



Macromedia
University of Applied Sciences

BACHELOR THESIS

Final paper for the obtainment of the
Bachelor of Arts Degree

Mass Consumption, Retail and Social Media

A study on digital communication, its reality and
potentials for shopping malls

in the course of study Media Management
study focus Media and Communication Management

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Course of study: Media Management

Study focus: Media and Communication Management

Hamburg, 03.02.2017

Abstract

Digitalization has influenced and revolutionized people's behavior in many different ways. It is visible in consumption and communication as well as in segments of the industry. Especially the stationary retail industry, in particular shopping centers, has been influenced by not only the Internet and technological developments but also by changes in consumer behavior. Hybrid customers nowadays describe the consumption environment. Consumers are not as consistent in their behavior anymore and combine different consumption patterns in themselves. This alone makes the definition of target groups for retail products difficult and complex. In addition, the consumers' demand to vocalize their opinion on brands, products and services as well and therefore shaping these has risen. Additionally, the development of the Internet increased the development of social online communities which has given consumers various platforms to communicate and rate companies. Shopping malls therefore need to participate in the development of a digitalization strategy. Consumers increasingly present themselves on social platforms for online communication. These platforms portray an opportunity for shopping malls to connect with their customers on digital online level and thereby lead them back into the center. Literature research was conducted to evaluate the potentials and current necessity of social media activity for users as well as for companies. A content analysis will examine the status quo and success applied by social media activities of shopping malls.

Keywords

mass consumption, retail, shopping center, social media, online communication

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List of Abbreviations

AEZ	Alstertal Einkaufszentrum Hamburg
CentrO	CentrO in Oberhausen
MoA	Mall of America
ROI	Return on Investment
SM	Social Media
SMM	Social Media Marketing
UCG	User generated content
Westfield	Westfield Stratford City London

1 Introduction

In the digital environment, consumption is taking place in online shops. Advertisers and marketers have established e-commerce and online marketing as main strategies to reach their target audience. When the classical advertising methods are not effective, marketers target their consumers via content marketing on social media platforms. For the acquisition of new customers as well as for reaching regular customers, social media campaigns are used. This is an attempt to authentically build a relationship with the target audience. Social Media has established itself for quite a while now and is playing an essential role in many online strategies.

Digitalization is pacing forward and will define people's everyday lives even more, especially when it comes to consumption and retail. Operators of shopping malls therefore face a challenging task to cope with digital trends and to implement online innovations into their marketing strategies (Krämer, Seidenschwarz, & Stahl, 2016). To be successful in the future, shopping malls need to offer more than just products and services. The five most important factors for a successful mall include experience and entertainment, convenience, quality of stay, omni-channel competence and personalization (Krämer, Seidenschwarz, & Stahl, 2016).

These five factors and many others have to be achieved and presented to consumers so that they keep visiting shopping malls. Also, considering customers' necessities and expectations is relevant for acquiring new customers. Especially, to reach a younger target group it is necessary to adapt to the digital trends and developments. Therefore, the hypothesis of this work is: Social media is an important part in the digitalization strategy of shopping malls.

Social Media (marketing) offers platforms for consumers and organizations and therefore the ability to connect both parties. Companies, in this case shopping malls, are able to connect to their audience and receive and transform instant feedback into new ideas for successful strategies. This is useful and utterly necessary in a faster moving consumer society. The position, in which shopping malls are situated now will be analyzed and will furthermore function as the practical example in this very paper. Also, the meaning of social media, as a successful form of online marketing, will be in focus of developing a successful strategy to in this work. It will be investigated how shopping malls are using social media already and how they would be able to optimize social media marketing further. Is social media helpful for shopping malls and what kind of social media activities are most suitable? Trend researches and studies on digitalization of brands, particularly

shopping malls, will help to underline the aim of this paper. Also, different sources on social media as a phenomenon in itself, as well as social media's use in marketing, and sources on the history of shopping malls, will help to answer the main research question of this work. Interviews with certain center managers of different shopping malls will show the position and awareness of the people responsible. A content analysis of different social media activities of shopping malls will be conducted to present how shopping malls already interact on social networks and how some are excelling while others need to improve their strategies.

1.1 Objective

The aim of this work is to show the importance of social media marketing for the development of a successful brand and to outline the significance of adapting to digital trends to expand and sustain a necessary customer base. The struggle that shopping malls face in a digitalized society and a digitalized economy, is that most shopping is taking place in online shops nowadays. Also, successful e-commerce companies have established online marketing as a main tool to reach their target audiences.

This position, in which shopping malls are situated now, will be analyzed and will furthermore function as the practical example in this very paper. Further, the meaning of social media, as a successful form of online marketing, will be the focus of this work. Additionally, it will be investigated on how shopping malls are using social media already and how they are able to optimize social media marketing further.

The four main objectives of this paper are:

- to find prove of social media being a useful medium to reach customers for shopping centers
- to introduce different social media marketing tools
- to examine social media marketing tools and evaluate them
- to find suitable media tools and a rough social media strategy for shopping malls

1.2 Methodology

In order to test the hypothesis and to achieve the previously named objectives, the paper at hand starts out by constructing the theoretical framework that is the foundation for a profound analysis of the importance of social media as part of a digitalization strategy. Within this framework, a literature review was conducted concerning three major areas: The history and development of shopping malls, the basic concepts of social media and social media marketing. To undertake detailed research on the status quo of the social media landscape of shopping centers and to find examples for successful social media activities a content analysis was conducted.

1.2.1 Literature Review

As its major topic, this work will be focusing on the chances and opportunities of social media. Its role as a tool for transformational online communication and as a form of content marketing will be examined. Also, it will be analyzed as a possibility to furtherly gain knowledge about customer changes, trends and behaviors. Secondly, the social media methods will be adapted and tailored to shopping malls as a form of retail that is majorly influenced by digital transformation and consumption change.

Therefore, to gain further insight on shopping malls and their history as well as their development and their status quo position in the retail market different types of literature were adduced and analyzed. Further, literature and publication in regards to social media, its adaption in communication, its role in user and consumer behavior and its position in online marketing was retrieved to form a holistic picture. To connect shopping malls and social media different sources on social branding, brand image and development were taken into account to build the basis for the practical concept suggestions of social media marketing chances for shopping malls.

1.2.2 Content Analysis

After forming a theoretical basis, it will be necessary to find out what tools and methods of social media marketing are usefully adapted already. Therefore, the social media landscape of shopping malls was examined to analyze successful activities. As a final step, the content analysis aimed at verifying assumptions that emerged during the discussion. An examination period as well as a sample size were chosen according to the scope and contentual structure of this paper. The purpose of the content analysis was to provide statistically raised arguments. Thus, from an analysis period of four weeks a random sample of 100 social media posts was derived. The 100 samples are distributed evenly amongst 60 samples from the platform Facebook.com (hereinafter referred to as Facebook) and a sample of 40 of the platform Instagram.com (hereinafter referred to as Instagram). Facebook portrays an important meaning in the social media landscape which will be outlined in detail in Chapter 3.2.1. Also, for the analyzed shopping centers Facebook displays the bigger platform. Therefore, a larger sample of Facebook posts was examined.

In the beginning, it is assumed that Anglo-Saxon shopping centers occupy an exemplary function in this work which is why two Anglo-Saxon shopping centers were chosen to be represented in the content analysis. Since this still mainly focuses on the German retail market and the usage of social media marketing in Germany it was inevitable to examine two German shopping centers. The reason for the detailed choice of the centers will be elucidated in Chapter 5.1.1 to 5.1.4 .

2 The History and Development of Shopping Malls

By looking at the hypothesis one will notice that many issues are to be concerned when building a theoretical basis for the following paper. As mentioned before, this paper will start out by learning more about shopping malls with regards to their history and international connection, their difficult position resulting from digital change and changes in customer behavior. The following chapters will thus serve as a basis for the understanding of the holistic topic of this paper.

2.1 Terminology: Shopping Malls

Generally, a shopping center appears to be a building or a complex, in which a variety of shops are located. These different shops are mostly connected through walkways that enable the visiting customers to walk from one unit to another. Common other terms are: shopping mall, shopping precinct, shopping arcade, gallery and others (Hahn, 2011). In detail, the definition of shopping centers appears rather indistinctively.

In German as well as in English (British and American) literature, a variety of terms and definitions can be found. This conceptual diversity can be traced back to the fact that the individual authors identify different structural features or characteristics for the identification and classification of shopping centers. Therefore, significant differences arise in the meaning and the applicability of the term *shopping center* (Besemer, 2004). While some authors use the different terms as synonyms, others differentiate between the terms based on dissimilar components.

In German-language literature, some of the possible, partially overlapping criteria for the classification of shopping centers are (Besemer, 2004):

- The size of the main commuting area
- Number of functions that are offered besides the simple opportunity to shop, for example leisure activities, entertainment etc.
- Location
- Dimension of the object either by total area, sales area or business area of the shopping center
- Corporate structure
- Geographic location with regards to competing centers
- Kind of agglomeration
- The scope and nature of structure regarding the goods and services
- Structural and architectural design

According to American classification attempts, shopping centers are mainly differentiated by their differences in location (Falk, 1998). The numerous approaches presented here can essentially be reduced to a scheme which allows the following three categories:

- Neighborhood or convenience center
- Community center
- Regional center

In the 1960's, at the beginning of German shopping center development, this classification was quickly adopted. However, it must be noted that the above described typology leads to a very rigid and descriptive exemplary division and categorization of shopping centers. In reality, however, the transitions between these types are fluid, so that mixed, hybrid or intermediate types are also existent. An exact separation of individual shopping center types is not possible (Besemer, 2004). In addition to the conceptual diversity, there is also a disagreement as to the question whether shopping centers can be considered an independent form of retail operation, or whether they represent a specific form of the trade localization of different retail and service companies. According to the latter, the shopping center would not be a separate operating form, but in the institutional sense, interpreted as an agglomeration of different retailers (Besemer, 2004).

Research associate Besemer, operative at the Institute for Consumption and Behavioral Research at the University of Saarland, comes to the conclusion that shopping centers are large-scale, functionally operating forms, characterized by uniform planning, design and construction as well as a central management (2004). Another attribute is an extensive supply of goods and services. The variety of tenants consists of several small and large vendors and anchor tenants. Which tenants function as an anchor depends on location, size, dimension and age of the individual shopping center object. A shopping center has an independent image and pursues purposeful and targeted marketing activities (Besemer, 2004).

In the course of this work this definition by Besemer will serve as a basis for the further understanding of shopping malls.

2.2 History of Shopping Centers

The originate form of shopping centers is located in the United States of America. There, shopping centers first came about in the 1920's. However, they did not spread to many different locations until the 1950's. Today, there are more than 100,000 shopping centers in the US.

The first shopping centers is situated in Kansas City. There, in the 1920's, a group of shops was built, planned and rented by an investor for the first time (Cohen, 2002). The center was called Country Club Plaza. Although the Country Club Plaza was a success at that time, it was not imitated in other locations. Only one other shopping center, North of Chicago was built in 1928: Plaza del Lago.

The stock market crash in 1929, the following recession and the second world war prevented the development of other centers. In the 1950's the growing population, increasing suburbanization, availability of automobiles and the expansion of the highways were important factors for the establishment of mass consumption, which portrayed the basis of growth for shopping centers. In 1956 the Southdale was built near Minneapolis. Southdale was the first air-conditioned and roofed shopping center and was called "mall". With the development of the Southdale Mall the idea came about that a shopping center was supposed to be more than only a place for shopping. Instead, it ought to be a place that was entertaining as well as offered pleasant and enjoyable attributes to stay (Cohen, 2002).

In Europe the first shopping centers were built in the 1960's. Because of differing consumption habits and requirements regarding space planning European shopping centers were not as successful as the ones built in the US. Yet, in the 1990's, changing consumer habits and economic recovery caused a spreading of shopping centers worldwide: Many households were equipped with an automobile to drive further distances to a shopping center. Also, a secure income made mass consumption possible.

The first shopping center that was built in Germany was the Ruhrpark in Bochum. A while later the Main-Taunus-Zentrum in Sulzbach near Frankfurt am Main and the Europa-Center in Berlin were built. In 1965 the CEO of *Otto Group* founded the *Werner Otto Vermögensverwaltung GmbH*, which was later called ECE Projektmanagement.

2.3 Temporal Relation and Change

In an international comparison, a continuous but restrained rise of the first regional shopping center in Germany occurred. In the seventies and eighties no more than two to three shopping centers were built per year. Since the beginning of the nineties, not least as a result of reunification and increasing investment efforts a shopping center boom can be registered until the year of 2016 (Krämer, Seidenschwarz, & Stahl, 2016). Referring to Figure 1, in Germany in the years of 1990 to 2002 the number of shopping centers increased from 93 to 318 objects (Besemer, 2004).

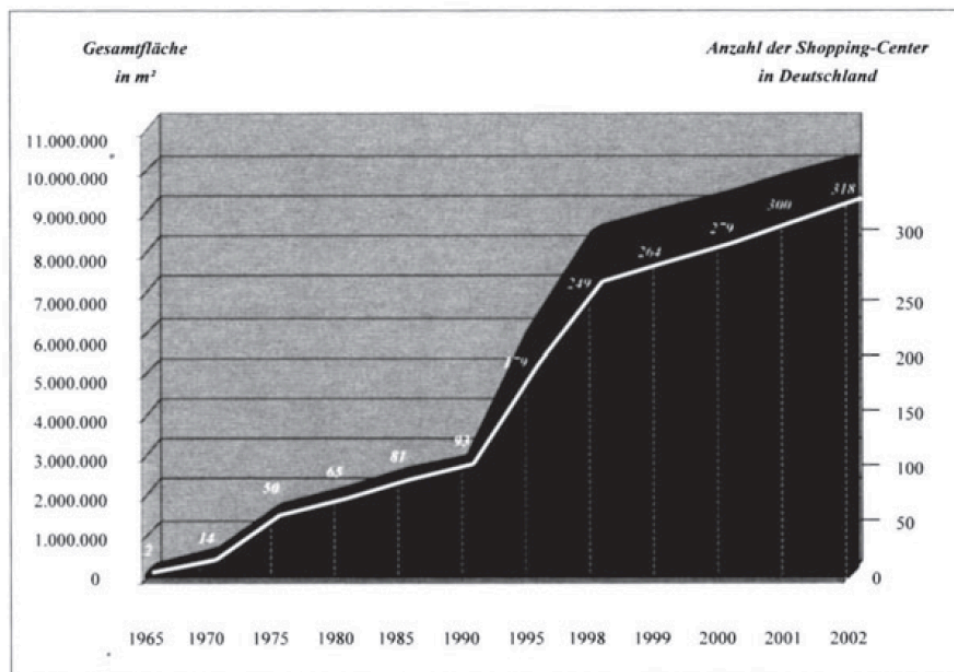


Figure 1: Development of the absolute number of shopping centers and area development in Germany between 1965 and 2002; Source: S. Besemer. (2004). *Shopping-Center der Zukunft. Planung und Gestaltung*. Wiesbaden: Deutscher Universitäts-Verlag.

Although in Germany in recent years, a tremendous increase in the operational form of shopping centers is visible, it has never been able to achieve a similar (numerical) relevance as in the United States. Therefore, the most important reason for the comparatively low number of shopping centers in Germany, lies in the guidelines of restrictive spatial planning (Besemer, 2004).

Although, online shopping is as present as ever, the number of shopping centers is still increasing continuously in Germany. From 2007 to 2013, the total turnover of shopping centers thus rose by 15 percent (Krämer, Seidenschwarz, & Stahl, 2016). However, customer-technological, economic and regulatory changes affect the shopping center industry, which is upheaval. Therefore, the changing parameters will require a

reorientation of shopping centers in the future. There will probably never be as many shopping centers as there are today.

It is important to create value for the visitor of shopping centers against other channels. Only in this way, it is possible to increase visitor satisfaction, which can ultimately lead to brand loyalty, as well as the development of new visitors to regular customers (ECE Projektmanagement GmbH & Co. KG, 2015).

2.4 Factors of Customer satisfaction

"The customer is king - this principle also applies to shopping centers." (ECE Projektmanagement GmbH & Co. KG, 2015) – says the 2015 ECE market report. In addition to investors and tenants, visitors play an equally important role. The retail industry has become increasingly dynamic and competitive in recent years.

This has also changed visitors' needs. In the past, the retail branch consisted of inner cities and shopping centers. The added value of shopping centers was justified by the fact that everything was "under one roof" and thus offered a certain comfort (ECE Projektmanagement GmbH & Co. KG, 2015). Today, the situation is much more complex: Shopping possibilities are more varied and customer needs are more heterogeneous. The visitor can choose between several shopping channels, research products from home and compare offers by smart devices. Topics such as multichannel shopping and digitalization as well as service and quality of stay are increasingly becoming the focus of attention.

"Shopping centers are nowadays seen as a third-place next to the home and the workplace, where people spend their leisure time shopping, meeting friends and spending time together." says Joanna Fisher, Managing Director Center Management at the ECE (ECE Projektmanagement GmbH & Co. KG, 2015). In today's strong competition in retail, which is between shopping centers, inner cities and the online trade, the satisfaction of the visitor or the customer has the highest priority. Only in this way a migration to one of the many competitors can be avoided.

In the meantime, it is increasingly difficult to describe the purchasing behavior with methods of classic target group marketing (David & Hilpert, 2016). The hybrid consumer, who is characterized by its paradoxical shopping behavior, is no longer tangible for purchasing management (David & Hilpert, 2016). In their publication *The Unpredictable Customer* (translated from German: *Der unberechenbare Kunde*) the authors T. David and M. Hilpert describe that the consumer is nowadays not consistent anymore. Furthermore, the shopping behavior is rather dependent on the specific context (place, time, offer, price, occasion etc.) (David & Hilpert, 2016). This complexity of today's

consumer behavior (David & Hilpert, 2015) is a result of the increasing heterogenization of demand.

According to David & Hilpert (2016) as a result of the individualization of society, value- and life specific moments shape consumption. Often these were contrary to the sociodemographic characteristics like age, gender and education. The so-called smart shopper, who strategically controls his money spending by informing himself intelligently before purchasing, was formerly not yet recognized as representative of a new generation of buyers (David & Hilpert, 2016).

However, smart-shoppers developed into hybrid customers, who combine different consumption patterns in themselves and consume according to the both-and-also principle (Eggert, 2011). At present, several different consumer trends can be observed that are no longer mutually exclusive, but usually work in the same person at the same time and even complement one another (David & Hilpert, 2016). This makes the consumption and targeting so complex. Therefore, with statistically relevant methods, today many unique customer groups can no longer be identified by means of classical features of retail (visiting frequency, duration of stay, shopping cart, reasons for purchasing etc.). Limits of a consistent, clearly definable consumption behavior are blurred and thus no clear membership can be established (David & Hilpert, 2016).

This analysis of heterogenization of consumers forces retail and city management to address as many customers as possible individually. Successful shopping centers therefore no longer only have to be multifunctional but are characterized by multiculturalism. Simply put: The consumer has to be given a variety of reasons to visit a particular place of purchase as well as a variety of contexts to consume something according to the situation (David & Hilpert, 2016).

For future success shopping centers are obliged to deliver more than only the selling of goods and services. In addition to basic criteria such as location, size and tenant structure factors such as *experience and entertainment*, *convenience*, *quality of service*, *omni-channel- competence* and *personalization* influence the success of shopping centers in Germany as well as worldwide. (Krämer, Seidenschwarz, & Stahl, 2016)

Still, analyzing different soft skills which concern individual attitude and competencies demonstrate how people perceive and process their environment. As mentioned in "The sustainability of consisting shopping centers" (from German "Die Zukunftsfähigkeit bestehender Shopping Center") by Philipp Lüttke (2016) it is important to examine these mechanisms in a shopping center and to use them accordingly. He explains certain criteria that are relevant for the composition of a functioning shopping center and

describes the value of atmosphere and experience. While referring to atmosphere as an important medium that is able to evoke a depressing as well as exhilarating mood, he describes that atmosphere is a philosophical as well as an esthetical factor. Therefore, it is relevant for the architecture and conceptual design of shopping malls. In shops atmospheres are created by certain music, lighting or even specific scents. This emphasizes that the directed creation of atmosphere is ubiquitous in daily surroundings (Lüttke, 2016). Another factor, when it comes to shopping center conception, is the experience. Even though Lüttke describes the difficulty of defining the terminology coming from the German language, he also defines emotions to be an essential part in defining experience (German: Erlebnis). Components that unite emotions with experience are the intensity of excitement, the direction of emotions, negative or positive, and the quality of emotions – meaning the content of the experience and the awareness of the specific emotion (Lüttke, 2016). This bundle of components forms, according to Lüttke, the term of experience. He points out that certain experiences of people can lead to certain actions and associations. When shopping center customers sense a certain atmosphere as part of the shopping experience they give it certain value. This could, for example, lead to customers complaining or not returning to the center as well as to customers returning to the center or establishing the center as their regular center to go to.

