

THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE  
LUXURY AUTOMOTIVE INDUSTRY

A Thesis

Presented to the Faculty

of ISM University of Management and Economics

in Partial Fulfillment of the Requirements for the Degree of

Master of International Marketing

by

Ieva Navikaitė

May 18

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Abstract

Navikaitė I., The Effect of Social Media Content Value on Willingness to Buy in The Luxury Automotive Industry [Manuscript]: Master Thesis: International Marketing and Management. Vilnius, ISM University of Management and Economics, 2020.

The purpose of this thesis was to examine the impact of social media content value on willingness to buy in the luxury automotive industry considering the moderation effect of type of reach and level of involvement in these relationships. The literature review presented the different types of social media content value and these types were taken into consideration and a conceptual research model together with hypotheses was obtained. For this thesis, the cross-sectional data analyses were used to empirically test the quantitative data retrieved from 248 respondents of a paper-based and online survey. Empirical research results supported the hypothesis that presented the positive direct impact of Entertainment, Interaction, and Word of Mouth content value effect on willingness to buy in the luxury automotive industry. The positive moderating effect of Type of Reach the social media content was supported in the relationships between independent variables such as Interaction value and Word of mouth value, and Willingness to buy in the luxury automotive industry. The moderation effect between independent variable Entertainment value and Willingness to buy was not supported. This research expanded the current knowledge on the linkages between social media content value and willingness to buy in the luxury automotive industry from both theoretical and managerial perspectives by identifying factors that positively influence the user's willingness to buy the luxury automobile.

*Keywords:* Social Media Marketing, Social Media Values, Entertainment Value, Interaction Value, Word of Mouth Value, Social Media Content Value, Willingness to Buy.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Table of Contents

Introduction .....	6
Literature review.....	10
Social Media of Luxury Brands and Willingness to Buy .....	10
The Value of Social Media Content .....	13
Entertainment Value of Social Media Content .....	14
Interaction Value of Social Media Content.....	16
Trendiness Value of Social Media Content.....	17
Word of Mouth Value of Social Media Content .....	18
The Role of Social Media in Willingness to Buy .....	20
The Role of Luxury Brand in Willingness to Buy .....	23
Linkages between Social Media Content and Willingness to Buy a Luxury Brand.....	24
Level of Involvement into Social Media Content Effect on Willingness to Buy .....	25
Type of Reach of Social Media Content Effect on Willingness to Buy .....	26
Hypothesis Development .....	26
Research Methodology .....	32
Research Design .....	32
Conceptual Model .....	34
Setting and Participants .....	36
Instrumentation .....	37
Data analysis .....	41
Ethical Considerations .....	41
Internal and External Validity Considerations.....	42

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Empirical Research Results .....	43
Data collection and preparation .....	43
Sample profile and demographics.....	43
Reliability.....	46
Descriptive statistics .....	47
Normality .....	48
Correlation.....	48
Multiple regression model .....	51
Multicollinearity test .....	51
Exploratory factor analysis.....	52
Hypothesis testing.....	52
Discussion.....	60
Implications and Contributions to the Literature .....	60
The Values of Social Media Content and Willingness to Buy.....	60
Type of Reach of Social Media Content Moderating Effect on Willingness to Buy .....	63
Level of Involvement in Social Media Content Moderating Effect on Willingness to Buy .....	64
Managerial Implications .....	65
Limitations and Recommendations .....	67
Conclusion.....	69
Bibliography .....	71
Appendices .....	87

THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE  
LUXURY AUTOMOTIVE INDUSTRY

List of Figures

Figure 1. Conceptual research model..... 34

Figure 2. Research model before data analyses. .... 53

Figure 3. Research model after data analyses. .... 54

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## List of Tables

Table 1. <i>Summary of the 8 P's model of Luxury brands' marketing strategy</i> .....	12
Table 2. <i>Dimensions of Social Media Content Value</i> .....	13
Table 3. <i>Summary of the Research Hypotheses</i> .....	35
Table 4. <i>Questionnaire of the Social Media Content Value</i> .....	38
Table 5. <i>Questionnaire of the Social Media Content Value on Willingness to Buy</i> .....	39
Table 6. <i>Questionnaire of Demographic Factors</i> .....	39
Table 7. <i>Questionnaire of Non -Demographic Moderators</i> .....	40
Table 8. <i>Scales reliability with Cronbach's Alpha test results</i> .....	46
Table 9. <i>Descriptive statistics</i> .....	47
Table 10. <i>Shapiro - Wilk test</i> .....	48
Table 11. <i>Spearman's Correlation</i> .....	50
Table 12. <i>Multicollinearity test</i> .....	51
Table 13. <i>Varimax with Kaiser Normalization. Rotated Component Matrix</i> .....	52
Table 14. <i>Regression Analysis</i> .....	57
Table 15. <i>Hypothesis testing results</i> .....	58

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Introduction

### The Relevance of the Topic

Due to dynamics and emergent nature, the effectiveness and needs of social media as a marketing and communication tool has presented many opportunities for marketers. Over the past years, social media has no longer been seen only as a communication tool between friends, instead, it has been playing a very important role in users' everyday lives from various perspectives (Love, 2016). The diffusion of social media has changed in a way that brands interact with their customers through social media channels, which not only creates new challenges but also provides more opportunities to brand communication (Kim & Ko, 2012). On these social media communication platforms and interactions between brand and user, social media platforms of brands became destroyers or active co-producers of brands' values (Van Doorn et al., 2010; Verhoef et al., 2010). The last decade was very intensive with high-quality research studies in social media communication were presented. Schivinski et al. (2016) presented the new scale of customer engagement based on three types online customer behavior, Kunz et al. (2017) investigated firm-consumer interactions in social media while Rokka Karlsson and Tienari (2014) studied reputation of brands on social media by investigating the role of employees.

While examining social media channels such as Facebook and Instagram, the evaluation of social media content became one of the most important parts for reaching goals such as brand positioning and communication on social media channels (Rowley, 2008). By evaluating social media marketing and its effect on willingness to buy or, in other words, purchase intentions Kim and Ko (2012) presented five dimensions such as entertainment, interaction, trendiness, customization, word of mouth to evaluate social media content and its effect on willingness to buy. Meanwhile, Liu et al. (2019) based their research on Kim and Ko (2012) extracted four out of five dimensions, including: entertainment, interaction, trendiness and word of mouth. Schivinski et al. (2016) measured customer

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

engagement to communicated content by measuring the content value according to these three variables: contribution, consumption, creation. Both of the research studies were focused on a segment of luxury fashion goods.

Nowadays, when all of the world is going digital (Morris, 2009), prior research showed that marketing and communication through social media channels is a promising strategy to promote luxury brands (Kim & Ko, 2010, 2012; Schwedt, Chevalier, & Gutsatz, 2012). Luxury brands not only joined the social media but played a pioneering role by using Facebook, Instagram, Youtube, etc (Schwedt et al., 2012). Furthermore, over the past decade the luxury market is growing rapidly (Sung Y et al., 2015) and luxury automotive brands are taking an important part in this market. To maintain competitiveness and increase demand, automotive manufacturers and retailers need to implement a customer-centric approach to everyday tasks (Sheth, J., & Sisodia, R., 2012). The communication of the brand while maintaining the customer-centric approach is mostly focused on social media channels such as Facebook and Instagram.

Currently, when the luxury segment is growing steadily (Chandon et al., 2016) the automotive industry is following the trend (Gándara, 2011). The marketing activities in different industries requires the evidences of return on investment for active social media spending and budget allocation for social media marketing activities (Weinberg and Pehlivan, 2011). Moreover, there are many arguments such as the communication of luxury automotive brands through the social media channels has an effect on customers willingness to buy; the luxury automotive brands communication on social media platforms worth time and expenses from the business side to encourage customers to buy; what is the size effect on customers willing to buy through social media channels (Schivinski et al., 2016). Nowadays, the automotive industry is facing unique challenges such as overcapacity, sustainability, globalization, urbanization, etc. These challenges make the industry to be the most changeable in the last decades (Delhi, 2016). The shortage of relevant studies leads to the need for investigating social



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

media channels of luxury automotive brands' impact on customers' willingness to buy and answer to many questions of retailers of luxury automotive brands.

## **Research Question, Aim, and Objectives**

Hence, the research question of this Master thesis is: what is the effect of social media content value on willingness to buy in the luxury automotive industry? Moreover, the goal of this thesis is to identify the effect of social media content value on willingness to buy in the luxury automotive industry.

This thesis has four main objectives to reach the described goal of the thesis:

1. To analyze the existing academic literature of the effect on social media content value on willingness to buy in the luxury automotive industry.
2. To propose a conceptual model of the effect of social media content value on willingness to buy in the luxury automotive industry.
3. To evaluate the results of empirical research on the effect of social media content value on willingness to buy in the luxury automotive industry.
4. To offer theoretical and managerial implications of the research topic and recommendations for future studies.

## **Research design**

The quantitative research model is chosen for the thesis (Bryman, 2006). This study is based on an observational study that helps to analyze data of population at a specific point in time: cross-sectional research design (Hsu et al., 2013). Moreover, it allows us to identify and measure many variables at the same time (Lindell et al., 2001). The target audience of this research was randomly chosen sample of users of social media platforms, who are following or is aware of communication of automotive brands in these media channels.

## **The Sequence of the Thesis**

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

The structure of the thesis is as follows:

1. The literature review part consists of concepts of social media marketing evaluation factors such as entertainment, interaction, trendiness, and word of mouth of social media accounts of brands and their effect on willingness to buy, gaps are identified and the significance of research is defined.
2. The research methodology consists of aims, objectives, and design of the current research are identified and the research model, hypotheses, research instruments, and sample are presented. Furthermore, data selection and methods of data analyses are presented.
3. The research results part provides analyzed data results and tests of hypotheses using relevant statistical methods.
4. Outcomes and discussion part consist of the presentation of the research results and comparison to previous studies, managerial implications, and suggestions for further researches are provided.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **Literature review**

This part of the master thesis consists of an overview of academic literature that is relevant to this master thesis topic and analyzes such variables as social media content and its values, willingness to buy, organic vs. paid content. The main purpose of this literature review is to present the concepts of research variables, the past research and the relevant results according to this thesis topic, determine a theoretical framework, and present the background for further researches in a way of identifying tendencies for the thesis topic and shortages of knowledge for further studies.

Firstly, the concept of social media content value is overviewed. Secondly, the dimensions needed for evaluation of social media content are presented such as entertainment value, interaction value, trendiness value, and a word of mouth. Thirdly, willingness to buy is presented and the effect of mentioned dimensions on it. Moreover, the level of involvement of users into social media moderating effect on the relationship between social media content and willingness to buy is investigated. Moreover, paid advertising is presented as the mediator and the moderation effect is described for the relationship between social media content and willingness to buy. After all, the conclusions are delivered based on prior researches that present the empirical relations between chosen variables and background is provided for future research.

## **Social Media of Luxury Brands and Willingness to Buy**

Social media, as it was described before, is a platform to create profiles, make explicit and traverse relationships between users of social media platforms (Boyd & Ellison, 2008). In other words, social media is web-based applications that provide functionality for sharing, relationships, group, conversation, and profiles (Kietzmann et al., 2011). Meanwhile, social media content marketing is a strategic marketing approach that focused on creating and distributing valuable, relevant and consistent content to attract a defined audience and earn a profit (Content Marketing Institute, 2015). To sum up, the main duty of creating content marketing is to distribute beneficial and permanence content to the target audience to stimulate profitable customer action.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

The study by Xu et al. (2012) provided four gratifications that individuals seek when using social media platforms such as coordination, immediate access, affection, and leisure. Besides, social media usage is influenced by social presence. This may suggest that individuals largely use social media platforms due to the beneficial impact it has on their social interaction with others.

While using social media for luxury brands communication is very important to systemize what kind of good can be called “luxury brand”. It is worth mentioning that the term “luxury brand” has not an extensively accepted definition (Ko et. al, 2019). As an example, the dictionary of the American Marketing Association does not define „luxury brand“ at all. Meanwhile, Maman Larraufie and Kourdoughli (2014) presented the code of luxury that is consistent across different disciplines and ages, but they agreed that there are many challenges in developing a definition of luxury brands, including a fact that „luxury“ is a relative concept (Mortelmans, 2005). Previous research of Ko et. al (2019) purified the luxury brand as a bunch of five main features: high-quality product, offering authentic value via desired benefits, have a prestigious image within the market, be worthy of commanding a premium price and be capable of inspiring deep connection or resonance with the customer.

To examine social media content values some research is already made. As an example, Schivinski et al. (2016) created and empirically tested a new scale for customer engagement with brand-related social media content based on three types of online customer engagement behavior: contribution, consumption, and creation. This research can answer the questions: why consumers engage in social media brand-related activities, what type of brands are most likely to induce consumers to engage in social media and what kind of marketing activities influence consumers' engagement with brand-related content on social media (Schivinski et al., 2016).

Other researches on luxury brands' communication on social media measures engagement of the customers on brands publishing content. Arora (2011) summarized luxury brands' marketing strategy

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

into 8 pillars such as performance, pedigree, paucity, persona, public figures, placement, public relations, and pricing (see Table 1). This 8P's system was approved as a framework for luxury brands to audit their marketing content and leverage their luxury brand potential. The 8 P's model was examined by Dhaoui (2014) and four consumers engagement metrics such as endorsement, feedback, conversation and recommendation as a model of engagement level for a post on a brand's account and a size of the brands' followers (eg. community) on the same platform was presented. This research is based on 8 P's of marketing of 51 luxury brands. The research has shown that every 8 P's has a different effect on customer engagement.

Table 1.

*Summary of the 8 P's model of Luxury brands' marketing strategy*

<b>Pillar number</b>	<b>Pillar name</b>	<b>The outcome provided after the test</b>
1.	Performance	Stands for functional level and emotional values for the customers
2.	Pedigree	Stands for mystique and rich history of brands'
3.	Paucity	Stands for customization of luxury products of brands with luxury parts such as diamonds, gold, etc.
4.	Persona	Stands for visual and communication identity of the brand
5.	Public figures	Stands for active use of influencers or well known public figures for brand's communication
6.	Placement	Stands for a relevant exclusive environment of a brand and advertising placement
7.	Public relations	Stands for image proliferation of the brand, thereby subtly influencing public opinion of the brand
8.	Pricing	Stands for status reflection for luxury brands

*Note.* Composed by the author.

McCann and Barlow (2015) presented the research of the three – stages measurement framework of the ROI of social media, which includes planning, implementation, and evaluation. These implementations and valuation of ROI brought the way to analyze the benefit of social media platforms to the firms. Moreover, Kim and Ko (2012) represented the state that luxury brands are actively making use of social media for advertising and marketing meanwhile social media marketing

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

activities of luxury brands has a positive effect on customer relationship and purchase intents. The base of the research focused on the luxury fashion industry.

Moreover, Liu et al. (2019) focused on three dimensions such as entertainment, interaction and trendiness of a luxury brands social media marketing efforts increases engagement, meanwhile focusing on the customization dimension does not significantly enhance customer engagement. 15 luxury brands over the 5 years was chosen on the research based on „Tweeter“ social media accounts and their activities on the platform. Meanwhile, Kim and Ko (2012) presented five dimensions such as entertainment, interaction, trendiness, customization, a word of mouth. Three out of five dimensions were repeated in Liu et al. (2019) research and supported.

Table 2.

## *Dimensions of Social Media Content Value*

<b>Dimension number</b>	<b>Name of dimension</b>	<b>Tested and supported by the author</b>
1.	Entertainment value	Liu et al. (2019), Kim and Ko (2012)
2.	Interaction value	Liu et al. (2019), Kim and Ko (2012)
3.	Trendiness value	Liu et al. (2019), Kim and Ko (2012)
4.	Customization value	Kim and Ko (2012)
5.	Word of Mouth value	Kim and Ko (2012)

*Note.* Composed by the author.

## **The Value of Social Media Content**

According to Miller et. al (2019), the value of social media is abandoned in the interaction between consumers and the community, and in the facilitation of immediate, interactive, and low-cost communication. Meanwhile, social media platforms have become a unique and important part of life for most people, so social media itself became an alternative tool for communication by supporting existing relationships and creating new ones with the target audience (Liu et al., 2019). Furthermore,

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

an increase in usage of social media platforms provides opportunities for nurturing brands and affects consumers' purchase decisions (Aurora, 2012). Moreover, luxury brands are actively using social media for content creating and advertising that users value (Liu et al., 2019).

In a way of being competitive in today's fast-moving business landscape requires a focused social media strategy. Companies hire social media experts and consultants to take care of their social media content and activities in different social media environments (Coon, 2010). However, consumers prefer to see updated and unique content on social media, but Google has changed the algorithm of their search systems to enable customers to see the updated content first (Freidman, 2011).

Moreover, those customers who are exposed to a big amount of brand messages on social media platforms, filter out the content that is not relevant to them (Brito, 2011). Therefore, creating and publishing relevant and updated content is one of the most crucial strategies to manage social media platforms successfully. Meanwhile, the popularity of social media channels and the content among customers is another very important reason for customer engagement on social media (Erdogmus et al., 2012).

To ensure that social media content is unique and updated, some evaluation of it needs to be done. Kim and Ko (2012) presented five evaluation dimensions for social media content analyses. Much later many research were made according to these five dimensions such as entertainment value, interaction value, the trendiness of the content value, a word of mouth in social media platforms value, and customization value of social media content (Kim and Ko, 2012). A Customization value was rejected according to a shortage of usage in social media platforms of luxury automotive brands (Kim and Ko, 2012). Each of these content value dimensions are described below.

## **Entertainment Value of Social Media Content**

According to previous online advertising research, the assessment of value is influenced by values that typically include entertainment value (Xu et al., 2009). Entertainment value refers to the extent

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

to which the advertising media is fun, entertaining to media users, and fulfills users' needs for escapism, hedonistic pleasure, and emotional release (Xu et al., 2009; Raney et al., 2003).

Moreover, according to Heinonen (2011) social media strategies related to entertainment motives which lead to consumption activities are aimed at increasing the entertainment factor of brands. Mainly these strategies are based on creating games and online content for the „followers“ or „fans“ of the social media platforms. These content and games are framing qualities such as easy to use, free of charge, and entertaining to appeal to different „followers“.

Moreover, according to previous online advertising research, the assessment of value is influenced by values that typically include entertainment value (Xu et al., 2009). Entertainment value refers to the extent to which the advertising media is fun, entertaining to media users, and fulfills users' needs for escapism, hedonistic pleasure, and emotional release (Xu et al., 2009; Raney et al., 2003).

In advance, Whiting and Williams (2013) provided the research answering to the question of why people use social media, and presented that 64 percent of respondents reported that they used social media as a source of entertainment. As examples of entertainment activities of social media are online games, live music, videos, jokes, etc. Some of the respondents provided the information, that they are playing games together with other social media community members in live platforms, so the interaction value of social media content users are gained.

Kim and Ko (2012) made research based on luxury fashion brand Louis Vuitton's social media platforms, one of the findings provide the knowledge, that entertainment factors have a direct effect on usage of social media platforms of brands and have an impact on purchase intentions. During the research of 133 respondents, most of them answered positively to questions of entertaining content such as is the content on social media platform is interesting; is it exiting to use the social media platform; is it fun to collect information on brand or products on a social media platform and is it easy



## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

to kill time while using exact social media platform. To sum up, this research showed the extremely positive effect between entertaining social media content and customer purchase intentions.

There are a few researches of the entertainment value of social media content in the automotive industry. Kormin & Baharun (2016) presented the research of social media advertising effects on the Malaysian car industry. The entertainment value of social media content was investigated and the direct positive impact on the engagement rate of social media content. Moreover, this research did not investigate the linkages between social media engagement and purchase intentions (Kormin et al., 2016).

