

CHAPTER V

CONCLUSION AND RECOMMENDATION

Based on the presentation and explanation in the previous chapters, data and research results have been obtained regarding the influence of the attractiveness of food images and behind-the-scenes food video reels on the level of consumer engagement on social media. Based on the results of the research that has been carried out, the following conclusions can be drawn:

1.1 Conclusion

Based on the results of the research and discussions that have been carried out, the following conclusions can be drawn:

1. The results of this research were tested using multiple linear regression analysis which shows that there is a very high influence between the attractiveness of food images (X1) and attractiveness of behind-the-scenes food video reels (X2) on the level of consumer engagement on social media (Y). This is shown by the significance level figure of $0.001 < 0.05$, meaning that H_{a1} is accepted and H_{01} is rejected.

1.2 Limitations

Additionally, for this study, reliable measurements and statistical techniques that were considered appropriate for hypothesis testing have been developed. However, numerous significant limits were discovered along this procedure:

1. There is a difference between the data in the background where Instagram Akasa Café and Barga by Akasa show low consumer engagement on social

media with a figure of <5%, while the results of data collection carried out by researchers used treatment sourced from Instagram Akasa Café and Barga by Akasa shows interest and a high level of interaction. Researchers are aware of this because there are various factors outside the variables that have been studied. Therefore, further research needs to be done on how the impact of content distribution can influence user engagement on social media.

2. Limitations on the sample size of the thesis were found as a result of the amount of time and resources that were available. In terms of the time constraint, the researcher has only one week to collect all the data from respondents. When considering the precise goal that was sought to be achieved, this time frame seems rather short. However, the likelihood of acquiring a bigger sample size would be higher if the period for collecting responses was longer. This will independently make it possible to choose more representative findings for the dataset.

1.3 Recommendation

Based on the results of research that has been done before, the writer realizes that there are still many limitations in this study. However, this research is expected to provide a useful contribution regarding the attractiveness of food images and BTS food video reels on consumer engagement in social media, namely as follows:

1. **Theoretical**

The findings of this study provides evidence on attractiveness of food images and BTS food video reels on consumer engagement in social media.

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The total influence is 88.4% which suggesting 11,6% of the factors influencing consumer engagement in social media have not yet explored that demands further studies. For academics and readers to expand research by considering other variables that influence consumer engagement in social media such as ads content. And for future researchers it is hoped that in the future it can be used as a data source and reference for research and further research will be carried out based on more complete and broader information.

2. Practical

The findings showed that the attractiveness of food images and BTS food video reels tend to be high among the customers. Also, this study provides further knowledge regarding consumer engagement on social media. These evidence can be a resource for future research on related subjects.

3. Social

The finding of this study showed what factors influence consumer engagement in social media. The evidence is importance as the refrence in developing product campaign for UMKM owners, relevant with the finding of there is an influence of attractiveness of food images and BTS food video reels.