To prioritize and categorize people's methods of processing certain stimuli, Lüttke further describes the *three-memory store model* which refers to people's processing and storing of information. Thereby, Lüttke mentions that, with regards to shopping centers, the acoustic and visual perception are triggered. Generally, five main stimuli are mentioned: *visual, acoustic, scents, taste and touch*. Lüttke mentions that some components of these factors are always subjective.

All mentioned factors and components form the sensual system of humans and therefore are to be recognized when it comes to customer satisfaction. From the previously mentioned findings it can be concluded, that when designing a shopping center, consumers must be involved in the atmospheric planning. Ultimately, they decide on the success or failure of the property. Shopping centers can no longer be planned as pure sales machines in the future. A center's operators must be able to align the construct with the concept of shops to utilize the stimuli accordingly. Consumers' wishes and needs can no longer be satisfied by the stores themselves. The experience "shopping in the shopping center" must also be understood as such.

At this point, the terms retail property and recreational property merge. Only by creating experiences the stationary retail can further succeed in directly bringing their goods to the consumer. Future shopping centers should differ not only in their offer and their design but also in how much consumers linger in them and how often they are willing to return.

Lüttke mentions the concept of the reverse value chain in which he emphasizes that a shopping center is to be planned from back to front (Lüttke, 2016, p. 47). Lüttke explains that “the consumer influences the retail and the retail needs the spatial options to assure this.” (p. 47). Meaning, the emphasize of building a successful strategy lies in the consumers’ needs first. Following, the concept of the shopping center with regards to superficial as well as detailed planning must be established according to the consumers’ expectations.

When converting the previously earned perceptions into methods for shopping centers to convince their customers, Lüttke mentions the term *seduction*. Seduction generally describes to non-violently *manipulate* someone into doing something the person did not intend to do (Lüttke, 2016, p. 46). Lüttke continues by mentioning five theses that are relevant for the seduction of customers in shopping centers (p. 47). These theses are retrieved from the study *Seduction for intermediates* (German: *Verführung für Fortgeschrittene*) of the Gottlieb Duttweiler Institut (Bosshart & Kühne, 2012).

The first thesis refers to the consumer being the first *object of desire* – meaning that the focus of all doing lies on the people visiting the shopping center. Their wants and needs have priority. The study mentions that while shop and goods variety increases the trust of consumers decreased (p. 47). This emphasizes that even if the range of products is large the consumer wants transparency while being seduced into the atmosphere of the shopping center p. 47). The first object of desire, must be gained in his willingness to embark on the seduction (Lüttke, 2016, p. 47). Furthermore, the study mentions the danger of ignoring the method of certain transparency. Since digital shopping as part of Web 2.0 enables users and consumers to compare pricing, and quality of goods and services, not embarking on transparency as a retailer is a sheer risk (Lüttke, 2016, p. 47).

The zeitgeist of transparency, the new prudence of the consumers, their fundamental awareness of the seduction process, and, above all, their desire for trustworthiness cause a need for change. Consequently, the model of success ultimately results in the responsible seducer – a responsible retailer (Lüttke, 2016, p. 47). According to the study, this need for transparency and responsibility causes the need for *qualitative conversations* (Lüttke, 2016, p. 50). Further, the competent information about products and services as well as an honest way of discouragement towards a product is necessary (Lüttke, 2016, p. 50). The task of retail is the establishment of relationships, less the pure

business processing. Even more, a confidential relationship with the customer is part of the section experience (Lüttke, 2016, p. 50). The next theses draw upon the previously mentioned theory of *experience*. Here, the shopping center is in need of creating an emotional bond with its customers and therefore needs to create a whole world of shopping for the consumer with multi-faceted aspects (Lüttke, 2016, p. 51). The last thesis deals with the *shopping center functioning as a stage for consumers* (Lüttke, 2016, p. 51) – meaning that an interaction of consumer and center needs to be created. Examples are events and happenings arranged by the center.

2.5 Shopping Centers as Brands

As previously mentioned the retail landscape is in the middle of many developments and a shopping center is nowadays competing with a high number of diverse kinds of shopping centers in different. In addition to the competitors, new technologies and devices have given customers a wide range of places to shop, and have intensified the competition even more. To maintain in the market while not only competing against other shopping malls but also against online retailers, it is essential for a shopping centers to build a brand. A brand is the primary source of the enterprise value and therefore a decisive value driver (Schulten, Mertens, & Horx, 2012). Especially when it comes to shopping centers the protection and enhancement of the brand value arises as a long-term strategic concern (Schulten et al., 2012). When it comes to brand building of shopping centers it is important to look at the customer's wants and needs and the change in customer behavior. As mentioned in Chapter 2.5, it is becoming increasingly difficult to describe the purchasing behavior with methods of classic target group marketing in retail. Additionally, the hybrid consumer is almost no longer tangible for purchasing management (David & Hilpert, 2016). The heterogenization of consumers forces retail management to address as many customers as possible individually. Successful shopping centers therefore have to be multifunctional (shopping, gastronomy, entertainment etc.) but also have to be characterized by a multiculturalism (David & Hilpert, 2016). This needs to be reflected in the brand of the center. Not only regarding shopping centers and retail, but brand management in general is as uncertain as rarely before (Schulten, Mertens, & Horx, 2012). Therefore, being present where customers are is essential for shopping malls. Businesses need to recognize the need to become open toward the claims of their consumers (Schulten, Mertens, & Horx, 2012). This leads to a disempowerment of the brand manager. Brand management needs to be increasingly involved into the interaction with the consumer. This requires additional instruments to update and strengthen the brand identity. Especially for retailers and

consumer goods manufacturers, there is the possibility of getting to know the consumers and to strengthen the relationship between the consumer and the brand.

The Internet and changes in information technology are driving the consumer's position and are increasing the chances of the consumers to obtain information and information exchange (Schulten, Mertens, & Horx, 2012). Through extended possibilities of information procurement and the information exchange, consumers are gaining more knowledge about products and services and their diversity. The development and use of social networks, like Facebook or Twitter, lead to an increasing exchange of information and brands. The more time consumers spend on the Internet and on social networks, the greater the importance of social networking sites for companies are. This is of course adaptable to shopping centers. Shopping centers like a variety of other stores are judged and compared to by customers online. (Schulten, Mertens, & Horx, 2012)

3 Basic Concepts of Social Media

The previous chapters explained the basic concept and change of shopping centers and introduced the importance of social media in developing a brand. Shopping malls are increasingly competing with online retailers and are also judged and compared as a subject in social online communities. The following chapter will explain the basic concepts of social media to understand the features and general relevance.

3.1 Definition and history of Social Media

The term Social Media describes online services whose content is essentially determined by its users. It is the term for media in which Internet users exchange opinions, impressions, experiences or information and collect user knowledge (Online Marketing Praxis, n/a). These services are based on communication and information exchange between users. Social interactions, collaborative writing or messaging shape the online dialogue (ONLINEMARKETING.de, n/a). Social Media are based on a media and information technology infrastructure.

However, there are two main essential elements that Social Media add to traditional media (Schmidt J.-H. , 2013): First off, social media enables users to access, to customize and to edit certain information. Thus, even without great technical skills, users are able to share texts, pictures, videos and therefore publish those media to a potentially large audience (Schmidt J.-H. , 2013). Secondly, social media enables users to exchange themselves with other users. Therefore, they have a great dialogical character. Certain connections are made public by publishing a friends' list. These connections are

registered in a database, which makes it possible for people to see posts of their favorite people (Schmidt J.-H. , 2013).

As mentioned before, the most important platforms are social networks such as Facebook and Twitter, as well as platforms for user-generated multi-media content such as YouTube and Instagram (Facebook; We Are Social; WhatsApp; Twitter; Tumblr; LinkedIn; Google, 2017). Blogs, forums and wikis are also part of social media. Social media can be understood as an umbrella term for this kind of media, but also as a term for a media genre:

At times social media refers to an expectation towards the form of communication. In this case, the term social medium, as a singular, should be distinguished from the concept of social media (social platforms).

3.2 Forms of Social Media

Social media platforms come in different types according to their main purposes and features. Later on in this work, different tools of social platforms will be elaborated on. To paint a holistic picture of what social media entails, it is important to introduce different categories of social exchange. Therefore, in the following, the most popular and mainly used kinds of social media will be explained.

3.2.1 Networking platforms

Networking platforms are sometimes referred to as “social networks” or “online communities”. Networks underlie the principle of users registering with that platform and thereby record personal data, for example interests, preferences or professional competences (Schmidt J.-H. , 2013). Usually, contact information in some form and a profile picture are part of the registration. Based on this profile one signifies relationships to other users as “explicit”, thus confirming these contacts by approving them as “friends” or “contacts”. Many of these networks integrate a messaging function, which enables users to communicate directly with one another.

For many years, Facebook has established itself as the most famous and most used networking platform and it still is at the time. As of January 2016 Facebook lists 27 million registered users in Germany (Facebook Inc., 2016). Worldwide Facebook registered 1,79 billion active users per month as of September 20th, 2016 (Facebook Inc., 2016). The most established networks besides Facebook are Google’s platform *Google+*, or career networking platforms like XING and LinkedIn.

Communities or networking platforms like Google+, Facebook or XING can be used in many ways for social media marketing. As a company, several forms of representation can be created: The network Facebook, for example, differentiates between fan pages and groups. In general, groups and fan pages on community platforms are a simple and fast-to-create medium to communicate with customers and product enthusiasts (Holzapfel & Holzapfel, 2010). Furthermore, the group affiliation allows users to share their own affinity with a brand or company. Usually, groups enable an exchange between customers and companies. This is supported by discussions between users and group administrators. Fan pages are suitable for a higher number of members. It should be noted that fan pages are accessible to all registered users of a network and are therefore unsuitable for exclusive content (Holzapfel & Holzapfel, 2010). The ability to include only certain members is one of the fundamental differences between groups and fan pages. Which strategy is applied in communities strongly depends on what goals are pursued with social media marketing. A group or fan page for example can be of high administrative cost.

Furthermore, especially Facebook offers the opportunity of specifically targeting a certain group of people. When creating a post, it is possible to distribute it among a certain interest group or age group. It is also useful to address the community by geographical and activity based information. Another possibility in regards to targeting audiences in social media marketing is a method called *remarketing*. The company Facebook names this way to reach people after they visited a company's website *Custom Audiences* (Facebook, 2016). Its procedure is explained as follows: When a user visits a company's website *Custom Audiences* helps to reach customers by re-engaging them (Facebook, 2016). This basically means that a user who visited a company's website will go to Facebook and there see another advertisement of that company or their specific products, news or events. Figure 2 displays how advertisements are distributed on a user's timeline after the user visited certain other websites.

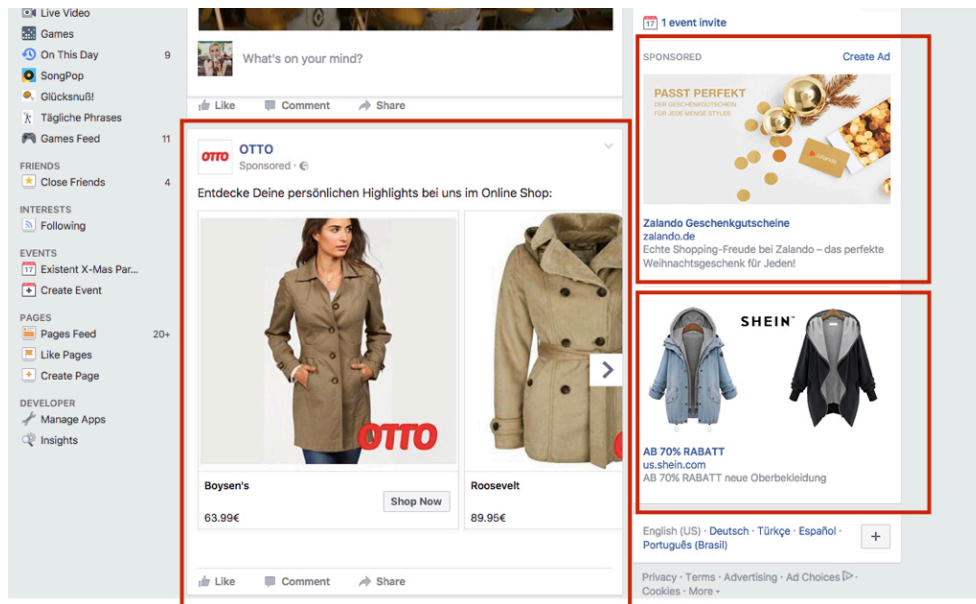


Figure 2: Example of Facebook retargeting; Source: Facebook Timeline

3.2.2 Multimedia Platforms

While social networks are mostly focused on the individual user profile and its connections to other profiles, multimedia platforms are structured around individual and specific content. Examples for such platforms are portals that publish video content, photos or music tracks as well as presentations or documents. The most popular platforms categorized in this section are YouTube, Flickr, Soundcloud and Slideshare. The most frequently used platform in this segment is the video sharing platform YouTube. On YouTube users are invited to consume, comment on, rate or subscribe to videos. They are also able to open their own channel and publish their own content to manage their videos as well as build up communities with the help of specific integrated analytics functions. The past shows various examples of positive as well as negative examples of how companies used YouTube for marketing purposes. Initially, the channel was used to test TV spots before their releases. Nowadays, spots are produced specifically for video and multimedia platforms. The spots are also produced with the aim of going *viral*.

This form of marketing is called viral marketing and refers to marketing techniques that use pre-existing social networking services and other technologies in attempt to produce increases in brand awareness. This can be delivered by word of mouth or enhanced by network effects of the Internet. This form of online marketing not only applies to the category of multimedia platforms but can also be implemented into other social media platforms.

3.2.3 Weblogs

Weblogs (short: *blogs*) are another form of social media. The term combines both “web” and “log” and refers to documenting its author’s experiences, daily happenings and findings. Blogs function as online journals as well as commented lists of links (Schmidt J.-H. , 2013). Blogs consist of individual entries that are chronologically arranged from newest to oldest entry. Therefore, the most recent entry is on top of the website. Every entry can be commented and hyperlinked by its readers.

In terms of content, blogs are undefined. They range from personal descriptions about everyday life over literary entries written as a column over politically oriented professional blogs, where experts report about their area of expertise. Regarding online marketing, blogs can play an important role. “Blogs have become a means by which new ideas and information spreads rapidly on the web.” (Java, Kolari, Finin, & Oates, 2006). Creators of blogs “[...] discuss the latest trends and echo with reactions to different [...]” (Java, Kolari, Finin, & Oates, 2006) happenings, as well as products. The effectiveness of blogs is described as invaluable for market researchers and companies (Java et. al., 2006). The so called bloggers subsequently take over the role as opinion leaders and trend setters. When cooperating with these opinion leaders, companies are able to draw great value from this cooperation and thus are able to increase the brand’s credibility (Java, Kolari, Finin, & Oates, 2006). The term influencer or influencer marketing is closely related to creators of weblogs and will be elaborated on in Chapter 4.4.4.

3.2.4 Microblogs

An alteration of blogs are microblogs. Its messages are mostly limited to short sentences or statements. The most popular example for microblogs is *Twitter*. Its messages or posts – called “Tweets” – are limited to 140 characters. These can contain observations and thoughts on all various subjects. An author is also able to integrate links and/or references to other websites, upload photos and videos as well as other multimedia. Users’ tweets can be recalled through their profile. Additionally, Twitter offers the option to “follow” another person or company. Tweets and other activity that are done by the followed person will be listed on the follower’s *timeline*. This way the follower stays up-to-date on the other user’s actions. A timeline is a consistently and in real time updated list of news and renewals. Similar to social networks, Twitter also uses explicitly stated relationships between users to filter information and communication. In regards to online marketing, microblogs offer the possibility to spread messages referring to blog entries or other promotional messages. Twitter, as a specific example, is mostly used by bloggers for spreading knowledge and awareness of newly created weblog entries (Wilding, 2011).

4 Social Media Marketing and its Instruments

To be able to obtain a holistic understanding of social media marketing, a detailed listing and explanation of social media variations was necessary. Subsequently, a definition of social media and its role in the marketing landscape will follow.

4.1 Definition of Social Media Marketing

A brand and its image have traditionally been shaped by classic communication channels such as advertising and press releases from companies (one-to-many communication). This state has now been transformed, in part due to the development of social media. Today, customers themselves are able to decide and shape what a brand expresses and what it is identified with. The social media expert Tamar Weinberg (2009) defines social media marketing as a process “that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels” (p. 3). This refers to businesses when advertising and promoting, showing that the focus of social media marketing is subject to the people and their communication. Social media marketing has also changed the form of advertising. Classical and one-dimensional advertisements are neither as effective nor as successful anymore. In the current period where Web 2.0 is very much present, the brand or the company is no longer perceived as the transmitter of true and unique information. Now, everyone can be a potential transmitter and recipient of such information. The key to success is the dialogue with the customer – listening and responding adequately. The use of social media is hardly comparable with for instance a search engine. The information is provided through the user’s contacts. Here, companies become apparent in the social web to provide the information to the users where and when they need it. (Weinberg, 2009)

As an online marketing channels, social media are interesting for a number of reasons: First and foremost, advertisers have the opportunity to advertise in a particularly targeted manner because of highly detailed user profiles. The attractiveness of platforms such as YouTube is very high for advertisers in particular due to the fact that there is hardly any separation between advertising and content. The users are thus “voluntarily” targeted by advertising messages. The possibilities to publish reviews in social networks and to strengthen communication with customers and potential customers also speaks for social media as an advertising-friendly environment (ONLINEMARKETING.de, n/a). Social media marketing is a form of online marketing, in which social media are used for the businesses own purposes. There are many ways to use social media as a company.

Not only in marketing, but also in corporate communications, a wide range of objectives can be pursued, for example (Online Marketing Praxis, n/a):

- Image maintenance
- Increasing popularity
- Generating inquiries
- Increasing sales
- Information exchange
- customer support
- obtaining feedback

A survey conducted by Boniversum & behv published in 2016 shows that most companies use social media as a marketing platform (30%). About 28% use social media to generate a closer contact with their customers and only 1% use social media for customer support.

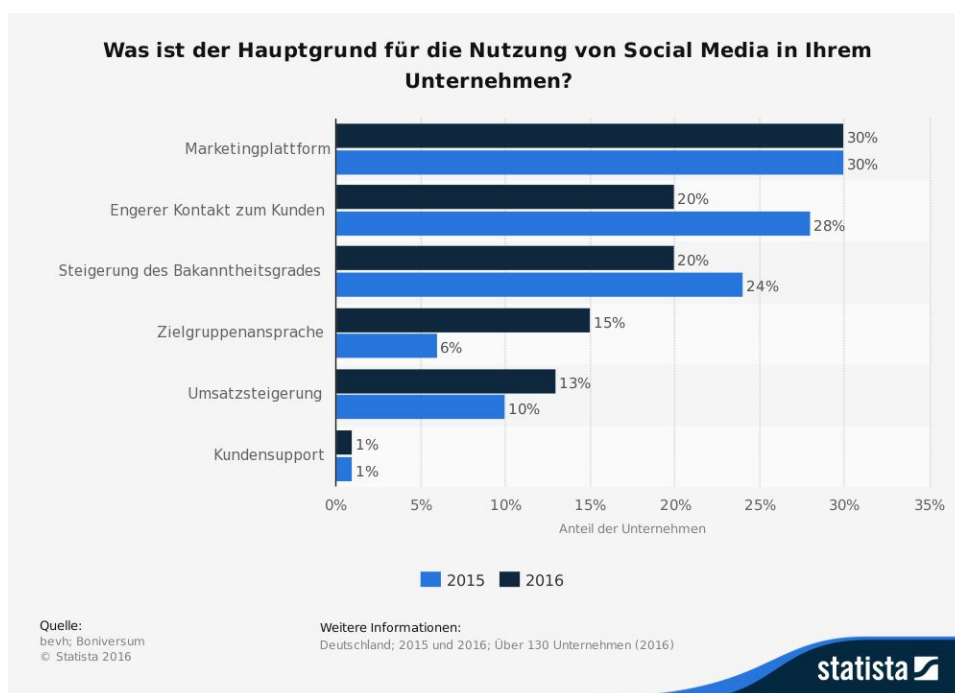


Figure 3: Reasons for the use of Social Media in interactive retail, Source: Boniverum & behv (2016); retrieved from: www.statista.de

Yet, what many companies expect of social media is higher sales for less marketing expenditure. However, customers expect the exact opposite: more effort, attention, more individual contacting and the opportunity to have a dialogue (Riedel, 2013). Saskia Riedel designates this as a classic dilemma resulting from two different expectation states (Riedel, 2013).

