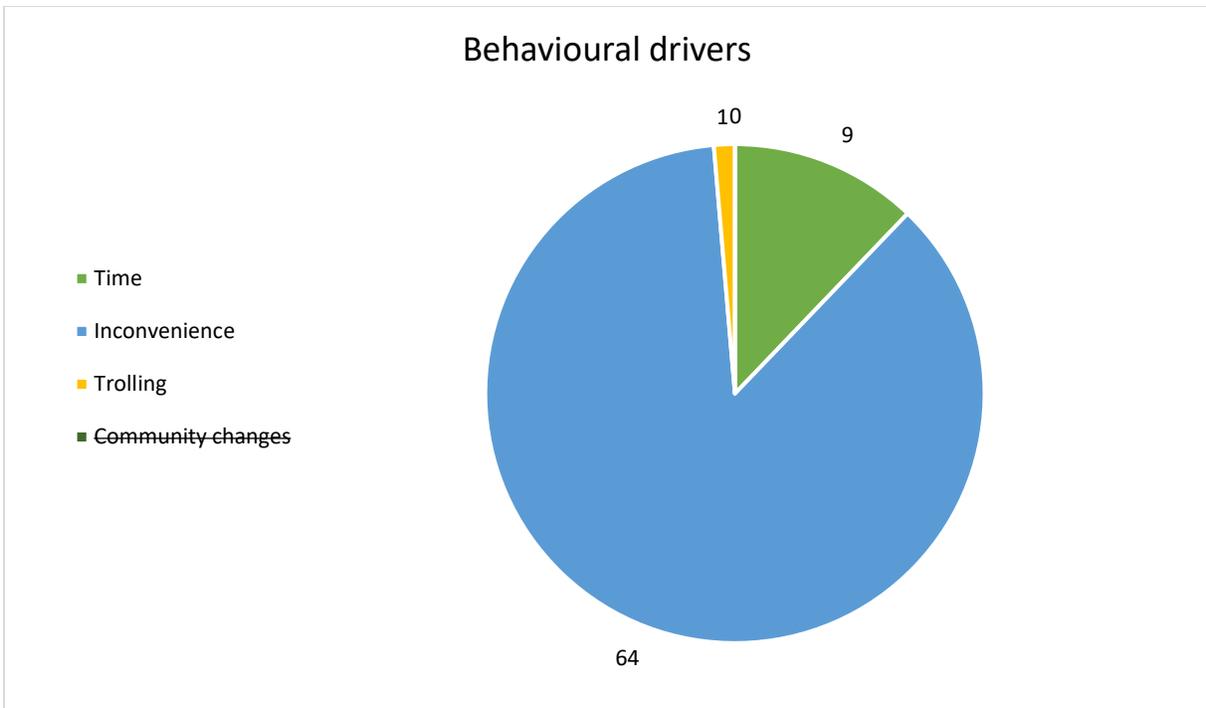


Figure 9 Division of behavioural drivers

Figure 9 also includes the characteristic “*community changes*”. This driver was listed in the model created by Heinonen (2017, 159). This category was excluded from data analysis due to the reason, as it cannot be analysed within the parameters set for this thesis. If the project had allowed for use of comparative or reflective data (to collect data from the same sample group after a certain period of time), then this driver might have suited as a category. Also, this driver would have suited better for individual interviews. Perhaps in a similar research in the future, where reflective primary data would be used and interviews conducted, this driver ought to be included.

Indeed, the behavioural-related subcategories served a purpose in exposing relevant drivers of negative engagement, in online form. Since the overall theme of the data was concerning the flight crisis and the short-term effects of COVID-19, it can be argued that all tweets are expressing inconvenience toward the service provider. Nevertheless, since the categorisation process focused on the upfront message expressed in the tweet, the current subcategorization is valid. This fact brings up the possibility of cross-categorisation of data. The second screening process exposed the fact that, depending on perspective,

tweets expressed characteristics of more than subcategory. The process of data analysis was based on one category per tweet policy and thus cross-categorisation was not included. More on the potential opportunities and threats of cross-categorising primary data are discussed in the later chapter.