### **Interaction Value of Social Media Content**

As discussed above, one of the main goals for social media channels is interaction value across to parties or users (Ashley et al., 2015). Consumers actively use social media to interact with their friends, view photos and videos, find businesses, and follow brands. More than half of online shoppers interact with retail representatives on social media networks such as Facebook, Linked In, Instagram, and brands are supporting social media interactions with customers and the creation of these online relationships to increase purchase intentions (Rapp et al., 2013).

Consumer need for interactive, collaborative, and personalized interactions on social media platforms has been influenced by the proliferation of social media. These changes provided the new way of communication and interactions not only between users only but also between users and brands. (Hollebeek et al., 2014; Sasser et al., 2014). Moreover, interactions between users are based on internet-based applications that encourage user connections, participation, collaboration, and sharing of content (Musser and O'Reilly 2007).

According to Rohm et al. (2013), social media appearance in the communication process changed the way of interaction between individuals and firms. Meanwhile, 75 percent of internet users participating in one or many social media platforms (Forrester Research 2008). Companies by seeing

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

this trend are investing in the active creation of social media platforms and customer – brand interactions (Rohm et al 2013).

Furthermore, Kim and Ko (2012) on their research called „Impacts of Luxury Fashion Brand’s Social Media Marketing on Customer Relationship and Purchase Intention“ asked for respondents questions according to interaction value of social media and gain most of the positive answers to statements such as it is easy to convey my opinion through social media channels; it is possible to exchange opinions and communicate with other users through exact social media platform, it is possible to do two-way interaction on an exact social media channel, it is possible to share information through other users on an exact social media platform. These positive answers have brought the outcome that the interaction value of social media content has a positive effect on customers’ purchase intentions (Kim and Ko, 2012).

There are a few researches of the interaction value of social media content in the automotive industry. Hutter et al. (2013) presented the research of interaction values of social media content effect on the purchase intentions of MINI automobiles. The interaction values were exploited into two independent variables such as brand page commitment, annoyance with mediators word of mouth, and brand awareness. To sum up, brand page commitment has a positive effect on the purchase intentions of Mini automobiles, and brand page annoyance has a negative effect on the purchase intentions of MINI brand (Hutter et al., 2013).

### **Trendiness Value of Social Media Content**

Nowadays consumers most likely use various types of social media platforms to obtain information that is needed for purchasing intentions and everyday situations (Mangold and Faulds, 2009). In this way, the trendiness of social media content means updated content which provides new and actual informative message and knowledge to customers of social media platforms.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Meanwhile, Muntinga et al. (2011) presented four motivators: surveillance, knowledge, prepurchase information, and inspiration; which are covered by trendy information on social media platforms. Each of these four motivators covering different activities such as surveillance describes observing and remaining updated about; knowledge covers obtaining brand-related information from other users and brands; prepurchase information covers reading product reviews to make a buying decision; inspiration covers brand-related information that obtains new ideas and inspirations.

Moreover, trendiness was found as the most significant social media marketing activity component and a positive effect on updated social media content to customer satisfaction of social media communication was found (Seo et. al, 2018). Meanwhile, Liu et al. (2019) research results indicated that focusing on the trendiness dimension of a luxury brand's social media marketing efforts significantly increases customer engagement.

Furthermore, Kim and Ko (2012) investigates the effect of the trendiness of social media content to customer purchase intentions and received positive answers to the statement that it is leading fashion to use exact social media channel and content found on this exact social media channels is updated. To sum up, it has shown that the trendiness of social media content has a positive effect on purchase intentions.

Most of the studies of trendiness value of social media content were made in the luxury fashion industry and brands such as Louis Vuitton, Burberry, Prada, etc. Moreover, some researches are made in the field of the airline industry (Seo et al., 2018). The shortage of studies in the automotive industry appears while focusing on the trendiness value of the social media content of automotive brands.

### **Word of Mouth Value of Social Media Content**

According to Muntinga et al. (2011) consumer – to – consumer online interaction in social media platforms is presented by electronic word of mouth (hereafter, eWOM). Some of the research showed

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

that eWOM had higher empathy, relevance, and credibility for customers than marketers related information on brand communication (Gruen et al., 2006).

According to Kim and Ko (2012), social media is an ideal tool to use eWOM, because people are sharing pictures, opinions, reviews without constraints with their friends on an everyday basis. Meanwhile, according to Chu and Kim (2011) the ability to examine the use of eWOM on social media from three perspectives is presented – opinion seeking, opinion giving, and opinion passing. Each of them respectively presenting those who are searching for the information on social media channels, those who providing the information about the products online and those who are avoiding online information about the product on social media channels.

Nevertheless, WOM is important for companies (Solis, 2011) and according to Mason (2008) research has shown that companies that are capable to use WOM for positive marketing purposes are more successful than those who are not. Moreover, it is important to specify that social media are not equal to WOM in general, but social media platforms such as Facebook or Instagram have had a huge impact when it generated conversations or discussions about brands play an important role in brand's reputation (Kerpen, 2011).

Moreover, Kim and Ko (2012) presented that WOM, as a part of social media content value, has a positive effect on customer purchase intentions. The research discovered that most of the recipients would like to pass out information on brands, products, or services from exact brand's social media to their friends; would like to upload contents from exact brand's social media on their blog or microblog and would like to share opinions on brands, items, or services acquired from exact brand's social media with their acquaintances.

While investigating word of mouth of social media content value in the automotive industry, some studies are made. Feng & Papatla (2012) showed that online word of mouth is higher for new automobiles' models and has a positive effect on purchase intentions. Moreover, Adetunji et al.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

(2018) showed that word of mouth has a positive effect on the consumer-based brand equity of the Malaysian automotive industry.

## **The Role of Social Media in Willingness to Buy**

A willingness to buy is defined as consumers' possibility of purchasing in the future (Josiassen, 2011). Since it is presented as a customer's will to promise certain activity related to future consumption, many studies have shown purchase intention to estimate a brand's future profits. To comprehend consumer's purchasing behavior is essential to a brand to attract and retain its customers (Zhang and Kim, 2013). Based on previous studies, purchase intention is mostly related to attitude toward a brand (Kim and Ko, 2010). As customer relationship is built on attitude toward the brand, so the purchase intentions are expected to be influenced by such relationships.

The luxury brands' purchase intentions were highly researched from an influence of cultural, social, psychological, and economic perspectives (Son et al., 2013; Liu et al., 2012; Bian and Forsythe, 2012; Vigneron and Johnson, 2004). The main ideas of the research were based on luxury brands' trust, satisfaction, loyalty, and commitment to the brand. Meanwhile, luxury brands have received special attention towards strong identity, high awareness, exclusivity, high pricing, and emotional attachment (Okonkwo, 2009; Phau and Prendergast, 2000; Hung et al., 2011).

Sago et al. (2014) represented the analysis of the relationship between the levels of brand perception and selected aspects of consumer behavior towards favorite brands – time willing to shop for competing brands, amount willing to pay, and willingness to buy – after learning of negative news regarding those favorite brands. The analysis examined these aspects of consumer behavior across three product types – clothing, shampoo, and personal electronics. This research showed a positive effect on willingness to buy after using only good news in brand communication.

Current research of Saliagas and Kellaris (2014) study the influence of mood on willingness to spend and unplanned purchasing. Preliminary findings suggest that effect does influence consumers'

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

willingness to buy and that this influence differs for males and females. The research was based on a various bunch of products in different markets.

Nowadays, a consumer has to make countless decisions every day and thereby have to deal with increasing information overload. Brands are the most common rule of thumb which helps a consumer to take a reliable decision to buy faster. They simplify many purchase decisions and offer to appease as they connect current and future decisions to experiences, satisfactions, and knowledge (Keller, 2008; Kapferer, 2008). Nevertheless, consumers take many steps to the decision to purchase appears. This process has steps such as pre-purchase search of information about the product, the evaluation of alternative products in the market, and many others (Hutter et. al, 2013).

To structurize the communication process which led to willingness to buy a specific product, the hierarchy of effect model is presented. This model focus on specific stages of a relationship between consumer and specific product or brand (Vakratsas and Ambler, 1999). These staged are cognitively (thinking), affectively (feeling), and conatively (do) processes. This means that first of all consumers become aware of the product, develop positive or negative feelings towards the product, and ending by buying and using or rejecting the product (Kotler and Bliemel, 2001). One of the most very well known models is AIDA. This model contains four steps attention, interest, desire, and action. This model represents the process of product communication to purchase intentions (Hassan, 2015).

Meanwhile, Cheah et al. (2015) study show that consumers, when driven by social influence and vanity, are more likely to purchase luxury products for both prominent and subtle branding. This research showed that the four-item scale used for brand prominence is quite stable and can be used for the evaluation of luxury brands for marketing managers. Furthermore, Zhang and Kim (2012) identified that five influencing key factors (i.e., brand consciousness, materialism, social comparison, fashion innovativeness, and fashion involvement) affect Chinese consumers' attitudes toward

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

purchasing luxury goods of the fashion industry. The effect of consumers' attitudes on purchase intent of luxury fashion goods examined and different effects were reached.

Therefore, Hoffman and Fodor (2010) focused on three relevant metrics on social media application such as brand awareness measured by the number of fans, impressions, bookmarks, brand engagement measured by the number of comments, active users, "likes" etc. and the word of month measured by frequency of appearances in the timeline, number of posts on the wall, reposts/shares. Meanwhile, Michaelidou et al. (2011) found six reasons why brands are using social media sights such as to attract new customers, to cultivate relationships, to increase awareness, to communicate the brand online, to receive feedback, to interact with suppliers in a business-to-business market.

Nowadays, new marketing and communication reality based on massive social media communication presents new challenges and wide opportunities for brands as purchase intentions are highly influenced by active communication on social media platforms (Hutter et al., 2013). Moreover, social media users rely more than ever on their social media networks when making those purchase decisions (Hinz et al., 2011). Since an important part of the communication of brands is happening on social media, social media platforms exhibit an important role in consumer decision-making activities (Hutter et al., 2013). The relationship between social media networks and purchase intentions need to be better understood (Edelman, 2010).

Nevertheless, usage of social media networks has not only a positive but also a negative effect on consumers' purchase intentions, such as negative eWOM can become a destroyer of brand values and can grow extremely fast (McCoy et al., 2007). However, despite the risks and doubts, companies are investing increasingly in their social media activities (Divol et al., 2012).

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **The Role of Luxury Brand in Willingness to Buy**

Luxury brands represent global sold products of high – end apparel, accessories, watches and jewelry, and many others. The number of luxury goods sold reached 170 billion Euros in 2009 (Roberts, 2010). A global luxury market is mostly focused on the West World, but actively raise “new rich” market in the East (Sherman, 2009). However, the factors influencing the purchase intentions of luxury goods are differentiating in individualistic and collectivist societies. Because of a clear understanding of cultural differences of luxury goods purchased actions across different cultures, the factors, that influence consumers to purchase luxury brands, are necessary to be known.

Customers’ need for uniqueness is one of the main propulsion power of purchase intentions of luxury brands. This propulsion power arousing a self-expression attitude toward customers (Vigneron & Johnson, 2004). Moreover, the ability of luxury brands to be a symbol of social classification and social group affiliation can strengthen the customer's social image and exclude him from most of the society members (Park et al., 2008).

Meanwhile, Shukla (2011) in his research called “Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring inter-functional interactions and a cross-national comparison“ examined the impact of interpersonal influences (both normative and informational) and brand-related cues (i.e. brand origin and brand image) on luxury purchase intentions. The positive effect of independent variables on the dependent variable was proven.

Furthermore, Phau & Teah (2009) examined how social and personality factors influence consumers’ attitudes towards counterfeits of luxury brands and how these two sets of variables influence purchase intention. The outcomes of the research showed that status consumption and integrity are strong influencers of purchase intention, whereas normative susceptibility, information susceptibility, personal gratification, value consciousness, but novelty-seeking had weaker influencing



## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

relationships. The attitude towards counterfeiting of luxury brands is found to influence purchase intention.

Moreover, Iglesias et al. (2011) investigated key relationships influencing purchase intention. This research investigates the respective roles of social context, individual perception, and vanity effect on consumer identity and purchase intentions. The outcomes of the research provided the knowledge that the social influence is positively related to luxury brand purchase intention, the impact of premium quality on purchase intentions was proved, but the symbolic value of luxury brands has a weak negative relationship with purchase intentions. Moreover, the cultural differences were introduced in this research.

As presented most of the studies based on luxury brands' effect on willingness to buy were focused on the investigation of social differences across countries (Bian & Forsythe, 2012). The shortage of knowledge of social media content of luxury brands' effect on willingness appeared.

### **Linkages between Social Media Content and Willingness to Buy a Luxury Brand**

To examine the impact of social media content to purchase intentions, some studies were already conducted. Rapp et al. (2013) made research called “Understanding social media effects across seller, retailer, and consumer interactions“ where focused on customer interaction, brand reputation, and service ambidexterity. The outcomes of this research show that social media communication on B2B and B2C business brings a positive effect on purchase intentions for all the participating entities.

Goh et al. (2013) studied the relative impact of social media on a firm's profits and established that user-generated content had a greater impact on profits than firms – created content. Meanwhile, Luo et al. (2013) showed that social media-based metrics are leading indicators of firm equity value. Furthermore, Gummerus et al. (2012) presented that social media has an effect on customer engagement of presenting brands and Tsimonis and Dimitriadis (2014) based on the previous research represented the positive social media effect on online sales.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Furthermore, there are some researches on luxury brands' purchase intentions and their value positioned by the exact brand. Fionda and More (2009) suggested that luxury brands bring a high reputation for exclusivity and quality. Luxury brands combine quality, authentic and hedonic factors in a way that appeals to the emotional and self – worth values of a consumer. These values enhance their social value and awaken to desire to purchase them. The outcome of the research of Fionda and More (2009) represents that when the customer is motivated by the values of the brand it leads to purchase action which brings the feeling of becoming an affiliate partner of a similar existing community. This research was based on luxury brands of the fashion industry and well-known fashion brands.

The literature provided above has a little understanding of the effect of luxury brands' communication on social media platforms on the willingness to buy. The shortage of knowledge appears when the luxury brand's social media communication effect on willingness to buy is investigated.

### **Level of Involvement into Social Media Content Effect on Willingness to Buy**

The moderating variable strengthens the positive or negative effect on the relationship between an independent variable and the dependent variable (Frazier et al., 2004). Furthermore, the studies showed that level of involvement in social media has a positive effect on purchase intentions in travel, food and fashion industries (Leung & Bai, 2013; Hutter et al., 2013; Corte et al., 2015).

To examine the impact of the level of involvement in social media effect on willingness to buy, some studies were already conducted. Hutter et al. (2013) presented that level of involvement in social media of MINI brands has a direct positive effect on brand page commitment which positive effect on the purchase intentions of MINI automobiles. Moreover, Coulter et al. (2012) presented that a higher level of involvement in media platforms stimulates positive word of mouth which as a direct positive effect on purchase intentions.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Meanwhile, there are some of the research on the level of involvement in social media content specifically in the tourism sector. Amaro et al. (2015) presented the research of the involvement of customers into the social media content of the travel industry. The outcomes of the research suggested that travelers with a high social media involvement level are more likely to create user-generated content which directly leads to purchase intentions of specific trips of mentioned destinations.

To sum up, the level of involvement in social media content affects willingness to buy is highly discussed in previous research and managerial implications are made in different industries. Meanwhile, there is a shortage of studies on the level of involvement in the specific automotive industry (Hutter et al., 2013).

### **Type of Reach of Social Media Content Effect on Willingness to Buy**

In most of the literature, social media can be exploited into owned, paid, and earned. Where owned stands for brand's social media channels, paid represents paid content promotions and social media ads, and earned shows the word of mouth in other words users shares, comments, likes, etc (Lovett & Staelin 2016). Some of the studies showed that owned social media with organic posts reach has a positive effect on purchase intentions (Xie & Lee, 2015), but paid advertising brings wider reach for social media communication for its users and has a positive effect on consumer buying behavior (Ertemel & Ammoura, 2016).

Most of the studies made in the type of reach of social media content are based on fashion, travel industries and the positive effect on willingness to buy is presented (Xie et al., 2015), but there is a shortage of studies in the luxury automotive industry, which represents us what is the difference for the type of reach of social media content in this specific industry.

### **Hypothesis Development**

Many studies are done in a field of willingness to buy luxury brands, but there is a lack of investigations done in a field of social media content value of luxury brands' effect on willingness to

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

buy in the luxury automotive industry. Consumers' willingness to buy was chosen because a willingness to buy not always transfer to actual purchase intentions (Foroughi et al., 2013) since there is a possibility that other factors such as lack of money might cause the impulsive buying intention not to end as an actual purchase of the good (Dholakia, 2000).

There is a shortage of studies in the luxury automotive industry, which would be based on social media content's effect on willingness to buy (Kleinc & Spiegel, 2013). The active use of social media in the luxury automotive industry is the new activity for automotive marketers, but the positive effect of social media content in willingness to buy is indisputable (Abrahams et al. 2013).

Demographic factors of the research are chosen according to the previous researches of Kim&Ko (2012) and Liu et al. (2019). These highly used demographic factors are age, gender, and income level. Moreover, non-demographic moderator – involvement – is chosen according to Ngai et al. (2015), which have shown that high involvement in social media brings higher visibility of content published (Leung & Bai, 2013). The involvement in social media is measured by comments, likes, shares, and other activities and emotions expressed on social media content by the users of exact social media platforms. Moreover, to make this research unique the differences between organic and sponsored content will be added to the research as a moderator.

First of all the social media entertainment value of luxury brands' to the willingness to buy is investigated in Kim and Ko's (2012) research, which presented the positive effect of the entertainment value of social media content on customers' purchase intentions in the luxury fashion industry. Meanwhile, De Vries et al. (2012) investigated the popularity of social media posted content by the entertaining value of the content. The positive effect has shown on social media popularity has been shown. The hypothesis is raised based on the presumption that the entertainment value of social media content plays an important role in social media popularity and stimulates consumers' willingness to buy in the luxury automotive industry.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

**H1a.** The entertainment value of brands' social media content has a positive direct effect on willingness to buy in the luxury automotive industry.

Secondly, the interaction value of social media content is investigated in may research provided above. One of the main research was Kim and Ko's (2012) investigation of social media content interaction value effect on willingness to buy. The positive direct effect was approved in this research. Moreover, the interaction value of social media content effect on willingness to buy was investigated in the automotive industry, but not the luxury brands were chosen for this research (Hutter et al., 2013). The hypothesis is raised based on the presumption that the interaction value of social media content stimulates consumers' willingness to buy in the luxury automotive industry.

**H1b.** The interaction value of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.

Thirdly, the trendiness value of social media content effect on willingness to buy was investigated in Kim and Ko's research (2012). The positive effect of trendiness value was presented and the outcomes were delivered in the luxury fashion industry. Moreover, Godey et al. (2016) supported Kim and Ko (2012) presented a trendiness value of social media content effect on willingness to buy luxury brands. The hypothesis is raised based on the presumption that the trendiness value of social media content stimulates consumers' willingness to buy in the luxury automotive industry.

**H1c.** The trendiness value of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.

The word of mouth value of social media content is highly investigated in the last decade, because of the rising value of influencers created content (Kimmel & Kitchen, 2014). Moreover, the positive effect of word of mouth of social media content on willingness to buy is supported and presented in Fogel's (2010) research. The hypothesis is raised based on the presumption that the word of mouth

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

value of social media content stimulates consumers' willingness to buy in the luxury automotive industry.

**H1d.** The word of mouth value of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.

Furthermore, to make this research unique, the moderator as a type of reach effect was investigated. The type of reach is covering the owned and paid content of social media and its reach of social media users (Yang & Ghose, 2010). The paid brand's social media content has a positive effect on the relationship between the entertainment value of social media content and willingness to buy (Ertemel & Ammoura, 2016).

**H2a.** The paid social media content positively moderates the relationship between the entertainment value of social media content and a willingness to buy in the luxury automotive such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.

Moreover, there are some of the studies which showed that the most important purpose of social media is the interaction value between brands and users. The positive effect of paid media on the interaction value of social media is presented in the fashion industry (Ford et al., 2018). So this research is investigating the moderating effect of paid social media content on the relationship between the interaction value of social media content and willingness to buy in the specific luxury automotive industry.