4.1.1 Social Branding

Social Branding is a discipline of social media marketing that uses the effect of intercession of customers. This kind of branding aims to distribute the brand or positive brand associations through multipliers. Commonly, it refers to branding and advertising, but also to actions and campaigns. These enable the consumer to use his positive approach toward the brand (Markschläger & Werle, 2012). The participatory effect reinforces the emotional brand loyalty. Social networks play a special role for the success of social branding measures. Social networks are designed to provide social, viral and interactive effects. Users are guided through simple technical applications to follow their network friends and to become part of a movement. This creates a high propagation speed and range. Additionally, social networks offer technical functions, such as like buttons and other features, on the basis of which the social effect can be steered. They thus produce not only range, but also allow for the alignment of social branding activities to certain target groups.

4.1.2 Relevance of Social Media for organizations

Other than in the case of classical internet offers, social media are characterized by the fact that not only the page operators, but also its users are able to distribute content. The content can be accessed directly by any user. This democratic form of the Internet offers great opportunities for brand management and marketing. Consumers tend to trust statements in commercials or advertisements far less than recommendations from acquaintances or even anonymous consumer evaluations on the Internet (BVWD, 2009). In a worldwide Nielsen study, Internet users were asked about their trust in different forms of advertising. According to the study, 90% of German Internet users trust recommendations from acquaintances. In contrast, only half of the respondents orientate themselves on classic media such as print or TV statements (BVWD, 2009). These results show that brand management and marketing through social media are essential to the potential of the word-of-mouth.

By now, social media marketing has started to establish itself as part of a company's marketing strategy. Yet, not all organization attribute full relevance toward this digital form of communication. Christian König (2014), contributing author of the book *Social Media: Subject and Instrument of Research* (translated from german: *Soziale Medien: Gegenstand und Instrument der Forschung*), mentions four primary reasons why social media content is relevant for organizations and businesses. First, he states that the relevance evolves from the multitude of information that is composed by all participants of social media. Secondly, König explains that social media entries are awarded with great reliability since they represent the opinions of the target group. Next, he explains

that information and entries evolve and distribute fast, which is also due to the mobile use of social media. Lastly, social media entries are available at any time and place. Therefore, they are accessible to a wide range of people (König, Stahl, & Wiegand, 2014). Whereas many of these factors are undeniable, objectives with which companies pursue these activities vary (König, Stahl, & Wiegand, 2014). Organizations attend social media activities for a variety of purposes:

- PR related reasons
- for campaign management
- as part of customer relationship management
- trend and market analyses
- product and innovation management

(König, Stahl, & Wiegand, 2014)

A survey conducted by Statista Germany, published in 2016, states that social media in retail is rather important to about 31% of all respondents. Also viewing Figure 4, in comparison, social media less important to branches like banking (23%) or the energy sector (28%)

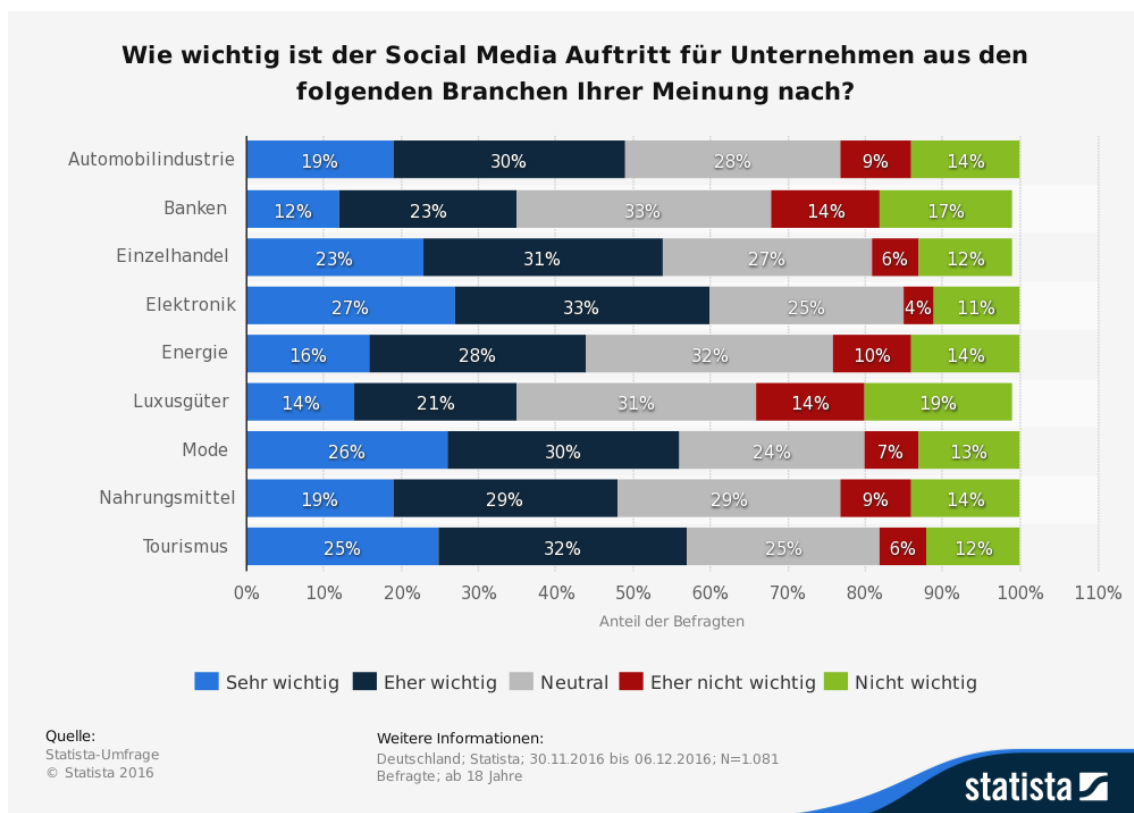


Figure 4: The importance of social media presence for companies categorized by industry; Source: Statista (2016)

Whether social branding and social media marketing are useful depends on the company's marketing objectives. However, certain conditions must be met. Thus, the

brand should obtain good sympathy and a clear positioning. For customers, a high level of involvement is essential (Markschläger & Werle, 2012).

4.2 Use of Social Media

By engaging further into the variety of the social media landscape, one will ask what motivations for the use of them is and what possibilities exist.

Social networking records high user engagement rates and expanding mobile possibilities and therefore is one of the most popular online activities (Statista, 2016). “Social networks not only enable users to communicate beyond local or social boundaries, but also offer possibilities to share user-generated content like photos and videos [...]” (Statista, 2016)

The image below is a statistic that shows the number of social media users worldwide from 2010 to 2016 with projections until 2020. In 2018, it is estimated that there will be around 2.67 billion social media users around the globe, up from 1.91 billion in 2014.

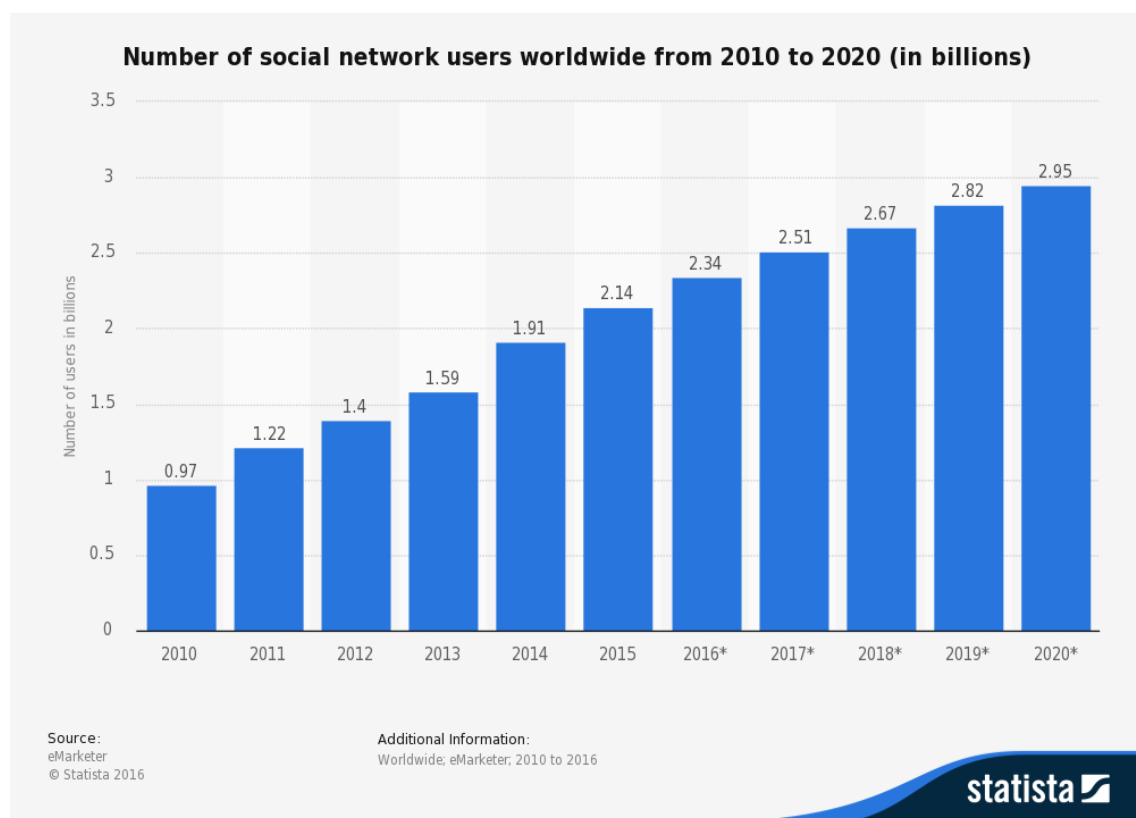


Figure 5: Number of social network users worldwide from 2010 to 2020 (in billions); Source: eMarketer (2016); retrieved from: www.statista.com

When analyzing social platforms and their users, it is important to understand where the users come from. Profiles and presence on social platforms nowadays are not only for private people and private purposes. Companies and organizations also increased their presence on social platforms over the last years to promote and spread their products

and services. Social media enables to distribute information quickly and cost-effectively. The social web also reaches target groups that are not reached by classic advertising in television, radio or printed media. Either they do not perceive an advertising message or they do not feel individually addressed. Social media has the potential to address specific niche target groups with special concepts.

A study by the Pew Research Center (2016), a nonpartisan American research organization that provides information on social issues, public opinion and demographic trends, has documented “the wide variety of ways in which Americans use social media to seek out information and interact with others.”. According to the study, published in November 2016, the majority of Americans say that they retrieve news from social media. This national survey of 1.520 adults conducted over about a month in 2016, finds that Facebook continues to be the most popular social network in the United States.

4.2.1 Regular users

Aside from being informed about the establishment and growth of the various social platforms, it is necessary to understand peoples’ motivations of engaging in social media. In the publication *Facebook Marketing among Friends*¹ (2010), the authors share their knowledge on the social media network Facebook. Even though, this book specializes in functions specific to Facebook, many features and tools can be adapted to a multitude of other social platforms. It is of great importance for this work to examine the different features of social platforms and their connection to the motivation of users of social media. In the following, not all features shall be listed but only features that are characteristic for the communication between users and businesses.

Networking or friends’ list

The communication between users can only take place when users are connected to each other’s profiles. One of the most essential elements of Facebook and other social platforms is the optimization of communication between friends (Holzapfel & Holzapfel, 2010). The detection of friends or acquaintances follows by searching them directly or by receiving contact suggestions that are based on information provided in the user’s profile such as job, education, place of birth, place of living or mutual friends. Based on the network that users build around themselves, they are able to share their interests, digital findings, generate trends and are able to create a viral effect.

Staying up to date

On most social platforms, such as Instagram, Facebook and Twitter, the first thing visible for the user when opening the social platform, is the newsfeed. The newsfeed usually

¹ Translated from German: *Facebook Marketing unter Freunden*

consists of all information from the network that the user built around himself. It is also based on how great the user's interest is in certain contacts. If the user clicks on certain profiles frequently and interacts by commenting or liking the posted content, the same user's content is most likely to appear on the newsfeed. In the area of social media marketing the newsfeed usually forms one of the key success factors of a campaign on Facebook or any other platform.

Sharing and posting content and opinions

In the age of technology and the wide reach of the Internet, "people like to share what they are doing, what they have experienced recently, think about certain things [...]" (translated from German; Holzapfel et. al, 2010). The fact that people like to communicate their opinions about various topics is not a new phenomenon. First, it was known as "word-of-mouth". Nowadays, through the development of social platforms it does not happen within a small circle of people, but rather within a larger circle online. Pictures, videos, short text messages, interesting links, references to events, experience reports or other types of content can be shared quickly and easily.

Interaction

On Facebook, as well as on other social platforms, content can be commented, evaluated and shared with other users. The respective content is provided with for example necessary links. If the user makes use of one of these interactions, it is automatically shared with his entire network of people (Holzapfel et. al, 2010). The content will not only be shared on the user's profile but also on the newsfeed of all his friends. "The key to a broad distribution of information is thus passive virality." (Holzapfel et. al, 2010).

Searching for relevant content

Most social platforms offer a search function which helps not only to find other users, but also allows users to search for specific keywords or topics. In this way, users find groups that meet their interests and thus are also able to find pages of companies. Therefore, it is necessary to create corresponding visibility, so that the own page is found by users. It is useful that users are not only confronted with a company's page by searching for the company's name but also when they search for related content.

Multimedia content

"Pictures say more than 1.000 words. And videos more than 1.000 pictures."² (Holzapfel et. al, 2010) These two forms of content are very popular on social platforms. Instagram for example mainly consist of pictures and short video clips. Users are able to publish their own content but also include external multimedia content.

Groups

Groups are mostly existent on Facebook. Users with common interests can meet and exchange information in a central location. The membership of a group is also displayed on a user's profile. Thus, it becomes part of the virtual identity. As a result, users usually only join those groups with which they can actually identify. (Holzapfel et. al., 2016)

(Facebook) Pages

Pages are a feature that is specifically used on Facebook. These pages offer companies, organizations or artists the opportunity to build a presence on Facebook. In the past, users subscribed to a newsletter to stay up-to-date. Today they click a button called "Like" and become "fan" of the respective Facebook page. Thus they are automatically informed about the latest news, offers, special actions or the like. This content automatically appears on a user's newsfeed.

Events

On Facebook each profile also includes an event calendar on which users can organize their events. The visit of a concert, a party or a trip are able to be registered within a few clicks. Users have numerous options: Depending on the setting, other users are able to indicate whether they are joining an event, are undecided on participating or decline the event. Events are not limited to users. Companies are also able to create events on their Facebook site and promote them via different channels. This enhances interaction between companies and users and also provides companies with an opportunity to estimate the number of participants for an event. Also, users are able to share that they will be attending an event – chances that people in their circle of friends will view this action offers the opportunity of them joining the event as well.

4.2.2 Brands as users

When looking at how people use social media, it is just as important to look at how brands already use social media. The publication *Social Branding* the authors mention that in

² own translation

July 2011 a trend report by pilot media and Zucker.Kommunikation divides brands into different types of social media usage: „Passive Brands“, „Host Brands“, „Sender Brands“, „Service Brands“ and „Friend Brands“ (see Figure 6).

“Passive Brands” are not engaging as administrators, nor reacting to user posts. The brand shows presence only in creating a profile and offers users the opportunity to confess to it by following or liking the profile. However, it does not show interaction in any way. The “Host Brands” keep in the background and offer the user to publish their thoughts and opinions. Occasionally the brand appears with own posts, which, however, do not relate to the dialogue. Instead, users discuss with each other. This type of fan page only works for brands that attract high involvement. The “transmitter brands” are the counterpart to the, currently still very popular, brand home page which pursue the goal of pure branding. The fan page becomes another channel, with which news of all kinds are being spread to the broad masses. These pages are largely devoid of dialogical elements. Fans often are unable to publish their own posts on the wall, but they can react and respond to existing posts. Another category is the so-called “Service Brand”. These kinds of brands use social media channels in addition to service hotlines. Finally, the “Friend Brands” are mentioned. This type is characterized by a very high commitment to the site operator. The dialogue with the fans is desired and is strongly forced. It is also important to provide fans with interesting and entertaining content beyond the product, such as special promotions or winning contests. This type of social media brand experienced a significant influx in the past years and is now the largest group among those previously described.

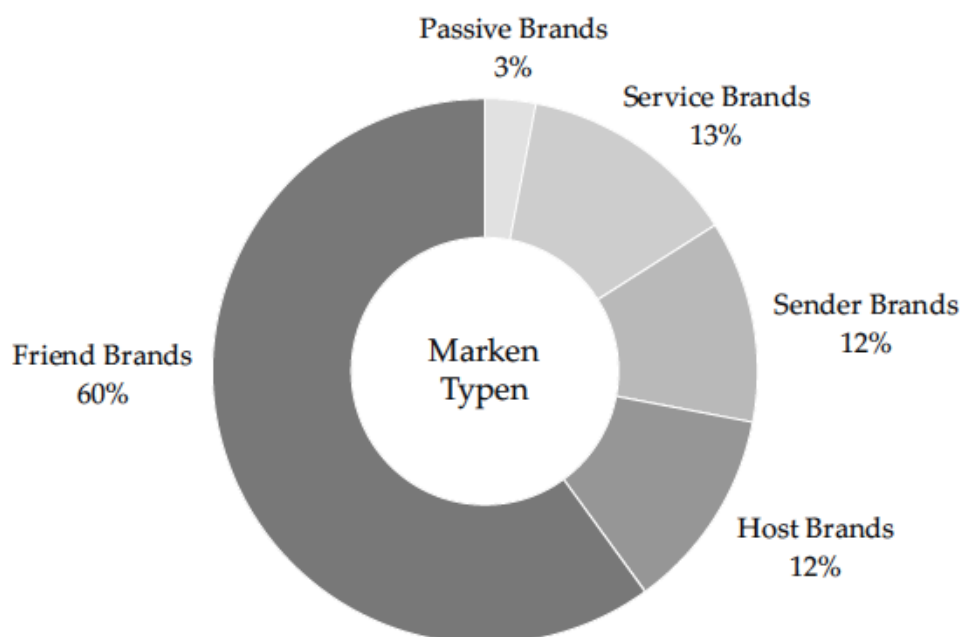


Figure 6: Categorization by brand type; Source: A. Ahlden (2012); Braucht jede Marke ein Facebook-Fanpage? Wiesbaden: Springer Fachmedien

4.3 Chances and Risks of Social Media

Social media have prevailed in the everyday life of the consumption-relevant target groups. From the company's point of view, it is important to examine the specific advantages and disadvantages of Social Media marketing in general and the Social Webs in particular (Ceyp & Scupin, 2013).

Generally speaking, social media is to be seen as an opportunity. There is no success recipe for the commitment that a company should take. Every company is responsible for choosing the most useful channels for the perceived purpose. However, it is helpful to look at positive as well as negative examples or to look at generally distributed opportunities and risks of social media.

When deciding to use social media, companies should intend on pursuing to involve their customers into a dialogue. Therefore, it is necessary to understand that people's reactions on the social web cannot be predicted in a controlled or reliable way. A certain unpredictability remains and a certain loss of control is even necessary in order to be able to trigger and use viral effects at all (Weinberg, 2009). The basic characteristic of social media is the relationships and the exchange between people. The loss of control is new and unfamiliar to companies. The medium of social media is separated from the controllable advertising channels that companies otherwise use (Weinberg, 2009).