The third group of subcategories were based on the cognitive characteristics of engagement. **Figure 10** presents the division between each cognitive category. Unlike in the theoretical model, the drivers; “*values*” and “*morals*” were combined as one subcategory for the data analysis. This decision was based on the fact that these aforementioned characteristics share a similar theme. Furthermore, due to the limitations – of using text-only data – imposed on data analysis, these two elements would have been difficult to analyse separately. Taking into account the overall low number of data, the characteristics of cognitive group would have better suited for analysis if e.g. the data had been collected over a longer period of time or from a focus group interviews, where community influence would have been more prevalent. For future research analysing the cognitive aspects of consumer engagement, it would be preferred to consider other forms of data.

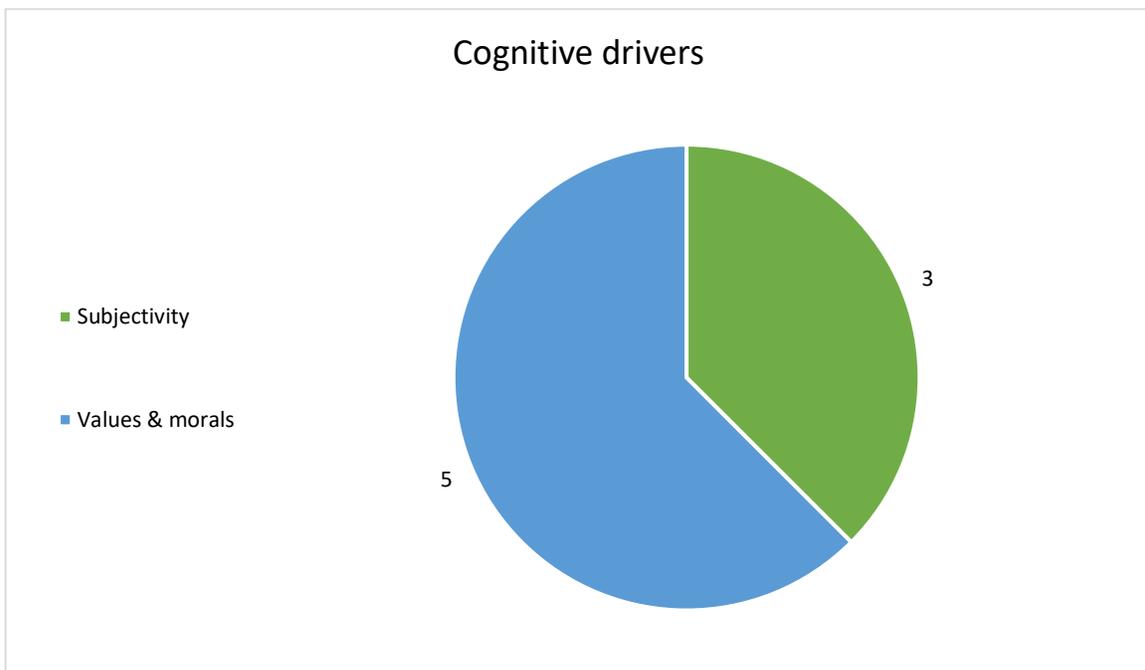


Figure 10 Division of cognitive drivers

In literature review, this thesis briefly covers the financial scandal: Panama Papers, from the perspective of Nordea, and how it damaged the company's brand image. That case shares similarities with the environment taking place for this thesis (in other words: crisis). Although this situation was not self-inflicted, as it was with Nordea, Finnair's brand image was nevertheless struck during the mass cancellation of flights. The company has faced a lot of criticism for how it has handled the crisis and safety and health precautions for both personnel and passengers. The media storm and discussions taking place online may also have influenced consumer's brand image of Finnair. Severed consumer-brand relationships and unstable are possible going to have a long-term effect on Finnair's passenger influx.