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ATTACHMENT

1.3.1.1.1.1 Validity Test

Correlations

		Correlations										TOTALX1
		P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	
P01	Pearson Correlation	1	.716**	.731**	.718**	.589**	.688**	.622**	.649**	.561**	.555**	.830**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P02	Pearson Correlation	.716**	1	.680**	.662**	.581**	.591**	.646**	.642**	.587**	.557**	.810**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P03	Pearson Correlation	.731**	.680**	1	.631**	.586**	.636**	.629**	.668**	.548**	.595**	.817**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P04	Pearson Correlation	.718**	.662**	.631**	1	.631**	.658**	.628**	.625**	.620**	.527**	.813**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P05	Pearson Correlation	.589**	.581**	.586**	.631**	1	.586**	.775**	.685**	.638**	.722**	.830**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P06	Pearson Correlation	.688**	.591**	.636**	.658**	.586**	1	.610**	.563**	.550**	.554**	.777**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P07	Pearson Correlation	.622**	.646**	.629**	.628**	.775**	.610**	1	.721**	.664**	.704**	.855**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P08	Pearson Correlation	.649**	.642**	.668**	.625**	.685**	.563**	.721**	1	.698**	.778**	.862**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P09	Pearson Correlation	.561**	.587**	.548**	.620**	.638**	.550**	.664**	.698**	1	.700**	.799**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	101	101	101	101	101	101	101	101	101	101	101
P10	Pearson Correlation	.555**	.557**	.595**	.527**	.722**	.554**	.704**	.778**	.700**	1	.817**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	101	101	101	101	101	101	101	101	101	101	101
TOTALX1	Pearson Correlation	.830**	.810**	.817**	.813**	.830**	.777**	.855**	.862**	.799**	.817**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	TOTALX2	
P12	Pearson Correlation	1	.642**	.703**	.751**	.665**	.714**	.748**	.651**	.667**	.640**	.835**	
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P13	Pearson Correlation	.642**	1	.709**	.673**	.705**	.689**	.746**	.719**	.753**	.553**	.836**	
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P14	Pearson Correlation	.703**	.709**	1	.734**	.734**	.756**	.718**	.774**	.770**	.706**	.886**	
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P15	Pearson Correlation	.751**	.673**	.734**	1	.673**	.764**	.758**	.746**	.681**	.650**	.867**	
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P16	Pearson Correlation	.665**	.705**	.734**	.673**	1	.684**	.714**	.742**	.747**	.664**	.854**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P17	Pearson Correlation	.714**	.689**	.756**	.764**	.684**	1	.729**	.751**	.735**	.629**	.866**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P18	Pearson Correlation	.748**	.746**	.718**	.758**	.714**	.729**	1	.745**	.769**	.677**	.886**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P19	Pearson Correlation	.651**	.719**	.774**	.746**	.742**	.751**	.745**	1	.758**	.653**	.880**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P20	Pearson Correlation	.667**	.753**	.770**	.681**	.747**	.735**	.769**	.758**	1	.675**	.881**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	
P21	Pearson Correlation	.640**	.553**	.706**	.650**	.664**	.629**	.677**	.653**	.675**	1	.795**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		
	N	101	101	101	101	101	101	101	101	101	101	101	
TOTALX2	Pearson Correlation	.835**	.836**	.886**	.867**	.854**	.866**	.886**	.880**	.881**	.795**	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	101	101	

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		P23	P24	P25	P26	P27	P28	P29	P30	TOTALY	
P23	Pearson Correlation	1	.738**	.685**	.738**	.718**	.799**	.737**	.717**	.890**	
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	
P24	Pearson Correlation	.738**	1	.636**	.675**	.717**	.760**	.728**	.717**	.867**	
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	
P25	Pearson Correlation	.685**	.636**	1	.693**	.739**	.705**	.639**	.641**	.825**	
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	
P26	Pearson Correlation	.738**	.675**	.693**	1	.722**	.737**	.723**	.699**	.866**	
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	
P27	Pearson Correlation	.718**	.717**	.739**	.722**	1	.687**	.710**	.685**	.866**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	
P28	Pearson Correlation	.799**	.760**	.705**	.737**	.687**	1	.743**	.688**	.887**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	
P29	Pearson Correlation	.737**	.728**	.639**	.723**	.710**	.743**	1	.685**	.865**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	
P30	Pearson Correlation	.717**	.717**	.641**	.699**	.685**	.688**	.685**	1	.842**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		
	N	101	101	101	101	101	101	101	101	101	
TOTALY	Pearson Correlation	.890**	.867**	.825**	.866**	.866**	.887**	.865**	.842**	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	101	101	101	101	101	101	101	101	101	

** . Correlation is significant at the 0.01 level (2-tailed).

1.3.1.1.1.2 Reliability Test

X1. Attractiveness of Food Images

Reliability Statistics

Cronbach's Alpha	N of Items
.946	10

X2. Attractiveness of Behind-The-Scenes

Reliability Statistics

Cronbach's Alpha	N of Items
.960	10

Y. Consumer Engagement in social media

Reliability Statistics

Cronbach's Alpha	N of Items
.951	8

1.3.1.1.1.3 Research Matrix

Variable	Conceptual Definition	Operational Definition	Indicator	Tolak Ukur	Data Scale
Attractiveness of Food Images	Respondents perceive the attractiveness of visual appeals or aesthetic qualities of food images that can stimulate respondent attention to try or buy the product (Takahashi et al., 2019)	Penilaian daya tarik terhadap penampilan visual gambar makanan dari bentuk dan warna.	Bentuk	Responden menilai daya tarik bentuk makanan.	Interval
			Warna	Responden menilai daya tarik warna makanan	Interval
		Persepsi estetik dari gambar makanan.	Estetik	Responden menilai gambar makanan estetik.	Interval
		Stimulasi dari gambar makanan yang dapat	Stimulus	Stimulasi foto makanan yang menarik terhadap	Interval