**H2b.** The paid social media content positively moderates the relationship between the interaction value of social media content and a willingness to buy in the luxury automotive such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Furthermore, word of mouth is becoming the new standard to communicate not only one – to – one, but one – to – many with the usage of influencers marketing (Bughin et. al, 2010). The paid marketing activities such as usage of influencers word of mouth positively increase the purchase intentions in sales of smartphones (Bughin et. al, 2010), but there is a shortage of knowledge of the moderating effect of paid content to the relationship between word of mouth value and willingness to buy in the luxury automotive industry.

**H2c.** The paid social media content positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.

The level of involvement in social media has been chosen as a unique moderator of the relationship between social media content and willingness to buy. Hutter et al. (2013) presented that level of involvement in social media has a direct positive effect on brand page commitment which positive effect on purchase intentions. The user of social media commitment to specific brand communication on social media reinforces the trendiness value of the brand which has a positive effect on willingness to buy (Kim and Ko, 2010).

**H3a.** The level of involvement in social media positively moderates the relationship between the trendiness value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increases.

The level of involvement in social media has a direct impact on social media content's effect on willingness to buy (Munar & Jacobsen, 2013). So as the unique moderator – involvement level - is chosen to see its impact on word of mouth value of social media content effect on willingness to buy.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

**H3b.** The level of involvement in social media positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increase.

To conclude, in this literature review part relevant concepts were discussed and research hypotheses, based on prior theoretical findings, were identified. A research of the thesis is significantly contributing to science in a field of social media content value on willingness to buy in the luxury automotive industry in which a lack of knowledge is found. Moreover, the research problem questioning the effect of social media content value on willingness to buy taking into account the moderating factors such as level of involvement into social media and type of reach of paid social media content for social media users'. The findings of the thesis might have meaningful practical implications for a trendy social media content concept.



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **Research Methodology**

This study firstly investigates four social media content values – entertainment, interaction, trendiness, and a word of the month – effect on willingness to buy in the luxury automotive industry (Liu, 2019; Kim and Ko, 2012). Secondly, based on Krystallis (2005), this study investigates demographical variables such as gender, age, income level and non-demographical variables such as involvement in social media and type of reach of social media content effect on the relationship between the social media content values and willingness to buy in the luxury automotive industry. Furthermore, the hypothesis is investigated. Thirdly, this study provides managerial outcomes on four social media dimensions' effect on willingness to buy in the luxury automotive segment.

## **Research Design**

The main research question of the thesis is – what is the effect of social media content value on willingness to buy in the luxury automotive industry taking into account the level of involvement in social media and the type of reach of paid social media content? Therefore, the thesis research includes variables and relationships among social media content values such as entertainment, interaction, trendiness and word of mouth, willingness to buy, and non-demographical variables such as level of involvement in social media and type of reach of social media content.

The main goal of this empirical thesis research is: to test and approve empirically the direct effect of *entertainment, interaction, trendiness, and word of mouth values of social media content to the willingness to buy in the luxury automotive industry*. Firstly, the brands created social media communication of 1) entertainment, 2) interaction, 3) trendiness, and 4) word of mouth have a positive impact on willingness to buy. The relationship between presented variables is moderated by social media users' level of involvement and type of reach of paid social media content.

The main objectives of this empirical thesis research are as follows: To test and validate empirically the direct effects of social media content on willingness to buy among the sample of the research; to

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

test and empirically validate the moderating effect of level of involvement and type of reach on relations between social media content and willingness to buy among the sample of the research. Moreover, the cross-sectional research design is chosen for the study to fulfill the goals of the research. It allows observing events, which are happening naturally and are not directly intervened (Field, 2009). This method of research data analyses allows making conclusions from the sample of the research about the population in a way of quantifying the data collected (Malhotra, 2007).

To compare, the experimental research is popular for research where manipulations of the data observed are needed to interpret the effect between manipulated and dependent variables (Lipsey & Aiken, 1990). A cross-sectional study was chosen to see the final picture of several variables during a single time to explore the natural reactions to the questions reached without stimulations of third parties (Field, 2009). The generalized findings can be drawn out of the survey results in a way of applying a cross-sectional survey, which helps to maximize the objectivity of the research. Particularly, by using this cross-sectional research design in a thesis research is analyzed the current predominant situation in actual consumers' behavior while actively using social media networks and following luxury brands - what is the effect of social media content value on willingness to buy.

The main aim of this research is to present the general conclusions about the effect of social media content split into four values to consumers' willingness to buy or in other terms to analyze how much variance in willingness to buy is explained by prior mentioned independent variables like social media content values.

Furthermore, the cross-sectional (Liu et al., 2013) research design was used in similar studies as this research is presenting. A quantitative research design, called a cross-sectional research design, is used in the thesis as a systematic approach to investigate the effect of social media content that predicts the presumptive outcome of social media users (Pearl, 2009).

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

In this research, social media content presented by four values such as entertainment, interaction, trendiness, and word of mouth values are presented as independent variables. Willingness to buy acts as dependent variables and factors such as level of involvement in social media and type of reach of social media content is presented as moderators of the effect between independent and dependent variables.

## Conceptual Model

The model of the research is constructed by using variables such as social media content exploited to four values such as entertainment, interaction, trendiness and word of mouth, and willingness to buy. The effect between social media content and willingness to buy is influenced by non-demographic factors such as the level of involvement of social media and the type of reach of paid social media content. The effects and connections are presented in Figure 1.

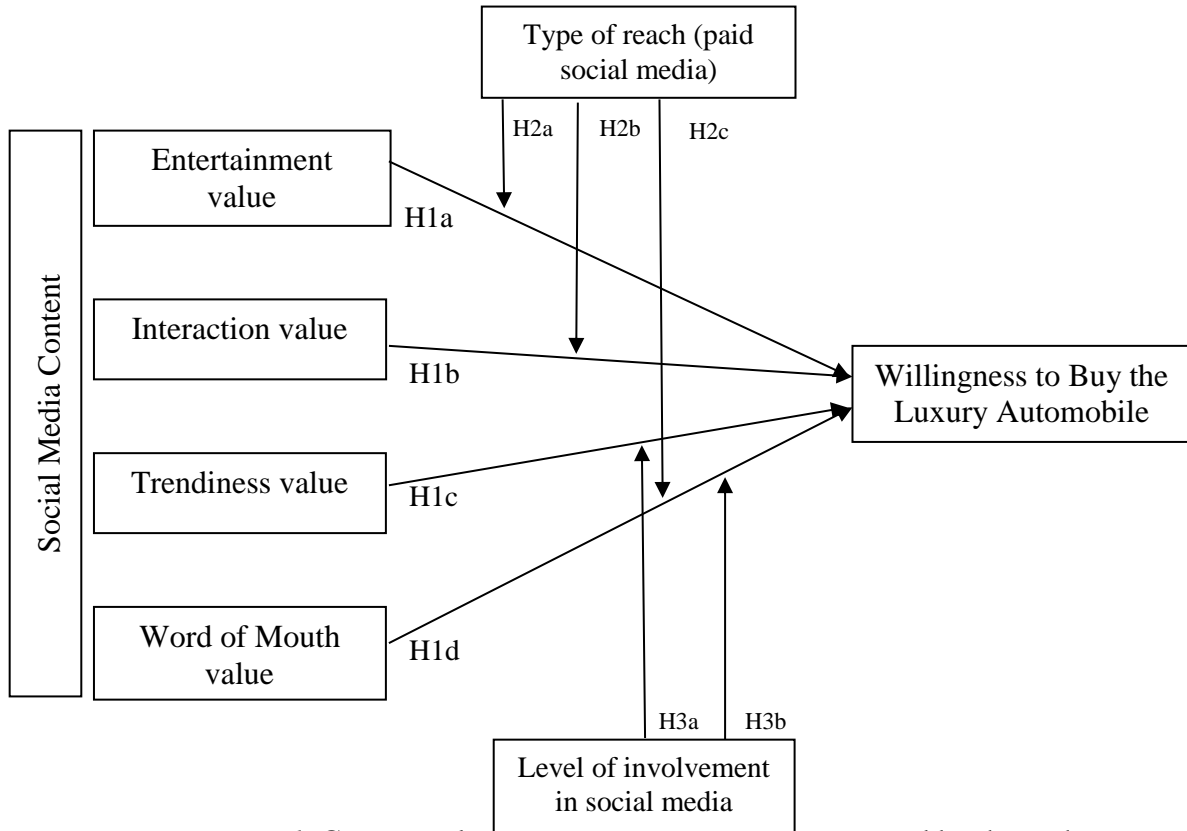


Figure 1. Conceptual research model. A figure composed by the author.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Based on the research model presented above, the relationship between the listed variables is as follows. Firstly, the social media content of 1) entertainment value; 2) interaction value; 3) trendiness value, and 4) word of mouth value has a positive direct impact on consumer's willingness to buy. The relationship between these variables is moderated by social media user's non-demographic factors such as level of involvement and type of reach such that the increase in involvement and type of reach of paid social media content of mentioned values has a significant effect on user's willingness to buy. These relations showed in the research model were composed by using a theory overview to form the causality relations for research variables. Furthermore, based on the research model and the presented theoretical background hypotheses were formulated for this thesis research. All of the hypotheses are presented in Table 3.

Table 3.

## *Summary of the Research Hypotheses*

<b>H1a</b>	The <i>entertainment value</i> of brands' social media content has a positive direct effect on willingness to buy in the luxury automotive industry.
<b>H1b</b>	The <i>interaction value</i> of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.
<b>H1c</b>	The <i>trendiness value</i> of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.
<b>H1d</b>	The <i>word of mouth value</i> of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.
<b>H2a</b>	The paid social media content positively moderates the relationship between the entertainment value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.
<b>H2b</b>	The paid social media content positively moderates the relationship between the interaction value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.
<b>H2c</b>	The paid social media content positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.
<b>H3a</b>	The level of involvement in social media positively moderates the relationship between the trendiness value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increases.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

<b>H3b</b>	The level of involvement in social media positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increases.
------------	---

*Note.* Composed by the author.

## Setting and Participants

The target population studied in similar studies is identified as social media users (Sharma, Misra, Arora, 2018) and distinguished as some specific platform users such as Facebook, Instagram, or Twitter (Hamouda, 2018). Since the research aims to investigate the effect of social media communication to the willingness to buy in the luxury automotive industry, the target population for the research should include social media users that follow automotive brands on social media platforms and are grown enough to make the purchase decision by themselves. No trend exists that only the younger generation is using social media platforms and are a direct target for communication of luxury automotive brands (Perrin, 2015). As a result, the worldwide target population for the research aged from 30 to more than 65 years old is chosen.

The sample of the research is also based on previous similar studies in the same social media marketing field. The size of the sample varies from 200 to 300 respondents (Liu et al., 2013, Sharma et al., 2018). This size of the sample was chosen as a representative sample size to make conclusions about the target population.

The aim of the research requires to determine the sample size, which could present the reliability and representativeness of collected data. It is needed to evaluate the research subject and present characteristics as well as construct an overall conclusion. Moreover, it is worth to mention, that it is very difficult to conclude the overall population. So the sample size is calculated by using Paniott's formula (Kadam & Bhalerao, 2010).

$$n = \frac{1}{\varepsilon^2 + \frac{1}{N}}$$

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

In which:

$n$  – sample size

$\varepsilon$  – selection error

$N$  – population

According to the Statistical Department of Lithuania, 2 793 250 people are living in Lithuania. 68% of Lithuanians are presenting a group of ages between 17 and 65, which is 1 899 410 inhabitants (Eurostat, 2020). Taking into consideration, that selection error is 6% and the confidence level is 95% the sample size is 264 people in Lithuania

## **Instrumentation**

A structured questionnaire is used for the data collection of the research, which is the most commonly used quantitative research instrument, that allows receiving required data from the target group of the population (Mathers et al., 2007). The survey as a research tool is popular among researches because it does not require a lot of time and is a free way to collect required data (Dörnyei and Taguchi, 2009). Furthermore, statistical software helps to collect and analyze the data. The other aspect – the anonymity of respondents is highly appreciated by respondents and this value increases the rate of responses (Fricker and Schonlau, 2002). The questionnaire used for this research is anonymous, which consist of closed-end type 28 questions with possible response options are provided. All response options are constructed by using a five-point Likert scale, which provides an opportunity to express a respondent's level of agreement with a provided statement. However, the Likert scale has a disadvantage, that it might take longer for respondents to complete it than other scales used for questions since they have to carefully read an entire statement and think about the degree of agreement to the statement they read (Grover & Vriens, 2006)

The questionnaire was provided for respondents in the Lithuanian language in a way to diminish potential bias by receiving results of the questionnaire from Lithuanian speakers only. The

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

questionnaire consists of 28 questions that cover four social media content value parts: entertainment value, interaction value, trendiness value, and word of mouth value as independent variables and willingness to buy as dependent variables. Moreover, some questions according to moderators are chosen and added into a survey. The questionnaire of the survey is provided in Table 4. According to the Likert scale, the five valuation opportunities for the statement provided in Table 4 will be presented on a survey such as strongly agree, agree, neutral, disagree, and strongly disagree.

Table 4.

## *Questionnaire of the Social Media Content Value*

Entertainment value	The content found on a luxury automotive brand's social media seems interesting.	Kim and Ko (2012)
	It is exciting to follow a luxury automotive brand's social media accounts.	Kim and Ko (2012)
	It is fun to collect information on luxury automotive brands' products through a brand's social media.	Kim and Ko (2012)
	It is easy to kill time by using a luxury automotive brand's social media.	Kim and Ko (2012)
Interaction value	It is easy to convey my opinion through a luxury automotive brand's social media.	Kim and Ko (2012)
	It is possible to exchange opinions or conversations with other users through a luxury automotive brand's social media.	Kim and Ko (2012)
	It is possible to do two-way interaction through a luxury automotive brand's social media.	Kim and Ko (2012)
	It is possible to share information with other users through the luxury automotive brand's social media.	Kim and Ko (2012)
Trendiness value	It is a leading fashion to follow a luxury automotive brand's social media	Kim and Ko (2012)
	The content found on a luxury automotive brand's social media is up-to-date.	Kim and Ko (2012)
Word of Mouth value	I would like to pass out information on brand and products from a luxury automotive brand's social media to my friends	Kim and Ko (2012)
	I would like to upload content from a luxury automotive brand's social media on my social media.	Kim and Ko (2012)
	I would like to share opinions on brand, product, or service acquired from the luxury automotive brand's social media with my acquaintances.	Kim and Ko (2012)

*Note.* Composed by the author.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

The survey questions related to the dependent variable as a willingness to buy is expressed by an additional four states in the survey. Willingness to buy has been measured using a 5-point Likert validated scale constructed by Parboteeah et al. (2009) which was slightly adapted to the research context (Table 5).

Table 5.

## *Questionnaire of the Social Media Content Value on Willingness to Buy*

Willingness to buy	As I browse the luxury automotive brand's social media website, I have the intention of buying this automobile in the future.	Aaker and Keller 1990; Taylor and Bearden 2002
	After browsing the luxury automotive brand's social media website, I would recommend this automobile brand to other people in the future,	Aaker and Keller 1990; Taylor and Bearden 2002
	After browsing the luxury automotive brand's social media website, I want to purchase this automobile in the future.	Aaker and Keller 1990; Taylor and Bearden 2002

*Note.* Composed by the author.

The specific questions according to the effect of demographic variables are chosen to represent the respondents' age, gender, and income level. The age of the respondents is presented in intervals of 7 years starting from 24. The gender of respondents is presented as dummy variables with provided answers such as “male” or “female”. An income level is presented as intervals in 500 EUR starting from less equal to 500 EUR and ending to more than 3000 EUR. The questionnaire of demographic factors is presented in Table 6.

Table 6.

## *Questionnaire of Demographic Factors*

Statement	Answers to choose from
Your gender	<input type="radio"/> Male <input type="radio"/> Female
Your age	<input type="radio"/> Up to 24 <input type="radio"/> 25 to 34 <input type="radio"/> 35 to 44 <input type="radio"/> 45 to 54 <input type="radio"/> 55 to 64 <input type="radio"/> More than 65
Your monthly income	<input type="radio"/> Up to 499 EUR <input type="radio"/> 500 - 999 EUR



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

	<ul style="list-style-type: none"> <li>○ 1000 - 1499 EUR</li> <li>○ 1500 - 1999 EUR</li> <li>○ 2000 - 2499 EUR</li> <li>○ 2500 - 2999 EUR</li> <li>○ More than 3000 EUR</li> </ul>
--	--

*Note.* Composed by the author.

In a way of representing non-demographic factors of respondents such as involvement in social media and type of reach of social media content, the questionnaire is presented in table Table 7. The answers to the question according to a level of involvement in social media are presented in the scale of intervals for 1 hour, starting from equal or less than 1 hour and ending to equal or more than 3 hours per day. Moreover, answers to the type of reach of social media are presented on a 5-point Likert scale. The full questionnaire of an online survey is added in Appendix A and a paper-based survey is added by Appendix B.

Table 7.

## *Questionnaire of Non -Demographic Moderators*

I am using social media	<ul style="list-style-type: none"> <li>○ Up to 1 hour per day</li> <li>○ 1 - 2 hours per day</li> <li>○ 2 - 3 hours per day</li> <li>○ More than 3 hours per day</li> </ul>	Formed by the author
Type of reach	I desire to buy products that are showed in promoted content.	Duffett, R. G. (2015).
	I am likely to buy products that are promoted repeatable in my social media.	Duffett, R. G. (2015).
	I will buy products that are advertised on social media soon.	Duffett, R. G. (2015).

*Note.* Composed by the author.

Moreover, all possible sampling techniques a random sampling was chosen, in a way to collect statistically significant quantitative data of the research and provide a chance to participate in the study for everyone equally. The probability sampling technique, the same as random sampling, is used to obtain the sample that is representative of the target population and the results of the research can be summarized for the whole population.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **Data analysis**

Data analysis is based on statistical methods and tools applicable for cross-sectional research design by using the most popular tool SPSS software in the research analyses (Park, 2012). To estimate the following hypothesis, the following structure of the data analyses is chosen: descriptive statistics will be used and showed, Cronbach's  $\alpha$  test will be applied for testing internal consistency and reliability of the scales. After these steps, the linear regression assumptions such as correlation and normality will be tested. Next, the linear regression analyses will be done to identify the effect and the relations of the model constructs.

## **Ethical Considerations**

During the usage of the cross-sectional survey, confidentiality is ensured and there are no requirements or opportunities to provide personal data in an online questionnaire. Respondents of the survey are asked to confirm the consent that only their IP address will be collected for the research purposes (EU General Data Protection Regulation). Moreover, all of the respondents can withdraw the survey at any point if they feel uncomfortable. Furthermore, all of the respondents are informed about the aim of this research, the purpose of the data collection, and the ones who will have access to the data collected. To sum up, the composed research design of an online survey ensures that there are no ethical issues appeared.

The paper-based survey is provided for Bentley and Maserati Vilnius customers with highly ensured confidentiality. There are no requirements to fill or end the survey and there is an opportunity to reject the survey at any point if they feel uncomfortable. Moreover, all the customers are informed about the aim and purpose of this research, the purpose of the data collection. Summarize, the composed research design of a paper-based study ensures that all the ethical issues are avoided.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **Internal and External Validity Considerations**

The validity of the research is described as the precision in which the findings accurately reflect the data (Noble & Smith, 2015). As mentioned before, the external validity of the research is ensured by using random sampling techniques and outcomes of the study can present the whole population since sample size reached is 264 respondents. Meanwhile, internal validity is ensured by applying scales that show the measurement of Cronbach's  $\alpha$ . The measurement of Cronbach's alpha is between 0.540 and 0.918. These results show the homogeneity of the items with the scale used (Noble & Smith, 2015).