For companies who are present in the social web, this means approaching the customers and opening a dialogue with other internet users. This not only provides companies with great insights into customer's thinking and valuable opinions but also offers vulnerability. When having a profile or a fan page on social media the company's brand is ultimately a conversational topic. This not only leads to positive feedback. The company must also be prepared for criticism and negative feedback and develop a plan for an appropriate response. However, positive as well as negative criticism creates opportunities for companies. Positive reactions cause motivation and encourage a company to continue the adapted strategy. Negative reactions should be accepted and translated into advice to improve and optimize the strategy. The great opportunity for social media lies in the fact that it offers direct interaction with customers and therefore allows instant feedback. Although, feedback and reactions are instant, which can be analyzed in a small amount of time cost and success are difficult to measure when it comes to social media marketing. However, in a company, activities that require resources and cost need to achieve measurable success. Social media accounts are free of charge but the costs arise with the needed resources like time invested by the responsible employee or agency. A clear identification of the return on investment (ROI) is hardly possible for

social media and a certain uncertainty factor remains. In Web 2.0, successes are linked to a particular action or blog entry. In web 2.0 success is measured over a long term and therefore cannot be directly linked to a particular action or entry. On the other, if someone thinks positively about a brand and disseminates this opinion, this can be of great valuable for the brand (Weinberg, 2009). An opportunity therefore lies in the reach of social media. The number of Facebook fans or Twitter or Instagram followers, the number of recommendations, and links pointing to the Social Media presence are measurable values that provide evidence of success or failure. On average, a Facebook user has about 130 friends (Facebook Inc., 2016). If a person with this amount of followers shares a link or post with his friends and one of these friends again shares the same link or post, the entry has already reached nearly 17.000 people. In conclusion, with social media, information can be distributed quickly and cost-effectively.

In Web 2.0 a company can develop and enhance its image. For businesses social media platforms offer the possibilities to present themselves in different forms than before. Event companies that do not have direct contact to their customers are able to benefit from that. But mainly, brands are able to build strong relationships. If a company steps into social web, first it presents itself as open toward new communication and toward its customers. Good relationships to customers help to encourage recommendations and positive mouth-to-mouth.

Despite the many possibilities and opportunities offered by social media, especially due to fast networking, this field also carries risks: everyone can express their opinion, and thus even employees of a marketing company or the company themselves can provoke imagery by means of thoughtless utterances (ONLINEMARKETING.de, n/a). However, if one is aware of all risks and prepares for appropriate responses toward customers, social media can be a place to learn from and to build valuable relationships.

4.4 Tools of Social Media Marketing

When deciding to participate in social media marketing, the goal should be to generate a certain extend of publicity for a brand or product. It is often suggested to use specific processes to increase brand awareness. Therefore, certain social media tools and or features can be used. Social media gathers actions or practices that help to develop and manage an organization's content. It also serves to connect with customers, to win new customers and to ameliorate potential damages. The aim of these optimization methods is to drive more traffic onto the organization's websites as well as to bring brand awareness, and, in the end generate potential sales.

4.4.1 Search engine optimization on Facebook

According to a study by the business consultancy McKinsey (2008), more users increasingly use social networks for information search. The study states that the percentage of users searching for information through social networks increased from 13% in 2008 to 33% in 2010. In the same period of time, the classic search engines had a decline of 69% to 66%. Even though searches via social networks are still at the beginning, compared to the traditional search engines, it is only a question of time until search queries of Facebook overtake services like Google to search for products or experience reports (Schmidt H. , 2011). Also, when it comes to search services of social networks, it is of great importance for companies to be as far on top as possible on the hits list of search results. To reach this goal there are many different strategies. For example, search engine-relevant text can be entered to optimize the hit display on a company's Facebook page. There is also an "info-tab" for each Facebook page. Depending on the category selected, different fields are available when you create the page. It is possible to place links to the own website or keywords. (Schmidt H. , 2011) One method of goal optimization is the use of the company codes or brands of competitors. In general, the principle the use of foreign identifiers is prohibited, if these are hidden in the text of a website, in order to manipulate the hit display. The use of third-party trademarks or marks in the text part of a page, on the other hand, is permitted. (Geyer, 2012)

4.4.2 Hashtags

A "[...] hashtag is a word or phrase comprised of letters, numbers, and/or emoji preceded by what was once referred to as the pound symbol (#)" (Aynsley, 2016, paragraph 5). Hashtags can be used on different social platforms. Commonly they are used on Instagram, Twitter and Facebook. They categorize content and, by clicking on a hashtag, users are able to view posts that have been marked with this particular hashtag. By attaching a hashtag to a picture on Instagram, for example, users will be able to discover the picture when searching for the hashtag. This enables organizations to acquire new customers, for example by using common or trending hashtags. "The right hashtag, or combination of hashtags, will expose [a] brand to large and targeted audiences" (Aynsley, 2016). Therefore, hashtags increase exposure of the content posted and might attract new followers and increase engagement (Aynsley, 2016). According to the Instagram Study (2014) retrieved by *Simply Measured* posts with at least one hashtag receive 12.6 % more engagement than posts without hashtags on Instagram. It is suggested to use hashtags depending on what branch a business operates in. According to Instagram Inc. (2016) the quantity of hashtags on a picture posted to Instagram is limited to a number of thirty. According to K. Burney (2015), an author of the website

*TrackMaven*³, posts containing four or five hashtags received an average of 22 interactions compared to 14 interactions on posts with zero hashtags. When establishing a social media personell as a company it is also adviseable to create a brand hashtag. A brand hastag is a hashtag that is tailored to a company and its product or service (Aynsley, 2016). The hashtag can include the company's name, the name of a product or service or a related term as well as the name of a campaign or contest. This not only helps to brand a specific campaign under a hashtag but also to increase brand awareness for users.

4.4.3 User Generated Content

User generated content (UGC) is the intellectual content created by web users. It contrasts with to the classic model, in which the content is created by the owner of a social media page. Especially with respect to Web 2.0, the texts, videos and graphics, photos and other media content created by end consumers play an important role. Particularly, social media websites are known for working with user generated content only. In the sense of social media marketing UGC can be helpful for a business to interact and engage with its followers and customers.

The business can call for a contest to generate traffic and interaction as well as to use the contact to show brand identification. User generated content enables the integration of followers. Subsequently causing users to feel like they are being part of the content creation process of a brand's product or service This possibly increases the positive image of a company and its credibility.

4.4.4 Influencer Marketing

The term influencer marketing is rather novel to the field of marketing. However, the idea behind this term has been existent for quite some time. In earlier days, a similar marketing strategy was called testimonial marketing. Testimonial marketing is the occurrence of well-known individuals in media for the purpose of advertising a product or service. These people appear to use products or services of a certain brand and express their satisfaction. Decisive for a positive image transfer are the conformity of the product image with the supposed characteristics of the celebrity and the credibility of the advertising message (Esch, Gabler Wirtschaftslexikon: Testimonial, n/a).

While advertising characters in testimonials are media personalities known originally from traditional media, influencers, in contrast, are persons with great influence on a specific target group throughout the Internet. Over the years, they have usually established themselves over the years as bloggers or generally as users of social media

³ www.trackmaven.com, a marketing analytics software

platforms and enjoy an expert status in their respective subject areas with their fans and followers. (Lehmkuhl, 2015)

The impact of an influencer can range from pure attention generation to influencing the purchase decision, although this is not always the primary goal. In fact, influencer marketing is primarily about authentic content and interaction between individuals. This is due to the influencer's personality and history of career development. Influencers, as opposed to testimonials, are people that grew online supposedly without any external help. This persuades their followers into thinking that they are more reliable than testimonials and do not own the celebrity status (Java, Kolari, Finin, & Oates, 2006). Rather, they are seen as one that represents the audience. Therefore, users can identify better with the influencer.

4.5 Social Media Measuring

Any type of marketing will be in need of measurements to prove success and to retrieve learnings for future marketing activities. Social marketing has been known for being difficult to measure since numbers are fluctuating and the return on investment cannot necessarily be related to a financial result. Furthermore, social media success is a long-term goal as mentioned in Chapter 4.1.1. The ROI of social media marketing can be measured in a variety of ways. It is possible to acquire customers, generate leads, generate clicks, views, contest entries, comments, likes etc.

Success of a social media page or profile can be measured by tracking the over-time growth of followers. The history of followers can however only be seen as the owner of a Facebook page or would have needed to be tracked over a wide range of time. Therefore, in the following, the success of social media posts can only be measured by available data: positive as well as negative reactions, shares, comments and views.

5 Content Analysis: Examples of Social Media Application in Shopping Centers

First and foremost, the intention of the following content analysis is an examination and observation of social media activities by four different shopping malls. The preliminary investigation focuses on users' reactions to certain marketing techniques, since these evoke emotional as well as rational responses.

5.1 Chosen Example

For a better understanding of the holistic social media marketing environment of shopping centers, the importance of analyzing German as well as Anglo-Saxon shopping

mall was inevitable. Since in the 1990's German shopping centers were built inspired by shopping centers in the United States, comparing their social media activities complements the integrity of this analysis. Therefore, while executing the content analysis, differences as well as similarities in the social media activities of four shopping centers were examined.

5.1.1 Alstertal Einkaufszentrum

The Alstertal Einkaufszentrum (AEZ) is an indoor shopping center in Hamburg, Germany. It is part of the history of the German entrepreneur Werner Otto. After visiting various shopping centers in the United States and Canada, Werner Otto initiated the building of shopping centers after the exemplary model to the local conditions in Germany (ECE Projektmanagement GmbH, n/a). The operator of the AEZ is the real estate company ECE Projektmanagement GmbH. The ECE develops, plans, implements, rents and manages large commercial properties in the areas of shopping, office, traffic and industries and is the European market leader in the field of inner shopping centers. The AEZ was one of the first air conditioned and closed shopping centers in Germany (Alstertal Einkaufszentrum, n/a). After an expansion of the center took place in 2006, the AEZ is counting 240 shops and a sales area of approximately 59,000 m² and is now one of the biggest shopping centers in northern Germany. The industry mix of internationally known fashion houses and boutiques, a gourmet market hall as well as yearly events are hallmarks of the AEZ (Alstertal Einkaufszentrum, n/a). According to an article about the AEZ in the online magazine *Hamburger Morgenpost* center manager Ludmilla Brendel explains that the main target group of the AEZ are young families within the group of younger than forty years old (Heinemann, 2016). She also mentions that the AEZ has a lot of repeated customers who have been visiting the shopping center for many years (Heinemann, 2016).

As one of the largest shopping malls in Northern Germany the Alstertal Einkaufszentrum also attracts tourists from other parts of Germany. Large marketing billboards all over Hamburg are visible as well as online marketing. Therefore, the AEZ has the potential to represent the retail body in Germany and accordingly is a depictive example for a social media examination.

5.1.2 CentrO Oberhausen

The CentrO in Oberhausen, Germany is Europe's largest shopping and leisure center. Retail shops as well as gastronomic variations are located in the center. The center contains over 250 retail stores and the selling area is about 119,000 m² large. The CentrO is located in an area of Oberhausen called *Neue Mitte* (engl. new center or new core), which formerly was an industrial area. The CentrO is called the center piece of

this part of Oberhausen. The shopping center is owned mainly by the Unibail-Rodamco SE. The company is headquartered in Paris, France and specializes in commercial property investments. Unibail-Rodamco is the largest commercial real estate company in Europe and manages shopping centers, convention centers and office properties. (Unibail-Rodamco SE, n/a)

As Europe's largest shopping center, the CentrO in Oberhausen Germany is suitable for representing the retail body and qualifies for the analysis of its social media presence.

5.1.3 Mall of America

With approximately 42 million yearly visitors, the Mall of America is the most visited shopping center in the world. It is located in Bloomington, Minnesota in the United States of America and opened in 1992. The mall is managed by the Triple Five group which is a shopping mall owner and operator. The Triple Five group in turn is owned by the Ghermezian family. The family also owns the West Edmonton Mall in Alberta, Canada, which is the largest mall in North America and the tenth largest worldwide. (Black, 2006) Besides the factor of shopping Mall of America has built up its reputation as a large leisure center for entertainment and events. Some of the tenants are the Nickelodeon Universe, Sea Life Minnesota Aquarium as well as the Hard Rock Café. The Nickelodeon Universe is an indoor theme park in the center of the mall which features roller coasters and other numerous rides – it is the largest indoor theme park in the United States (MOAC Mall Holdings LLC., n/a).

As an established brand and its status as the most visited mall worldwide, the Mall of America is the leading international example for the retail body and therefore was chosen to be analyzed social media wise – with the expectations of a leading role in online marketing connecting event marketing and social media.

5.1.4 Westfield Stratford City London

Westfield Stratford City is a shopping center in London, United Kingdom which opened in September 2011. The total retail floor measures about 177,030 m² and therefore is one of the largest shopping centers in Europe. It is the third-largest shopping center in the United Kingdom. The ownership is parted between the Westfield group (50%), the ABP Pension Fund (25%) and the CPP Investment Board (25%) while the management is fully accomplished by the Westfield Group. "Located adjacent to the Olympic Park and the prestigious gateway to the Olympic Games in 2012, Westfield Stratford City is part of the largest urban regeneration project ever undertaken in the UK.

As one of Europe's largest shopping centers Westfield Stratford City London is a representing example for the British retail body.

5.2 Data Evaluation

In total 60 Facebook posts and 40 Instagram posts were reviewed and examined during the period of November 15th to December 15th. The social media posts were retrieved from the centers' Facebook and Instagram accounts. Since not all of the analyzed shopping centers own a Twitter account, Twitter was not considered in the content analysis. However, most centers are active on Instagram and Facebook, therefore these platforms were chosen for the analysis. Also, Facebook is the most used platforms at the time and Instagram is under the top ten most used platforms.

The sample size amounts to 100 social media posts – 60 retrieved from Facebook and 40 retrieved from Instagram. According to the categories predefined in the codebook (see Appendix A: Codebook), the following paragraphs will present the findings that are of vast relevance to the testing of the hypotheses.

5.2.1 Content analysis explanation

The last main part of this paper, as part of the methodology, is an analysis of current activities on social media platforms of shopping malls. The aspect of creating a holistic and sensible picture on the matter of successful social media activities and their chances for shopping malls, is the analysis of actual content that was posted to the platforms Facebook and Instagram. In the literature review, certain findings on the challenges shopping malls are currently facing were addressed. One was also provided with facts on how social media is used by customers as well as companies. However, the literature review has not provided specific data on the effects of certain social media methods and adaptations. The retrieved content analysis will provide factors of success of social media activities and therefore complete the empirical viability of this thesis. Whilst conducting the content analysis, despite the expectations, Anglo-Saxon and German shopping malls did not show significant differences in their social media activities. Therefore, it was decided that while analyzing the findings, the average number of reactions of all posts was conducted and concluded.

As mentioned in the beginning of Chapter 5.1, the content analysis involves the data from Facebook and Instagram profiles of the four shopping centers AEZ, CentrO, Mall of America and Westfield London and includes in total 100 posts. As visible in the codebook (see Appendix A: Codebook) the analysis focuses on four categories.

The category *Form* focuses on formal aspects of a posts such as the length, form of address, style of language, usage of hyperlinks etc.

The category *Content* manifests itself in the aspects of the type of posts, the main value, if there are questions and incentives involved. It also analyzes the kind of multimedia content used as well as the kind of visual in this content.

The category *Business Model* involves the overall aspects of products, influencers, events or external brands as well as tenants being mentioned.

To be able to measure the impact of these aspects it was necessary to analyze user reactions. The category *Reactions* therefore deals with the amounts of positive as well as negative reactions, shares, comments and views.

The content analysis table and the code book show a division into four categories. However, the written analysis will not be divided into different categories. In social media marketing, which is content marketing, it is of great importance to set different parameters into correlations to retrieve a deeper and more detailed understanding of the findings.

5.2.2 Findings

The main objective of this part is to find prove of the success of certain social media methods. Following, twelve hypotheses are being stated and analyzed that function to find out about the definite success factors of social media activity. The analysis of these success factors will be the basis for suggesting a general social media strategy for shopping malls in Chapter 6.

H1: User generated content is more successful than other kinds of multimedia content.

In the retrieved content analysis, it is visible (see Figure 7) that videos generate an average of about 500 likes per post. Pictures only generate an average of about 230 likes per post. Furthermore, the most interesting number is shown in the amount of likes generated by user generated content. On average, user-generated photos received an amount of about 940 likes on Instagram and Facebook combined.

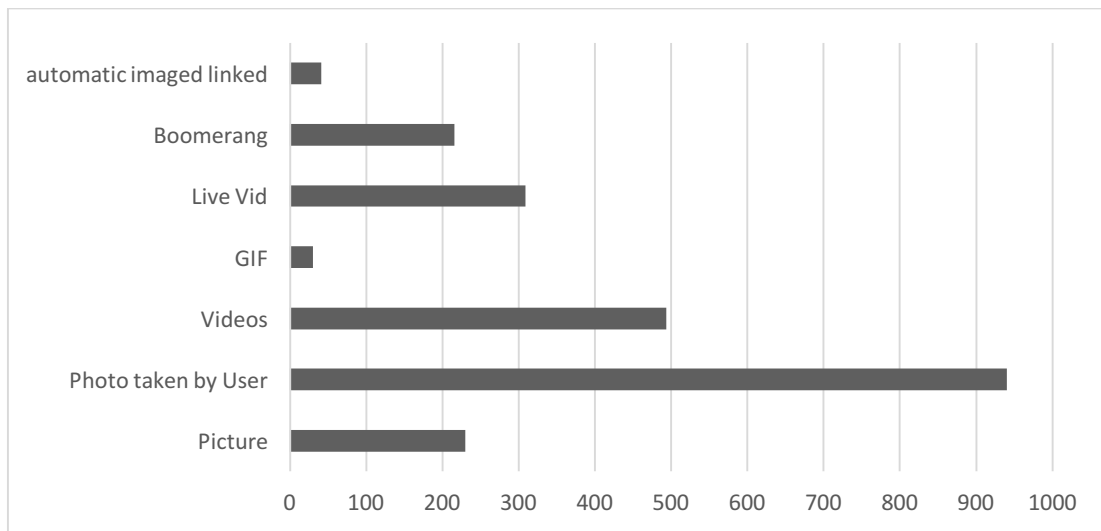


Figure 7: The success of different types of multimedia content on social media regarding the profiles of shopping malls; Source: Content Analysis by author

H2: Associating influencing personalities with the center has a positive effect on social traffic.

As mentioned in Chapter 4.4.4 influencer marketing as a part of social media and content marketing is on the rise. As a new form of testimonials, influencers are booked to spread brand awareness and to generate a positive brand image towards social media users. The content analysis shows that creating posts integrating influencing personalities are more successful as to how many positive reactions occur. Posts that mention influencing personalities and associate them to an event occurring at the center generate an average amount of about 400 positive reactions. As a result, it is already more successful to just associate the influencer with the center in general, receiving an average amount of 670 positive reactions. In comparison, posts that do not mention influencers only generate an average amount of 240 positive reactions (see Figure 8).

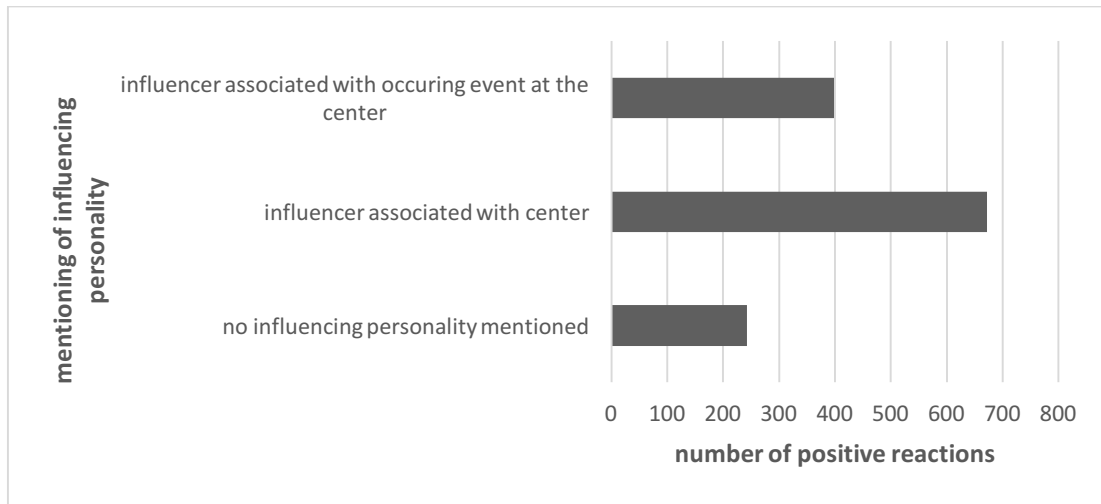


Figure 8: Number of positive reactions towards posts including associations with influencing personalities; Source: Content Analysis by author

H3: Mentioning tenants in posts causes positive reactions.