		meningkatkan keinginan untuk memakan makanan tersebut.		keinginan responden untuk mencari informasi lebih lanjut	
Attractiveness of Behind-The-Scenes Food Video Reels	Respondents perceive the Attractiveness of Behind-the-Scenes Food Video Reels refers to the visual appeal or aesthetic qualities found in behind-the-scenes video footage that shows the process of making or preparing food which can attract the attention of the audience by maximizing several factors in the process of creating the videos	Menilai kualitas dan kecocokan elemen audio dalam video pembuatan makanan.	Kualitas visual	Responden menilai daya tarik dari kualitas audio.	Interval
			Kesesuaian lagu	Responden menilai daya tarik dari kesesuaian lagu.	Interval
		Daya tarik visual dari kesatuan elemen visual yang digunakan.	Kesesuaian efek warna	Responden menilai daya tarik dari kesesuaian warna/efek.	Interval
		Relevansi elemen verbal.	Relevansi dialog	Responden menilai daya tarik dari relevansi elemen verbal (Dialog/Voice over).	Interval
Consumer Engagement on Social Media	Level of respondent's interaction with restaurant	Interaksi konsumen-merek melalui tanggapan	Respon langsung	Responden memberikan <i>like</i> pada konten restoran	Interval

	content, including Likes and Favourites. Comments, DMs, Replies	langsung pada konten Instagram restoran.		Responden memberikan <i>comment</i> pada konten restoran	Interval
				Responden memberikan <i>favoritres</i> pada konten restoran	Interval
		Interaksi konsumen-merek melalui penyebaran ulang konten asli pada konten Instagram restoran.	Penyebaran ulang	Responden membagikan konten asli dari sebuah konten restoran	Interval

1.3.1.2 Research Questionare

Pertanyaan Menurut saya,	1 (Tidak menarik)	2	3	4	5	6	7	8	9	10 (Sangat Menarik)
1. Kualitas foto makanan di Instagram Akasa Cafe & Restaurant ...										
2. Ketajaman gambar pada foto makanan yang di Instagram Akasa Cafe & Restaurant...										
3. Komposisi gambar pada foto makanan di Instagram Akasa Cafe & Restaurant...										
4. Penataan objek pada foto makanan di Instagram Akasa Cafe & Restaurant...										
5. Warna objek dalam foto makanan di Instagram Akasa Cafe & Restaurant...										
6. Pencahayaan dalam foto makanan di Instagram Akasa Cafe & Restaurant...										
7. Persentasi kelezatan dalam foto makanan di Instagram Akasa Cafe & Restaurant...										
8. Aspek estetik pada foto makanan di Instagram Akasa Cafe & Restaurant...										

Pertanyaan	1 (Tidak Pernah)	2	3	4	5	6	7	8	9	10 (Sangat Sering)
9. Seberapa sering foto makanan di Instagram Akasa Cafe & Restaurant menonjolkan kelezatan										
10. Seberapa sering foto makanan di Instagram Akasa Cafe & Restaurant menggugah										

Pertanyaan	1	2	3	4	5	6	7	8	9	10
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Menurut saya,	(Tidak menarik)																		(Sangat Menarik)
1. Kualitas visual dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			
2. Proses pembuatan makanan dalam video reels di Instagram Akasa Cafe & Restaurant...																			
3. Detail makanan dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			
4. Variasi makanan dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			
5. Kualitas audio/musik dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			
6. Pemilihan lagu dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			
7. Efek transisi dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			
8. Kesesuaian narasi dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			
9. Pemilihan bahasa dalam video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant...																			