To conclude, in this research methodology chapter the detailer research methodology is described. According to the literature review, the research model is created, the hypothesis of the research is formulated and presented and quantitative cross-sectional research design is chosen. Furthermore, the online survey as the most suitable method for data collection is chosen. Also, the structure of the questionnaire and scales of measurement for research constructs are presented. Together with this the methods of data analyses are described.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **Empirical Research Results**

This part of the thesis represents the overview of empirical research findings, where the main aim is to test statistically the raised hypotheses and answer the research question. This part starts by representing the process of the collection of the data, sample profile, and demographics. Furthermore, the reliability of scales is checked and descriptive statistics presented. Additionally, normality and correlation of variables are tested. After this, multicollinearity diagnosis is done and exploratory factor analyses are presented together with two general linear models to finally test the hypotheses.

### **Data collection and preparation**

The data collection process took 20 days in total from 30<sup>th</sup> March to 18<sup>th</sup> April 2020. Unique responses were collected of each IP address for online survey responses and paper-based survey responses are added to online survey platform Qualtrics by IP address of 85.255.108.129 and 84.15.189.127. The online survey was shared in personal social media channels and a paper-based survey was shared within Bentley Vilnius and Maserati Vilnius customers. Furthermore, there were no limitations for respondents to collect a random sample that could potentially describe the population. IBM SPSS program was used for further data analyses.

In total 264 individual responses were collected during 20 days (180 by online survey and 84 by paper-based survey). However, 16 participants did not succeed in attention check questions, so they were removed from a sample, so only 248 surveys left.

### **Sample profile and demographics**

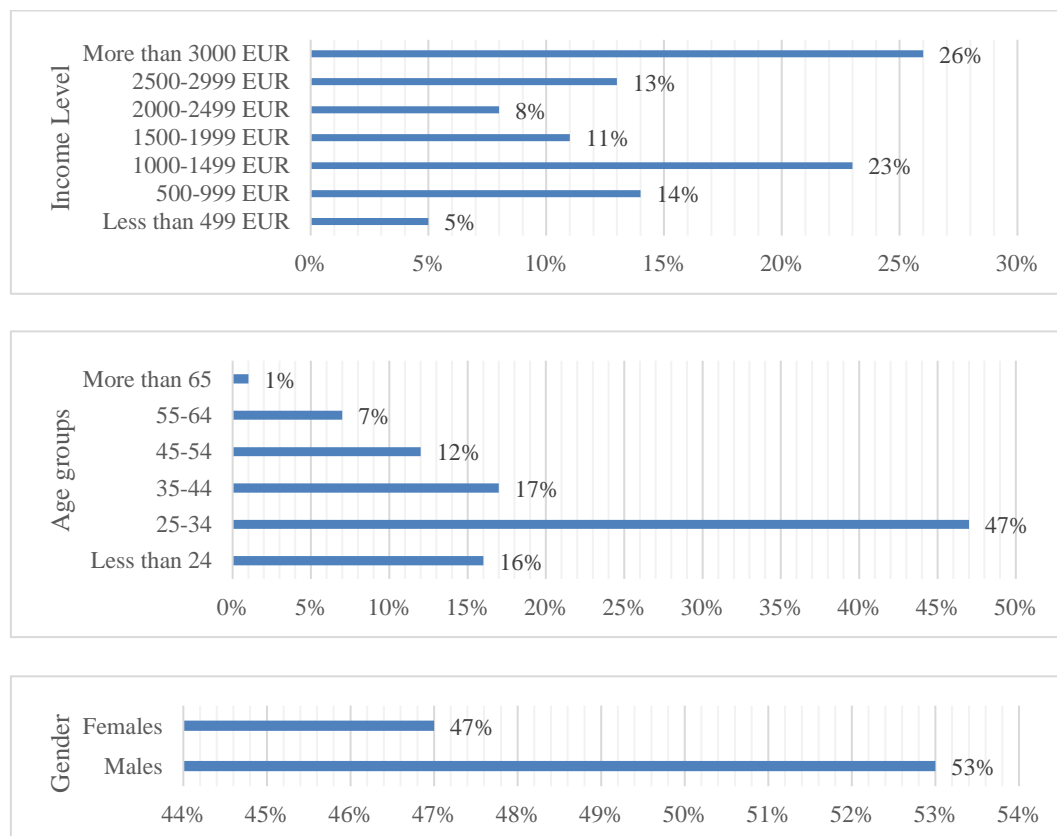
The purified sample was chosen by leaving only those who know or follow luxury automotive brands in social media for further research analysis about social media content affect willingness to buy in the luxury automotive industry. Gender distribution of the sample is separated almost in equal parts: 53% of males and 47% of females. Taking into account the general worldwide statistics of genders

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

in social media usage, it is leading by males in Facebooks (57%) and Linked In (57%) and by women on Instagram (52%) (Statista, 2019).

The age of respondents was collected in distributing the potential answers in five groups, which starting from less than 24, continuing and ending by more than 65 years old. The greatest age group is 25 – 34 years old respondents who represent 47% of all respondents. The second main age group is 35 – 44 (17%). These results meet the worldwide statistics well because the biggest group of social media users worldwide is 25 – 34 years old and counts as 33% (Statista, 2019).

Taking a look into the income level of respondents, 26% of them is receiving more than 3000 EUR per month, 22% stated that they receive 1000 – 1499 EUR per month. The more detailed demographic characteristics of the sample are provided in the figure below.

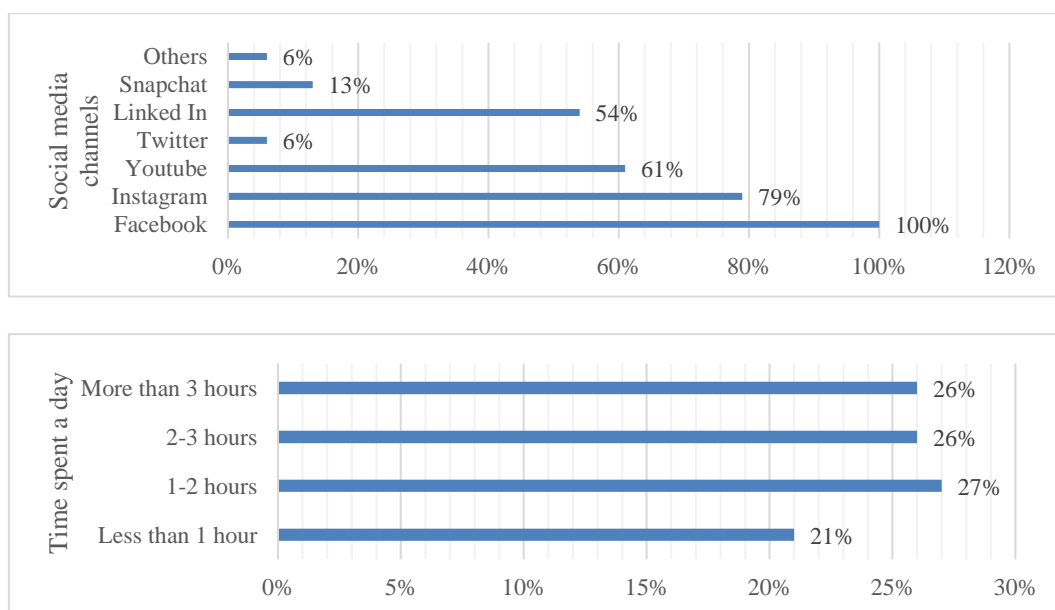


*Figure 2.* Bar chart representing demographics of research sample (248 total respondents). A figure composed by the author.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Continuing on the usage of social media channels it is worth checking how the sample represents its results and which of social media channel scoring the highest result. The respondents were asked to mark all channels they use, so the majority of them indicated using more than one social media channel daily. Taking into account this, Facebook is the most popular social media channel between the respondents (only 2 out of 248 respondents). The other most popular channels are Instagram (79%) and Youtube (61%). A bit less of respondents indicated that they are using Linked In (54%), Snapchat (13%), and Twitter (6%). Moreover, there was the option to indicate a specific social media channels which were not mentioned as options, so Tinder, Pinterest, TikTok, Telegram, Strava, Viber were indicated.

Another asked question was the time spent on social media daily. The potential scale answers were offered to choose for respondents starts from less than 1 hour per day, 1 – 2 hours per day, 2 – 3 hours per day, and more than 3 hours per day. The greatest part of respondents spent 1 – 2 hours per day by using social media channels 27%, the second result is more than 3 hours per day (26%) and 2 – 3 hours per day (26%). Only 21% of respondents spent less than 1 hour by using social media channels. To summarize and show the sample profile of social media using Figure 3 is presented.



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Figure 3. Bar chart showing social media usage of the sample (248 respondents). A figure composed by the author.

## Reliability

The most popular measure to check the internal validity of data of the sample is Cronbach's Alpha. This test is needed to ensure the reliability of the research by using consistent and reliable scales. By evaluating the results of Cronbach's Alpha, there is a scale existing. When alpha is equal to greater than 0.9 – the scales are *excellent*. Meanwhile, internal consistency is *good* when  $0.9 > \alpha \geq 0.8$ , in range of  $0.8 > \alpha \geq 0.7$  internal consistency is *acceptable*, while in range of  $0.7 > \alpha \geq 0.6$  – named *questionable* and  $0.6 > \alpha \geq 0.5$  shows *poor* internal consistency. If alpha is less than 0.5 it is understandable as *unacceptable* (Tavakol & Dennick, 2011).

The reliability of the scale was conducted for all dependent and independent variables. All the results are presented in Table 8.

Table 8

*Scales reliability with Cronbach's Alpha test results*

Construct	No of scale items	Cronbach's Alpha	Internal Consistency
<b>Entertainment value</b>	4	.881	Good
<b>Interaction value</b>	4	.825	Good
<b>Trendiness value</b>	2	.540	Poor
<b>World of Mouth</b>	3	.918	Excellent
<b>Willingness to Buy</b>	3	.856	Good
<b>Type of reach</b>	3	.864	Good

*Note.* Composed by the author using IBM SPSS software.

The internal consistency results based on Cronbach's Alpha test showed that all scales are internally consistent and reliable. The results of Entertainment, Interaction, World of Mouth values, and Willingness to Buy and Type of reach scales suit the acceptable range which is  $\alpha \geq 0.7$ , meanwhile,

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

the scale of Trendiness value is unacceptable ( $\alpha < 0.7$ ) and will be removed from further research. The Trendiness scale consists of only two questions, so factor analyses would not provide any valuable information about removing one or another question from the scale.

## Descriptive statistics

The 5-point Likert scale was used for evaluating the responses to questions corresponding dependent variable, independent variables, and moderators, where 1 means *strongly disagree* and 5 means *strongly agree*. The lowest range of the means of variables is 3,3513, which shows that respondents neither agree or neither disagree that they are sharing their opinion about the brand product (Word of Mouth value (*WOM*)). The highest mean of Entertainment value is 3,9247 shows that respondents agree that social media content entertains them while using social media. Meanwhile, the standard deviation results are close to 1 which shows the consistency of the scales. Only WOM value is the highest (1,20011) presents the potential outlier existing. All of the variables vary mostly in the range from neither disagree nor agree to strongly agree. Furthermore, the results of the sample skewness show that most of the results are concentrated on the right-hand side (agreement). Moreover, the z-scores of the sample were calculated by dividing skewness of statistics with standard error and the results showed that z-scores are significant, because of  $p < .05$ . All summarized descriptive statistics are presented in Table 9 below, moreover, the original SPSS output is presented in Appendix C.

Table 9  
*Descriptive statistics*

	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
<b>Entertainment</b>	3,9519	,91187	,832	-1,084	,157	1,016	,312
<b>Interaction</b>	3,7208	,90270	,815	-,948	,156	,719	,312
<b>WOM</b>	3,3802	1,22092	1,491	-,307	,156	-1,065	,312
<b>WTB</b>	3,8044	,90874	,826	-,841	,156	,570	,312
<b>Reach</b>	3,3939	1,01169	1,024	-,379	,156	-,594	,312
<b>Involvement</b>	2,5892	1,06523	1,135	-,058	,157	-1,236	,312

*Note.* Composed by the author using IBM SPSS software.



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Normality

Before analyzing the correlation between independent and dependent variables. The most commonly used tests are the Kolmogorov – Smirnov test and Shapiro – Wilk test, which is considered as more popular in providing statistics whether the data is distributed normally (Razali & Wah, 2011). The assumption for this test is  $H_0$ : data are normally distributed;  $H_0$  is rejected if  $p < 0.05$ . The P-value for each variable is less than .05 so the null hypothesis is rejected (see Table 10). Moreover, histograms, normal Q-Q plots supported the p-value results of the Shapiro – Wilk test (see Appendix D). This leads that for non-normally distributed data non-parametric tests have to be applied such as ANOVA or Regression analyses.

Table 10

*Shapiro - Wilk test*

Shapiro – Wilk			
	Statistic	df	Sig.
Entertainment value	,896	238	,000
Interaction value	,923	238	,000
WOM value	,930	238	,000
WTB	,926	238	,000
Reach	,959	238	,000
Involvement	,865	238	,000

*Note.* Composed by the author using IBM SPSS software.

## Correlation

For check is the association between variables exists, the non-parametric Spearman's correlation test is chosen. The coefficients of correlation tests can be interpreted as if the coefficient is equal 0 – *no correlation exists*, if the coefficient is between 0.00 and 0.10 the *correlation is negligible* or does not exists; of the coefficient is between 0.10 and 0.39 the *correlation is called weak*; if from 0.40 to 0.69 the strength of the *correlation is moderate*; *strong correlation* is between 0.70 and 0.89 and *very strong correlation* is from 0.90 to 1.00 (Gauthier, 2001). Meanwhile, the perfect correlation exists

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

when the coefficient is equal to 1. The plus/minus sign between the coefficient shows whether the association is positive or negative. The summarized results of Spearman's correlation is presented in table 11. The null hypothesis is that there is no correlation between the two variables. Correlation is marked as "\*\*\*" with alpha level .01. No correlation exists with the level of involvement, because the correlation coefficients are less than 0. The correlation between variables is as follow:

### *Entertainment (independent variable):*

- No correlation with Involvement (-,090)
- Moderate correlation with WTB (,670\*\*); Reach (,642\*\*)
- Strong correlation with Interaction (,737\*\*); WOM (,766\*\*)

### *Interaction (independent variable)*

- No correlation with Involvement (-,087)
- Moderate correlation with WTB (,598\*\*); Reach (,645\*\*)
- Strong correlation with Entertainment (,737\*\*); WOM (,765\*\*)

### *Word of Mouth (independent variable)*

- No correlation with Involvement (-,066)
- Moderate correlation with WTB (,670\*\*); Reach (,675\*\*)
- Strong correlation with Entertainment (,766\*\*); Interaction (,765\*\*)

### *Willingness to Buy (dependent variable)*

- No correlation with Involvement (-,004)
- Moderate correlation with Interaction (,598\*\*); Reach (,642\*\*); WOM (,670\*\*); Entertainment (,670\*\*)

### *Type of Reach (moderate variable)*

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Weak correlation with Involvement (,105)
- Moderate correlation with Interaction (,645\*\*); WOM (,675\*\*); Entertainment (,642\*\*); WTB (,642\*\*)

## *Involvement level (moderate variable)*

- No correlation with Entertainment (-,090), Interaction (-,087), WOM (-,066); WTB (-,004)
- Weak correlation with Reach (,105)

Table 11

## *Spearman's Correlation*

	Entertainment	Interaction	WOM	WTB	Reach	Involvement
Entertainment	1	,737**	,766**	,670**	,642**	-,090
Interaction	,737**	1	,765**	,598**	,645**	-,087
WOM	,766**	,765**	1	,670**	,675**	-,066
WTB	,670**	,598**	,670**	1	,642**	-,004
Reach	,642**	,645**	,675**	,642**	1	,105
Involvement	-,090	-,087	-,066	-,004	,105	1

Note. Correlation is significant at the 0,01 level (2-tailed). Composed by the author using IBM SPSS software.

To summarize, the results of correlation Spearman's test showed that independent variables Entertainment, Interaction Word of Mouth (WOM), and dependent variable Willingness to buy (WTB) together with moderator Type of Reach is correlated significantly. No correlation exists between the Involvement level and all independent/dependent variables. The weak correlation exists between two moderators – Reach and Involvement. This is the reason why the moderator Level of Involvement is rejected from further research. The full table of Spearman's correlation test is presented in Appendix E.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Multiple regression model

The multiple regression model is created with independent variables, moderator and dependent variable to ensure forecasting possibility. The potential model should look like Willingness to buy =  $C + b_1 \text{ Entertainment value} + b_2 \text{ Interaction value} + b_3 \text{ Word of Mouth value} + b_4 (\text{Entertainment value} \times \text{Type of Reach}) + b_5 (\text{Interaction value} \times \text{Type of Reach}) + b_6 (\text{World of Mouth value} \times \text{Type of Reach}) + \epsilon$ . Before multiple linear regression analysis and regression model construction, some consideration needs to be taken into accounts such as multicollinearity, ANOVA criteria, T-test criteria, and coefficient determination.

## Multicollinearity test

Multicollinearity test is used to see where intercorrelation between variables is not too big to cause the problem of multicollinearity. Entertainment value is chosen as the dependent variable and independent variables Willingness to Buy, Interaction, Word of Mouth, and moderator Type of Reach. The results of the Multicollinearity test are presented in Table 12.

Table 12

### *Multicollinearity test*

Model	Collinearity Statistics	
	Tolerance	VIF
Interaction	,046	21,588
WOM	,026	39,180
Moderator_EVxReach	,080	12,545
Moderator_IVxReach	,013	77,411
Moderator_WOMxReach	,010	95,308

*Note.* Dependent variable: Entertainment value. Independent variables: EV – Entertainment value, IV – Interaction value, WOM – Word of Mouth value. Composed by the author using IBM SPSS software.

According to the Variance Inflation Factor (VIF), the multicollinearity exists between variables, because the VIF is more than 3 (Alin, 2010). Based on these results, it is difficult to predict the importance of each variable to the dependent variable. To fix multicollinearity problem exploratory factor analysis is done.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Exploratory factor analysis

Exploratory factor analysis helps to solve the multicollinearity problem that appeared above. The orthogonal rotation (varimax) was run to ensure that the factors remain uncorrelated. The factor analyses in Table 13 presented the results after varimax with Kaiser Normalization test, which shows that Entertainment value Q1 should be removed from further research. The updated questionnaire after exploratory factor analyses is presented in Appendix F.

Table 13

*Varimax with Kaiser Normalization. Rotated Component Matrix*

	Component		
	1	2	3
IV_Q3	,783	,233	,162
IV_Q4	,753	,326	,096
IV_Q2	,733	,360	,160
EV_Q3	,665	,088	,558
EV_Q2	,656	,152	,560
EV_Q4	,552	,503	,311
WOM_Q1	,526	,486	,364
Reach_Q3	,133	,792	,236
Reach_Q1	,295	,790	,109
Reach_Q2	,232	,751	,338
IV_Q1	,292	,672	,316
WOM_Q2	,565	,602	,264
WOM_Q3	,496	,600	,322
WTB_Q3	,145	,298	,785
WTB_Q1	,208	,436	,731
WTB_Q2	,259	,497	,628
EV_Q1	,584	,171	,591

*Note.* EV – Entertainment value, IV – Interaction value, WOM – Word of Mouth value, WTB – Willingness to Buy, Reach – Type of Reach. Composed by the author using IBM SPSS software.

## Hypothesis testing

The Regression analysis for hypothesis testing was used. The model was created to test the social media content values effect on willingness to buy with moderator type of reach. T-test and Standardized Beta Coefficients results were added into consideration.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

The research model before data analyses is presented in Figure 2. After the Cronbach's Alpha test the independent variable Trendiness value is excluded from further research because of poor internal consistency. Moreover, Level of involvement as moderator was rejected after Spearman's Correlation test, because no correlation between the level of involvement and other variables exists. So the hypothesis H1c, H3a, and H3b are excluded from further research.