This phenomenon is directly linked with the cognitive aspects of engagement studies. For future reference, it would be useful to study the long-term effects of this crisis from both perspectives: company and consumer. Based on the content of primary data, it is visible that Finnair's brand-image has been negatively affected, but the effects of that negative engagement were left unclear, due to limited time for this project and the inability to return to review primary data from same participants. Nevertheless, the extent of the damage was not the primary goal of this project, making this all the more perfect opportunity for future research of negative engagement.

Returning back to the goal of this thesis. The collected data is able to answer the primary research question: what type of drivers influence negative engagements? Based on collected data, negative engagement is, first and foremost, triggered by the emotional and behavioural drivers, followed by cognitive ones. Strong negative emotions, changes to one's habits (not self-imposed), and abruptness are the strongest influencers, which pave the way for negative engagement. Changes imposed by external factors usually result in a defensive stand, and negative experiences would be taken personally even if the situation had happened on a large scale and due to a global crisis. Feelings calm down over time and actions are usually immediately over once they have taken place. However,

memories and thoughts stay for a longer time. This enforces the idea of cognitive factors having stronger and longer affect than its emotional and behavioural counterparts.

Among the subcategories, the least successful characteristics of each aspect group (emotional, cognitive and behavioural) were community influence, subjectivity and trolling. Reasons why these subcategories had lower number of tweets can be due to the lack of time reserved for data collection, and type of data used as primary data: text. Also, since the subject of the tweets was mass flight cancellations and the COVID-19 pandemic, the act of trolling in online messaging boards could have been discouraged for the seriousness of the topic.

The implemented subcategories help illustrate the most probable drivers of negative engagement. The data intake is versatile and provides sufficient evidence of the circumstances and environment, where negative engagement is manifested. The use of Tweetarchivist, as the primary tool for data acquisition, enabled quick and smooth collection of data. However, the restrictions of benefiting from text-only data, instead of conducting interviews, do impose limitations on data analysis, which are been addressed in the limitations chapter of this thesis. Nevertheless, being able to categorise primary data into efficient subcategories guarantees data validity and assists in the research process. The discovered subcategories of potential drivers of negative engagement work as valid indicators of negative engagement and help maintain clear image in the process of answering the primary research question.

5 Conclusions

This chapter concludes this thesis. It discusses the theoretical contributions and furthermore goes through the research questions and sub-research questions created for this thesis. This chapter also reviews the findings for each question individually. Furthermore, future research suggestions and managerial implications are provided at the end of this chapter.

5.1 Theoretical contributions

When discussing the theoretical contributions this study provides, the findings of primary research confirms the drivers of negative engagement listed in previous scientific research. Heinonen (2017) discovered five drivers of negative engagement, and 11 drivers of positive engagement. This study confirms the findings of drivers of negative engagement by Heinonen (2017, 159), and adds newly discovered potential drivers to support the research. It is important to note that this study focused only on the negative side of engagement. The new discovered drivers of negative engagement further solidify the importance of aspects of engagement: behavioural, emotional and cognitive. Much like Hollebeek et al. (2014) and Dwivedi (2015), Heinonen's (2017) research focuses on the same aspects as well, making them all the more relevant in the field of engagement studies. The new drivers of negative engagement offer depth to the concept of triggering factors of negative engagement. Following chapters cover the theoretical contributions through the answers to the main research question and sub-research questions.

5.2 Answers to research questions

Main research question: What are the drivers of negative engagement?

The main research question for this study aims at finding out the drivers of negative engagement. It was estimated that negative consumer engagement would have distinct set of drivers, which would need to be explored and exposed. Heinonen's (2017, 159) conceptual model on these influencers of negative engagement includes a set of formidable drivers, of which half of them were proven to be sufficient triggers of negative engagement. The drivers included five drivers on the negative side and eleven on the positive side (Heinonen 2017, 159). These drivers were utilised in the analysis process for this thesis to see if indeed these drivers still are relevant. This study acknowledges Heinonen's drivers of negative engagement and discovered new potential drivers. These new drivers and the tested drivers of the conceptual model allowed for the conceptualisation of a new updated theoretical model for the drivers of negative consumer engagement. Furthermore, the new drivers were also identified to present the three

categories of aspects as were also categorised in Heinonen (2017, 159), Hollebeek et al. (2014, 154), and Dwivedi's (2015, 101) models.