Pertanyaan	1 (Tidak Pernah)	2	3	4	5	6	7	8	9	10 (Sangat Sering)
10. Seberapa sering video reels pembuatan makanan di Instagram Akasa Cafe & Restaurant menggugah selera										

Pertanyaan	1	2	3	4	5	6	7	8	9	10
Dalam melihat akun Instagram cafe/resto, saya...	(Tidak Pernah)									(Sangat Sering)
1. <i>Scrolling</i> sampai beberapa postingan sebelumnya										
2. Memberikan <i>like</i> pada foto										
3. Memberikan <i>like</i> pada video										
4. Membaca komen pada sebuah foto/video										
5. Memberikan komen pada sebuah foto/video										
6. Menyimpan postingan sebagai favorit										
7. Membagikan kepada orang lain melalui <i>Direct Messages</i>										
8. Membagikan melalui Instagram Story										

1.3.1.3 Scoring Table

(X1) THE ATTRACTIVENESS OF FOOD IMAGES										
Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	TOTAL X1
9	10	7	9	10	7	9	8	10	7	86
7	10	9	7	7	8	9	9	10	10	86
10	7	10	9	10	6	9	10	10	10	91
2	4	3	4	3	5	4	2	3	4	34
6	6	6	8	9	7	6	9	7	8	72
9	6	6	9	6	7	6	8	8	6	71
10	10	6	10	10	9	8	10	7	10	90
8	9	9	10	7	6	9	7	10	6	81
8	6	6	9	9	9	6	7	9	9	78
7	6	5	7	8	8	6	6	7	8	68

5	6	6	4	3	2	2	4	4	4	40
7	9	6	6	8	8	7	9	7	6	73
10	8	7	7	9	9	8	10	7	10	85
9	8	8	9	8	8	6	7	6	7	76
2	5	3	5	5	3	2	2	4	4	35
6	9	8	7	9	7	6	7	7	9	75
4	6	2	5	2	5	5	3	3	4	39
8	9	8	6	6	7	9	8	6	7	74
6	8	9	6	6	6	7	6	8	6	68
8	9	9	6	8	6	8	8	6	7	75
4	4	4	4	6	6	3	2	6	5	44
10	9	9	5	3	6	2	4	4	5	57
5	8	5	7	5	6	5	6	8	5	60
10	10	9	6	7	6	6	9	9	6	78
7	10	7	9	9	7	10	10	9	10	88
9	9	9	9	4	9	3	4	5	3	64
10	10	10	10	10	9	9	9	9	9	95
8	8	8	7	8	10	7	9	6	7	78
9	6	10	10	10	10	10	5	5	5	80
10	10	10	10	10	10	10	10	10	10	100
9	10	7	10	9	7	8	9	8	7	84
10	10	10	10	10	10	10	10	10	10	100
3	4	1	2	3	3	5	2	3	4	30
9	9	7	9	7	6	8	7	6	6	74
9	7	6	7	7	7	7	6	9	9	74
10	10	10	10	10	10	10	10	10	10	100
7	5	8	7	8	6	7	8	5	6	67
7	6	8	9	6	6	8	8	9	9	76
6	8	9	6	9	8	9	9	9	8	81
3	2	5	3	1	4	3	4	3	4	32
7	9	9	6	7	8	6	6	8	7	73
8	7	6	10	7	10	9	10	9	7	83

8	10	10	10	10	10	10	10	10	10	9	97
2	5	5	3	3	3	2	2	2	2	3	30
7	7	7	7	7	7	7	10	9	9		77
3	4	1	4	4	1	2	2	1	4		26
8	9	8	10	8	8	7	10	10	10		88
9	9	9	10	10	7	8	10	9	10		91
10	9	9	8	10	8	6	7	8	8		83
8	8	8	7	5	5	6	8	8	5		68
10	10	8	8	8	8	8	8	8	8		84
10	9	9	6	8	7	9	8	7	7		80
10	10	8	10	6	9	6	9	6	5		79
10	10	6	7	7	7	7	10	9	7		80
10	10	9	10	9	7	7	10	7	10		89
9	6	9	9	4	9	4	4	4	4		62
10	10	8	10	7	9	9	9	9	9		90
9	7	9	8	7	6	9	10	6	7		78
9	10	6	10	9	7	10	5	5	5		76
10	9	10	6	7	10	8	10	6	10		86
8	6	6	9	8	7	7	8	9	7		75
10	10	10	6	10	8	10	8	6	10		88
4	3	1	2	3	5	2	3	3	2		28
8	9	8	7	8	7	7	6	6	8		74
7	6	6	6	8	9	9	6	8	9		74
10	9	10	7	9	10	9	10	8	10		92
10	8	8	9	10	7	7	8	7	6		80
6	7	7	7	9	9	9	7	6	7		74
9	8	10	8	9	7	10	9	7	8		85
4	3	1	4	3	5	1	2	5	3		31
9	6	7	7	9	6	6	6	8	8		72
8	5	9	6	9	9	6	7	5	8		72
7	6	6	6	9	8	7	7	9	9		74
10	9	9	7	7	9	10	10	10	10		91