This hypothesis could be neglected since a post integrating a tenant of the center generates an amount of approximately over 150 positive reactions. On the opposite, a post not including a tenant of the center generates more than 300 positive reactions (Figure 9).

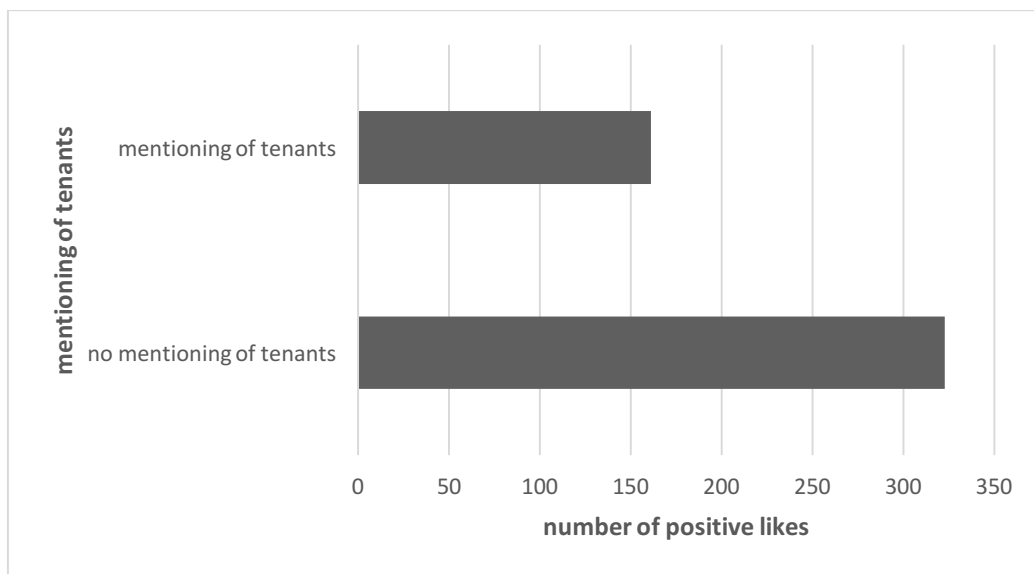


Figure 9: Reactions towards posts mentioning center's tenants; Source: Content Analysis by author

H4: Mentioning external brands causes positive reactions.

The content analysis has shown that, including external brands, usually refers to including certain cooperation and partnerships between the shopping center and an external company. For example, the shopping center *Mall of America* published a corporation with the carpooling service platform *Uber*. Customers of the shopping mall were able to get a discount on a ride with *Uber* if they intended to visit the *Mall of America*.

Figure 10 shows that posts integrating these kinds of partnerships generate more positive reactions on social media, 370 as opposed to approximately 250 for posts not including external partnerships (Figure 10).

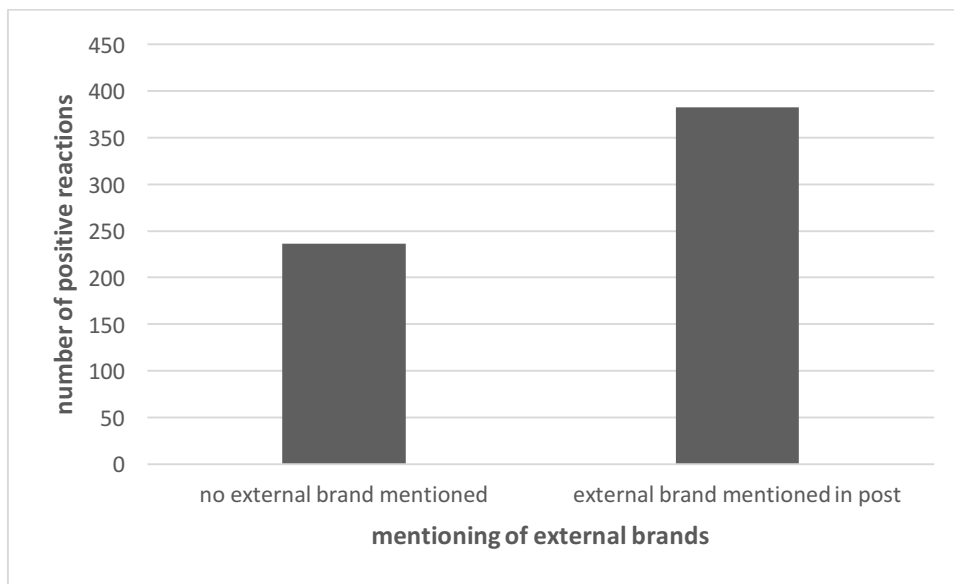


Figure 10: Mentioning of external brands and their success measured in positive reactions;
Source: Content Analysis by author

H5: Engagement posts cause positive reactions than the simple promotion of discounts or products.

The category *Content* of the analysis included a sub-category that is named *Type of post*. This sub-category refers to the type of post. It defines the existence of a promotional purpose of the entry. Furthermore, the engagement factor of a post is established in this category. Posts labeled with *contest* refer to activities that include a kind of competition that is initiated by the shopping center. It is aimed to give users an incentive to interact on social media.

As seen in Figure 11, contests received the most positive reactions amongst the analyzed types of posts, with an average number of approximately 630 positive reactions. Engagement posts refer to posts that aim at interacting with users by giving them the opportunity to communicate on social media in reference to the center. These kinds of posts generate an average number of positive reactions of 590. Therefore, the hypothesis can be confirmed since the average amount of positive reactions on promotion posts amounts to 155.

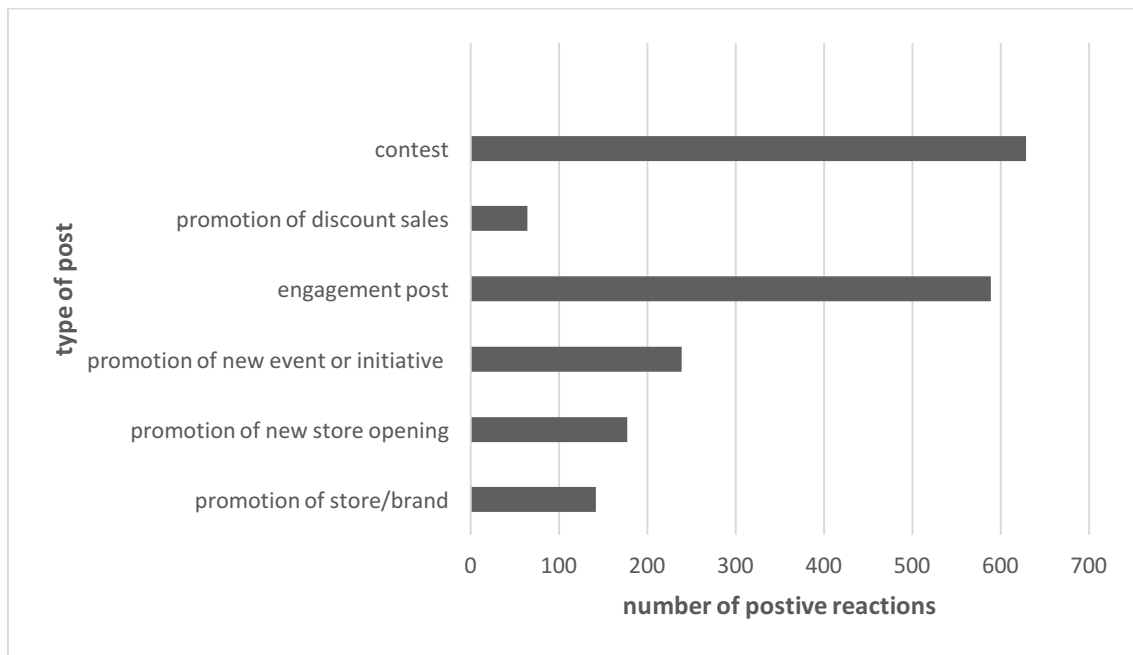


Figure 11: Types of posts and their success on social media; Source: Content Analysis by author

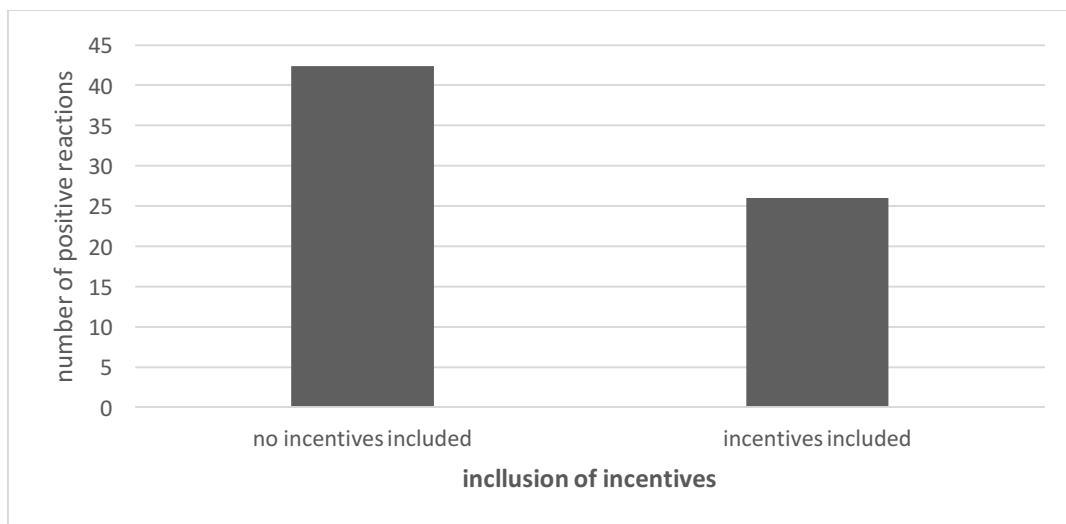


Figure 12: Number of positive reactions toward posts including incentives regarding social media of shopping malls; Source: Content Analysis by author

H6: Visuals with people in the focus generate more interaction and appeal more to the users.

While using multimedia content it was also interesting to find out what kind of visuals are most effective. The hypothesis that visuals that show people are most successful could be verified. As shown in Figure 13, the average amount of positive reactions amounts to approximately 450. Followed by that, visuals that show the stores inside the center are generating about 400 positive reactions (Figure 13).

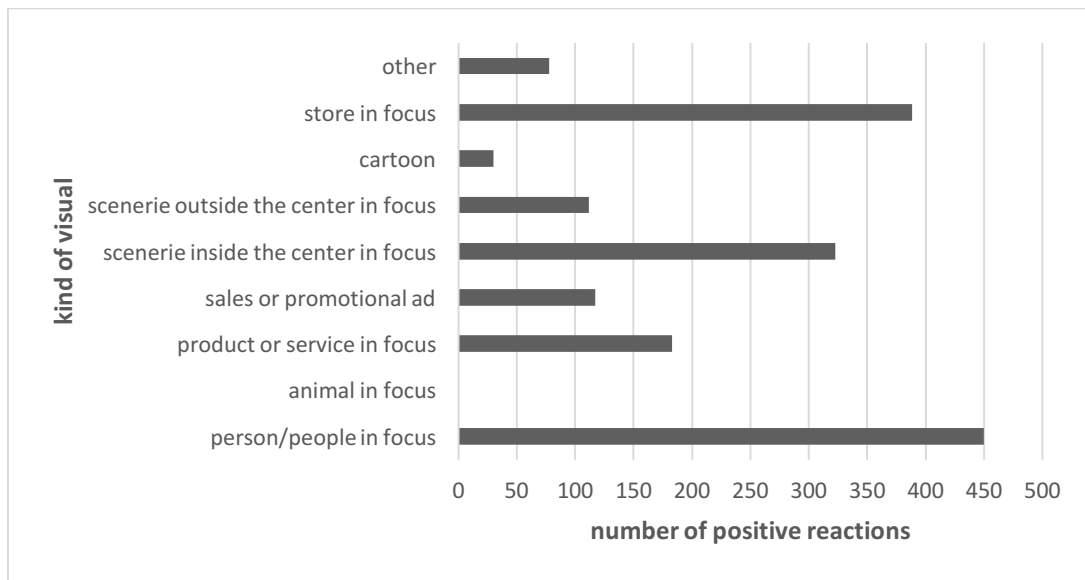


Figure 13: Kind of visual and their success on social media; Source: Content Analysis by author

H7: Mentioning and informing about events is more successful than the mentioning of products and services.

As shown in Figure 14, positive reactions for posts that promote and mention events happening in the center amount to 350 positive reactions. Products or service oriented posts only receive less than half of the positive reactions. As a result, the hypothesis that mentioning and informing about events is more successful than the mentioning of products and services can be confirmed.

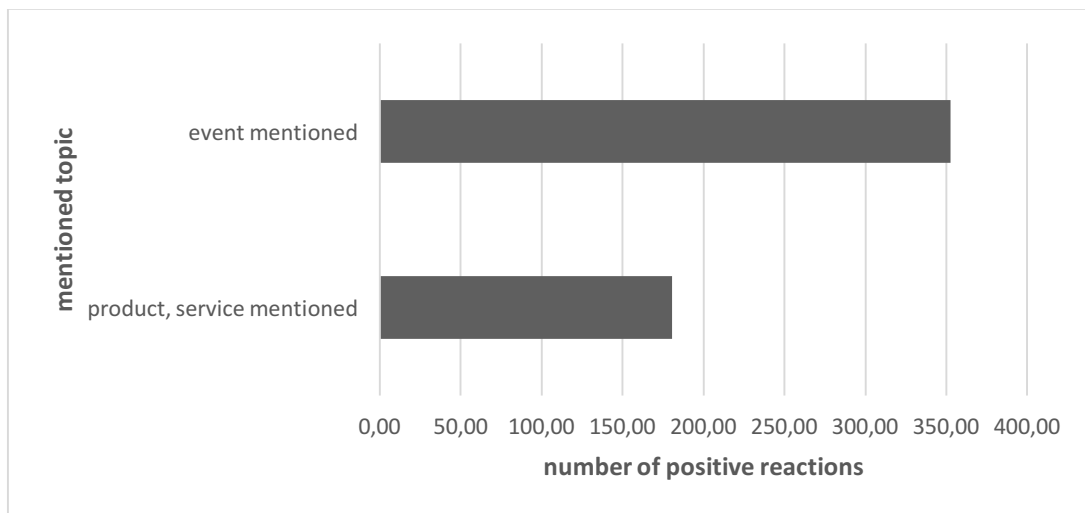


Figure 14: Reactions towards posts including products and services as opposed to including information about events; Source: Content Analysis by author

H8: Using Hashtags generates more visibility.

The content analysis confirmed the hypothesis since posts with hashtags show more positive reactions in average than posts not including hashtags (cf. Figure 15).

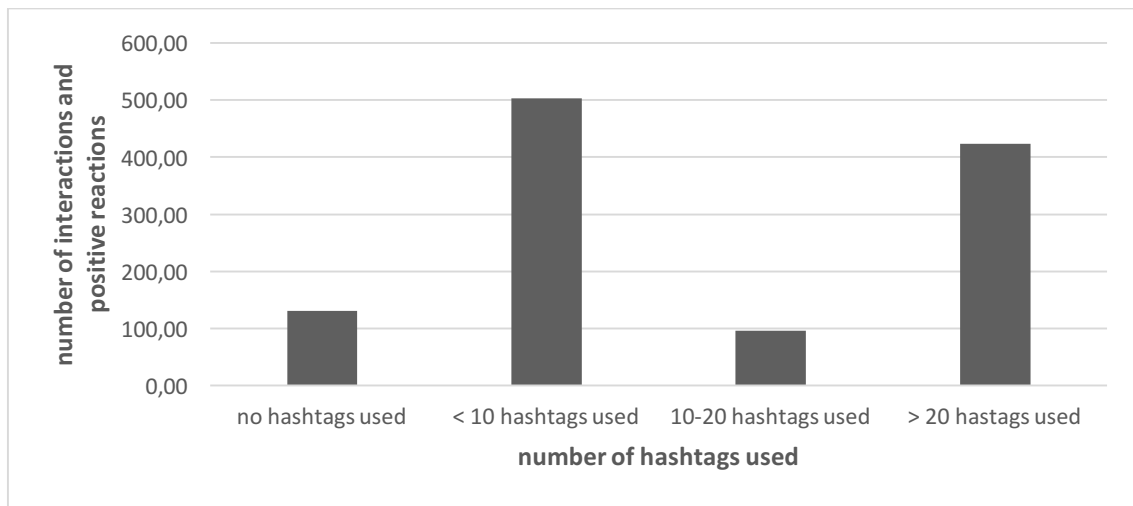


Figure 15: Success of posts including a certain number of Hashtags; Source: Content Analysis by author

5.3 Combined Findings

The previously conducted analysis of the data retrieved in the content analysis, serves to find out what forms of social media marketing are useful in terms of content marketing and how which methods appeal to the users. This is the basis of suggesting suitable methods of social media marketing for shopping malls. As mentioned in the explanation of the content analysis, whilst conducting the content analysis, despite the expectations, Anglo-Saxon and German shopping malls did not show significant differences in their social media activities. Therefore, it was decided that while analyzing the findings, the average number of reactions of all posts was conducted and concluded.

First of all, to be able to value different types of methods in social media marketing reactions like positive reactions, negative reactions (likes, dislikes), comments, shares and views, were retrieved as the only externally usable way to value posts.

Most of the hypotheses were able to be confirmed. It is visible that users of social media, responded negatively toward promotional posts (Hypothesis 8). As mentioned in the previous chapters, social media marketing is based on the usage of social media which were formerly invented for communication exchange and transparency. Through literature research, one finds out, that customers expect more effort, attention and individual contacting when it comes to social media marketing. In the same context, customers appreciate the opportunity of a dialogue with the brand. Subsequently, people using social media, respond positively towards posts that suggest an event or occasion in the shopping centers (Hypothesis 7). Connecting to that, the Hypothesis 3 that mentioning tenants on posts causes more positive reactions had to be neglected. Furthermore, people respond more positively towards posts that mention external brands (Hypothesis 4). Furthermore, when examining the aspect of social branding, the

participatory effect reinforces emotional brand loyalty (Markschläger & Werle, 2012). Subsequently, methods like publishing user generated content (Hypothesis 1) experience highly positive resonance in the concept of social media marketing. The integration of influencing personalities like bloggers or social media activists, help brands to furtherly develop their followership. As bloggers or social media influencers own the role of opinion leaders in social web, a cooperation with these personalities, evolve as a great option for increasing credibility. Consequently, the examination of Hypothesis 4 was confirmed: Social media entries that included mentioning and portraying influencing personalities showed large success.

The CentrO in Oberhausen and the Mall of America both used Facebook Live Streaming during the examined period. The CentrO in Oberhausen did a live stream where the center manager answered questions that where posted into the comments by users. The video was viewed over 11.000 times, generated about 160 reactions (mostly positive) and gained 212 comments (referring to post number 31, see Appendix). On a regular basis the center manager Marcus Remark is included in these kinds of live streams. Viewers and visitors of the center are able to ask questions and are able to engage live. The Mall of America live streamed the first minutes of a Black Friday event on November 25, 2016 where a mall employee leads the viewers through the entrance of the mall and shows them around (see Appendix B: Coding Sheet, post number 63).

The combined findings showed, many different opportunities of social media activities are possible to adapt for shopping malls. Whilst, some are already being executed, some methods are more effective than others and should be focused on.

6 Planning of a Social Media Concept

As previously mentioned, companies need to recognize the need to open up to the demands of consumers and other stakeholders. However, the integration of consumers into the provision of services or the performance communication is not the same as the deprivation of brand management and marketing - on the contrary. Brand management should, to a greater extent, coordinate brand relationships. It has to deal more with the interaction with the consumer, thereby gaining additional tools to update and strengthen brand identity. Especially for consumer goods manufacturers or retailers, there is thus the possibility to get to know the consumers more closely and to strengthen the relationship of the consumer to the brand (Brexendorf & Henkel, 2012).

Nevertheless, companies need to recognize the "gameplay" of social media and make use of it for themselves. For many companies and brand managers, social media is a

new medium which is still unknown to the company, and for which there are often no empirical values. (Brexendorf & Henkel, 2012)

However, a defined strategy provides a structure and orientation to the necessary long-term goals. Social media suggests simplicity and speed. Companies should nevertheless plan their activities strategically, because pure social media actionism does not pay off and harms the reputation. (Eck, 2010)

In the following chapter general preparation guidelines will be examined and finally a few adaptation choices regarding shopping malls will end this chapter.