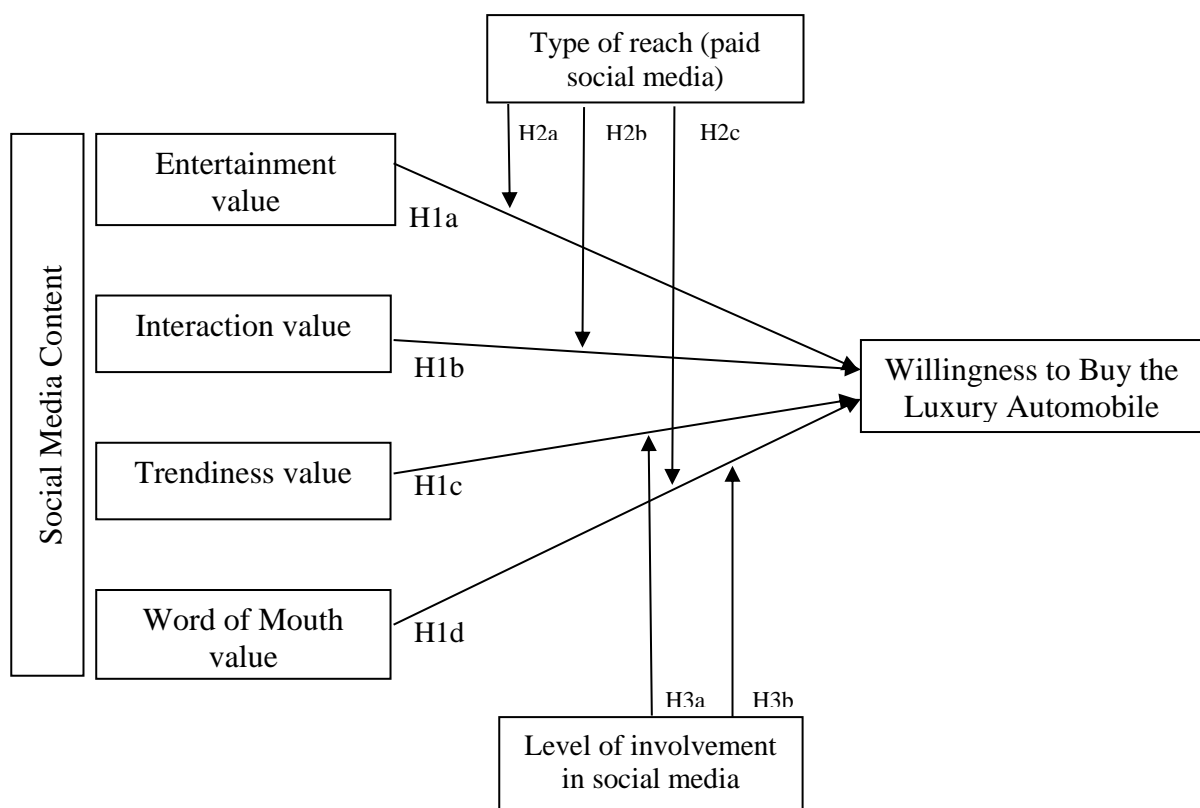


Figure 2. Research model before data analyses. A figure composed by the author.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

The updated model of research is presented in Figure 3 and final hypothesis H1a, H1b, H1d, and H2a, H2b, H2c are tested below.

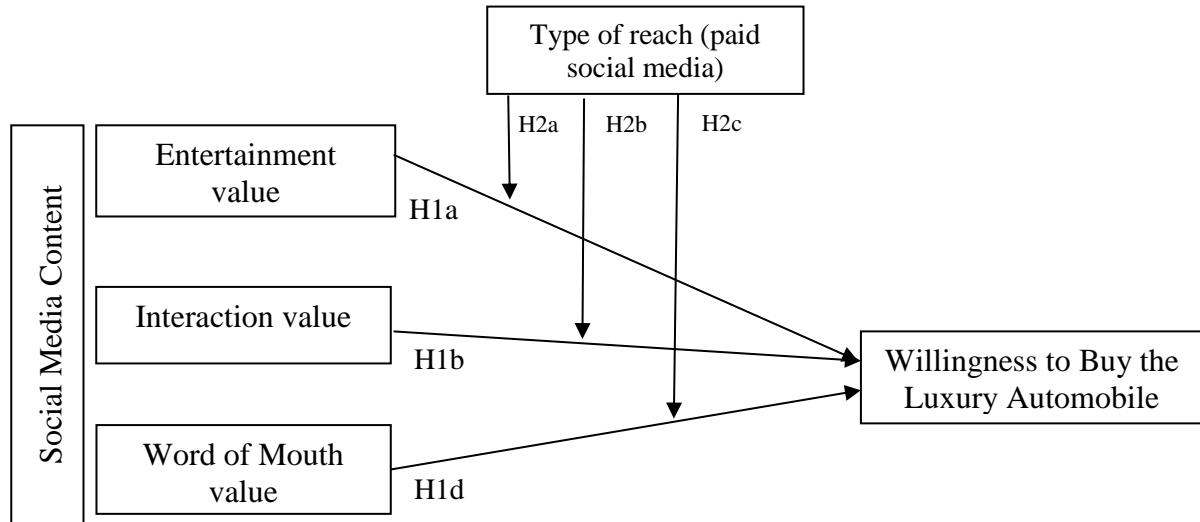


Figure 3. Research model after data analyses. A figure composed by the author.

Model equation is  $Willingness\ to\ buy = C + b_1 Entertainment\ value + b_2 Interaction\ value + b_3 Word\ of\ Mouth\ value + b_4 (Entertainment\ value \times Type\ of\ Reach) + b_5 (Interaction\ value \times Type\ of\ Reach) + b_6 (Word\ of\ Mouth\ value \times Type\ of\ reach) + \epsilon$ .

**H1a.** The *entertainment value* of brands' social media content has a positive direct effect on willingness to buy in the luxury automotive industry.

By testing the first hypothesis Linear Regression Analysis is used and the results of the model were taken into account. Linear Regression Analysis showed that the level of significance is .000, so it is statistically significant. Furthermore, the entertainment value positively predicted willingness to buy in a way that when consumers perceive entertainment value higher, the willingness to buy this product also increases,  $\beta = .316$ ,  $t = 4.296$ ,  $p < .05$ . To sum up, the H1a hypothesis is supported (see Table 14 and Appendix G).

**H1b.** The *interaction value* of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

By testing the second hypothesis Linear Regression Analysis is used and the results of the model were taken into account. Linear Regression Analysis showed that the level of significance is .032, so it is statistically significant. Furthermore, the interaction value positively predicted willingness to buy in a way when consumers perceive interaction value higher, the willingness also increases,  $\beta = .158$ ,  $t = 2.156$ ,  $p < .05$ . To sum up, the H1b hypothesis is supported (see Table 14 and Appendix G).

**H1d.** The *word of mouth value* of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.

By testing the third hypothesis Linear Regression Analysis is used and the results of the model were taken into account. Linear Regression Analysis showed that the level of significance is .000, so it is statistically significant. Furthermore, the interaction value positively predicted willingness to buy in a way when consumers perceive entertainment value higher, the willingness also increases,  $\beta = .330$ ,  $t = 4.555$ ,  $p < .05$ . To sum up, the H1d hypothesis is supported (see Table 14 and Appendix G).

**H2a.** The paid social media content positively moderates the relationship between the entertainment value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.

By testing the moderation effect of Type of Reach (paid advertising) effect on the relationship between entertainment value and willingness to buy the Process analysis modeling tool for IBM SPSS is used and the results of the model were taken into account. Linear Regression Analysis made with Process showed that the level of significance is .2158, so it is not statistically significant. Furthermore, the interaction value positively predicted willingness to buy,  $\beta = .2041$ ,  $t = 1.2412$ ,  $p < .05$ . To sum up, the H2a hypothesis is rejected (see Table 14 and Appendix G). This means that when customers see entertaining content that is paid it does not increase their willingness to buy a luxury automobile.



## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

**H2b.** The paid social media content positively moderates the relationship between the interaction value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.

By testing the moderation effect of Type of Reach (paid advertising) effect on the relationship between interaction value and willingness to buy the Process analysis modeling tool for IBM SPSS is used and the results of the model were taken into account. Linear Regression Analysis made with Process showed that the level of significance is .0117, so it is statistically significant. Furthermore, the interaction value positively predicted willingness to buy,  $\beta = .4047$ ,  $t = 2.5397$ ,  $p < .05$ . To sum up, the H2b hypothesis is supported (see Table 14 and Appendix G). This means that when a customer sees interacting content that is paid it increases their willingness to buy a luxury automobile.

**H2c.** The paid social media content positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.

By testing the moderation effect of Type of Reach (paid advertising) effect on the relationship between word of mouth value and willingness to buy the Process analysis modeling tool for IBM SPSS is used and the results of the model were taken into account. Linear Regression Analysis made with Process showed that the level of significance is .003, so it is statistically significant. Furthermore, the interaction value positively predicted willingness to buy,  $\beta = .4490$ ,  $t = 3.7284$ ,  $p < .05$ . To sum up, the H2b hypothesis is supported (see Table 14 and Appendix G). This means that when customers see a word of mouth content that is paid it increases their willingness to buy a luxury automobile.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Table 14

## *Regression Analysis*

<b>Model</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
<b>EXPEntertainment</b>	,316	4,296	,000
<b>EXPIinteraction</b>	,158	2,156	,032
<b>EXPWOM</b>	,330	4,555	,000
<b>Moderator_EXPEntertainment_</b> <b>EXPReach</b>	,204	1,241	,216
<b>Moderator_EXPIinteraction_</b> <b>EXPReach</b>	,405	2,540	,012
<b>Moderator_EXPWOM_</b> <b>EXPReach</b>	,449	3,728	,000

*Note.* Composed by the author using IBM SPSS software.

To conclude hypotheses were tested based on the analysis of empirical research. After the reliability test, Cronbach's Alpha the independent variable Trendiness value was excluded from further research, because of the low level of reliability. Moreover, the moderator Level of Involvement was excluded from further research after the correlation test between variables. The correlation does not exist between dependent and independent variables and this exact moderator. Furthermore, after excluded independent variables Trendiness value and moderator Level of Involvement, the hypothesis H2c, H3a, and H3b was not tested because of a shortage of data. After exploitation factor analysis Varimax the independent variable's Entertainment value Q1 was excluded from further research, so the new variables EXPEntertainment was created, which helped to solve multicollinearity issues. Moreover, the summarized results of hypothesis testing are presented in Table 15.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Table 15

## *Hypothesis testing results*

<b>H1a</b>	The <i>entertainment value</i> of brands' social media content has a positive direct effect on willingness to buy in the luxury automotive industry.	Supported
<b>H1b</b>	The <i>interaction value</i> of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.	Supported
<b>H1c</b>	The <i>trendiness value</i> of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.	Cannot be tested
<b>H1d</b>	The <i>word of mouth value</i> of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry.	Supported
<b>H2a</b>	The paid social media content positively moderates the relationship between the entertainment value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.	Rejected
<b>H2b</b>	The paid social media content positively moderates the relationship between the interaction value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.	Supported
<b>H2c</b>	The paid social media content positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive industry such that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases.	Supported
<b>H3a</b>	The level of involvement in social media positively moderates the relationship between the trendiness value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increases.	Cannot be tested
<b>H3b</b>	The level of involvement in social media positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increases.	Cannot be tested

*Note.* Composed by the author.

The empirical research part of this Master thesis constructed and investigated the effect of social media content value on willingness to buy in the luxury automotive industry which presented the positive relationship between entertainment, interaction, word of mouth values of social media

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

content to a willingness to buy a luxury automobile. Meanwhile, the moderating factor of paid social media effect to the relationships between independent variables was investigated and supported with interaction and word of mouth values. So, the next chapter will present the outcomes of the research, provide the managerial implications and limitations of this research. In the end, the recommendations for future researches will be discussed.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **Discussion**

The main aim of this thesis was to examine the linkages between the social media content value and willingness to buy in the luxury automotive industry with a moderating effect of type of reach social media content. The discussion part of this thesis is composed of three main parts. The first one describes the study implications and contributions by taking into account the analyzed literature review in the first part of the thesis, but added new literature insights too. The second one is presenting the managerial and theoretical implications of outcomes after empirical research is done. The last one is describing the limitations and recommendations for future research.

## **Implications and Contributions to the Literature**

The results of the research revealed that most of the constructed hypotheses were supported by the research models. It is indicating that social media content value such as entertainment, interaction, and word of mouth affects willingness to buy in the luxury automotive industry with the type of reach moderating effect to this described relationship. These outcomes of the research supported the theoretical findings of the study that were earlier identified in the literature review of this thesis. Based on the literature review, the initial empirical analysis was made and the model for hypothesis testing was constructed and the dependent variable – willingness to buy, independent variables – entertainment value, interaction value, and the word of mouth value and moderator – a type of reach were included in this research model.

## **The Values of Social Media Content and Willingness to Buy**

The social media content was characterized by four main values such as entertainment value, interaction value, trendiness value, and word of mouth value. The four hypotheses of social media content values effect on willingness to buy were investigated. The outcomes of the research are as follow.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Starting from *H1a*, the hypothesis was supported indicating that the entertainment value of social media content has a positive direct effect on willingness to buy in the luxury automotive industry. The outcome of the research mirror well to the literature review of the entertainment value of social media content which influences positively the user's willingness to buy in different markets which are in line with the findings of Kim & Ko (2012) who supported the positive effect of the entertainment value of social media content on willingness to buy in the luxury fashion industry. This outcome suggests that users of social media channels are following for the brands who are publishing fun, entertaining content which brings the emotional feeling for the users such as escapism, emotional release, and hedonic pleasure while following (Xu et. al, 2009; Raney et al. 2003). Furthermore, users of social media platforms are following the brands of social media who have content which helps to kill time while seeing the published content. This reason for following the brand's social media platforms leads to the willingness to buy the specific product of the brand (Whiting and Williams, 2013). Moreover, the entertaining value of social media content was investigated in the Malaysian car industry and the positive effect on purchase intentions was found (Kormin & Baharun, 2016). These findings were supported by this research of the luxury automotive industry because the entertaining social media content is one of the most popular in the whole social media with the ability to relax and have positive emotions while seeing this kind of content (Dolan et al., 2016).

Another hypothesis *H1b* stated that the interaction value of social media content leads to the willingness to buy in the luxury automotive industry. The hypothesis was supported after empirical research. In line with previous research, interaction value is one of the main values while using a social media platform (Ashley et. al, 2015). Meanwhile, users of social media are creating the relationship between them and the brand's social media accounts on Facebook, Linked In, and Instagram, and these social media interactions lead to increase purchase intentions of this specific brand (Rapp et. al, 2013). Furthermore, users of social media platforms express that they are more willing to buy a specific product, when they can exchange or see the opinion about this product from

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

another user of social media (Hollebeek et al. 2014; Sasser et al. 2014). The interaction value of social media content of automotive brands was investigated before by Hutter et al. (2013) who presented the research of interaction values of social media content effect on the purchase intentions of MINI automobiles. The outcomes showed that the interaction value of social media content has a positive direct effect on the purchase intentions of MINI automobiles, which is not assigned to the luxury automotive industry. So the findings of this research confirmed this trend in the luxury automotive industry too.

The third hypothesis *H1c* stated that the *trendiness value* of brands' social media content has a direct positive effect on willingness to buy a product of the brand in the luxury automotive industry. This hypothesis was not investigated because of the trendiness scale has faced poor reliability and was excluded from hypothesis testing. So the *H1c* is not tested. To avoid this problem, the more common and wider scales to measure the trendiness of social media content should be used.

Hypothesis *H1d* stated that the word of mouth value of social media content has a positive direct effect on willingness to buy and this hypothesis was supported after the empirical research. The users of social media platforms are expressed that sharing their knowledge between others about the specific product positively influences their willingness to buy that product (Fogel, 2010). Furthermore, the brands are using influencers' marketing which leads to increase sales of a product, which means that word of mouth is positively stimulating the willingness to buy (Kimmel & Kitchen, 2014). The outcome of the empirical test of *H1d* supported these findings. Moreover, the word of mouth positive direct effect on willingness to buy was investigated and confirmed in the Malaysian automotive industry, which was not luxury. The outcomes of this research supported the theoretical framework of other researchers and the positive effect of word of mouth of social media content on the willingness to buy was detected in the luxury automotive industry (Feng & Papatla, 2012; Adetunji et al., 2018).

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## **Type of Reach of Social Media Content Moderating Effect on Willingness to Buy**

Nowadays when social media platforms are actively used for advertising, most of the content reaching us is sponsored by different brands (Pei et al., 2019). Even if the customer recognizes that the content is sponsored and to treat it as advertising, but still increase their willingness to buy this product (Tuten, 2008). In a way to follow and examine this trend, the moderator type of reach is included in this research. The paid social media content of entertainment, interaction and word of mouth effect on willingness to buy in the luxury automotive industry were investigated separately.

Moreover, the *H2a* stated that the relationship between entertainment value of social media content and willingness to buy is moderated by type of reach (paid content), which means that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increase. This hypothesis was rejected after the empirical test and the type of reach was not significant to the mentioned relationship. The results indicate that no matter if social media user sees entertaining content as paid advertising it does not affect users' willingness to buy. The literature review provided before stated that paid advertising of entertaining social media content has a positive effect on willingness to buy in the fashion industry (Kim & Ko, 2012; Ertemel & Ammoura, 2016). While examining the luxury automotive industry this paid entertaining content effect on willingness to buy was not supported. The difference in the industry might lead to the rejection of the effect.

In contrast, *H2b* was supported and it states that the paid social media content of interaction value has a positive direct impact willingness to buy in a way that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increases. This empirical test for *H2b* supported the positive effect on willingness to buy in a way of advertising interacting content of social media in the fashion industry (Ford et al., 2018). Meanwhile, most of the studies of the paid content effect on social media content and its relationship to a willingness to buy were conducted in fashion, travel industries (Xie et al., 2015). So this study has supported that it is easy to communicate and share opinions between users of social media platforms in the luxury automotive industry.



## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Furthermore, *H2c* states that advertising word of mouth content of social media positively moderates the willingness to buy in a way that for users who are exposed to paid social media content the willingness to buy a luxury automotive product increase. This hypothesis was supported after the empirical test. This supports the outcome that brands shared users' positive opinions about a specific product is influencing positively the willingness to buy this specific product (Bughin et. al, 2010). Moreover, Kim and Ko's (2012) idea that users of social media platforms would like to share or recommend the exact product to their relatives and express the opinion on brands to their acquaintances, which brands sharing on their social media platforms positively moderates purchase intentions of specific brands. The outcome of Kim and Ko's (2012) research in the luxury fashion industry was supported after empirical research of the *H2c* hypothesis. The outcome of this hypothesis stated that sponsored content of users' shared content leads to a positive effect of willingness to buy in the luxury automotive industry. This finding encourages social media managers of the luxury automotive industry to use the influencers created content and share this by paid advertising to other followers of luxury automotive brands' social media platforms.

### **Level of Involvement in Social Media Content Moderating Effect on Willingness to Buy**

Nowadays when users' of social media platforms are dedicating more and more time to scroll and use the social media platforms (Hutter et al., 2013), the moderating effect on the relationships between social media content values such as trendiness and word of mouth and willingness to buy the luxury automobile were investigated.

Hypothesis *H3a* stated that the level of involvement in social media positively moderates the relationship between the trendiness value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increases. This hypothesis was not tested, because after Spearman's Correlation Test with SPSS software the moderating factor level of involvement was not

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

correlated with other variables with the result of Spearman's Correlation of 0. It leads to the rejection of this variable from further research.

Furthermore, hypothesis *H3b* stated that the level of involvement in social media positively moderates the relationship between the word of mouth value of social media content and a willingness to buy in the luxury automotive industry such that for users who are using social media more often the willingness to buy a luxury automotive product increases. This hypothesis was not tested, because the moderating factor level of involvement was rejected after Spearman's Correlation test from further research.