Findings of primary data not only discovered and prove what are the drivers of negative engagement, but also prove which are the most dominant drivers. Based on the results, it is evident that irritation and inconvenience driver negative engagement the most. The drivers of inconvenience and irritation generated the most tweets compared with other listed driver categories. The third most dominant category was personal experience. It may be argued that these results were influenced by the unusual circumstances taking place in this thesis. Much of the data involved consumer's personal travel plans being disrupted or cancelled, which may result in the driver "personal experience" being more triggered than e.g. trolling.

Based on the results, the weakest drivers were community influence, trolling and values and morals. All of these generated 5 or less tweets per driver category. Moreover, findings prove that environment and circumstances play an integral role in determining, which triggers are going to become the most dominant. Subject at matter may not have been most suitable for generating data for these driver categories. Also, demographical factors such as age, location, welfare status may have an impact on the behaviour of negative engagement drivers too. It is advisable to take these factors into account in future research of the topic of negative engagement drivers.

Heinonen's (2017, 159) model serves as a basis for this study, and its contribution to this study is acknowledged. The new drivers discovered through data analysis support the pre-existing scientific research of negative engagement. Much like the drivers listed in Heinonen's model, these new drivers also represent the three aspect groups of behavioural, emotional and cognitive. They help concretise the various drivers and influencers of negative engagement, especially in online environment such as Twitter.

Sub-research question 1: Which aspects of negative engagement do drivers represent?

The first sub-research question focuses on the three aspect groups of negative engagement discovered by Hollebeek et al. (2014, 154). This study establishes the relevance of these three aspects through the analysis of pre-existing drivers of negative engagement discovered by Heinonen (2017) and the new drivers discovered from primary data. All studied drivers of negative engagement in this thesis represent one of the aspect groups and the number of drivers of each aspect group is presented in the findings chapter. As established, negative engagement is a phenomenon that draws strength from the aspects of behavioural, emotional and cognitive (Hollebeek & Chen 2014; Hollebeek et al. 2014; Bowden et al. 2015; Dwivedi 2015; Lievonen & Luoma-aho 2015; Heinonen 2017; Lievonen et al. 2018). It is sufficient to say that for this thesis, the circumstances imposed by COVID-19 were the most opportune environment for exploring the drivers of negative engagement. Also, choosing to use Finnair as the main focus assists in maintaining clearer data sample. The tested drivers prove, which aspect group of negative engagement is the most dominant and easily triggered. Based on the findings of primary data, it is concluded that drivers belonging to the emotional aspect group are triggered the easiest. The second most dominant aspect group is behavioural and then followed up by cognitive.

As briefly mentioned before, it can be argued that the unusual circumstances taking place in the environment may work in favour for generating more data for emotional drivers of negative engagement. Abrupt changes in environment and external factors interrupting people's habits could potentially influence consumer's emotions faster than their cognitive processing and activities. Regardless, findings of primary data prove, which aspect is the easiest triggered out of all of them, solidifying the answer to sub-research question two.

Sub-research question 2: How do the drivers of negative engagement manifest?

Negative engagement is a complex phenomenon with an immense importance to the understanding of consumer-brand relationship, a relationship that can take place both offline and online. Nowadays, with the mass consumption of online activities, negative engagement has a higher chance of manifesting online than offline, due to the chance of anonymity and fast paced interactivity (Lievonen & Luoma-aho 2015). Individuals can feel more inclined to say what they feel and think online, than face-to-face. Also, harassment and bullying have a higher chance of taking place online than offline, due to the same aforementioned reasons. This thesis explores different potential manifestation processes of negative engagement and discovered that negative engagement is driven in multitude of ways. However, the encompassing characteristic of it is that negative engagement retains its negative tone of communication. Unlike the relatively new concept of negative engagement: internet trolls (Lievonen & Luoma-aho 2015), negative engagement does not always result in harm but can also be used as constructive feedback. Results of negative engagement also depend on how the message is received and processed.

