

## **Why festival brands should use social media**

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### Original paper:

The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees

### Reference for the original paper:

Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47(68–76), 68–76. <https://doi.org/10.1016/j.tourman.2014.09.001>

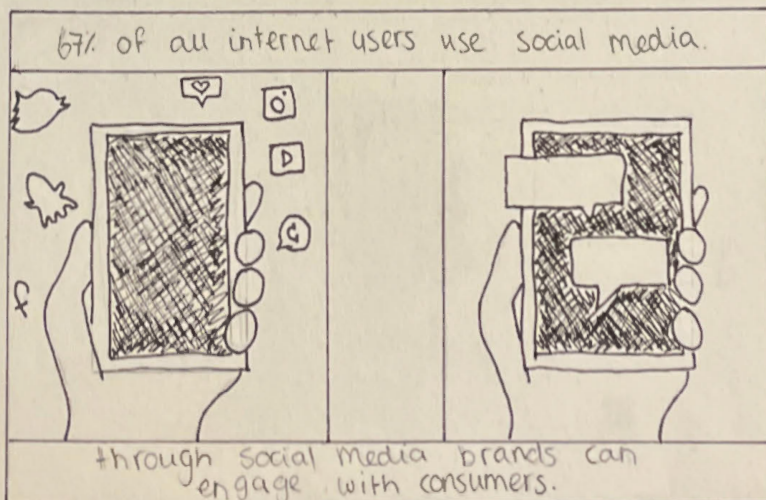
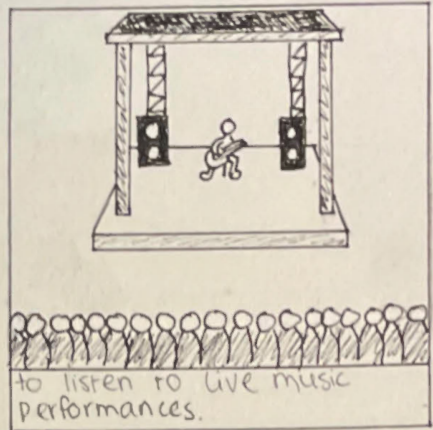
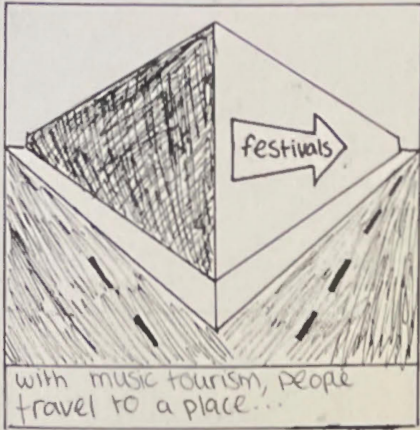
### Link to original paper online:

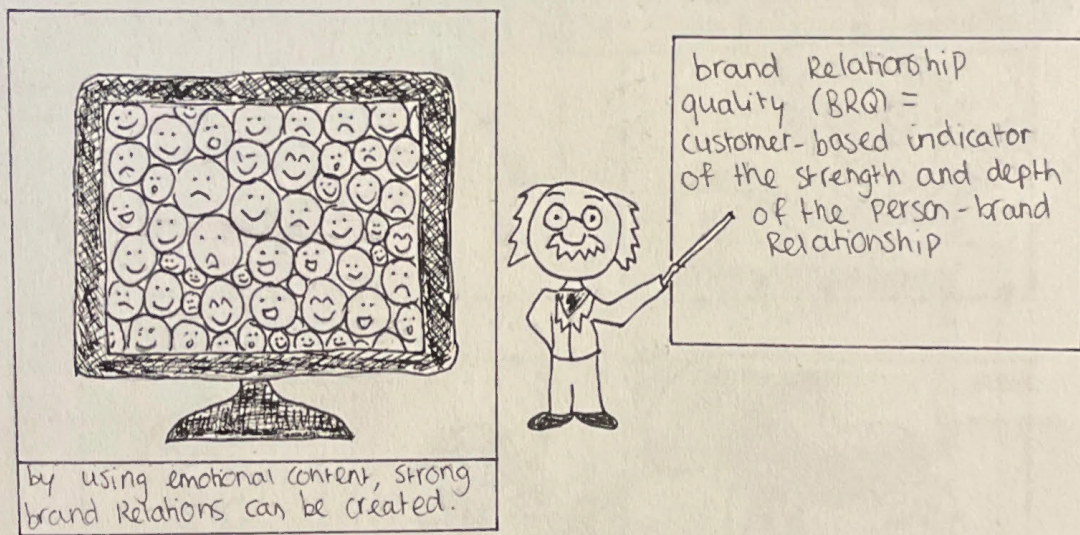
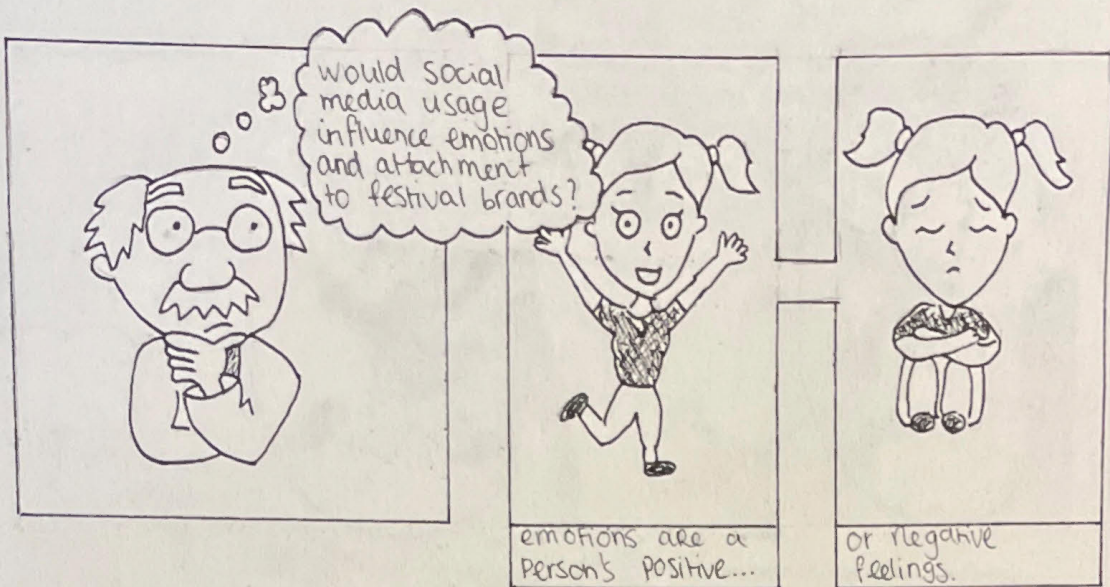
<https://www.sciencedirect.com/science/article/abs/pii/S026151771400171X?via%3Dihub>

Project created for the class:  
Visual Thinking and Composition, Fall 2021  
Tilburg University, Department of Communication and Cognition

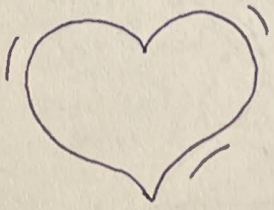
Instructor: Neil Cohn, [neilcohn@visuallanguagelab.com](mailto:neilcohn@visuallanguagelab.com), [www.visuallanguagelab.com](http://www.visuallanguagelab.com)