### **Managerial Implications**

The outcome of research model states that social media content is significant and provides the meaningful guidance how to make effective usage of social media platforms which can lead to a positive effect on willingness to buy for social media marketing agencies, marketing managers of brands who are using social media platforms for their advertising of luxury automobiles. The first consideration is that the social media content of the luxury automotive industry has to be highly entertaining which expressed that content is fun, informative, easy to use, and kill time while using (Sekarasih et al., 2016). This kind of content leads to a positive direct effect on users' willingness to buy the luxury automobile. To make the content more entertaining all of the abilities of social media platforms should be used such as stories, swipe-up functions, live videos, etc. Moreover, the entertaining content positive effect on willingness to buy is supported in the tourism and fashion industries, so this research the same trend in the luxury automotive industry too (Hamouda 2018; Kim & Ko 2012). It is worth to mention that entertainment value and word of mouth value are the most important values of social media content comparing to the other interaction value of content.

Furthermore, the word of mouth value of social media content expresses that users of social media are likely to express their opinion with each other and take attention to this shared opinion from other

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

users. This leads to a positive effect on users' willingness to buy in the luxury automotive industry. To take care of word of mouth of their social media users by potentially using influencers marketing or sharing their consumers' opinions public or allow to comment on their posts and share opinions between their users. This action leads to higher users' willingness to buy a luxury automobile. This outcome was supported by other researches from different industries such as fashion, airlines, food industries, who are actively using word of mouth content to encourage social media users to purchase their products (Wang et al, 2016; Kim & Ko 2012).

Moreover, the last but not the least, the interaction value of the social media content of luxury automotive brand is the least important for social media users, but it positively moderates the user's willingness to buy the luxury automobile, too. The social media managers should assure the ability to interact between customer and brand by using social media platforms or to allow to discuss on their posts, initiate the discussions or reply to every comment of the user. The usage of chatbots helps to provide the answer to users' questions faster and ensure 24/7 help from the luxury automotive brand side. The interaction between users of social media platforms or users and brands leads to a positive effect on users' willingness to buy the luxury automobile. Moreover, the positive effect of interaction value of social media content on higher brand evaluation which leads to the willingness to buy this product in fashion and food industries were investigated and supported in previous researches (Hudson et al., 2016; Kim & Ko 2010). So the luxury automotive industry is supporting this trend.

In addition to prior implications, the paid advertising was taken into account to check which of value has the biggest effect on willingness to buy by adding the type of reach (paid media) as a moderator. The empirical research outcomes showed that marketing managers should take more attention to interacting and word of mouth content advertising. It leads to a positive impact on user willingness to buy. This means that social media managers should boost or advertise social media posts that have a content of interaction value (Ford et al., 2018). This could post which has the opportunity to vote for users, ask questions, or evaluate the products. Social media platforms such as Instagram and

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Facebook have these tools already implemented in their platforms. Furthermore, the posts which express shared opinions from consumers of the product has a positive effect on willingness to buy, this means that social media marketing managers should advertise or boost social media content which presents positive consumes opinion about their product by using entertaining social media tools such as stories, live videos of consumers or swipe up functions (Bughin et. al, 2010). All these actions bring a positive impact on users' willingness to buy in the luxury automotive industry.

### **Limitations and Recommendations**

This research has certain limitations. The first one is that sample is representing only Lithuanians, so findings might not apply to other markets or generalized for the whole population, because customer behavior can be different between different populations, people of different faiths, and cultures. To deal with these limitations, future research would be repeated with a more diversified and bigger sample, which leads to more significant results that describe the population in a better way. Moreover, the nationality of the respondents was not taken into account. In a way to differentiate the outcomes of different populations and to compare the results between different populations, the question of the nationality of respondents can be included to diversify the research.

Furthermore, the respondents were allowed to indicate the specific luxury automotive brand by themselves, which brings to a misunderstanding which product is understandable as luxury and which is not. The recommendation to solve this limitation would be to identify few specific luxury automotive brands and use a control question such as – “do you follow any of these brands on social media?” and take into account only those who answer positively. This leads to receiving the answers about only identified luxury automotive brands from social media users‘ which are following exactly mentioned bands. It will standardize the research more accurately.

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

While looking at the trendiness value of social media content which faced poor reliability, the new scale with more questions potentially can solve this reliability problem of this scale, and the trendiness value effect on willingness to buy would be tested.

Moreover, to investigate the effect of paid social media content the examples of sponsored social media content that express the values of the content should be included in the survey. This potentially can lead to a better understanding of questions for respondents. Moreover, the moderating variable level of involvement was rejected from further research after Spearman's Correlation which has shown that correlation does not exist. To solve this correlation problem, the new wider scale with more questions potentially could be applied.

The recommendations for further research studies of social media content values effect on willingness to buy will in the luxury automotive industry consists of five main objects: (1) choose a bigger sample of respondents by adding outcomes of different nationalities and cultures, this would help to make the research more interesting and unique by comparing different results of different nationalities; (2) identify few specific luxury automotive brands to avoid existed misunderstanding of "luxury" context; (3) choose the new scale to evaluate trendiness value of social media content and perform the hypothesis testing to the effect on willingness to buy in the luxury automotive industry; (4) choose the new scale for moderator level of involvement and investigate the hypothesis of trendiness and word of mouth values effect on willingness to buy in the luxury automotive industry.

Lately, the new hypothesis could be formulated by adding additional social media content variables such as influencers created content to examine its effect on willingness to buy in the luxury automotive industry. This new variable will make the research trendier according to nowadays marketing trends of usage of influencers created content in the automotive industry.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Conclusion

To conclude, the research question was answered and the aim of the research was reached. The conceptual research model based on literature review findings was built to test the linkages between social media content and its values to the willingness to buy. By adding the type of reach as moderator and moderating effect to the relations between independent variables and dependent variables was examined and outcomes presented.

The literature review part created the base to construct the empirical research model and to raise the hypothesis to test the prior proposed relationship between variables in the research model. After the tests, the research question was answered that entertainment, interaction and word of mouth values of social media content have a positive direct effect on willingness to buy in the luxury automotive industry. Moreover, the moderating effect of type of reach to the relationship between independent variables such as interaction value and word of mouth value and dependent variables was confirmed.

After the data analysis and Cronbach's Alpha test, the trendiness value of social media content was removed from further research because of the poor reliability of the scale. Moreover, the moderator level of involvement was removed from further research because of no correlation with independent and dependent variables. After these rejections, the research model has changed and independent variables examined later were entertainment, interaction, and the world of mouth values effect on willingness to buy while including the type of reach as a moderating variable.

The empirical research and hypothesis testing supported the positive direct effect of the entertainment value of social media content on the willingness to buy in the luxury automotive industry, the interaction value of social media content to the willingness to buy in the luxury automotive industry and the word of mouth value of social media content to the willingness to buy in the luxury automotive industry. This means that social media managers should take more attention to entertaining and fun content by ensuring easy interaction between users and brand representatives and share the opinions

## THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

of consumers. These actions will lead to positive outcomes for users' willingness to buy the luxury automobile in the future.

Meanwhile, the positive moderating effect of type of reach to the entertainment value of social media content to the willingness to buy was not found, but the positive moderating effect on the relations between interaction value and word of mouth value of social media content to the willingness to buy in the luxury automotive industry was supported. This means that social media managers should promote interactions in social media content and word of mouth content to users of social media platforms, which means to use interacting tools such as votes, questions, evaluations and other interacting activities. This leads to the active sharing of social media content which is created by users or influencers who are using the product. All these actions will influence positively the willingness to buy the luxury automobile.

To conclude, the luxury automotive industry is new and undiscovered in relation to social media usage for researches across the world (Anand et al., 2019). This research of social media content's effect on willingness to buy the luxury automobile provides the newest look at this unique industry. In addition to this, the study recovers the academic literature, but the findings of the study have to be deliberate in a context of limitations and recommendations of the study that can affect the generalizability of the population.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Bibliography

- Abrahams, A. S., Jiao, J., Fan, W., Wang, G. A., & Zhang, Z. (2013). What's buzzing in the blizzard of buzz? Automotive component isolation in social media postings. *Decision Support Systems*, 55(4), 871-882.
- Adetunji, R. R., Rashid, S. M., & Ishak, M. S. (2018). Social media marketing communication and consumer-based brand equity: an account of automotive brands in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(1).
- Alin, A. (2010). Multicollinearity. *Wiley Interdisciplinary Reviews: Computational Statistics*, 2(3), 370-374.
- Anand, A., Singhal, S., & Singh, O. (2019). Optimal advertising duration for profit maximization. *Journal of Management Analytics*, 1-23.
- Arora, R. (2011). P's of luxury brand marketing. *Warc Exclusive*.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
- Bain & Co. (2005). The new rules of luxury. Financial Times, 18 May, available at [www.bain.com/publications/articles/luxury-goods-worldwide-market-study-december-2014.aspx](http://www.bain.com/publications/articles/luxury-goods-worldwide-market-study-december-2014.aspx)
- Baumöl, U., Hollebeek, L., & Jung, R. (2016). Dynamics of customer interaction on social media platforms. *Electronic Markets*, 26(3), 199-202.
- Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross-cultural comparison. *Journal of Business Research*, 65(10), 1443-1451.
- Boyd, D. M., & Ellison, N. B. (2008). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13, 210-230.



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Boone, H. N., & Boone, D. A. (2012). Analyzing Likert data. *Journal of extension*, 50(2), 1-5.
- Bryman, A. (2006). Integrating quantitative and qualitative research: how is it done?. *Qualitative research*, 6(1), 97-113.
- Brito, M (2011), 3 Reasons Why Relevant Content Matters, retrieved from <http://www.socialmediaexplorer.com/social-media-marketing/3-reasons-why-relevant-content-matters/> (accessed on 20 March 2012)
- Bughin, J., Doogan, J., & Vetvik, O. J. (2010). A new way to measure word-of-mouth marketing. *McKinsey Quarterly*, 2, 113-116.
- Chandon, J. L., Laurent, G., & Valette-Florence, P. (2016). Pursuing the concept of luxury: Introduction to the JBR Special Issue on “Luxury Marketing from Tradition to Innovation”. *Journal of Business Research*, 69(1), 299-303.
- Cheah, I., Phau, I., Chong, C., Shimul, A., (2015). Antecedents and outcomes of brand prominence on willingness to buy luxury brands. *Journal of Fashion Marketing and Management*, Vol. 19 Issue: 4, pp.402-415
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic Word-of-Mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75.
- Content Marketing Institute (2015). What Is Content Marketing?. Retrieved on 25 June 2015 from <http://contentmarketinginstitute.com/what-iscontent-marketing>
- Coon, M. (2010), Social Media Marketing: Successful Case Studies of Businesses Using Facebook and YouTube With M.A. Project, June 4, 2010, <http://comm.stanford.edu/coterm/projects/2010/maddy%20coon.pdf> (accessed on 12 February, 2020)

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Corte, V. D., Iavazzi, A., & D'Andrea, C. (2015). Customer involvement through social media: the cases of some telecommunication firms. *Journal of Open Innovation: Technology, Market, and Complexity*, 1(1), 10.
- Coulter, K. S., Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation?. *Management Research Review*.
- Čekanavičius, V., Murauskas, G. (2014). *Taikomoji regresinė analizė socialiniuose tyrimuose*. Vilniaus universiteto leidykla.
- De Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, 26(2), 83-91.
- Delhi, S. I. N. (2016). Automotive revolution & perspective towards 2030. *Auto Tech Review*, 5(4), 20-25.
- Dhaoui, C. (2014). An empirical study of luxury brand marketing effectiveness and its impact on consumer engagement on Facebook. *Journal of Global Fashion Marketing*, 5(3), 209-222.
- Dholakia, U. M. (2000). Temptation and resistance: an integrated model of consumption impulse formation and enactment. *Psychology & Marketing*, 17(11), 955–982.
- Divol, R., Edelman, D. and Sarrazin, H. (2012), “Demystifying social media (using social media for marketing)”, *McKinsey Quarterly*, Vol. 2, pp. 67-77.
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: A uses and gratifications perspective. *Journal of Strategic Marketing*, 24(3-4), 261-277.
- Dörnyei, Z., & Taguchi, T. (2009). Questionnaires in second language research: Construction, administration, and processing. Routledge.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*.
- Edelman, D.C. (2010), "Branding in the digital age – you're spending your money in all the wrong places", *Harvard Business Review*, Vol. 88 No. 2, pp. 62-69.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, 58, 1353-1360.
- Ertemel, A. V., & Ammoura, A. (2016). The role of social media advertising in consumer buying behavior. *International Journal of Commerce and Finance*, 2(1), 81-89.
- Feng, J., & Papatla, P. (2012). Is online word of mouth higher for new models or redesigns? An investigation of the automobile industry. *Journal of Interactive Marketing*, 26(2), 92-101.
- Field, A. (2009). *Discovering statistics using SPSS*. (3rd ed.). London: SAGE Publications Ltd.
- Fionda, A.M., Moore, C.M. (2009). The autonomy of the luxury fashion brand. *J. Brand Manag.* 16, 347-363.
- Fogel, S. (2010). Issues in measurement of word of mouth in social media marketing. *International Journal of Integrated Marketing Communications*, 2(2).
- Foroughi, A., Buang, N. A., Senik, Z. C., & Hajmisadeghi, R. S. (2013). Impulse buying behavior and moderating role of gender among Iranian shoppers. *Journal of Basic and Applied Scientific Research*, 3(4), 760–769.
- Frazier, P. A., Tix, A. P., & Barron, K. E. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of counseling psychology*, 51(1), 115.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Freidman, A. (2011), Freshness Update + Social Media = Happy Users, retrieved from <http://searchengineland.com/freshness-update-social-media-happy-users-102880> (accessed on 20 February 2020).
- Fricker, R. D., & Schonlau, M. (2002). Advantages and disadvantages of Internet research surveys: Evidence from the literature. *Field Methods*, 14(4), 347-367.
- Gándara, M. J. F. (2011). Recent growing demand for magnesium in the automotive industry. *Materials and technology*, 45(6), 633-637.
- Gauthier, T. D. (2001). Detecting trends using Spearman's rank correlation coefficient. *Environmental forensics*, 2(4), 359-362.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*, 69(12), 5833-5841.
- Goh, K.Y., Heng, C.S. and Lin, Z. (2013), “Social media brand community and consumer behavior: Quantifying the relative impact of user- and marketer-generated content”, *Information Systems Research*, Vol. 24 No. 1, pp. 88–107.
- Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449–456.
- Gummerus, J., Liljander, V., Weman, E., and Pihlström, M. (2012), “Customer engagement in a Facebook brand community”, *Management Research Review*, Vol. 35 No. 9, pp. 857-877.
- Hamouda, (2018). Understanding social media advertising effect on consumers’ responses: An empirical investigation of tourism advertising on Facebook. *Journal of Enterprise*

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Information Management, Vol. 31 Issue: 3, pp.426-445, <https://doi.org/10.1108/JEIM-07-2017-0101>\

Hassan, S., Nadzim, A., Zaleha, S., & Shiratuddin, N. (2015). Strategic use of social media for small business based on the AIDA model. *Procedia-Social and Behavioral Sciences*, 172, 262-269.

Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, 10(6), 356-364.

Hinz, O., Skiera, B., Barrot, C. and Becker, J.U. (2011), "Seeding strategies for viral marketing: an empirical comparison", *Journal of Marketing*, Vol. 75 No. 6, pp. 55-71.

Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing?. *MIT Sloan Management Review*, 52(1), 41.

Hollebeek, L., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: conceptualization, scale development, and validation. *Journal of Interactive Marketing*, 28(2), 149–165.

Hsu, R., Myers, A. E., Ribisl, K. M., & Marteau, T. M. (2013). An observational study of retail availability and in-store marketing of e-cigarettes in London: potential to undermine recent tobacco control gains?. *BMJ open*, 3(12), e004085.

Hung, K.P., Huiling Chen, A., Peng, N., Hackley, C., Amy Tiwsakul, R. and Chou, C.L. (2011). Antecedents of luxury brand purchase intention. *Journal of Product & Brand Management*, Vol. 20 No. 6, pp. 457-467.

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Yang, S., & Ghose, A. (2010). Analyzing the relationship between organic and sponsored search advertising: Positive, negative, or zero interdependence?. *Marketing science*, 29(4), 602-623.
- Iglesias, O., Singh, J. J., Casabayó, M., Hung, K. P., Chen, A. H., Peng, N., ... & Chou, C. L. (2011). Antecedents of luxury brand purchase intention. *Journal of Product & Brand Management*.
- Jahn, B., Kunz, W., & Meyer, A. (2012). The role of social media for luxury brands—Motives for consumer engagement and opportunities for business. In C. Burmann, V. König, & J. Meurer (Eds.). *Identitätsbasierte Luxusmarkenführung* (pp. 221–236). Wiesbaden, Germany: Springer Gabler.
- Jenkins, H., Ford, S., & Green, J. (2018). *Spreadable media: Creating value and meaning in a networked culture* (Vol. 15). NYU press.
- Josiassen, A., Assaf, A. G., & Karpen, I. O. (2011). Consumer ethnocentrism and willingness to buy. *International Marketing Review*.
- Kadam, P., & Bhalerao, S. (2010). Sample size calculation. *International journal of Ayurveda research*, 1(1), 55.
- Keller, K.L. (2008), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Pearson Education, Upper Saddle River, NJ
- Kerpen, D. 2011. *Likable Social Media*. New York: McGraw-Hill.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Kim, A.J. and Ko, E. (2010). The impact of design characteristics on brand attitude and purchase intention: focus on luxury fashion brands. *Journal of the Korean Society of Clothing and Textiles*, 34(2), 252-265.
- Kimmel, A. J., & Kitchen, P. J. (2014). Word of mouth and social media.
- Klein, A., & Spiegel, G. (2013, July). Social media in the product development process of the automotive industry: A new approach. In *International Conference on Human-Computer Interaction* (pp. 396-401). Springer, Berlin, Heidelberg.
- Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, 99, 405-413.
- Kormin, K., & Baharun, R. (2016). Social media and relationship marketing strategies of malaysian car brands. *Indian Journal of Science and Technology*, 9(46), 1-8.
- Kotler, P. and Bliemel, F. (2001), *Marketing-Management*, Schäffer-Poeschel Verlag, Stuttgart.
- Krystallis, A., & Chrysosoidis, G. (2005). Consumers' willingness to pay for organic food: Factors that affect it and variation per organic product type. *British Food Journal*, 107(5), 320-343.
- Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes, F. V., & Theodoulidis, B. (2017). Customer engagement in a Big Data world. *Journal of Services Marketing*, 31(2), 161–171.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Leung, X. Y., & Bai, B. (2013). How motivation, opportunity, and ability impact travelers' social media involvement and revisit intention. *Journal of Travel & Tourism Marketing*, 30(1-2), 58-77.
- Lindell, M. K., & Whitney, D. J. (2001). Accounting for common method variance in cross-sectional research designs. *Journal of applied psychology*, 86(1), 114.
- Lipsey, M. W., & Aiken, L. S. (1990). *Design sensitivity: Statistical power for experimental research* (Vol. 19). Sage.
- Liu, F., Li, J., Mizerski, D. and Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, Vol. 46 Nos 7/8, pp. 922-937.
- Liu, X., Shin, H. and Burns, C. A. (2019). Examining the impact of the luxury brand's social media marketing on customer engagement: Using big data analysis and natural language processing. *Journal of Business Research*. Retrieved from: <https://doi.org/10.1016/j.jbusres.2019.04.042>.
- Love, E. (2016). *Farm Biz*, 35, 2410-5635.
- Lovett, M. J., & Staelin, R. (2016). The role of paid, earned, and owned media in building entertainment brands: Reminding, informing, and enhancing enjoyment. *Marketing Science*, 35(1), 142-157.
- Luo, X., Zhang, J. and Duan, W. (2013). Social media and firm equity value. *Information Systems Research*, Vol. 24 No. 1, pp. 146–163.
- Malhotra, N. K. (2007). *Marketing research: an applied orientation – 5th edition*. Upper Saddle River, NJ: Pearson prentice hall.
- Maman Larraufie, A.-F., & Kourdoughli, A. (2014). The e-semiotics of luxury. *Journal of Global Fashion Marketing*, 5(3), 197–208.