6.1 General preparation

Before a strategy is developed, it is useful to document the initial situation of the company and its strategic orientation. The monitoring of the current situation and orientation to competitors on the Internet enables social media awareness. Basically, the company must be aware of its role in the social web and answer the question of the message it wants to convey (Altvater, 2010). The social media strategy should be adjusted to the company and its communication strategy and should be defined across different corporate functions. In the definition and anchoring of the social media strategy, active support from the company management helps to ensure the success of the initiatives (Altvater, 2010).

For shopping centers, it is helpful to orient themselves by other shopping malls that are active on social media but also towards other event and location related brands.

Furthermore, specific goals should be defined, that are able to be implemented through social media. The goal of shopping malls should be to use social media as a tool to connect to consumers in a way that it will increase visitor frequency. Shopping centers are locally bound, so a strategy connected to reality and events and happenings inside the shopping center is crucial. Virtual relationships should only serve as support to lead customers into the center, otherwise any strategy is counterproductive.

It should not be forgotten that any strategy needs a predefined target group. Finding a target group regarding shopping malls and social media is, admittedly, difficult. As mentioned in Chapter 2.4, target groups of retail are becoming harder to define and the characteristics that define specific consumer habits are inconsistent and complex. In addition to this, the target group of social media in general, of a specific platform and of the topic shall be considered. The challenge is therefore to determine the target group of shopping mall visitors that are active on social media.

Connected to the target group aspect is the choice of platform and content. The choice of services is an essential part of the strategy. In addition to the planning of the content and the procedure on the respective platform, it also includes networking among each

other and, where appropriate, the summarization of all social media activities in a separate location. The age discrepancies in each channel need to be considered and the content needs to be adapted. Also, each network has its own capacity. Instagram is a very esthetic channel where pictures are the predominant way of communication. Facebook rather consists of posts, shared news, video clips etc. and is less focused on the esthetic image.

6.2 Suggested Ideas for Shopping Centers

In the content analysis it was focused on the channels Instagram and Facebook. The following rough suggestions for social media methods will focus on the application on these two platforms.

The main focus of shopping malls using social media as a platform of marketing and communication is the bringing back of customers into the centers. Even if social media posts are aiming at engaging digitally with customers and thereby forming a positive image, there is absolutely no use for social media for shopping centers if there is no connection to reality in the end. Therefore, three methods for shopping malls to implement on social media will be focused on:

6.2.1 Application of Influencer marketing

As explained in Chapter 4.4.4 influencer marketing is a novel version of testimonial marketing. It serves to involve well-known public personalities into a company's marketing campaign to acquire new target groups or polish the company's image and brand identity. Also, it serves to raise sales through the portrayed product image by the influencer.

For shopping centers in specific, as examined in the content analysis, influencer marketing is useful especially when it comes to reaching a younger target group. An influencer suitable for shopping centers would be a fashion blogger that mostly executes its marketing on Instagram. When approaching influencer marketing one's opportunities of implementation are wide. The shopping center, for one, is able to publish a post on its own profile and tag the influencer in the captions. Another option of cooperation is to also encourage the influencer to publish an entry while mentioning the shopping center and tagging its account. That way, the influencer will draw the attention of his or her followers to the shopping center. Influencer marketing is multi-faceted and can be used in different types. On one hand, the influencer can include a contest for the followers to win, for example, a voucher for the shopping center. This way, the connection to reality is given. On the other hand, the shopping center can include influencers into events happening at the shopping center. Organizing, for instance, a meet and greet event encourages the

followers of both profiles to visit the center. If a new fashion store opens at the shopping center, it is possible to invite one or more fashion-focused influencers to the event. This way, it will bring not only the fashion-store fans into the shopping center but with great possibility also fans of the influencer. When choosing a suitable influencer, it is helpful to include a marketing agency that mostly owns a catalogue of different influencers. Most influencers have a topic on which they focus (Rampton, 2017).

6.2.2 Application of Live-Streaming

A report on digitalization in Germany (2016) suggests that, during the years of 2014 and 2016, an increase of 5,6 million monthly users that used live-streaming occurred in Germany. Also, the content analysis showed that live video streaming is one of the more successful social media methods. For shopping malls live streams are relatively easy to execute. Facebook and Instagram (as of January 17, 2017) provide live streaming that can be done over any smart phone or tablet. Shopping centers are able to stream events to show viewers what is happening inside the center. Also, it is possible to stream employees that answer questions or show viewers around the center. Live streaming offers various possibilities and engages to the customers on a new virtual and interactive level. Entertainment as well as information can be transmitted to the users of social media to build a better relationship to consumers.

6.2.3 Application of User Generated Content

As mentioned in Chapter 4.4.3, user generated content defines the publishing of content created by web users instead of publishing content created by the owner of a social media page. The use of user generated content is a marketing strategy that can be effective and usually cost-effective. Users are generating the content that companies are able to use. Also, the content analysis proved that user generated content is the most liked and positively evaluated content amongst all posts.

Shopping centers can call for a contest to generate traffic and interaction as well as to use the contest to show brand identification. Followers are able to feel like they are being part of the content creation process of a brand's product or service and that they are being listened to. This possibly increases the positive image of a company.

In conclusion, social media offers a variety of possibilities that, when adapted correctly and effectively, are able to generate social media traffic and engagements. Social media also offers the possibilities to connect virtual with real-life communication and therefore portrays a useful tool for online marketing and customer communication.

7 Conclusion

When addressing the possibilities of social media and social media marketing for shopping centers, one has to start at the very root. The changing identity and status of retail in general, but here in specific of shopping centers, is the reason for this topic being relevant. While struggling in a highly competitive environment, where centers not only compete against other centers but also against online retailers and mobile shopping, the importance of adapting to digitalization and orientation towards new communication methods becomes increasingly important. But not only the changes considering the retail market, but moreover the changes in customer behavior are an essential difficulty to consider.

The development of hybrid customers, who combine different consumption patterns within them, lead to a high complexity of the shopping behavior and the difficulty of defining specific target groups for shopping centers. Consumers have not only changed their shopping behavior and preferences but also their communication behavior. Regarding brands and their products and services, consumers have become more demanding in terms of communicating their opinions with other consumers as well as directly to the companies themselves. The internet has been an initiator for people to openly contribute to brand images. Social media platforms arose to connect people and display different tools of communication to people for online conversations and sharing of information. Following, the marketing industry made use of different platforms because of the specific data and behavior information that social platforms have to offer. Therefore, the relevance of being present on social media increased for companies.

As social platforms began to include advertisements more and more, users of social media protested against this development and vocalized their disagreements. The development of content marketing came up and gained more importance in the use of marketing on social media. Content marketing is a form of marketing that aims to inform and entertain relevant consumers. Additionally, this nowadays counts as an elementary part of company communication and, depending on the target, focuses on a holistic brand-building strategy. This means for companies that the traditional methods of persuading consumers into buying a brand for generating sales is not adaptable anymore. As a form of content marketing, social media marketing increasingly needs to focus on publishing messages that focus on communicating towards the consumer instead of using sales messages. A content analysis was conducted to examine further information on the success of certain social media activities. As this content analysis has shown, posts that include simple sales messages did not perform as well as messages focusing on entertaining, informing and engaging with the users.

Further, when it comes to marketing, a form of measuring and of portraying the return on investment to prove success and to retrieve learnings for future marketing activities is necessary. Within this, social marketing has been known for being difficult to measure since numbers are fluctuating highly and the return on investment cannot be necessarily related to a financial result. Social media marketing, especially when considering it as content marketing, has to be measured over a longer period of time and success will be visibly as long-term success. Therefore, in this work, the success of social media posts can only be measured by available data: positive as well as negative reactions, shares, comments and views.

The examination of the content analysis shows that the most successful methods of social media marketing for shopping centers are integrating influencing personalities into postings, as well as using live videos and user generated content. Also, cooperation with external brands and using contests cause more positive reactions. Engagement posts that avoid being focused on sales messages are also more successful. As the three methods have shown most potential to being connectable to reality and for bringing visitors back into the center the suggested methods for shopping center are influencer marketing, live videos and user generated content.

As mentioned by Tamar Weinberg in the publication *The New Community Rules: Marketing in the Social Web* participation is essential for the success within social media marketing activities. Therefore, constant engagement is necessary – conversations that are less sales oriented and more focused on the users' needs and interests. (2009)

However, the content analysis has shown that many tools and activities exist that, if used correctly, offer a great opportunity of social media success and customer relationship building shopping malls as brands are an increasingly difficult subject for social media marketing to tackle. Social media regarding shopping centers will never be as successful as product brands, especially international brands on social platforms. The effect of virality for shopping centers is low. There are two main obstacles that prevent shopping centers from being as successful as product brands: Firstly, even if shopping centers reach a high followership and create entertaining and engaging content, it is necessary that people visit and shop in the center. The problem of shopping centers is that they are not an online brand but a brand that is bound to activating locally. However, this can be reached by some extent by the mentioned methods. The second greatly important obstacle is the local bound of shopping centers. Unless, it is a greatly popular tourist attraction this challenge cannot be overcome. Shopping centers are usually known in a certain area and unless they combine their shopping experience with a touristic attraction they will not be able to reach beyond these local boundaries. Therefore, it can be

concluded that social media is a helpful tool of online communication, online marketing and lead generation but it will not fully be the main generator of digital strategy for shopping malls. Other methods of digitalization need to be adapted to fully digitalize shopping centers and make them a contemporary and desirable place to be.

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Appendix A: Codebook

Category: Identification									
Variable description	Post number	Source	Year	Month	Day	Link	Accessed		
Variable Manifestations	I1	I2	I4	I5	I6	I8	I9		
	1-15	Alstertal Einkaufszentrum Facebook	(four-digit) 2016	(two-digit) 11	(two-digit) 15-30	open	open		
	16-25	Alstertal Einkaufszentrum Instagram							
	26-41	CentrO Oberhausen Facebook							
	42-51	CentrO Oberhausen Instagram							
	52-67	Mall of America Facebook							
	68-77	Mall of America Instagram							
	78-92	Westfield Stratford City Facebook							
	93-102	Westfield Stratford City Instagram							
Comment	I1 - analyzed are the initial social media posts, excl. comments	Alstertal Einkaufszentrum - AEZ CentrO Oberhausen - CentrO Mall of America - MOA Westfield Stratford City - WSC	Year the post was published	Month the post was published	Day the post was published	Link corresponds to the URL via which the post was accessed.	Accessed corresponds to the date and time the post was accessed		

Category: Form

Variable Description Variable	Length F1	Form of address F2	Style of Language F3	Usage of Hyperlinks F4	Type of Hyperlink F5	Hashtags F6	Tags F7
Manifestations							
	0 no words	0 no direct address	1 formal language	0 no hyperlinks used	0 no hyperlinks used	0 no hashtags used	0 no tags used
	1 < 10 words	1 formal address	2 informal language	1 1 hyperlink used	1 links to own website	1 < 10 hashtags used	1 tag used
	2 10 - 20 words	2 informal address	3 noticeable usage of colloquial language	2 2 hyperlinks used	2 links to external website	2 10-20 hashtags used	2 tags used
	3 20 - 50 words		4 use of youth language		3 links to terms and conditions	3 > 20 hashtags used	3 > 2 tags used
	4 50 - 90 words				4 link to a news article		
	5 90-100 words				5 link is connected to image or video attached		
	6 >100 words				6 link to facebook event		
					7 shared post		
Comment	Length corresponds to the number of words of the post excl. URLs, incl. Linkings and tags			Hyperlinked text, images or videos as well as direct URLs will be counted.			F5 Tags refer to a kind of hyperlink that will lead to another person's or other brand's Facebook page

Category: Content

Variable Discription	Type of Post	Main Value	Questions	Incentives	Multimedia Content	Kind of Multimedia Content Used	Usage of Multimedia Content	Kind of Visual
Variable	C1	C2	C3	C4	C5	C6	C7	C8
Manifestations	1 promotion of store/brand	1 information	0 no questions asked	0 no incentives	0 no multimedia content	0 no multimedia content	0 no multimedia content	1 person/people in focus
	2 promotion of new store opening	2 traffic	1 questions asked directed at users	1 1 incentive	1 1 multimedia content	1 picture(s)	1 visual support	2 animal in focus
	3 promotion of new event or initiative	3 sales	2 questions asked (not directed at users)		2 2-5 multimedia content	2 photos taken by users	2 necessary for understanding of content	3 product or service in focus
	4 engagement post	4 presence	3 questions directed at user as well as questions of kind 2			3 video(s)	3 additional information	4 sales or promotional ad
	5 promotion of discount sales					4 GIF		5 scenerie inside the center in focus
	6 contest					5 live videos		6 scenerie outside the center in focus
	7 other					6 boomerang		7 cartoon
						7 automatic image		8 store in focus
								9 other
Comment	4 engagement posts meant for the interaction with users on Instagram and Facebook page	2 traffic refers to generating interactions through likes, comments and shares	2 questions like rhetorical and stylistic device	1 incentives include money vouchers, coupons and similar prices the user can win	Visual aids include any added visual material, that is not pure text and part of the post	1 refers to pictures taken professionally by the owners of the page	1 multimedia content is not necessary for understanding of the post	7 only for videos or live
						2 refers to reposts of user generated content	2 multimedia content is necessary for understanding of post	
						4 graphic interchange format is a video similar content that repeats itself several times within a short period of time	3 a video or hyperlinked image that adds to article	
						6 boomerang is a video app provided by Instagram that enables user to create video snippets similar to GIFs		
						7 Facebook offers to display an image connected to the hyperlink when posting		

Category: Business Model (1/2)

Variable Discription	Self-Mentioning	Mentioning of external brand	Portrayal of external brand	Mentioning of tenants	Portrayal of tenants
Variable Manifestations	B1	B2	B3	B4	B5
	0 no mentioning of own brand/center	0 no mentioning of external brand	0 no mentioning of external brand	0 no mentioning of tenants	0 no tenant mentioned
	1 mentioning of own brand/center	1 mentioning of external brand	1 introduction of new campaign in the center	1 mentioning 1 tenant	1 introduction of new tenants
			2 external brand cooperates with center	2 mentioning of >2 tenants	2 special offer available at tenants store
					3 information about products
Comment	1 mentioning the center or its employees	1 mentioning an external brand, excl. tenant's brand(s)			

Category: Business Model (2/2)

Mentioning of influencing personalities	Portrayal of influencing personalities	Mentioning of Product, Service or Event	Classification of Predominant Product, Service or Event	Predominant motivation for mentioning Product, Service or Event	Predominant Portrayal of Product, Service or Event
B6	B7	B8	B9	B10	B11
0 no mentioning of influencing personalities	0 no influencing personalities mentioned	0 no product, service or event	0 no product, service or event	0 no product, service or event	0 no mentioning of product, service or event
1 mentioning influencing personality	1 influencing personality is associated with the center	1 product, service mentioned	1 own product, service or event	1 information on product, service or event	1 neutral
2 mentioning of 2 influencing personalities	2 special event occurring starring the influencing personality	2 event mentioned	2 tenant's product, service or event	2 introduction of new product, service or event	2 noticeably in favor of product, service or event
3 mentioning of >2 influencing personalities			3 product, service or event in cooperation with external brand	3 special offer/price	4 negative portrayal
			4 product, service or event in cooperation with influencing personality		
			5 product, service or event in cooperation between tenant and influencing personality		
			3 external brand includes tenants brand(s)		

Category: User Reactions

Variable description	Positive reactions	Negative reactions	Shares	Comments	Views
Variable	R1	R2	R3	R4	R5
Manifestations					
	0 no positive reactions	0 no negative reactions	0 no shares	0 no comments	0 no views
	1 < 10 positive reactions	1 < 10 negative reactions	1 < 10 shares	1 < 10 comments	1 < 1,000 views
	2 10 - 30 positive reactions	2 10 - 30 negative reactions	2 10 - 20 shares	2 10 - 20 comments	2 1,000-2,000 views
	3 30 - 50 positive reactions	3 30 - 60 negative reactions	3 20 - 40 shares	3 20 - 50 comments	3 2,000-5,000 views
	4 50- 100 positive reactions	4 60- 100 negative reactions	4 40-60 shares	4 50 - 80 comments	4 5,000-10,000 views
	5 100 - 200 positive reactions	5 > 100 negative reactions	5 60-100 shares	5 80 - 100 comments	5 10,000-30,000 views
	6 200-500 positive reactions		6 100-500 shares	6 >100 comments	6 30,000-60,000 views
	7 500-1000 positive reactions		7 500-1000 shares		7 60,000-100,000 views
	8 > 1000 positive reactions				8 100,000-200,000 views
					9 >200,000 views
Comment					
	R1 in 2016 Facebook introduced Facebook <i>Reactions</i> to the platform. Formerly, users were only able to <i>like</i> posts. <i>Reactions</i> gives users the opportunity to express <i>love</i> , <i>wow</i> , <i>haha</i> , <i>like</i> <i>sad</i> and <i>angry</i> . <i>Love</i> , <i>Wow</i> , <i>haha</i> and <i>like</i> are classified as positive reactions.	R2 in 2016 Facebook introduced Facebook <i>Reactions</i> to the platform. Formerly, users were only able to <i>like</i> posts. <i>Reactions</i> gives users the opportunity to express <i>love</i> , <i>wow</i> , <i>haha</i> , <i>like</i> , <i>sad</i> and <i>angry</i> . <i>Angry</i> and <i>sad</i> are classified as negative reactions.			R5 Views refers to views a video has received. Views can only be obtained with videos.
	R1 in terms of Instagram reactions refers to how many likes the post received	R2 on Instagram no negative reactions can be expressed except for writing them into the comments. R2 excludes negative reactions in the comments			

Appendix B: Coding Sheet

Variable description		Post number	Center	Year	Month	Day	Link	Accessed	Length	Form of address	Style of Language
Variable									F1	F2	F3
Variable	1	Astierial Einkaufszentrum Facebook	2016	11	16		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_12535543068973712635879709479?type=3	06.12.2015, 13:10	3	2	2
	2	Astierial Einkaufszentrum Facebook	2016	11	18		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_125355430689737126693021697456222?type=3&water	06.12.2015, 13:15	6	2	2
	3	Astierial Einkaufszentrum Facebook	2016	11	19		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_1253554306897371267348653370336?type=3&water	06.12.2015, 13:20	3	2	2
	4	Astierial Einkaufszentrum Facebook	2016	11	21		https://www.facebook.com/astierialeinkaufszentrum/photos_12686154535093690	06.12.2015, 13:25	2	2	2
	5	Astierial Einkaufszentrum Facebook	2016	11	23		https://www.facebook.com/astierialeinkaufszentrum/photos_127178152898120	06.12.2015, 13:30	2	0	2
	6	Astierial Einkaufszentrum Facebook	2016	11	23		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_12535543068973712709679552664?type=3&water	06.12.2015, 13:35	3	2	2
	7	Astierial Einkaufszentrum Facebook	2016	11	24		https://www.facebook.com/astierialeinkaufszentrum/videos_1727915112796624	06.12.2015, 13:40	1	0	2
	8	Astierial Einkaufszentrum Facebook	2016	11	24		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_1253554306897371272093262826?type=3&water	06.12.2015, 13:46	3	2	2
	9	Astierial Einkaufszentrum Facebook	2016	11	25		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_1253554306897371272093262826?type=3&water	06.12.2015, 13:50	3	2	2
	10	Astierial Einkaufszentrum Facebook	2016	11	25		https://www.facebook.com/astierialeinkaufszentrum/videos_13715973559868533	06.12.2015, 13:55	2	2	2
	11	Astierial Einkaufszentrum Facebook	2016	11	26		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_1253554306897371274331735035128?type=3&water	06.12.2015, 14:00	3	2	2
	12	Astierial Einkaufszentrum Facebook	2016	11	27		https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_12535543068973712765509483358?type=3&water	06.12.2015, 14:10	4	2	2
	13	Astierial Einkaufszentrum Facebook	2016	11	27		https://www.facebook.com/astierialeinkaufszentrum/videos_177395365457566	06.12.2015, 14:15	3	2	2
	14	Astierial Einkaufszentrum Facebook	2016	11			https://www.facebook.com/astierialeinkaufszentrum/photos_133125030092750_27307_12535543068973712637966419557?type=3&water	06.12.2015, 14:20	3	2	2
	15	Astierial Einkaufszentrum Facebook	2016	11			https://www.facebook.com/astierialeinkaufszentrum/videos_1266614103743586	06.12.2015, 14:26	4	2	2
	16	Astierial Einkaufszentrum Instagram	2016	11	10		https://www.instagram.com/p/3WAG5uN85_o/?taken-by=astierialeinkaufszentrum	06.12.2015, 14:45	2	2	2
	17	Astierial Einkaufszentrum Instagram	2016	11	14		https://www.instagram.com/p/3WAG3bYx8P/?taken-by=astierialeinkaufszentrum	06.12.2015, 14:50	3	2	2
	18	Astierial Einkaufszentrum Instagram	2016	11	15		https://www.instagram.com/p/3WAF5H9uDr/?taken-by=astierialeinkaufszentrum	06.12.2015, 14:55	3	2	2
	19	Astierial Einkaufszentrum Instagram	2016	11	19		https://www.instagram.com/p/3WATuHvYr/?taken-by=astierialeinkaufszentrum	06.12.2015, 15:00	3	2	2
	20	Astierial Einkaufszentrum Instagram	2016	11	21		https://www.instagram.com/p/3WFnH6i8X6/?taken-by=astierialeinkaufszentrum	06.12.2015, 15:05	2	2	2
	21	Astierial Einkaufszentrum Instagram	2016	11	22		https://www.instagram.com/p/3Wm7ngRtUE/?taken-by=astierialeinkaufszentrum	06.12.2015, 15:07	3	2	2
	22	Astierial Einkaufszentrum Instagram	2016	11	24		https://www.instagram.com/p/3WMDGqjka5/?taken-by=astierialeinkaufszentrum	06.12.2015, 15:12	3	2	2
	23	Astierial Einkaufszentrum Instagram	2016	11	26		https://www.instagram.com/p/3WNRj7oBLk/?taken-by=astierialeinkaufszentrum	06.12.2015, 15:16	2	2	2
	24	Astierial Einkaufszentrum Instagram	2016	12	1		https://www.instagram.com/p/3WNBd8m-BQ/?taken-by=astierialeinkaufszentrum	06.12.2015, 15:23	3	2	2
	25	Astierial Einkaufszentrum Instagram	2016	12	1		https://www.instagram.com/p/3WNYG_HfDQd/?taken-by=astierialeinkaufszentrum	06.12.2015, 15:29	3	2	2