The second sub-research question tries to find answer to the manifestation process of negative engagement. Various researches offer valuable insight to the manifestation of consumer engagement (Hollebeek & Chen 2014; Hollebeek et al. 2014; Dwivedi 2015; Leckie et al. 2016; Heinonen 2017). Based on the findings of primary data, the drivers of negative engagement manifest at different stages and pace. Also, drivers cover different characteristics from mild e.g. sarcasm, regular tone of voice and conversational speech, to extreme e.g. shouting, text in all caps and hate. Such characteristics of negative engagement manifestation prove just how complex the manifestation process of different drivers of negative engagement is.

Social factors such as community play an integral role in the manifestation process of negative engagement drivers. Findings of primary data prove that community actions play a major role in the background of consumer's actions. Community empowers consumers to voice their opinions, especially online. Becoming a member of a community is oftentimes easier and quicker done online than offline, both for geographic and financial

reasons. All is needed is a request to follow a page on a social media platform. Thus, social networks and online messaging boards are affluent in opportunities for manifestation of negative engagement. Increased inconvenience on the consumer's part is another crucial factor to take into account. Primary data showed that drivers manifest when consumers face an obstacle or are inconvenienced. Such situation prompts consumers to express their frustration toward their focal brand. Usually when inconvenienced, manifestations of drivers of negative consumer engagement represent feelings of irritation and frustration.

Other ways to detect manifestation of drivers of negative engagement is to look at consumers referring to their personal experience with a brand. Threat to individual possessions – as for the case in this thesis: flight and travel plan – prompts consumers to aggressively raise their voice and demand compensation for their lost possessions or right. Such events are a direct threat to brands, and they ought to address such situation quickly. Actions take place fast in online environment, and sometimes businesses fail to react at the appropriate time. Amidst uncertainty, consumers rely on their community and networks, and during those times community influence can have a strong sway in the behaviour and emotional aspects of an individual.

This sub-research question strengthens the assumption that the drivers of negative engagement are manifested through consumer-brand interactions, which have resulted in negative behaviour and malicious actions. Literature review supports the same idea. Perhaps in another study the manifestation process of the drivers of negative engagement would be researched in greater detail.

5.3 Managerial implications

Although this thesis was not conducted for a commissioner, it focuses on one specific company: Finnair, it was imperative to include a chapter, where the importance and relevance of this research topic for businesses was discussed. Indeed, since this study focuses on Finnair, the results can be utilised for other businesses too. In the literature

review part of this thesis, different managerial implications regarding engagement are presented and discussed. In business operations, knowledge regarding engagement is oftentimes reflected through the ability of understanding consumer behaviour and maintaining consumer-brand relationship beneficial to the company. Sufficient management of consumer-brand relationship can determine the success of the company and poor management of the relationship can, in worst case scenario, be detrimental to the company's fate.

Including negative engagement research into the mix of engagement studies is working towards equalising the research gap between the positive and negative engagement. For the sake of increasing the knowledge of businesses regarding consumer engagement, it is recommended to continue studying various forms of negative engagement and their impacts. Previous works of negative engagement (Dovaliene et al. 2016; Heinonen 2017; Lievonon et al. 2018; Lievonon & Luoma-aho 2015; Kujur & Singh 2017; Kuntara et al. 2019) assist both not only businesses but also future researchers. Business-wise it is essential to have a comprehensive understanding and knowledge of consumers. Threats can be turned into opportunities and weaknesses into strengths.