10	9	8	9	7	10	8	10	10	5	86
10	10	7	9	5	9	7	8	5	8	78
8	7	7	9	6	8	6	6	8	7	72
9	9	9	9	4	9	4	5	6	4	68
10	10	6	10	10	9	9	9	9	9	91
7	7	7	6	9	7	7	9	6	7	72
10	10	7	9	10	10	10	5	5	5	81
10	7	10	9	10	8	10	10	9	10	93
7	5	8	9	9	9	7	8	8	7	77
10	10	7	9	10	7	10	9	10	9	91
4	3	4	4	5	2	6	3	4	4	39
7	7	7	8	8	6	9	6	8	7	73
6	8	8	9	7	9	7	7	7	7	75
10	10	9	10	6	10	8	6	8	10	87
8	9	8	10	7	8	9	7	7	6	79
7	8	7	9	9	7	8	9	7	9	80
8	7	5	6	6	8	6	8	8	5	67
4	3	2	2	2	4	3	3	5	3	31
7	9	6	6	9	8	9	7	7	7	75
5	9	6	6	9	6	8	9	7	8	73
7	10	8	7	10	10	9	7	10	8	86
5	2	1	3	2	4	3	3	4	4	31
10	9	9	8	7	9	10	7	10	8	87
8	6	8	7	7	8	6	6	6	6	68
6	9	8	8	6	7	6	9	8	9	76
6	3	5	4	3	6	5	6	3	6	47
6	5	3	6	6	5	4	3	5	4	47

(X2) THE ATTRACTIVENESS BEHIND-THE-SCENES FOOD VIDEO REELS

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	TOTAL X2
6	10	6	9	8	10	10	9	10	7	85
9	7	6	8	9	9	7	9	6	9	79
10	10	10	8	10	9	10	9	10	10	96
3	5	6	2	5	4	3	9	4	2	43
9	8	9	7	8	7	8	8	7	9	80
9	9	9	6	8	9	8	8	9	6	81
10	10	9	10	7	10	8	7	6	10	87
9	6	8	10	9	7	6	6	8	7	76
10	8	9	8	8	8	10	8	10	10	89
7	7	9	8	5	7	7	6	8	8	72
3	2	4	4	1	1	4	1	1	3	24
8	7	10	8	9	10	9	10	9	8	88
7	8	8	7	7	8	7	8	8	8	76
8	8	10	9	8	8	7	7	7	10	82
5	4	5	4	2	3	4	4	4	4	39
9	7	8	10	10	10	8	7	9	9	87
6	3	6	5	3	6	3	2	3	6	43
8	7	9	10	10	8	9	9	10	8	88
10	10	7	10	9	7	7	7	7	7	81
7	7	9	10	9	8	7	9	10	7	83
2	6	4	2	5	2	2	2	4	4	33
2	4	3	3	4	5	2	5	2	5	35
8	5	6	7	6	8	6	6	6	5	63
9	9	9	10	9	9	7	7	9	8	86
10	7	10	8	9	9	9	7	10	10	89
4	5	4	2	3	3	4	4	3	4	36
8	7	8	9	7	8	8	10	9	7	81
9	10	7	10	8	9	7	10	7	3	80
5	5	5	5	5	5	5	5	5	5	50
9	10	9	7	10	9	10	10	10	10	94
9	8	10	8	7	10	7	8	10	10	87