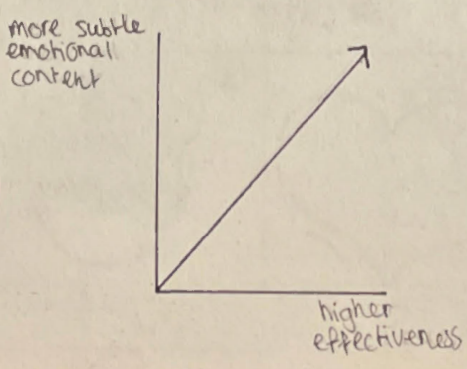
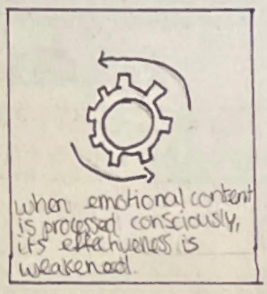
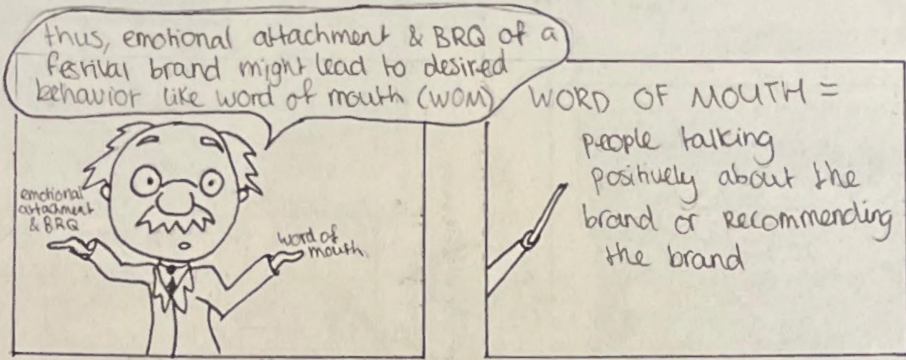
# why FESTIVAL BRANDS Should use SOCIAL MEDIA



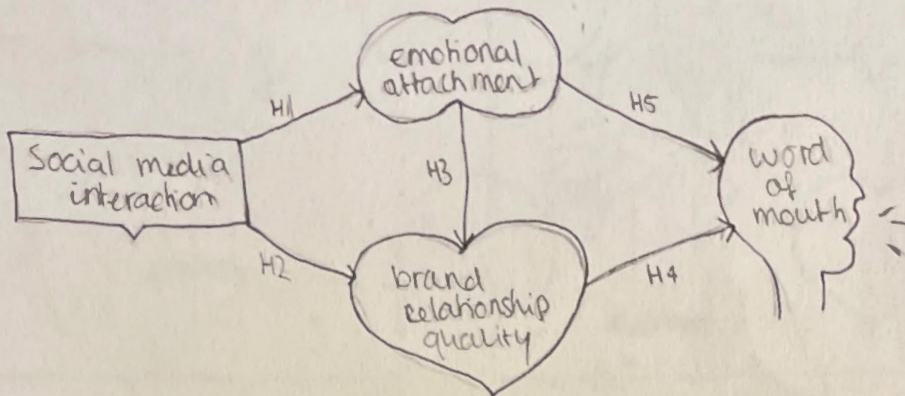


People would go to festivals because they have a relationship with the brand and because it adds meaning to their lives.

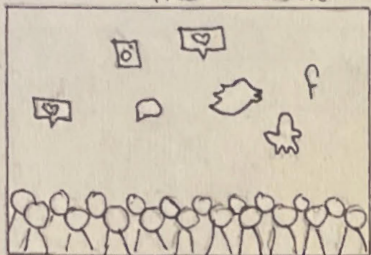




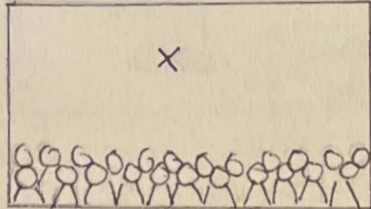
RQ: to what extent does social media interaction affect consumers' emotional attachment with festival brands? and do stronger brand relations, cultivated through social media interactions, enhance the willingness to recommend the brand?