Style of Language	Usage of Hyperlinks	Type of Hyperlink	Hashtags	Tags	Type of Post	Main Value	Questions	Incentives	Multimedia Content
F3	F4	F5	F6	F7	C1	C2	C3	C4	C5
2	0	0	0	0	1	3	1	0	1
2	0	0	0	0	3	1	2	1	1
2	0	0	0	0	3	1	3	0	1
2	1	1	0	0	3	1	0	0	1
2	0	0	0	0	3	1	0	0	2
2	0	0	0	1	2	1	0	0	1
2	0	0	0	1	2	1	0	0	1
2	0	0	0	0	3	1	2	0	1
2	0	0	0	0	3	1	0	0	1
2	0	0	0	0	3	1	0	0	1
2	1	1	0	0	4	1	0	0	1
2	1	1	0	0	3	1	0	0	1
2	0	0	0	0	4	2	0	0	1
2	0	0	0	0	2	1	0	0	1
2	2	1	0	0	3	3	2	1	1
2	0	0	1	1	2	1	0	0	1
2	0	0	2	0	1	1	0	0	1
2	0	0	2	0	1	1	1	0	1
2	0	0	1	0	1	1	0	0	1
2	0	0	2	0	3	1	0	0	1
2	0	0	1	0	3	1	0	0	1
2	0	0	2	0	1	1	0	0	1
2	0	0	2	0	1	4	1	0	1
2	0	0	2	0	2	1	0	0	1
2	0	0	1	0	3	1	0	0	1

Kind of Multimedia Content Used	Usage of Multimedia Content	Kind of Visual	Self-Mentioning	Mentioning of external brand	Portrayal of external brand	Mentioning of tenants	Portrayal of tenants	Mentioning of influencing personalities
C6	C7	C8	B1	B2	B3	B4	B5	B6
1	1	3	0	0	0	1	3	0
1	1	9	1	0	0	0	0	0
1	1	3	0	1	2	0	0	0
4	1	7	0	0	0	0	0	1
1	1	9	0	0	0	0	0	0
1	1	5	0	0	1	1	0	0
3	1	1	1	0	0	1	1	0
1	1	6	0	0	0	0	0	0
1	1	5	1	0	0	0	0	0
3	1	3	0	0	0	0	0	0
1	1	5	1	0	0	0	0	0
1	1	4	0	0	0	0	0	0
3	2	1	0	0	0	0	0	0
1	1	8	0	0	0	1	1	0
3	1	3	1	0	0	0	0	0
6	1	3	1	0	0	1	1	0
1	1	3	0	0	0	1	3	0
1	1	3	0	0	0	1	3	0
1	1	3	0	0	0	0	0	0
1	1	3	0	0	0	0	0	0
1	1	3	0	0	0	1	1	0
1	1	3	0	0	0	0	0	0
1	1	3	1	0	0	0	0	0
1	1	3	1	0	0	1	1	0
1	1	3	0	0	0	0	0	0

Portrayal of influencing personalities	Mentioning of Product, Service or Event	Classification of Predominant Product, Service or Event	Predominant motivation for mentioning Product, Service or Event	Predominant Portrayal of Product, Service or Event	Positive reactions	Exact positive reactions	Negative reactions	Shares	Comments	Exact number of comments	Views
B7	B8	B9	B10	B11	R1	R2	R3	R4	R5		
0	0	2	1	1	1	6	0	0	0		
0	0	0	0	0	3	34	0	0	2	11	-
0	1	3	2	2	2	27	0	1	0		-
2	0	0	0	0	3	30	0	0	1	4	-
0	2	1	1	1	3	31	0	0	0		-
0	1	1	3	1	4	67	1	1	1	9	-
0	0	0	0	0	4	57	0	1	1	4	3
0	2	1	1	2	4	67	0	0	1	4	-
0	2	1	1	1	3	38	0	0	0		-
0	1	1	1	1	4	44	0	0	1	6	3
0	0	0	0	0	4	89	0	1	1	3	-
0	1	1	2	1	2	20	1	0	2	14	-
0	2	1	1	2	5	282	0	3	2	17	4
0	0	0	0	0	3	30	0	0	1	6	-
0	1	1	2	2	2	19	0	0	1	2	2
0	0	0	0	0	3	45	0	0	1	5	1
0	1	2	1	1	3	37	0	0	0		-
0	1	2	1	2	3	32	0	0	0		-
0	1	2	1	1	3	40	0	0	1	5	-
0	1	1	2	1	4	82	0	0	1	4	-
0	1	1	2	2	2	15	0	0	2	12	-
0	0	0	0	0	3	48	0	0	1	1	-
0	0	0	0	0	3	37	0	0	1	4	-
0	0	0	0	0	4	54	0	0	1	4	-
0	1	1	2	2	3	46	0	0	0		-

Variable description	Post number	Center	Year	Month	Day	Link	Accessed	Length	Form of address	Style of Language
	26	Centro Oberhausen Facebook	2016	11	15	https://www.facebook.com/centro.oberhausen/videos/1545292675331/	11.12.2016, 22:50	3	2	2
	27	Centro Oberhausen Facebook	2016	11	16	https://www.facebook.com/centro.oberhausen/photos/43284386331021763,129335963101545323383311/?type=3	11.12.2016, 22:55	3	2	2
	28	Centro Oberhausen Facebook	2016	11	16	https://www.facebook.com/centro.oberhausen/photos/43284386331021763,129335963101545323383311/?type=3	11.12.2016, 23:00	3	2	2
	29	Centro Oberhausen Facebook	2016	11	17	https://www.facebook.com/centro.oberhausen/posts/154534382413311	11.12.2016, 23:03	4	2	2
	30	Centro Oberhausen Facebook	2016	11	17	https://www.facebook.com/centro.oberhausen/posts/154534382413311	11.12.2016, 23:06	3	2	2
	31	Centro Oberhausen Facebook	2016	11	17	https://www.facebook.com/centro.oberhausen/videos/154534382413311/	11.12.2016, 23:09	2	2	2
	32	Centro Oberhausen Facebook	2016	11	18	https://www.facebook.com/centro.oberhausen/posts/154534382413311	11.12.2016, 23:13	2	2	2
	33	Centro Oberhausen Facebook	2016	11	18	https://www.facebook.com/centro.oberhausen/posts/154534382413311	11.12.2016, 23:15	2	2	2
	34	Centro Oberhausen Facebook	2016	11	18	https://www.facebook.com/centro.oberhausen/posts/154534382413311	11.12.2016, 23:15	2	2	2
	35	Centro Oberhausen Facebook	2016	11	19	https://www.facebook.com/centro.oberhausen/videos/154541411983311/	11.12.2016, 23:18	4	2	2
	36	Centro Oberhausen Facebook	2016	11	19	https://www.facebook.com/centro.oberhausen/photos/43284386331021763,129335963101545323383311/?type=3	11.12.2016, 23:20	6	2	2
	37	Centro Oberhausen Facebook	2016	11	21	https://www.facebook.com/centro.oberhausen/photos/43284386331021763,129335963101545323383311/?type=3	11.12.2016, 23:25	4	2	2
	38	Centro Oberhausen Facebook	2016	11	25	https://www.facebook.com/centro.oberhausen/photos/43284386331021763,129335963101545323383311/?type=3	11.12.2016, 23:28	4	2	2
	39	Centro Oberhausen Facebook	2016	11	25	https://www.facebook.com/centro.oberhausen/videos/154553010413311/	11.12.2016, 23:30	3	2	2
	40	Centro Oberhausen Facebook	2016	11	26	https://www.facebook.com/centro.oberhausen/videos/154556460613311/	11.12.2016, 23:34	3	2	2
	41	Centro Oberhausen Facebook	2016	11	29	https://www.facebook.com/centro.oberhausen/photos/43284386331021763,129335963101545323383311/?type=3	11.12.2016, 23:40	4	2	2
	42	Centro Oberhausen Instagram	2016	11	19	https://www.instagram.com/p/5M_xp5I/?taken-by=centrooberhausen	11.12.2016, 23:45	3	2	2
	43	Centro Oberhausen Instagram	2016	11	19	https://www.instagram.com/p/5M_xp5I/?taken-by=centrooberhausen	11.12.2016, 23:48	3	2	2
	44	Centro Oberhausen Instagram	2016	11	21	https://www.instagram.com/p/5NCC3-Cu55/?taken-by=centrooberhausen	11.12.2016, 23:50	3	2	2
	45	Centro Oberhausen Instagram	2016	11	21	https://www.instagram.com/p/5NCC3-Cu55/?taken-by=centrooberhausen	11.12.2016, 23:50	3	2	2
	46	Centro Oberhausen Instagram	2016	11	22	https://www.instagram.com/p/5NvVhKQJF/?taken-by=centrooberhausen	11.12.2016, 23:53	3	2	2
	47	Centro Oberhausen Instagram	2016	11	24	https://www.instagram.com/p/5NvVhKQJF/?taken-by=centrooberhausen	11.12.2016, 23:58	4	2	2
	48	Centro Oberhausen Instagram	2016	11	24	https://www.instagram.com/p/5NvVhKQJF/?taken-by=centrooberhausen	11.12.2016, 23:58	4	2	2
	49	Centro Oberhausen Instagram	2016	11	25	https://www.instagram.com/p/5NvVhKQJF/?taken-by=centrooberhausen	11.12.2016, 23:58	4	2	2
	50	Centro Oberhausen Instagram	2016	11	26	https://www.instagram.com/p/5NvVhKQJF/?taken-by=centrooberhausen	11.12.2016, 23:58	3	0	0
	51	Centro Oberhausen Instagram	2016	11	26	https://www.instagram.com/p/5NvVhKQJF/?taken-by=centrooberhausen	11.12.2016, 23:58	3	2	2
			2016	11	26	https://www.instagram.com/p/5NvVhKQJF/?taken-by=centrooberhausen	11.12.2016, 23:58	3	2	2

Usage of Hyperlinks	Type of Hyperlink	Hashtags	Tags	Type of Post	Main Value	Questions	Incentives	Multimedia Content	Kind of Multimedia Content Used
0	0	1	0	3	1	0	0	1	3
0	0	0	0	4	2	0	0	1	5
0	0	0	0	3	1	1	0	1	1
1	6	1	0	3	1	0	1	1	1
1	7	1	0	3	2	1	1	1	1
0	0	0	0	3	2	0	0	1	5
0	0	0	0	3	1	0	0	2	1
1	6	0	0	3	1	2	0	1	1
0	0	0	0	2	1	0	1	1	3
0	0	1	0	3	4	0	0	1	1
0	0	1	0	4	1	0	0	1	1
0	0	1	0	3	2	0	0	1	1
0	0	1	0	4	1	2	0	1	3
1	1	0	0	3	3	1	0	1	3
0	0	0	0	1	3	2	1	1	1
0	0	3	0	2	1	0	1	1	1
0	0	1	0	3	4	0	0	1	1
0	0	2	0	4	2	1	0	1	1
0	0	2	2	1	3	0	0	1	1
0	0	1	1	2	3	0	0	1	1
0	0	2	0	1	3	1	0	1	6
0	0	2	0	3	1	1	0	1	1
0	0	2	0	1	3	0	0	1	1
0	0	2	0	3	3	0	0	1	1
0	0	2	3	3	2	0	0	1	1

Usage of Multimedia Content	Kind of Visual	Self-Mentioning	Mentioning of external brand	Portrayal of external brand	Mentioning of tenants	Portrayal of tenants	Mentioning of influencing personalities	Portrayal of influencing personalities	Mentioning of Product, Service or Event
1	3	1	0	0	0	0	0	1	2
1	1	0	0	0	0	0	1	3	0
1	1	0	0	0	0	0	0	0	2
1	4	1	0	0	0	0	0	0	1
1	3	0	0	0	0	0	0	0	1
1	3	0	0	0	0	0	0	0	2
1	1	0	0	0	0	0	0	0	2
1	4	1	0	0	0	0	0	0	2
1	3	0	0	0	1	1	0	0	1
1	1	1	0	0	0	0	0	0	2
1	3	1	0	0	0	0	0	0	1
1	3	1	0	0	0	0	0	0	2
1	3	0	1	2	0	0	0	0	0
2	3	0	1	2	0	0	0	0	2
1	4	1	0	0	0	0	0	0	2
1	3	0	0	0	1	2	0	0	1
1	8	0	0	0	1	1	0	0	1
1	3	0	0	0	1	1	0	0	1
1	3	0	0	0	1	3	0	0	1
1	3	0	0	0	0	0	0	0	0
2	3	1	0	0	1	3	0	0	1
1	8	1	0	0	1	1	0	0	0
1	3	0	0	0	1	3	0	0	1
1	3	0	1	2	0	0	0	0	0
1	3	0	0	0	1	3	0	0	1
1	1	1	1	2	0	0	0	0	0

Classification of Predominant Product, Service or Event	Predominant motivation for mentioning Product, Service or Event	Predominant Portrayal of Product, Service or Event	Positive reactions	Exact positive reactions	Negative reactions	Shares	Comments	Exact number of comments	Views
1	1	2	6	404	0	2	3	40	4
0	0	0	5	159	1	1	6	212	5
1	1	2	6	230	0	2	2	19	-
1	1	2	2	20	0	0	1	4	-
1	2	1	2	14	0	0	1	5	-
1	1	1	7	820	0	4	6	110	7
1	1	2	3	45	0	0	1	3	-
1	1	2	2	15	0	0	0	-	-
2	3	2	6	332	0	2	6	105	5
1	2	2	5	167	0	2	2	13	-
1	1	1	5	131	1	2	3	37	-
0	0	0	7	966	0	5	6	133	-
3	1	2	6	217	1	2	3	26	-
1	1	1	4	93	0	1	0	-	-
2	3	2	2	52	0	0	1	1	-
2	3	2	5	176	0	0	2	15	-
1	2	2	5	124	0	0	1	6	-
2	1	2	5	169	0	0	1	5	-
0	0	0	5	154	0	0	1	3	-
2	1	2	5	117	0	0	1	4	-
0	0	0	6	414	0	0	4	87	-
2	1	2	5	115	0	0	1	7	2
0	0	0	6	260	0	0	2	12	-
2	3	1	4	94	0	0	0	-	-
0	0	0	5	170	0	0	1	3	-

Variable description	Post number	Center	Year	Month	Day	Link	Accessed	Length	Form of address	Style of Language
	52	Mall of America Facebook	2016	11	14	https://www.facebook.com/MallOfAmerica/posts/15421190531799	12.12.2016. 11:45	3	0	2
	53	Mall of America Facebook	2016	11	14	https://www.facebook.com/MallOfAmerica/photos.103454941798.92577.669816679610154224112241799/?type=3	12.12.2016. 11:49	3	2	2
	54	Mall of America Facebook	2016	11	15	https://www.facebook.com/MallOfAmerica/posts/154262845856769/	12.12.2016. 11:51	2	2	2
	56	Mall of America Facebook	2016	11	15	https://www.facebook.com/MallOfAmerica/videos/15154226707201799/	12.12.2016. 11:55	2	2	2
	57	Mall of America Facebook	2016	11	16	https://www.facebook.com/MallOfAmerica/photos.103454941798.92577.669816679610154229184789799/?type=3&header	12.12.2016. 11:58	2	2	2
	58	Mall of America Facebook	2016	11	18	https://www.facebook.com/MallOfAmerica/photos.103454941798.92577.669816679610154235256941799/?type=3	12.12.2016. 12:05	4	2	2
	59	Mall of America Facebook	2016	11	18	https://www.facebook.com/MallOfAmerica/videos/151542355064466799/	12.12.2016. 12:08	2	2	2
	60	Mall of America Facebook	2016	11	21	https://www.facebook.com/MallOfAmerica/posts/154245328691769/	12.12.2016. 12:12	3	2	2
	61	Mall of America Facebook	2016	11	23	https://www.facebook.com/MallOfAmerica/posts/1515425110376799/	12.12.2016. 12:15	3	2	2
	62	Mall of America Facebook	2016	11	24	https://www.facebook.com/MallOfAmerica/photos.103454941798.92577.669816679610154235256941799/?type=3	12.12.2016. 12:18	2	2	2
	63	Mall of America Facebook	2016	11	25	https://www.facebook.com/MallOfAmerica/videos/15154254567241799/	12.12.2016. 12:22	3	2	2
	64	Mall of America Facebook	2016	11	25	https://www.facebook.com/MallOfAmerica/videos/1515425593581799/	12.12.2016. 12:25	3	2	2
	65	Mall of America Facebook	2016	11	28	https://www.facebook.com/MallOfAmerica/photos.10150598354528799.378332.66981667961015422763246799/?type=3	12.12.2016. 12:29	1	2	2
	66	Mall of America Facebook	2016	11	29	https://www.facebook.com/MallOfAmerica/photos/15154263387016799/	12.12.2016. 12:34	2	2	2
	67	Mall of America Facebook	2016	11	30	https://www.facebook.com/MallOfAmerica/photos.103454941798.92577.6698166796101542368113061799/?type=3	12.12.2016. 12:37	3	2	2
	68	Mall of America Instagram	2016	11	15	https://www.instagram.com/p/5BM07Dqg4Q5/?taken-by=mallofamerica	12.12.2016. 13:05	2	2	2
	69	Mall of America Instagram	2016	11	17	https://www.instagram.com/p/5B6G_mLCA1C/?taken-by=mallofamerica	12.12.2016. 13:07	2	2	2
	70	Mall of America Instagram	2016	11	17	https://www.instagram.com/p/5B7A_TUdA1Zm/?taken-by=mallofamerica	12.12.2016. 13:09	2	2	2
	71	Mall of America Instagram	2016	11	18	https://www.instagram.com/p/5B8K-BuKvAdQ3/?taken-by=mallofamerica	12.12.2016. 13:11	3	2	2
	72	Mall of America Instagram	2016	11	19	https://www.instagram.com/p/5Bd_4_Nygzr/?taken-by=mallofamerica	12.12.2016. 13:13	1	2	2
	73	Mall of America Instagram	2016	11	20	https://www.instagram.com/p/5Bh1fYs1L4/?taken-by=mallofamerica	12.12.2016. 13:15	3	2	2
	74	Mall of America Instagram	2016	11	20	https://www.instagram.com/p/5BNQ2GdYp1s/?taken-by=mallofamerica	12.12.2016. 13:17	3	2	2
	75	Mall of America Instagram	2016	11	25	https://www.instagram.com/p/5BQ_91U48D/?taken-by=mallofamerica	12.12.2016. 13:19	2	2	2
	76	Mall of America Instagram	2016	11	25	https://www.instagram.com/p/5BNpAgA9u/?taken-by=mallofamerica	12.12.2016. 13:22	2	2	2
	77	Mall of America Instagram	2016	11	26	https://www.instagram.com/p/5BNQ25sU468/?taken-by=mallofamerica	12.12.2016. 13:25	3	2	4