9	10	10	10	10	10	10	10	10	10	99
2	4	3	3	4	5	2	3	5	4	35
10	7	10	10	8	10	9	9	10	9	92
7	10	10	9	10	8	9	10	7	9	89
7	9	10	8	9	10	8	10	9	10	90
8	8	5	8	6	7	8	6	5	6	67
10	10	9	10	7	8	8	8	9	9	88
7	8	8	5	8	6	8	6	8	5	69
2	3	5	3	2	5	2	4	3	4	33
7	10	8	9	10	7	9	10	10	7	87
8	8	8	8	10	6	7	8	6	8	77
9	8	8	10	10	7	10	9	8	10	89
4	2	2	5	3	2	4	4	4	4	34
7	9	6	7	7	8	9	9	9	6	77
3	4	1	1	3	3	2	1	2	4	24
9	10	10	10	7	7	10	9	7	10	89
10	9	8	8	7	9	8	8	10	7	84
6	6	9	10	10	9	7	10	9	8	84
7	7	4	8	5	7	6	7	6	8	65
8	8	8	8	5	8	8	8	8	8	77
10	9	7	9	6	7	10	6	7	6	77
7	8	10	9	6	7	9	10	9	6	81
6	9	7	9	6	6	7	9	10	6	75
6	10	8	8	9	8	6	7	8	6	76
4	5	4	3	6	5	5	3	3	4	42
9	9	7	7	8	9	10	10	10	8	87
10	10	8	10	6	8	8	7	8	3	78
5	5	5	5	5	5	5	5	5	5	50
8	6	10	10	8	10	9	10	8	10	89
6	10	10	7	7	10	6	10	10	7	83
10	7	10	9	10	9	7	10	6	8	86
2	5	3	2	4	5	3	2	4	4	34

7	7	9	9	8	8	9	9	8	10	84
7	10	8	10	8	7	8	8	10	10	86
7	8	9	10	7	10	6	8	10	7	82
7	9	7	8	10	7	9	7	8	7	79
7	10	9	7	10	7	8	9	9	7	83
8	10	7	7	10	7	9	8	9	8	83
4	3	5	3	3	3	1	2	4	3	31
10	8	7	7	10	7	8	10	9	8	84
7	6	9	9	10	7	9	10	9	10	86
7	9	9	10	9	7	8	10	7	8	84
6	9	10	10	10	9	10	8	9	9	90
8	10	10	9	10	10	7	10	7	7	88
5	5	7	7	8	8	9	6	6	6	67
7	5	7	5	9	5	5	7	7	9	66
4	5	3	4	5	2	4	4	3	4	38
7	8	9	8	7	9	8	7	6	6	75
9	6	6	9	7	8	8	7	5	3	68
7	9	10	6	10	8	8	8	10	7	83
10	9	10	6	10	7	10	7	10	7	86
9	6	6	9	6	9	8	5	5	6	69
10	7	9	10	9	7	5	10	6	10	83
3	4	2	1	1	3	2	4	3	4	27
6	9	9	6	6	6	7	6	9	9	73
6	9	9	9	8	8	7	8	7	6	77
10	9	10	8	9	10	7	10	7	6	86
9	7	7	7	8	7	7	9	10	9	80
9	7	6	8	9	6	8	6	9	8	76
5	7	5	5	7	6	7	5	6	6	59
4	2	1	2	4	3	2	1	1	3	23
6	7	9	8	6	6	7	8	6	6	69
9	5	7	5	5	8	9	7	7	7	69
8	6	6	9	6	8	7	9	7	8	74

3	3	2	4	2	4	3	3	2	4	30
6	9	6	6	9	9	7	7	9	7	75
5	8	5	9	5	8	9	8	6	6	69
6	7	6	8	6	7	9	9	6	9	73
3	3	4	3	5	4	3	4	4	4	37
4	3	3	5	5	5	3	3	5	3	39

CONSUMER ENGAGEMENT IN SOCIAL MEDIA									
Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	TOTAL Y	
10	9	10	8	8	9	10	6	70	
8	6	6	6	7	7	7	7	54	
10	7	10	8	10	9	10	10	74	
4	3	5	4	2	2	3	4	27	
10	9	8	10	9	7	7	10	70	
9	7	10	10	8	7	9	8	68	
7	9	10	9	10	7	8	10	70	
5	7	6	6	8	6	8	7	53	
10	10	9	7	9	7	8	10	70	
7	8	6	7	7	8	9	9	61	
2	2	3	3	4	1	4	4	23	
7	7	10	9	8	10	7	9	67	