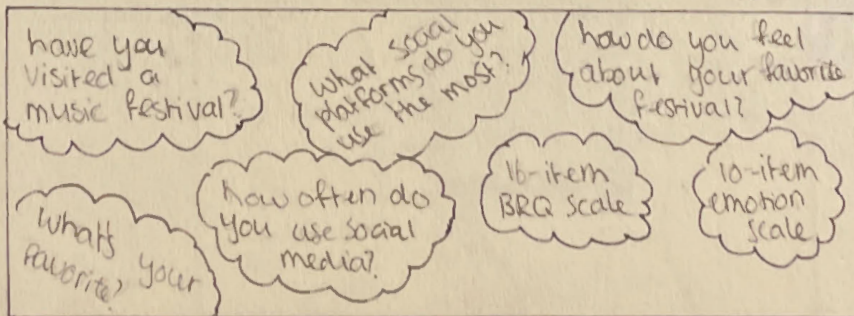
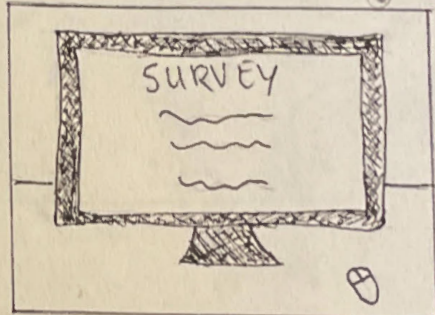
social media users...



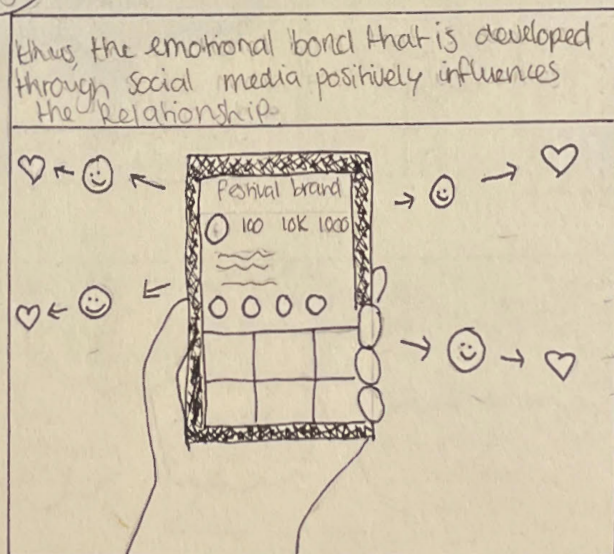
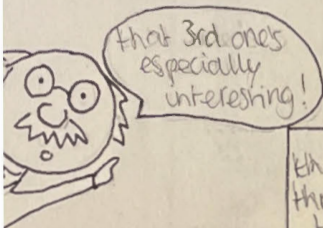
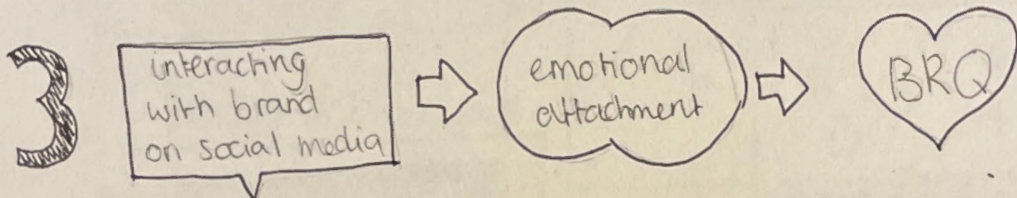
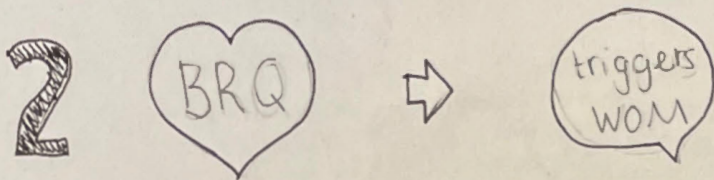
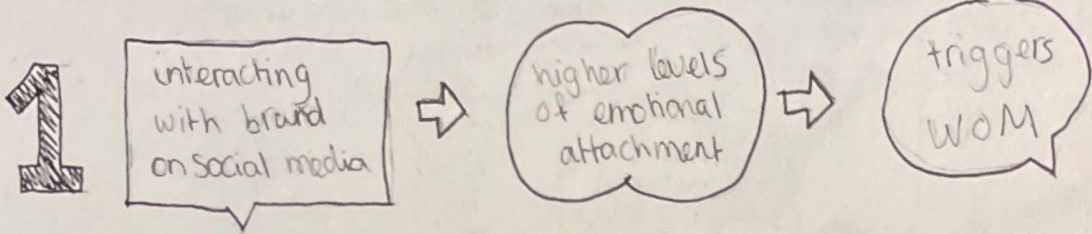
and non social media users...