Future research of negative engagement is necessary and further research on the drivers of negative engagement are recommended. For businesses it is important to be able to manage their consumer-brand relationships. Also, ability to detect the signs of potentially threatening engagement and transforming it into positive is crucial for the sake of the business's operations. Managers ought to be recommended to maintain close relations with their clients and view consumers more as an investment to the success of the company. Consumer brand engagement can be seen as an attractive influential concept of modern-day marketing (France et al. 2016, 120). Consumers add valuable knowledge to businesses through transactions, interactions and their networks. Managers ought to benefit from these actions and through which they can gage important brand performance (Hollebeek et al. 2014, 150).

5.4 Limitations and recommendations for future research

This chapter reviews the limitations restricting this thesis process as well as its outcomes. Limitations threatening data validity such as retweeting and cross-categorisation are also presented. In addition, this chapter recaps the provided suggestions for future research of the topic.

As established, this thesis aims to find out the drivers of negative engagement, which aspects of negative engagement do drivers represent, and how the drivers of negative engagement manifest. Since this thesis took place at the same time as beginning of the outbreak of COVID-19 pandemic, the processes went through alteration to ensure the progress of the thesis. For example, due to the unexpected circumstances, the collection method for primary data needed to be changed. Instead of conducting a focus group or individual interviews, primary data was accessed by the use of an online software Tweetarchivist. Suffice to say, the programme offered an adequate data acquisition process and collected primary data was of quality befitting data analysis. Data analysis provided a comprehensive view of the influencers of negative engagement. The most prominent factors, which influence negative engagement are strong emotions such as irritation and behavioural aspects which inconvenience the consumer.

The current sample of primary data enables a reliable sample of evidence to answer the main research question and sub-research questions. Nevertheless, responses to each of these research question still leaves room for continuum of scientific exploration of the topic. Due to the everchanging environment of consumer-brand-related engagement it is necessary to continue the research of negative engagement and its drivers. Especially more research focusing on the online environment should be included for the relevance of online forms in current modern society and way of living.

Also, the fixed time per trial runs on Tweetarchivist impose limitations on what type of data could and could not be analysed. For example, the method used for data collection did not allow for the collection of reflective or comparative data. Tweetarchivist ran trial in real time and did not allow to return to collect data from the same participants that had provided

the primary data sample. Having access to in-depth data could have enabled a more thorough analysis. It is suggested that in a similar study in the future, the idea of conducting interviews or focus group settings ought to be implemented. In hindsight, it can also be argued that the lack of in-depth data could have come down to the fact that the thesis benefitted from using text-only data. Text-only data faces more limitations than compared with recorded audio or visual data. The use of audio and visual data could have enriched the analysis process with their personal inputs e.g. tone of voice, pauses in speech, gestures and body language. This leads on to the second limitation imposed by the use of singular form of data. All characteristics of the chosen theoretical model were not useable as subcategories. Categories such as community changes and community intimacy would have required reflective in-depth or comparative data sample, which would have been collected over a longer period of time.

Despite the limitations imposed by the primary data collection method, the conducted data analysis delivers proof of the drivers of negative engagement. This thesis answers the established research questions of this thesis. In hindsight, it is easier to see what could have been done differently. This thesis was conducted under unusual circumstances and decisions regarding primary data acquisition needed to be made fast. Despite the unstable circumstances, this thesis delivers its promise regarding the main research question and answers its sub-research questions. The answers provided to the research questions not only support the pre-existing scientific research conducted of negative engagement, but it also leaves room for further research.

References

Algharabat, R., Rana, N., Dwivedi, Y., Alalwan, A. & Qasem, Z. (2018) The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations. *Journal of Retailing and Consumer Services*, 40, 139-149.

Bowden, J., Gabbott, M., & Naumann, K. (2015) Service relationships and the customer disengagement-engagement conundrum. *Journal of Marketing Management*, 31, 7-8, 774-806.

Brodie, R. J., Hollebeek, L. Juric, B. & Illic, A. (2011). Customer engagement: conceptual domain, fundamental propositions and implications for research. *Journal of Service Research*, 14, 3, 252-271.