7	7	8	7	7	8	8	9	61
8	9	8	7	7	8	8	10	65
4	3	4	2	2	3	5	4	27
10	8	8	7	10	7	10	9	69
3	3	3	6	2	4	6	2	29
9	8	7	10	8	9	9	7	67
8	10	10	9	10	10	8	10	75
10	10	9	10	9	8	9	8	73
5	6	6	5	4	6	5	3	40
5	6	5	2	6	4	2	5	35
5	6	8	5	6	7	6	5	48
8	10	9	10	7	10	8	8	70
9	10	7	7	8	8	7	8	64
4	5	7	4	6	3	2	4	35
9	6	9	9	7	9	9	7	65
7	7	9	7	8	7	8	8	61
5	5	5	5	5	5	7	5	42
10	10	8	9	10	10	10	10	77
9	6	10	10	9	8	7	8	67
7	6	8	10	9	10	6	10	66
1	3	4	2	4	2	2	4	22
6	8	9	8	9	6	9	10	65
8	7	8	7	6	7	7	9	59
6	10	5	7	10	9	9	10	66
5	5	5	8	6	5	8	6	48
9	9	10	7	10	8	8	9	70
5	8	8	7	5	5	5	7	50
3	1	4	2	3	2	4	3	22
10	9	9	8	9	9	9	10	73
10	9	8	7	6	10	8	7	65
7	9	10	10	9	10	10	9	74
4	2	3	5	3	2	1	3	23

9	7	10	10	10	9	8	8	71
2	3	3	1	1	2	1	4	17
7	9	9	8	9	6	9	7	64
9	9	6	8	6	8	9	10	65
10	7	7	6	6	8	9	7	60
8	6	6	5	5	8	8	6	52
6	10	9	8	8	8	9	7	65
6	10	10	6	10	9	10	7	68
8	7	10	7	10	10	9	6	67
10	7	6	8	10	8	8	9	66
7	9	8	10	7	7	8	10	66
4	5	7	4	6	4	2	4	36
9	6	9	9	7	9	9	7	65
8	8	8	7	8	7	8	8	62
5	5	5	5	5	5	7	5	42
9	10	7	9	10	8	10	9	72
8	10	8	6	9	7	7	6	61
10	10	8	9	10	6	10	8	71
4	2	6	2	3	4	5	4	30
6	8	7	9	9	7	9	6	61
7	9	6	7	7	9	8	7	60
10	8	7	6	5	9	7	8	60
8	10	9	9	8	9	7	8	68
8	6	7	9	9	7	8	8	62
10	7	9	9	7	8	7	9	66
1	3	3	4	1	2	4	3	21
6	7	7	7	7	8	8	7	57
7	8	7	5	6	6	7	8	54
8	8	8	6	6	9	9	6	60
8	10	9	10	10	6	10	7	70
9	9	7	8	7	8	10	10	68
8	6	8	7	9	9	5	6	58

6	9	6	5	5	9	7	9	56
4	5	7	4	6	4	4	4	38
9	6	9	9	7	9	9	7	65
8	8	8	7	8	7	8	8	62
9	9	6	9	10	8	7	5	63
10	7	10	9	10	8	10	8	72
6	5	5	7	8	5	9	8	53
9	6	10	7	10	8	9	10	69
2	1	1	4	3	2	2	4	19
9	8	7	7	9	6	6	7	59
8	6	9	8	9	6	7	9	62
10	9	8	10	6	10	7	10	70
8	9	7	8	8	9	7	10	66
9	9	7	8	6	6	9	9	63
8	7	7	6	8	7	6	8	57
4	3	5	3	4	3	2	4	28
10	10	7	10	8	9	9	8	71
9	10	7	6	9	9	10	7	67
6	7	8	7	9	6	9	8	60
1	3	4	3	2	3	4	4	24
7	7	7	6	7	6	7	9	56
7	6	8	9	9	9	7	6	61
8	9	8	9	6	8	8	9	65
6	6	3	4	5	6	4	3	37
3	3	6	5	3	3	3	5	31