Usage of Hyperlinks	Type of Hyperlink	Hashtags	Tags	Type of Post	Main Value	Questions	Incentives	Multimedia Content	Kind of Multimedia Content Used	Usage of Multimedia Content
1	2	0	0	3	1	0	0	1	7	3
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0	0	0	1	3	1	0	0	1	7	3
0	0	0	1	3	3	0	1	1	3	1
0	0	0	1	2	1	0	0	1	1	1
0	0	0	1	3	1	0	1	1	1	1
0	0	1	0	4	2	0	0	1	3	2
0	0	0	1	3	3	0	1	1	1	1
1	6	0	2	3	1	0	0	1	1	1
0	0	1	0	4	4	0	0	1	1	1
0	0	1	0	3	2	0	1	1	5	2
0	0	0	2	3	2	0	0	1	5	2
1	1	0	0	3	3	0	0	1	1	1
0	0	0	1	3	3	0	0	1	3	3
0	0	0	0	4	4	0	0	1	1	1
0	0	1	1	3	1	0	0	1	6	1
0	0	1	1	2	1	0	0	1	1	1
0	0	1	1	4	2	0	0	1	1	1
0	0	1	1	1	3	0	1	1	1	1
0	0	1	0	4	2	0	0	1	3	2
0	0	1	1	3	1	0	0	1	1	2
0	0	1	0	1	1	0	0	1	1	1
0	0	1	0	3	1	0	1	1	1	1
0	0	1	3	4	2	0	0	1	1	1
0	0	3	2	4	2	0	0	1	2	1

Self-Mentioning	Mentioning of external brand	Portrayal of external brand	Mentioning of tenants	Portrayal of tenants	Mentioning of influencing personalities	Portrayal of influencing personalities	Mentioning of Product, Service or Event
1	1	1	0	0	0	0	2
1	0	0	1	1	0	0	0
1	1	2	0	0	0	0	0
1	1	2	0	0	0	0	2
0	0	0	1	1	0	0	0
1	1	2	0	0	0	0	1
0	0	0	0	0	0	0	0
1	1	2	0	0	0	0	0
1	1	2	0	0	3	2	2
1	0	0	0	0	0	0	0
1	0	0	0	0	0	0	2
0	1	2	0	0	3	2	2
0	0	0	0	0	0	0	1
1	1	2	0	0	0	0	2
1	0	0	0	0	0	0	1
1	0	0	0	0	0	0	0
0	1	2	0	0	3	2	2
0	0	0	0	0	0	0	1
1	1	2	0	0	0	0	2
1	0	0	0	0	0	0	1
1	0	0	0	0	1	2	2
0	0	0	1	1	0	0	0
1	0	0	0	0	1	2	0
0	0	0	1	2	0	0	1
0	0	0	0	0	0	0	2
0	1	1	0	0	0	0	2
0	0	0	1	1	0	0	1
0	0	0	0	0	0	0	1
1	0	0	0	0	3	2	2
0	0	0	0	0	1	1	0

Classification of Predominant Product, Service or Event	Predominant motivation for mentioning Product, Service or Event	Predominant Portrayal of Product, Service or Event	Positive reactions	Exact positive reactions	Negative reactions	Shares	Comments	Exact number of comments	Views
3	1	2	5	176	0	4	2	15	-
0	0	0	6	311	0	5	4	59	-
0	0	0	4	78	1	1	2		-
3	3	2	4	69	1	2	3		4
0	0	0	4	79	0	1	8		-
3	3	2	6	385	1	5	3		-
0	0	0	8	2800	1	7	5		8
3	3	1	6	245	1	4	1		-
3	2	2	2	18	0	0	1		-
0	0	0	5	105	0	1	0		-
1	3	2	5	169	0	4	3		5
3	2	2	4	88	0	1	1		4
1	2	1	2	21	1	0	1		-
3	2	2	7	511	0	6	6		6
1	1	2	5	141	0	1	2		-
4	1	1	7	606	0	0	2		3
0	0	0	7	823	0	0	3		-
0	0	0	7	818	0	0	3		-
2	1	2	8	1076	0	0	1		-
1	1	1	8	1910	0	0	3		4
3	1	2	8	2572	0	0	2		-
2	1	2	7	933	0	0	2		-
1	1	2	8	1028	0	0	2		-
4	1	2	7	598	0	0	2		-
0	0	0	7	940	0	0	2		-

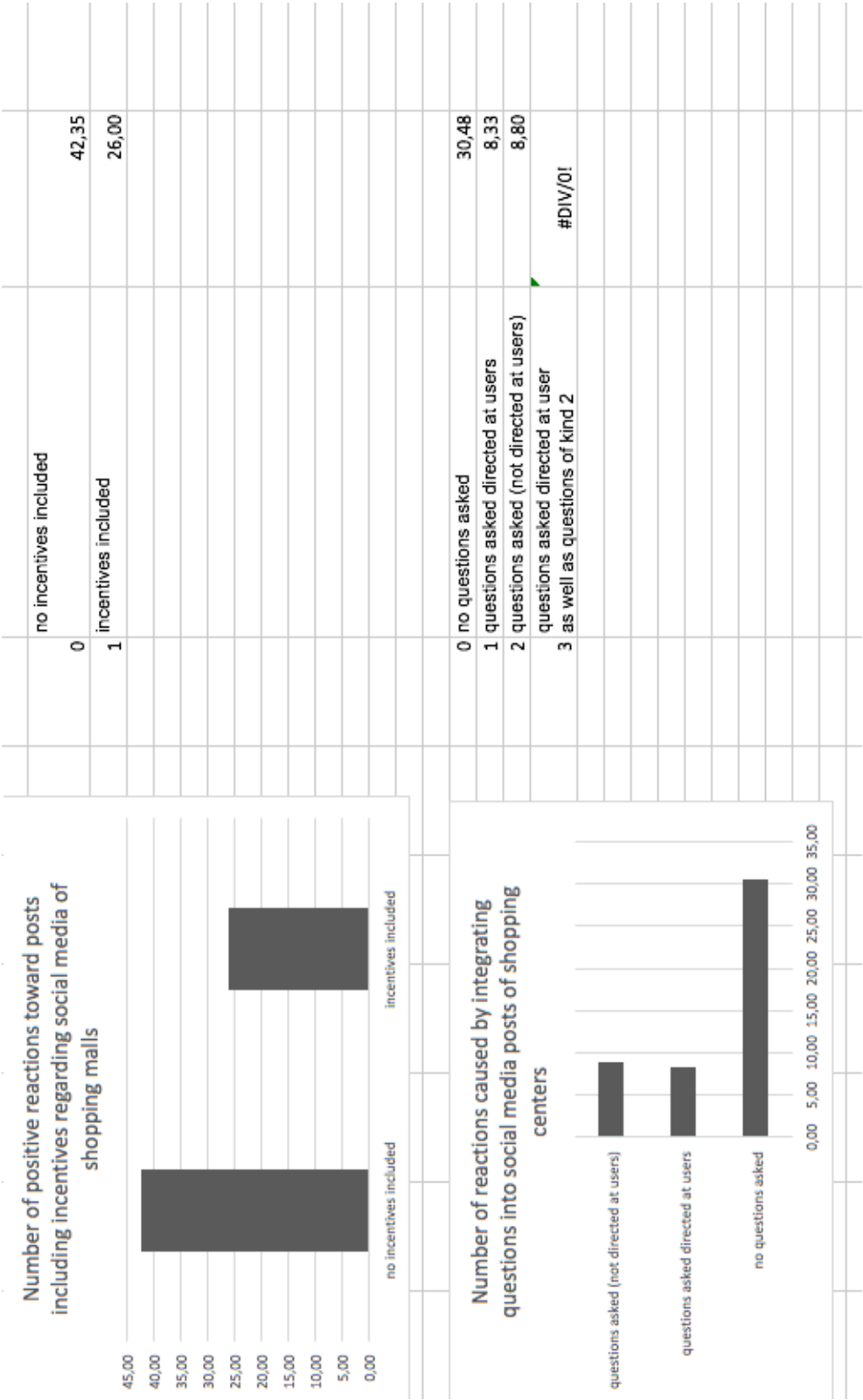
Variable description	Post number	Center	Year	Month	Day	Link	Accessed	Length	Form of address	Style of Language
	78	Westfield Stratford City Facebook	2016	11	12	https://www.facebook.com/westfieldstratfordcity/videos/199807767546734607.8.189664120809209/?type=3&theater	11.12.2016: 14:01	2	2	2
	79	Westfield Stratford City Facebook	2016	11	13	https://www.facebook.com/westfieldstratfordcity/videos/199807767546734607.8.189664120809209/?type=3&theater	11.12.2016: 14:08	2	2	2
	80	Westfield Stratford City Facebook	2016	11	15	https://www.facebook.com/westfieldstratfordcity/posts/20557072815180	11.12.2016: 14:11	1	2	2
	81	Westfield Stratford City Facebook	2016	11	15	https://www.facebook.com/westfieldstratfordcity/posts/2209595675652	11.12.2016: 14:19	1	2	2
	82	Westfield Stratford City Facebook	2016	11	16	https://www.facebook.com/westfieldstratfordcity/posts/22247452147528	11.12.2016: 14:21	2	2	3
	83	Westfield Stratford City Facebook	2016	11	17	https://www.facebook.com/westfieldstratfordcity/posts/22856246753319	11.12.2016: 14:28	2	2	2
	84	Westfield Stratford City Facebook	2016	11	17	https://www.facebook.com/westfieldstratfordcity/videos/121422286347201	11.12.2016: 14:31	2	2	2
	85	Westfield Stratford City Facebook	2016	11	17	https://www.facebook.com/westfieldstratfordcity/posts/2282642208835	11.12.2016: 14:35	2	2	2
	86	Westfield Stratford City Facebook	2016	11	18	https://www.facebook.com/westfieldstratfordcity/posts/222591745147103	11.12.2016: 14:41	2	2	2
	87	Westfield Stratford City Facebook	2016	11	20	https://www.facebook.com/westfieldstratfordcity/videos/199807767546734607.8.189664120809209/?type=3	11.12.2016: 14:48	1	2	2
	88	Westfield Stratford City Facebook	2016	11	21	https://www.facebook.com/westfieldstratfordcity/posts/23030441534253	11.12.2016: 14:51	1	2	2
	89	Westfield Stratford City Facebook	2016	11	23	https://www.facebook.com/westfieldstratfordcity/videos/12215979412724637	11.12.2016: 15:06	3	2	2
	90	Westfield Stratford City Facebook	2016	11	24	https://www.facebook.com/westfieldstratfordcity/videos/199807767546734607.8.189664120809209/?type=3	11.12.2016: 15:08	2	2	2
	91	Westfield Stratford City Facebook	2016	11	26	https://www.facebook.com/westfieldstratfordcity/videos/199807767546734607.8.189664120809209/?type=3	11.12.2016: 15:10	3	2	2
	92	Westfield Stratford City Facebook	2016	11	28	https://www.facebook.com/westfieldstratfordcity/posts/22562359414321	11.12.2016: 16:05	3	2	2
	93	Westfield Stratford City Instagram	2016	11	19	https://www.instagram.com/p/5M_BdYh_QQ/?taken-by=westfieldstratcity	11.12.2016: 16:10	1	2	2
	94	Westfield Stratford City Instagram	2016	11	22	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:16	2	2	3
	95	Westfield Stratford City Instagram	2016	11	22	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:21	3	2	2
	96	Westfield Stratford City Instagram	2016	11	23	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:25	3	2	2
	97	Westfield Stratford City Instagram	2016	11	26	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:30	2	2	2
	98	Westfield Stratford City Instagram	2016	11	27	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:35	3	2	2
	99	Westfield Stratford City Instagram	2016	11	28	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:41	2	2	2
	100	Westfield Stratford City Instagram	2016	11	30	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:45	3	2	2
	101	Westfield Stratford City Instagram	2016	11	2	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 16:50	3	2	2
	102	Westfield Stratford City Instagram	2016	11	3	https://www.instagram.com/p/5N_Kd3d7tP/?taken-by=westfieldstratcity	11.12.2016: 17:02	3	2	2

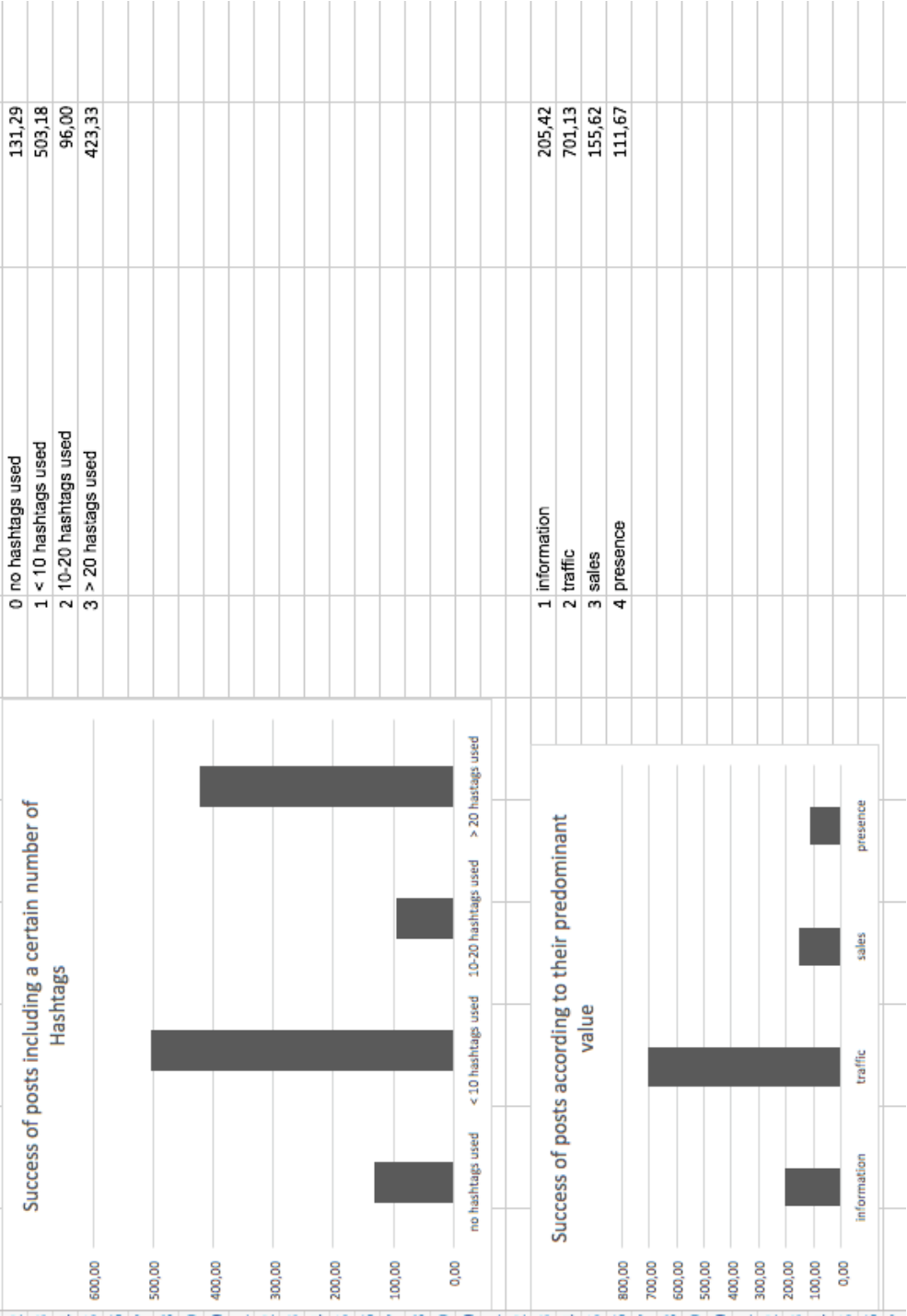
Usage of Hyperlinks	Type of Hyperlink	Hashtags	Tags	Type of Post	Main Value	Questions	Incentives	Multimedia Content	Kind of Multimedia Content Used	Usage of Multimedia Content
1	1	0	1	1	3	0	1	1	1	1
0	0	0	1	1	3	0	0	1	1	1
1	1	0	1	3	1	0	0	1	7	1
1	1	0	1	1	1	0	0	1	7	1
1	1	0	0	1	3	1	0	1	7	1
1	1	0	0	3	1	0	0	2	1	1
1	1	1	0	3	1	0	0	1	3	1
1	1	0	1	1	3	0	0	1	7	1
1	1	0	1	2	1	0	1	1	7	1
0	0	1	1	2	1	0	0	1	1	1
1	1	1	1	2	3	0	0	1	1	1
1	6	0	1	1	3	0	1	1	1	1
0	0	2	0	3	3	0	0	1	3	3
1	1	0	0	3	3	2	0	1	1	1
1	3	0	0	6	2	0	1	1	1	1
0	0	1	0	4	4	0	0	1	6	2
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0	0	1	2	2	3	0	1	1	1	1
0	0	2	2	1	1	0	0	1	1	2
0	0	1	1	5	3	0	1	1	1	1
0	0	1	1	1	3	0	0	1	1	1
0	0	1	1	2	1	0	0	1	1	1
0	0	0	1	4	1	0	0	1	1	2
0	0	0	0	1	1	0	1	1	1	1
0	0	1	0	3	3	1	0	1	1	1

Kind of Visual	Self-Mentioning	Mentioning of external brand	Portrayal of external brand	Mentioning of tenants	Portrayal of tenants	Mentioning of influencing personalities	Portrayal of influencing personalities	Mentioning of Product, Service or Event	Classification of Predominant Product, Service or Event
1	0	0	0	1	2	0	0	0	0
3	0	0	0	1	3	0	0	1	2
3	0	1	2	0	0	0	0	2	3
1	0	0	0	1	3	0	0	0	0
1	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	2	1
4	0	0	0	0	0	0	0	2	1
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4	0	0	0	1	1	0	0	0	0
4	0	0	0	1	1	0	0	0	0
3	0	0	0	1	2	0	0	0	0
3	1	0	0	0	0	0	0	1	1
3	1	0	0	0	0	0	0	1	1
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3	1	0	0	1	1	0	0	0	0
5	1	0	0	0	0	0	0	0	0
1	0	0	0	1	2	0	0	0	0
6	0	0	0	0	0	0	0	2	1

Predominant motivation for mentioning Product, Service or Event	Predominant Portrayal of Product, Service or Event	Positive reactions	Exact positive reactions	Negative reactions	Shares	Comments	Exact number of comments	Views
0	0	2	14	0	0	0	0	-
1	1	2	18	0	0	0	0	-
2	1	1	8	0	0	0	0	-
0	0	1	5	0	1	1	1	-
0	0	1	6	0	0	0	0	-
2	2	3	36	0	2	1	1	-
2	2	5	144	0	3	1	1	5
0	0	1	7	0	0	0	0	-
0	0	2	10	0	0	0	0	-
0	0	2	28	0	0	1	1	-
0	0	2	11	0	0	1	1	-
0	0	1	8	0	0	0	0	-
2	1	2	26	0	0	0	0	-
2	2	6	345	0	2	1	1	-
0	0	7	629	0	3	6	6	-
0	0	4	96	0	0	1	1	-
1	2	5	111	0	0	4	4	-
0	0	6	224	0	0	2	2	-
2	2	4	88	0	0	1	1	-
0	0	4	64	0	0	0	0	-
1	2	5	132	0	0	1	1	-
2	2	5	178	0	0	2	2	-
0	0	6	391	0	0	2	2	-
0	0	5	116	0	0	3	3	-
2	2	5	190	0	0	0	0	-

Appendix C: Evaluation







Sworn Statement

I, Laura Berg

born on November 15. 1992

hereby declare that I have prepared this Bachelor's thesis independently and without external assistance. In doing so, I have not used any aids other than those mentioned in the enclosed list of sources.

All points that have been taken from publications literally or adapted form have been identified as such by me.

Hamburg
[Place]

February 1, 2017
[Date]


[Signature]