Cambridge dictionary (2020a) Sarcasm. [www document]. [Accessed 1 May 2020]. Available <https://dictionary.cambridge.org/dictionary/english/sarcasm>

Cambridge dictionary (2020b) Trolling. [www document]. [Accessed 1 May 2020]. Available <https://dictionary.cambridge.org/dictionary/english/trolling>

Dovaliene, A., Piligrimiene, Z. and Masiulyte, A. (2016), Factors influencing customer engagement in mobile applications. *Inzinerine Ekonomika-Engineering Economics*, 27, 2, 215-212.

Dwivedi, A. (2015) A higher-order model of consumer brand engagement and its impact on loyalty intentions. *Journal of Retailing and Consumer Services*, 24, 100-109.

Eisenhardt, K. (1989) Building theories from case study research. *The Academy of Management Review*, 14, 4, 532-550.

France, C., Merrilees, B. & Miller, D. (2016) An integrated model of customer-brand engagement: Drivers and Consequences. *Journal of Brand Management*, 23, 119-136.

Ghorban, Z. (2012) Brand attitude, its antecedents and consequences. Investigation into smartphone brands in Malaysia. *Journal of Business and Management*, 2, 3, 31-35.

Harding, L. (2016) What are the Panama Papers? A guide to history's biggest data leak. [www document]. [Accessed 12 February 2020]. Available <https://www.theguardian.com/news/2016/apr/03/what-you-need-to-know-about-the-panama-papers>

Harrigan, P., Evers, U., Miles, M. & Daly, T. (2018) Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388-396.

Heinonen, K. (2017) Positive and negative valence influencing consumer engagement. *Journal of Service Theory and Practice*, 28, 2, 147-169.

Hepola, J. (2019) Advancing the consumer engagement concept: insights into its definition, measurement, and relationships. Doctoral dissertation. Jyväskylä, Jyväskylä University, School of Business and Economics, JYU Dissertations 94

Hollebeek, L. (2011) Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19 (7), 555-573.

Hollebeek, L. & Chen, T. (2014) Exploring positively- versus negatively-valenced brand engagement: a conceptual model. *Journal of Product & Brand Marketing*, 23, 1, 62-74.

Hollebeek, L., Glynn, M. & Brodie, R. (2014) Consumer brand engagement in social media: conceptualization, scale, development and validation. *Journal of Interactive Marketing*, 28, 149-165.

Ilta-Sanomat (2019) Selvitys: Skandaalit veivät Danskelta ja Nordealta 83 000 asiakasta Tanskassa. [www document]. [Accessed 12 February 2020]. Available <https://www.is.fi/taloussanomat/porssiuutiset/art-2000006009138.html>

Isaac, M. & Frenkel, S. (2018) Facebook security breach exposes accounts of 50 million users. [www document]. [Accessed 12 February 2020]. Available <https://www.nytimes.com/2018/09/28/technology/facebook-hack-data-breach.html>

Karjaluoto, H. Shaikh, A., Leppäniemi, M. & Luomala, R. (2019). Examining consumer's usage intention of contactless payment systems. *International Journal of Bank Marketing*, 38, 2, 332, 351.

Kujur, F. & Singh, S. (2017). Engagin customer through online participation in social networking sites. *Asia Pacific Management Review*, 22, 16-24.

Kuntara, I., Purwandari, B., Purwaningsih, M. & Kumaralalita, L. (2019) Factors influencing consumer engagement on Instagram: a perspective of Bereal.id. *International Conference on Informatics and Computing*, 4, 1-6.

Leckie, C., Nyadzayo, M. & Johnson, L. (2016) Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, 32, 558-578.

Lähdevuori, L. (2020) Finnairilta kova ilmoitus: leikkaa 90% lentämisestään – ”Suurin kriisi lentoliikenteen historiassa”. [www document]. [Accessed 2 April 2020]. Available <https://www.uusisuomi.fi/uutiset/finnairilta-kova-ilmoitus-leikkaa-90-lentamisesta-suurin-kriisi-lentoliikenteen-historiassa/9f27c870-6329-49e0-9d33-cfd1db75378d>

Lievonen, M., Luoma-aho, V. & Bowden, J. (2018) Negative Engagement. In: Johnston, K. & Taylor, M. (eds.), *The handbook of communication engagement*. New York, Wiley, 531-548.