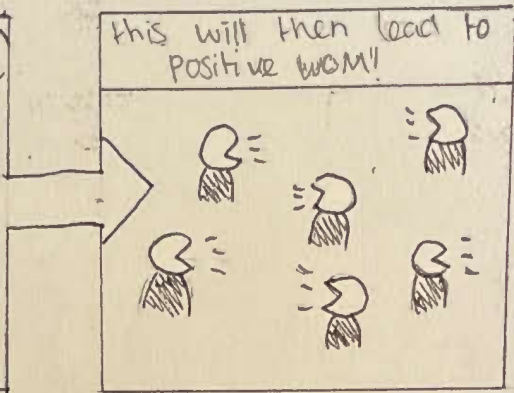
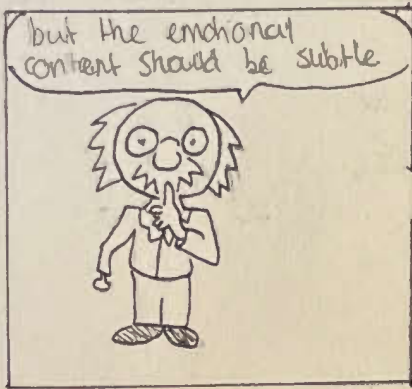
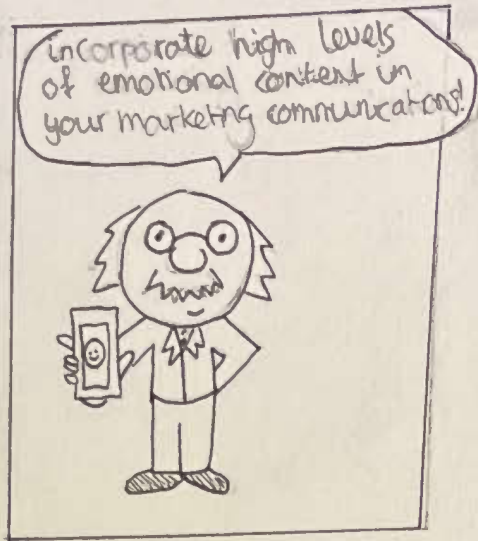
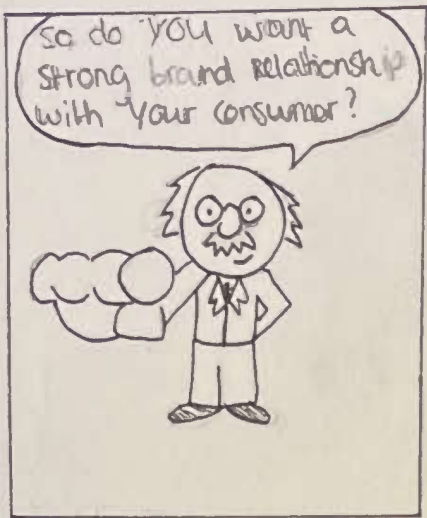


Participated in a survey



# RESULTS





THE END 

The words "THE END" are written in a large, hand-drawn, blocky font. To the right of the word "END" are three musical notes: two eighth notes and one quarter note, arranged in a slightly descending line.