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357–365.
- Mason, R. B. 2008. “Word of Mouth as a Promotional Tool for Turbulent Markets.” *Journal of Marketing Communications* 14 (3): 207–224.
- Mathers, N., Fox, N., & Hunn, A. (2007). *Surveys and Questionnaires*.
- McCann, M. and Barlow, A. (2015). Use and measurement of social media for SMEs. *Journal of Small Business and Enterprises Development*. Vol. 22 No. 2, pp. 273-287.
- McCoy, S., Everard, A., Polak, P. and Galleta, D.F. (2007), “The effects of online advertising”, *Communications of the ACM*, Vol. 50 No. 3, pp. 84-88
- Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers, and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial marketing management*, 40(7), 1153-1159.
- Morris, N. (2009). *Understanding digital marketing: marketing strategies for engaging the digital generation*.
- Mortelmans, D. (2005). Sign values in processes of distinction: The concept of luxury. *Semiotica*, 2005(157), 497–520.
- Munar, A. M., & Jacobsen, J. K. S. (2013). Trust and involvement in tourism social media and web-based travel information sources. *Scandinavian Journal of Hospitality and Tourism*, 13(1), 1-19.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Musser, J., & O'Reilly, T. (2007). Web 2.0 principles and best practices. Gravenstein: O'Reilly Media, Inc.
- Ngai, E. W., Tao, S. S., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual frameworks. *International journal of information management*, 35(1), 33-44.
- Noble, H., & Smith, J. (2015). Issues of validity and reliability in qualitative research. *Evidence-based nursing*, 18(2), 34-35.
- Okonkwo, U. (2009). The luxury brand strategy challenge. *Journal of Brand Management*, Vol. 16 No. 5, pp. 287-289.
- Parboteeah, D. V., Valacich, J. S., Wells, J. D. (2009). The influence of website characteristics on a consumer's urge to buy impulsively. *Information Systems Research* 20 (1), 60–78.
- Park H-J, Rabolt NJ, Jeon KS. Purchasing global luxury brands among young Korean consumers. *Journal of Fashion Marketing and Management* 2008;12(2):244–59.
- Park, H. M. (2015). Univariate analysis and normality test using SAS, Stata, and SPSS.
- Park, H., Cho, H. (2012). Social network online communities: information sources for apparel shopping. *Journal of Consumer Marketing*, 29(6), 400-411.  
<http://dx.doi.org/10.1108/07363761211259214>
- Pearl, J. (2009). *Causality*. Cambridge university press.
- Pei, L., Wei, K., Mehta, N. N., Kannan, A., Agarwal, D., & Guangyu, D. O. N. G. (2019). *U.S. Patent No. 10,445,840*. Washington, DC: U.S. Patent and Trademark Office.
- Perrin, A. (2015). Social media usage. *Pew research center*, 52-68.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Phau, I. and Prendergast, G. (2000). Consuming luxury brands: the relevance of the 'parity principle'. *The Journal of Brand Management*, Vol. 8 No. 2, pp. 122-138.
- Phau, I., & Teah, M. (2009). Devil wears (counterfeit) Prada: a study of antecedents and outcomes of attitudes towards counterfeits of luxury brands. *Journal of consumer marketing*.
- Rapp, A., Beitelspacher, L. S., Grewal, D., & Hughes, D. E. (2013). Understanding social media effects across seller, retailer, and consumer interactions. *Journal of the Academy of Marketing Science*, 41(5), 547-566.
- Razali, N. M., & Wah, Y. B. (2011). Power comparisons of shapiro-wilk, kolmogorov-smirnov, lilliefors and anderson-darling tests. *Journal of statistical modeling and analytics*, 2(1), 21-33.
- Roberts A. Luxury-goods sales seen highest since 2007; 2010 <http://www.bloomberg.com/news/2010-10-18/luxury-goods-sales-may-reach-highest-level-globally-since2007-bain-says.html>
- Rohm, A., D. Kaltcheva, V., & R. Milne, G. (2013). A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*, 7(4), 295-311.
- Rokka, J., Karlsson, K., Tienari, J. (2014). Balancing acts: Managing employees and reputation in social media. *Journal of Marketing Management*. Vol. 30, Issue 7-8, 802-827.
- Rowley, J. (2008). Understanding digital content marketing. *Journal of marketing management*, 24(5-6), 517-540.
- Sago, B. and Hinnenkamp, C. (2014). The Impact of Significant Negative News on Consumer Behavior Towards Favorite Brands. *Global Journal of Business Research*, Vol. 8 (1) pp. 65-72, 2014. Available at SSRN: <https://ssrn.com/abstract=2323062>

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Saliagas D.T., Kellaris J.J. (2015) The Influence of Mood on Willingness to Spend and Unplanned Purchasing. In: Malhotra N. (eds) Proceedings of the 1986 Academy of Marketing Science (AMS) Annual Conference. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. 978-3-319-11101-8
- Sasser, S., Kilgour, M., & Hollebeek, L. D. (2014). Marketing in an interactive world: the evolving nature of communication processes using social media. In K. Lertwachera & A. Ayanso (Eds.), *Harnessing the Power of Social Media and Web Analytics: Techniques, Tools, and Applications* (chapter 2) (pp. 29–52). New York: IGI Global.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189-214.
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social media content: Development and validation of a scale that identifies levels of social-media engagement with brands. *Journal of Advertising Research*, 56(1), 64–80.
- Schwedt, G., Chevalier, M., & Gutsatz, M. (2012). *Luxury retail management: How the World's top brands provide quality product and service support*. Hoboken, NJ, USA: Wiley
- Sekarasih, L., Nayar, K., O'Malley, D., Olson, C., & Scharrer, E. (2016). Entertaining audiences, ensuring inclusivity, and considering media influence: Sixth graders' understanding of media producers' responsibility. *The Communication Review*, 19(2), 128-152.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Sharma, B. K., Mishra, S., Arora, L. (2018). Does social medium influence impulse buying of Indian buyers? *Journal of Management Research*, 18(1), 27-36.
- Sheth, J. N., Sisodia, R. S. & Sharma A. (2000). The antecedents and consequences of customer-centric marketing. *Journal of Academy of Marketing Science*. 28: 55, 1552-7824.
- Sheth, J., & Sisodia, R. (2012). *The 4 A's of marketing: Creating value for customer, company and society*. Routledge.
- Shukla, P. (2011). Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison. *Journal of world business*, 46(2), 242-252.
- Solis, B. 2011. *The End of Business as Usual: Rewire the Way You Work to Succeed in the Consumer Revolution*. Hoboken, NJ: Wiley.
- Son, J., Jin, B. and George, B. (2013). Consumers' purchase intention toward foreign brand goods. *Management Decision*, Vol. 51 No. 2, pp. 434-450.
- Statista (2019a). Gender distribution of social media audiences worldwide as of April 2019, by platform. Retrieved from <https://www.statista.com/statistics/274828/gender-distribution-of-active-social-media-users-worldwide-by-platform/>
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education*, 2, 53.
- Tsimonis, G. and Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence and Planning*, Vol. 32 No. 3, pp. 328-344.
- Tuten, T. L. (2008). *Advertising 2.0: social media marketing in a web 2.0 world: social media marketing in a web 2.0 world*. ABC-CLIO.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

- Vakratsas, D. and Ambler, T. (1999), "How advertising works: what do we really know?", *Journal of Marketing*, Vol. 63 No. 1, pp. 26-43.
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266.
- Vigneron F, Johnson LW. Measuring perceptions of brand luxury. *Measuring Perceptions of Brand Luxury* 2004;11(6):484–506.
- Weinberg, Bruce D. & Pehlivan, Ekin, 2011. "Social spending: Managing the social media mix," *Business Horizons*, Elsevier, vol. 54(3), pages 275-282, May.
- Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362-369.
- Xie, K., & Lee, Y. J. (2015). Social media and brand purchase: Quantifying the effects of exposures to earned and owned social media activities in a two-stage decision making model. *Journal of Management Information Systems*, 32(2), 204-238.
- Xu, C., Ryan, S., Prybutok, V., Wen, C., 2012. It is not for fun: an examination of social network site usage. *Inf. Manage.* 49 (5), 210–217. <http://dx.doi.org/10.1016/j.im.2012.05.001>.
- Xu, H., Oh, L. B., & Teo, H. H. (2009). Perceived effectiveness of text vs. multimedia location-based advertising messaging. *International Journal of Mobile Communications*, 7(2), 154-177.
- Zhang, B. and Kim, J.H. (2012). Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Service*, 20, 69-79.
- Zhang, B., & Kim, J. H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, 20(1), 68-79.

THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE  
LUXURY AUTOMOTIVE INDUSTRY

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Appendices

### Appendix A

#### Questionnaire

Hello,

I'm a master's student in International Marketing and Management program at ISM University in Vilnius researching the final master thesis. The research aims to explore the social media content value effect on willingness to buy in the luxury automotive industry. The approximate time for completing the survey is 7 minutes. Please be aware that confidentiality is assured and you are free to withdraw filling in the survey at any time you wish.

Your IP address will be known to the researching student, their supervisor(s), and the authorized university representatives such as program director, defense committee, and a committee on ethics. The IP address data will be stored in password-protected computers. We do not actively collect other personal data, such as your physical location. If you have any questions on data protection before or after the participation, please contact research conducting student 015564@stud.ism.lt.

[Check box]: I have read the information above and I consent my data to be collected for the purposes stated above.

Screening questions	
<b>1.</b>	<b>Do you have a social media platform (e.g., Facebook, Instagram, Youtube, etc.)?</b>
<input type="radio"/>	Yes
<input type="radio"/>	No
<b>2.</b>	<b>Which of the following social media platforms do you use? Please select all the true options.</b>
<input type="radio"/>	Facebook
<input type="radio"/>	Instagram
<input type="radio"/>	Youtube
<input type="radio"/>	Twitter
<input type="radio"/>	LinkedIn
<input type="radio"/>	Snapchat
<input type="radio"/>	Other (write)
<b>3.</b>	<b>How much time do you spend on social media daily?</b>
<input type="radio"/>	Less than 1 hour
<input type="radio"/>	1 – 2 hours
<input type="radio"/>	2 -3 hours
<input type="radio"/>	More than 3 hours
<b>4.</b>	<b>Did you purchase or dreaming about purchasing the luxury automobile in the last two years?</b>
<input type="radio"/>	Yes
<input type="radio"/>	No
<b>5.</b>	<b>Take a minute to think about one specific luxury automotive brand you follow and write down the name of the brand or social media account:</b>
.....	



THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE  
LUXURY AUTOMOTIVE INDUSTRY

<b>6.</b>	<b>While answering the provided question bellow think about the luxury automotive brand you have indicated before.</b>	
Entertainment value		
<b>6.1</b>	The content found on a luxury automotive brand's social media seems interesting.	1 2 3 4 5
<b>6.2</b>	It is exciting to follow a luxury automotive brand's social media accounts.	1 2 3 4 5
<b>6.3</b>	It is fun to collect information on luxury automotive brands' products through a brand's social media.	1 2 3 4 5
<b>6.4</b>	It is easy to kill time by using a luxury automotive brand's social media.	1 2 3 4 5
Interaction value		
<b>6.5</b>	It is easy to convey my opinion through a luxury automotive brand's social media.	1 2 3 4 5
<b>6.6</b>	It is possible to exchange opinions or conversations with other users through a luxury automotive brand's social media.	1 2 3 4 5
<b>6.7</b>	It is possible to do two-way interaction through a luxury automotive brand's social media.	1 2 3 4 5
<b>6.8</b>	It is possible to share information with other users through the luxury automotive brand's social media.	1 2 3 4 5
Trendiness value		
<b>6.9</b>	It is a leading fashion to follow a luxury automotive brand's social media	1 2 3 4 5
<b>6.10</b>	The content found on a luxury automotive brand's social media is up-to-date.	1 2 3 4 5
Word of Mouth value		
<b>6.11</b>	I would like to pass out information on brand and products from a luxury automotive brand's social media to my friends	1 2 3 4 5
<b>6.12</b>	I would like to upload content from a luxury automotive brand's social media on my social media.	1 2 3 4 5
<b>6.13</b>	I would like to share opinions on brand, product, or service acquired from the luxury automotive brand's social media with my acquaintances.	1 2 3 4 5

<b>7.</b>	<b>Please choose a color:</b>
<input type="radio"/>	Car
<input type="radio"/>	House
<input type="radio"/>	Green
<input type="radio"/>	Bike

<b>8.</b>	<b>While answering the provided question bellow think about the luxury automotive brand you have indicated before.</b>
Willingness to buy	

THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE  
LUXURY AUTOMOTIVE INDUSTRY

<b>8.1</b>	As I browse the luxury automotive brand's social media website, I have the intention of buying this automobile in the future.	1 2 3 4 5
<b>8.2</b>	After browsing the luxury automotive brand's social media website, I would recommend this automobile brand to other people in the future,	1 2 3 4 5
<b>8.3</b>	After browsing the luxury automotive brand's social media website, I want to purchase this automobile in the future.	1 2 3 4 5

9.	While answering the provided question bellow think about the luxury automotive brand you have indicated before.				
Type of reach					
9.1	I desire to buy products that are showed as paid/sponsored content in social media.			1 2 3 4 5	
9.2	I am likely to buy products that are promoted repeatable in my social media.			1 2 3 4 5	
9.3	I will buy products that are advertised on social media in the near future.			1 2 3 4 5	

<b>10.</b>	<b>Please indicate your gender</b>	
<input type="radio"/>	Male	
<input type="radio"/>	Female	

<b>11.</b>	<b>Please indicate your age</b>	
<input type="radio"/>	Up to 24	
<input type="radio"/>	25-34	
<input type="radio"/>	35-44	
<input type="radio"/>	45-54	
<input type="radio"/>	55-64	
<input type="radio"/>	More than 65	

<b>12.</b>	<b>Please indicate your monthly income</b>	
<input type="radio"/>	Up to 499 EUR	
<input type="radio"/>	500-999 EUR	
<input type="radio"/>	1000-1499 EUR	
<input type="radio"/>	1500-1999 EUR	
<input type="radio"/>	2000-2499 EUR	
<input type="radio"/>	2500-2999 EUR	
<input type="radio"/>	More than 3000 EUR	

Thank you for your time! Your response has been recorded.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Appendix B

### Klausimynas

Laba diena,

Esu Ieva Navikaitė, Tarptautinės rinkodaros ir vadybos magistro studijų programos studentė ISM Vadybos ir ekonomikos universitete. Atliekų apklausą baigiamajam magistro darbui „Socialinių tinklų turinio įtaką norui pirkti prabangių automobilių rinkoje“. Šio darbo tikslas - ištirti socialinių tinklų turinio įtaką norui pirkti prabangių automobilių rinkoje. Laikas, reikalingas atlikti šią apklausą - apie 7 min. Noriu informuoti, kad pateiktų atsakymų konfidencialumas yra užtikrintas. Jūsų atsakymai bus fiksuojami elektroninėje klausimų platformoje Qualitrics. Atsakymų unikalumą patvirtins jūsų IP adresas, kuris bus fiksuojamas ir matomas anketą pateikusiam asmeniui bei magistro mokslinio laipsnio gynimo komisijai.

Iškilius klausimams prašome susisiekti el. paštu 015564@stud.ism.lt.

Bendrieji klausimai		
1.	<b>Ar turite paskyrą socialiniuose tinkluose (pvz. Facebook, Instagram, Linked In ir tt.)?</b>	
	<input type="radio"/>	Taip
	<input type="radio"/>	Ne
2.	<b>Kuriuos socialinius tinklus naudojate? Pasirinkite visus naudojamus.</b>	
	<input type="radio"/>	Facebook
	<input type="radio"/>	Instagram
	<input type="radio"/>	Youtube
	<input type="radio"/>	Twitter
	<input type="radio"/>	LinkedIn
	<input type="radio"/>	Snapchat
	<input type="radio"/>	Kita (įrašyti)
3.	<b>Kiek laiko per dieną praleidžiate naudodami socialinius tinklus?</b>	
	<input type="radio"/>	Mažiau nei 1 val.
	<input type="radio"/>	1-2 val.
	<input type="radio"/>	2-3 val.
	<input type="radio"/>	Daugiau, nei 3 val.
4.	<b>Ar per pastaruosius du metus jūs įsigijote ar svajojote įsigyti prabangų automobilį?</b>	
	<input type="radio"/>	Taip
	<input type="radio"/>	Ne
5.	<b>Pagalvokite ir parašykite kokio prabangaus automobilio paskyrą sekate socialiniuose tinkluose:</b>	
.....		
6.	<b>Atsakydami į toliau užduodamus klausimus, galvokite apie jūsų anksčiau identifikuotą automobilį</b>	
Pramogų vertė		
6.1	Turinys, randamas šio prabangaus automobilio socialinių tinklų paskyroje, man yra įdomus.	1 2 3 4 5
6.2	Man įdomu sekti šio prabangaus automobilio socialinių tinklų paskyrą.	1 2 3 4 5

THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE  
LUXURY AUTOMOTIVE INDUSTRY

<b>6.3</b>	Man yra smagu sužinoti įdomios informacijos apie šį prabangų automobilį iš jo socialinių tinklų paskyros.	1 2 3 4 5
<b>6.4</b>	Man lengva užmišti laiką naršant šio prabangaus automobilio socialinių tinklų paskyroje.	1 2 3 4 5
Saveikos vertė		
<b>6.5</b>	Lengva paveikti mano nuomonę apie prabangų automobilį per jo socialinių tinklų paskyrą.	1 2 3 4 5
<b>6.6</b>	Aš galiu dalintis ir apsikeisti nuomonėmis su kitais sekėjais mano sekamoje prabangių automobilių socialinių tinklų paskyroje.	1 2 3 4 5
<b>6.7</b>	Galiu bendrauti ir konsultuotis su šių prabangių automobilių atstovais naudodamas socialinių tinklų paskyrą.	1 2 3 4 5
<b>6.8</b>	Naudodamasis šia socialinių tinklų paskyra galiu dalintis informacija su kitais jos sekėjais.	1 2 3 4 5
Aktualumo vertė		
<b>6.9</b>	Sekti prabangių automobilių paskyras socialiniuose tinkluose yra madinga.	1 2 3 4 5
<b>6.10</b>	Informacija, randama prabangaus automobilio socialinių tinklų paskyroje, yra aktuali.	1 2 3 4 5
Dalinimosi žodžiu vertė		
<b>6.11</b>	Aš noriu dalintis informacija pamatyta prabangaus automobilio socialiniuose tinklų paskyroje su savo draugais.	1 2 3 4 5
<b>6.12</b>	Aš noriu galintis informacija pamatyta prabangaus automobilio socialinių tinklų paskyroje savo asmeninėje anketoje.	1 2 3 4 5
<b>6.13</b>	Aš noriu dalintis nuomonėmis apie sekamo prabangaus automobilio parduodamas prekes ar teikiamas paslaugas su mano pažįstamais.	1 2 3 4 5

<b>7.</b>	<b>Pasirinkite spalvą:</b>
<input type="radio"/>	Automobilis
<input type="radio"/>	Namas
<input type="radio"/>	Raudona
<input type="radio"/>	Dviratis

8.	Atsakydami į toliau užduodamus klausimus, galvokite apie jūsų anksčiau identifikuotą automobilį.		
Noras įsigyti			
8.1	Naršydamas prabangaus automobilio socialinių tinklų paskyroje, aš pradėtu norėti įsigyti šį automobilį ateityje.	1 2 3 4 5	
8.2	Po naršymo prabangaus automobilio socialinių tinklų paskyroje, aš rekomenduočiau savo draugams įsigyti šį automobilį ateityje.	1 2 3 4 5	

THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE  
LUXURY AUTOMOTIVE INDUSTRY

<b>8.3</b>	Po naršymo prabangaus automobilio socialinių tinklų paskyroje, aš pats noriu įsigyti šį automobilį ateityje.	1 2 3 4 5
------------	--	-----------

<b>9.</b>	<b>Atsakydami į toliau užduodamus klausimus, galvokite apie jūsų anksčiau identifikuotą automobilį.</b>	
	Turinio pasiekiamumas	
<b>9.1</b>	Aš noriu pirkti produktus, kurie socialiniuose tinkluose rodomi kaip remiamas turinys arba reklama.	1 2 3 4 5
<b>9.2</b>	Aš pradedu norėti įsigyti automobilius, kurie pakartotinai rodomi mano socialiniuose tinkluose.	1 2 3 4 5
<b>9.3</b>	Aš įsigijau/planuoju įsigyti produktus, kurie buvo reklamuoti mano socialiniuose tinkluose.	1 2 3 4 5

<b>10.</b>	<b>Jūsų lytis:</b>
<input type="radio"/>	Vyras
<input type="radio"/>	Moteris

<b>11.</b>	<b>Jūsų amžius:</b>
<input type="radio"/>	Iki 24 metų
<input type="radio"/>	25-34 metų
<input type="radio"/>	35-44 metų
<input type="radio"/>	45-54 metų
<input type="radio"/>	55-64 metų
<input type="radio"/>	Daugiau, nei 65 metai

<b>12.</b>	<b>Prašome nurodyti jūsų mėnesines pajamas</b>
<input type="radio"/>	Iki 499 EUR
<input type="radio"/>	500-999 EUR
<input type="radio"/>	1000-1499 EUR
<input type="radio"/>	1500-1999 EUR
<input type="radio"/>	2000-2499 EUR
<input type="radio"/>	2500-2999 EUR
<input type="radio"/>	Daugiau, nei 3000 EUR

Dėkojame už Jūsų pateiktus atsakymus!