Lievonen, M., & Luoma-aho, V. (2015). Ethical Hateholders and Negative Engagement. A Challenge for Organisational Communication. In: Catellani, A., Zeffass, A. & Tench, R. (eds.), *Communication Ethics in a Connected World: Research in Public Relations and Organisational Communication*. Peter Lang Publishing Group, 285-303.

Lin, C., Wang, K., Chang, S. & Lin, J. (2019) Investigating the development of brand loyalty in brand communities from a positive psychology perspective. *Journal of Business Research*, 99, 446-455.

March, E. (2019) Psychopathy, sadism, empathy, and the motivation to cause harm: new evidence confirms malevolent nature of the internet troll. *Personality and Individual Differences*, 141, 133-137.

Oh, C., Roumani, Y., Nwankpa, J. & Hu, H. (2017) Beyond likes and tweets: consumer engagement behavior and movie box office in social media. *Information & Management*, 54, 25-37.

Palmatier, R., Kumar, V. & Harmeling, C. (2018) *Customer engagement marketing*. Cham, Palgrave Macmillan. [www document]. [Accessed 3 October 2019]. Available <https://link-springer-com.ezproxy.cc.lut.fi/content/pdf/10.1007%2F978-3-319-61985-9.pdf>

Patterson, P., Yu, T. Jr and de Ruyter, K. (2006), Understanding customer engagement in services. In: Ali, Y. & van Dessel, M. (eds.) *Advancing theory, maintaining relevance ANZMAC 2006 Conference Proceedings*, Queensland University of Technology, School of Advertising, Marketing and Public Relations, Brisbane, 4-6.

Risitano, M., Romano, R., Sorrentino, A. & Quintano, M. (2017) The impact of consumer-brand engagement on brand experience and behavioural intentions. *British Food Journal*, 119, 8, 1884-1896.

Romm, C., Pliskin, N. & Clarke, R. (1997) Virtual communities and society: toward an integrative three phase model. *International Journal of Information Management*, 17, 4, 261-270.

Sashi, C. (2012) Customer engagement, buyer-seller relationships, and social Media. *Management Decision*, 50, 2, 253-272.

Selfkey (2019) Facebook's worst public abuses and data scandals – Timeline. [www document]. [Accessed 12 February 2020]. Available <https://selfkey.org/facebook-data-privacy/>

Sembada, A. (2018) The two sides of empowering consumers to co-design innovations. *Journal of Services Marketing*, 32, 1, 8-18.

Teivanen, A. (2020) Finnair to cut capacity by 90% due to coronavirus, travel restrictions. [www document]. [Accessed 2 April 2020]. Available <https://www.helsinkitimes.fi/business/17446-finnair-to-cut-capacity-by-90-due-to-coronavirus-travel-restrictions.html>

Vann, V. (2020) What is an internet troll? (and how to handle trolls). [www document]. [Accessed 3 May 2020]. Available <https://www.howtogeek.com/465416/what-is-an-internet-troll-and-how-to-handle-trolls/>

Varto, J. (2005) Laadullisen tutkimuksen metodologia. [www document]. [Accessed 7 June 2020]. Available http://arted.uiah.fi/synnyt/kirjat/varto_laadullisen_tutkimuksen_metodologia.pdf

WHO (2020a) Rolling updates on coronavirus disease (COVID-19). [www document]. [Accessed 2 April 2020]. Available <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/events-as-they-happen>

WHO (2020b) Coronavirus disease (COVID-19) Pandemic. [www document]. [Accessed 2 April 2020]. Available <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

Yin, R. (1981) The case study crisis: some answers. *Administrative Science Quarterly*, 26, 1, 58-65.