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Appendix C

### Descriptive Statistics

Descriptive Statistics												
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Entertainment	241	4,00	1,00	5,00	3,9519	,05874	,91187	,832	-1,084	,157	1,016	,312
Interaction	242	4,00	1,00	5,00	3,7280	,05803	,90270	,815	-,948	,156	,719	,312
WOM	242	4,00	1,00	5,00	3,3802	,07848	1,22092	1,491	-,307	,156	-1,065	,312
WTB	242	4,00	1,00	5,00	3,8044	,05842	,90874	,826	-,841	,156	,570	,312
Reach	242	4,00	1,00	5,00	3,3939	,06503	1,01169	1,024	-,379	,156	-,594	,312
Involvement	241	3,00	1,00	4,00	2,5892	,06862	1,06523	1,135	-,058	,157	-1,236	,312
Valid N (listwise)	238											

*Note.* Initial descriptive statistics output composed by the author in IBM SPSS software.

## Appendix D

Table 1

*Normality statistics SPSS output*

Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Entertainment	,139	238	,000	,896	238	,000
Interaction	,143	238	,000	,923	238	,000
WOM	,133	238	,000	,930	238	,000
WTB	,150	238	,000	,926	238	,000
Reach	,102	238	,000	,959	238	,000
Involvement	,186	238	,000	,865	238	,000

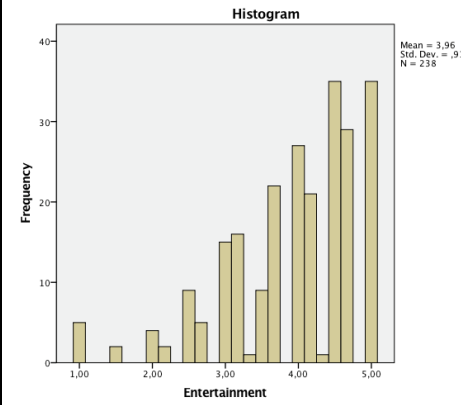
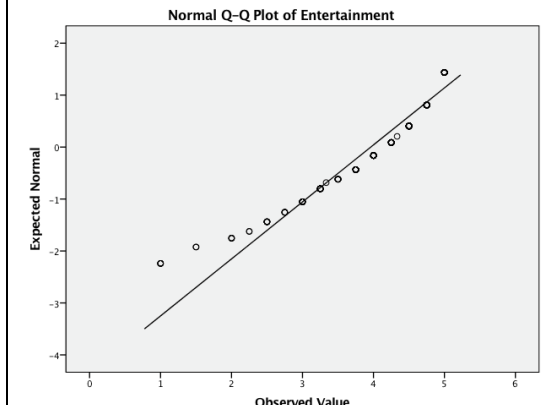
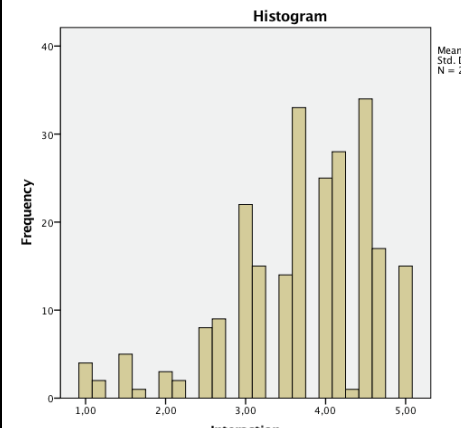
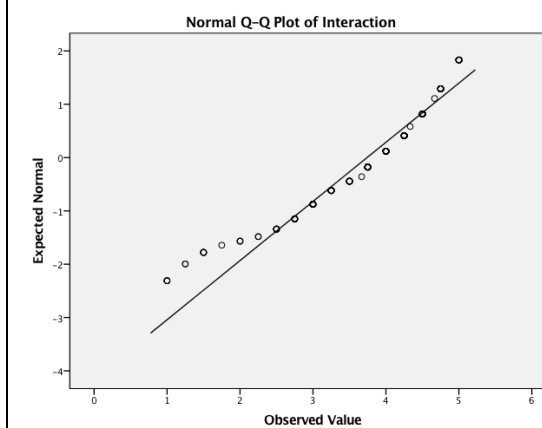
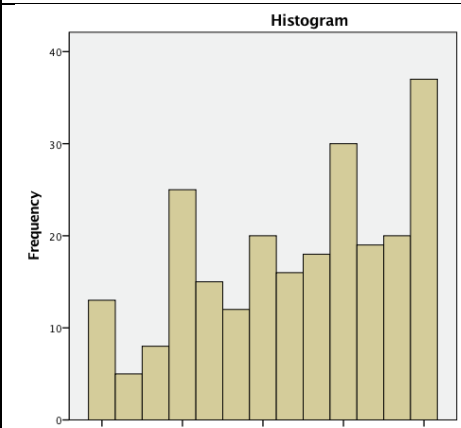
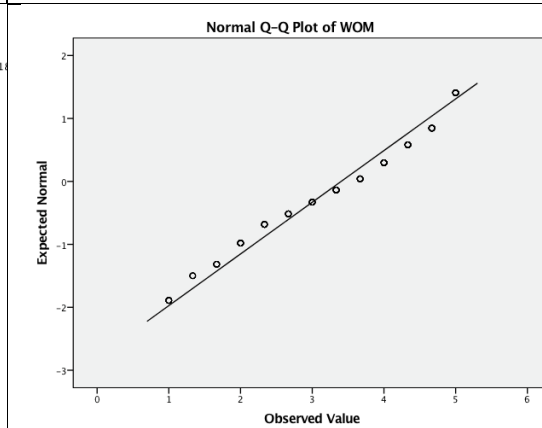
a. Lilliefors Significance Correction

*Note.* Initial normality statistics output composed by the author in SPSS software.

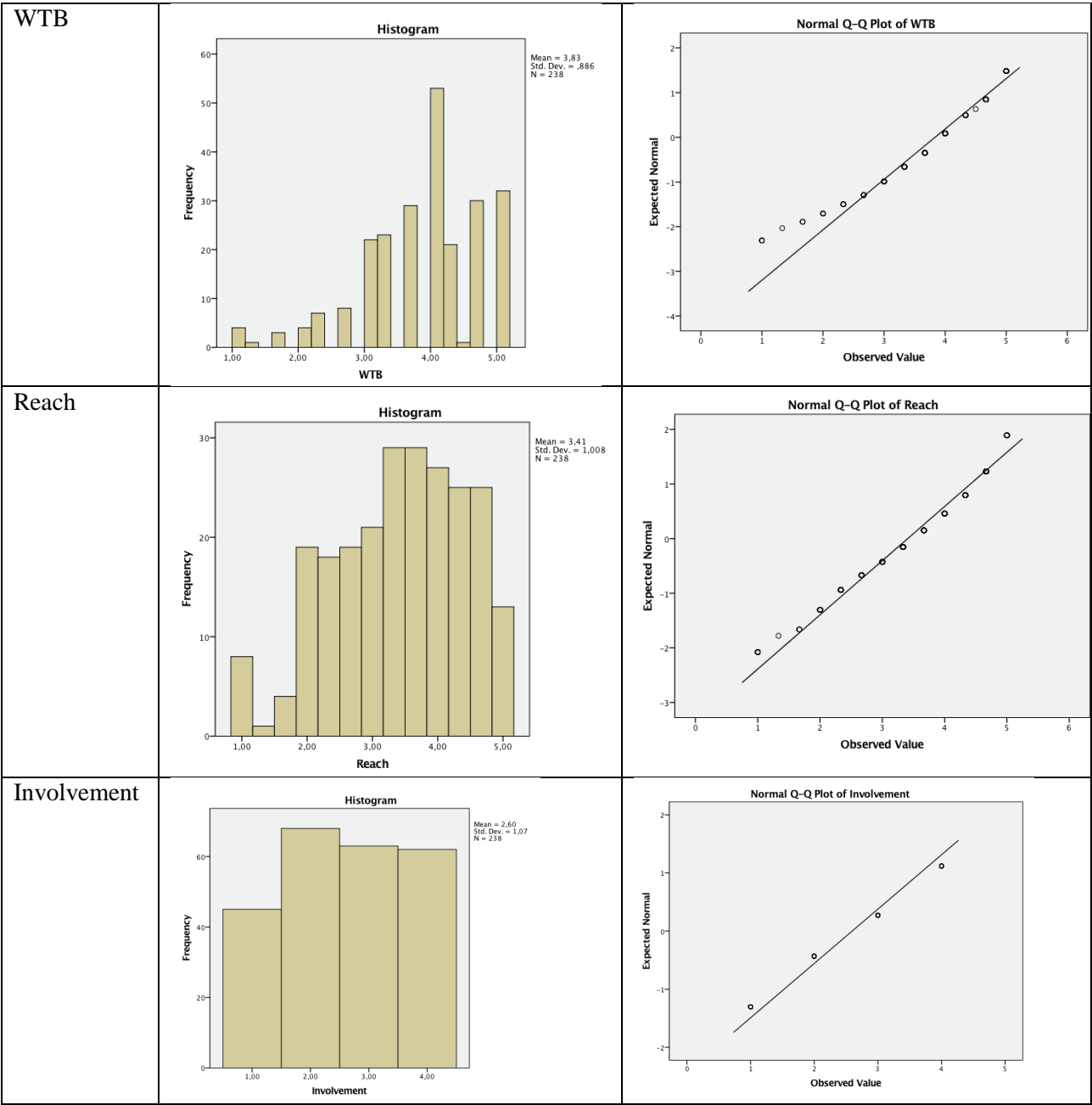
# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Table 2

*Histograms and normal Q-Q plots SPSS output*

Variable	Histogram	Normal Q-Q Plot
Entertainment		
Interaction		
WOM		

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY



Note. Shapiro – Wilk test for normality. Composed by the author using IBM SPSS.



# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Appendix E

Table 1

*Spearman's Correlation*

Correlations			Entertainmen t	Interaction	WOM	WTB	Reach	Involvement
Spearman's rho	Entertainment	Correlation Coefficient	1,000	,737**	,766**	,670**	,642**	-,090
		Sig. (2-tailed)	.	,000	,000	,000	,000	,167
		N	241	241	241	240	241	239
	Interaction	Correlation Coefficient	,737**	1,000	,765**	,598**	,645**	-,087
		Sig. (2-tailed)	,000	.	,000	,000	,000	,181
		N	241	242	242	241	242	240
	WOM	Correlation Coefficient	,766**	,765**	1,000	,670**	,675**	-,066
		Sig. (2-tailed)	,000	,000	.	,000	,000	,310
		N	241	242	242	241	242	240
	WTB	Correlation Coefficient	,670**	,598**	,670**	1,000	,642**	-,004
		Sig. (2-tailed)	,000	,000	,000	.	,000	,950
		N	240	241	241	242	241	240
	Reach	Correlation Coefficient	,642**	,645**	,675**	,642**	1,000	,105
		Sig. (2-tailed)	,000	,000	,000	,000	.	,106
		N	241	242	242	241	242	240
	Involvement	Correlation Coefficient	-,090	-,087	-,066	-,004	,105	1,000
		Sig. (2-tailed)	,167	,181	,310	,950	,106	.
		N	239	240	240	240	240	241

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

*Note.* Initial Spearman's Correlation statistical output composed of the author using IBM SPSS software.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Appendix F

Table 1

Questionnaire after exploratory factor analysis

Values	Before exploratory factor analysis	After exploratory factor analysis
Entertainment value	The content found on a luxury automotive brand's social media seems interesting.	
	It is exciting to follow a luxury automotive brand's social media accounts.	It is exciting to follow a luxury automotive brand's social media accounts.
	It is fun to collect information on luxury automotive brands' products through a brand's social media.	It is fun to collect information on luxury automotive brands' products through a brand's social media.
	It is easy to kill time by using a luxury automotive brand's social media.	It is easy to kill time by using a luxury automotive brand's social media.
Interaction value	It is easy to convey my opinion through a luxury automotive brand's social media.	It is easy to convey my opinion through a luxury automotive brand's social media.
	It is possible to exchange opinions or conversations with other users through a luxury automotive brand's social media.	It is possible to exchange opinions or conversations with other users through a luxury automotive brand's social media.
	It is possible to do two-way interaction through a luxury automotive brand's social media.	It is possible to do two-way interaction through a luxury automotive brand's social media.
	It is possible to share information with other users through the luxury automotive brand's social media.	It is possible to share information with other users through the luxury automotive brand's social media.
Word of Mouth value	I would like to pass out information on brand and products from a luxury automotive brand's social media to my friends	I would like to pass out information on brand and products from a luxury automotive brand's social media to my friends
	I would like to upload content from a luxury automotive brand's social media on my social media.	I would like to upload content from a luxury automotive brand's social media on my social media.
	I would like to share opinions on brand, product, or service acquired from the luxury automotive brand's social media with my acquaintances.	I would like to share opinions on brand, product, or service acquired from the luxury automotive brand's social media with my acquaintances.
Willingness to buy	As I browse the luxury automotive brand's social media website, I have the intention of buying this automobile in the future.	As I browse the luxury automotive brand's social media website, I have the intention of buying this automobile in the future.
	After browsing the luxury automotive brand's social media website, I would recommend this automobile brand to other people in the future.	After browsing the luxury automotive brand's social media website, I would recommend this automobile brand to other people in the future.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

	After browsing the luxury automotive brand's social media website, I want to purchase this automobile in the future.	After browsing the luxury automotive brand's social media website, I want to purchase this automobile in the future.
Type of reach	I desire to buy products that are showed in promoted content.	I desire to buy products that are showed in promoted content.
	I am likely to buy products that are promoted repeatable in my social media.	I am likely to buy products that are promoted repeatable in my social media.
	I will buy products that are advertised on social media in the near future.	I will buy products that are advertised on social media in the near future.

*Note.* Composed by the author.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

## Appendix G

Table 1

### Linear Regression Analysis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,736 <sup>a</sup>	,542	,536	,60952

a. Predictors: (Constant), EXPWOM, EXPInteraction, EXPEntertainment

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103,809	3	34,603	93,141	,000 <sup>b</sup>
	Residual	87,677	236	,372		
	Total	191,486	239			

a. Dependent Variable: EXPWTB

b. Predictors: (Constant), EXPWOM, EXPInteraction, EXPEntertainment

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,256	,183		6,850	,000
	EXPEntertainment	,296	,069	,316	4,296	,000
	EXPInteraction	,157	,073	,158	2,156	,032
	EXPWOM	,243	,053	,330	4,555	,000

a. Dependent Variable: EXPWTB

*Note.* Dependent variable – Willingness to Buy (EXPWTB), Independent variables – Entertainment value (EXPEntertainment), Interaction value (EXPInteraction), Word of Mouth (EXPWOM). Initial Linear Regression Analysis output composed by the author using IBM SPSS software.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Table 2

*Linear Regression Analysis with Process to test H2a*

```

Model   : 1
  Y      : EXPWTB
  X      : EXPEnter
  W      : EXPReach

Sample
Size:  240

*****
OUTCOME VARIABLE:
EXPWTB

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .7302      .5332      .3787     89.8642      3.0000     236.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    1.3458    .4699    2.8640    .0046     .4201    2.2716
EXPEnter     .3709    .1287    2.8823    .0043     .1174    .6244
EXPReach     .2041    .1644    1.2412    .2158    -.1198    .5280
Int_1        .0240    .0398    .6029    .5471    -.0544    .1024

Product terms key:
Int_1      :      EXPEnter x      EXPReach

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      .0007      .3635      1.0000     236.0000      .5471
-----
      Focal predict: EXPEnter (X)
      Mod var: EXPReach (W)

```

*Note.* Dependent variable – Willingness to Buy (EXPWTB), Independent variables – Entertainment value (EXPEntertainment), Moderator – Type of Reach (EXPReach). Composed by the author using the Process in IBM SPSS software.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Table 3

*Linear Regression Analysis with Process to test H2b*

```

Model   : 1
  Y      : EXPWTB
  X      : EXPInter
  W      : EXPReach

Sample
Size: 241

*****
OUTCOME VARIABLE:
EXPWTB

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .7031      .4943      .4133     77.2160     3.0000    237.0000     .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    1.0083    .4668    2.1602    .0318    .0888    1.9279
EXPInter     .4494    .1383    3.2504    .0013    .1770    .7218
EXPReach     .4047    .1594    2.5397    .0117    .0908    .7187
Int_1       -.0184    .0411   -.4471    .6552   -.0993    .0626

Product terms key:
Int_1      :      EXPInter x      EXPReach

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      .0004      .1999     1.0000    237.0000     .6552

-----
      Focal predict: EXPInter (X)
      Mod var: EXPReach (W)

```

*Note.* Dependent variable – Willingness to Buy (EXPWTB), Independent variables – Interaction value (EXPInteraction), Moderator – Type of Reach (EXPReach Composed by the author using Process in IBM SPSS software.

# THE EFFECT OF SOCIAL MEDIA CONTENT VALUE ON WILLINGNESS TO BUY IN THE LUXURY AUTOMOTIVE INDUSTRY

Table 4

*Linear Regression Analysis with Process to test H2c*

```

Model   : 1
  Y   : EXPWTB
  X   : EXPWOM
  W   : EXPReach

Sample
Size: 241

*****
OUTCOME VARIABLE:
EXPWTB

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .7261      .5272      .3864     88.0773      3.0000     237.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    1.1693    .3589    3.2579    .0013    .4622    1.8764
EXPWOM       .5275    .1209    4.3614    .0000    .2892    .7658
EXPReach     .4490    .1204    3.7284    .0002    .2118    .6862
Int_1       -.0539    .0338   -1.5944    .1122   -.1205    .0127

Product terms key:
Int_1      :      EXPWOM      x      EXPReach

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      .0051      2.5420      1.0000     237.0000      .1122
-----
      Focal predict: EXPWOM      (X)
      Mod var: EXPReach (W)

```

*Note.* Dependent variable – Willingness to Buy (EXPWTB), Independent variables – World of Mouth value (EXPWOM), Moderator – Type of Reach (EXPReach Composed by the author using Process in IBM SPSS software.