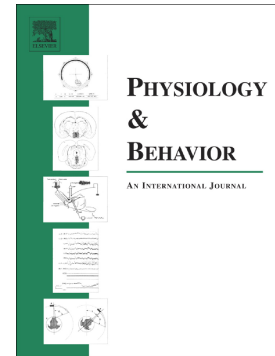


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**Examining consumer luxury brand-related behavior intentions in a social media
context: The moderating role of hedonic and utilitarian motivations**

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Abstract

Luxury brand marketers have recently turned their attention to customer-driven social media devoted to their brands. The key concepts of involvement, interaction and behavioral intention provide the theoretical foundation to investigate luxury brands. The purpose of this study is to test a model that analyzes the relationship among brand involvement, consumer-brand interaction and behavioral intention in the context of luxury brand-related activities on social media. Based on content value theory, the present research identifies the moderating role of utilitarian/hedonic motivations on the relationships proposed. Data were collected from 326 social media users who look for information on internet about luxury brands before purchasing a specific brand. We provide evidence indicating positive relationships between brand involvement, consumer-brand interaction and behavioral intention. The results also confirm the moderating role of the utilitarian/hedonic motivations. This study provides recommendations to luxury brands to understand the nature of consumer involvement and brand-customer relationship in order to forecast the behavioral intention of their consumers more accurately.

Keywords: luxury brands; social media; brand involvement; consumer-brand interaction; behavioral intention; utilitarian/hedonic motivations

1. Introduction

Luxury brands have recently focused their attention to luxury consumers in their social media networks [1]. Consumers are drawn to luxury brands for more than just the acquisition of materialistic or superficial possessions. They may also be drawn by perceptions of profound value, exceptional craftsmanship, and identification with a particular country [2]. Luxury consumption is therefore multidimensional and embraces financial (e.g., exclusivity), functional (e.g., product excellence), individual (e.g., personal enjoyment), and social value (e.g., prestige and status) components [3]. As a result, luxury brand managers recognize that complex and psychological motivations drive consumers to purchase their items. Social media activities can create trustworthy experiences for consumers, improve brand involvement, inspire interactivity, intensify brand loyalty, and increase purchase behaviors [4].

Social media networks have been used by numerous brands as two-way communication platforms towards the target audience to stream instant information, as well as to initiate dialogues and interactions [5]. Hence, the consumer can engage in brands' online environment, through brands' social media sites. Among the many activities consumers may carry out with regard to brands on this channel, only some of them are of the greatest relevance to companies. Existing research contends that the types of activity that matter most to companies are those in which consumers interact with brands by creating original content or by contributing to content created by others [6,7]. For example, consumers can comment on brand-related content, rate products or brands, and perform other actions in which they interact to contribute to brand-related content initially generated by others. These activities typically require high or moderate levels of brand involvement on the part of consumers, which refers to a positive psychological state that typically occurs during interactive or co-creative experiences consumers have with brands and entails aspects of consumer's perceived relevance of a brand based on its level of appeal, meaning, and value to consumers. Brand involvement is related to their level of engagement with the brand on social media [8].

In line with this, viewing a brand as important or needed relates to the extent to which a consumer would choose to engage and interact with one social media site over others [9]. The fundamentals of social exchange theory hold that consumers will be more likely to invest resources in interaction with a brand if they are in-turn receiving valuable resources from that brand [10]. The intangible resources accrued via involvement, such as information, affiliation, and status may be motivation for consumers to interact with the brand. Consequently, we hypothesized that "consumer luxury brand involvement has a positive effect on consumer-brand interaction" (H1).

Consumer brand involvement has been considered a vital aspect of consumer behavior. Luxury brands have been classified as high involvement brands, which refers to brands that are either expensive, rarely bought, linked to personal identity, or carry high risks (i.e., social). Once consumers are involved and engaged with brands, they may develop behavioral intention [11], given the strong emotive aspect of involvement. Several studies provided empirical evidence of the influence of social media brand-related activities on behavioral intention. Dholakia and Durham [12] state that the use of social media activities by companies increases positive recommendations of the brand and word-of-mouth communication between consumers. In their study, Kim and Ko [13] affirm that social media marketing behaviors have a positive impact on consumer relationships, purchase intention, and equity drivers. Subsequently, Labrecque [14] finds that consumers who perceive being involved in social media relationships with brands are more likely to increase brand loyalty intentions.

Consumers who feel positively and strongly connected to the brands, products,

companies, and other consumers will usually actively interact and participate in brand-related activities on social media [15]. Interaction and participation mean that consumers reproduce, share, diffuse, and advocate meanings and values. Thus, involved consumers are more likely to create positive messages regarding the brand [16]. It has been observed that high-involvement brands attract a significant amount of conversations online [17]. Furthermore, developing loyalty intentions towards a luxury brand acts as a consumer mechanism of preserving their relationship with the preferred brand. In this sense, increasingly researchers are beginning to observe a direct impact of involvement, interaction and participation elements on loyalty intentions, such as repeat buying and resist brands switching [18,19]. Chaffey and Ellis-Chadwick [20] state the importance of a strong consumer involvement strategy and good consumer relationship through social media networks to encourage the interaction and participation of consumers with a brand, which can be beneficial to brands in reaching a large audience on social media. Engaging with consumers through social media sites can lead luxury brands to benefits associated with behavioral intentions, such as loyalty, purchase intention or positive eWOM. Consequently, we hypothesized that “consumer luxury brand involvement has a positive effect on behavioral intention” (H2).

The existing research in the domain of consumer-brand interaction has focused on the role of social media activities of luxury brands in engaging consumers, developing and strengthening consumer relationship and interaction [21]. Therefore, by integrating consumers into their social media sites, marketers can ensure synergistic effects on attitudes by strengthening interpersonal ties and interactions, and consequently, increase behavioral outcomes such as brand loyalty, purchase intention and electronic word-of-mouth [22]. In their study, Blattberg, Malthouse, & Neslin [23] state that when consumers have positive brand interactions, their satisfaction further leads to desires to brand purchase. Subsequently, Hudson et al. [24] confirm that consumers with greater brand relationship and emotional attachment via social media interactions are more willing to recommend their favorite brand. Thus, we hypothesized that “consumer luxury brand interaction has a positive effect on behavioral intention” (H3).

Additionally, previous research identified conscious and unconscious motivations behind consumers’ participation in online general activities [25]. In this scope, the content value theory can be applied, which is derived from intrinsic and extrinsic motivational perspectives [26]. These motivational perspectives are represented by hedonic and utilitarian values [27]. On the one hand, utilitarian value is defined as an overall assessment of functional benefits and sacrifices. This value dimension is relevant for task-specific use of online shopping, such as purchase deliberation. On the other hand, hedonic value is defined as an overall assessment of experiential benefits and sacrifices. Consumers often shop for an appreciation of the experience rather than simply for task completion [28,29]. Certainly, one aspect of hedonic consumption is the experience of products through their scents, tactile impressions, and visual images. At some point the new media may evolve to compensate for sensory deficiencies. It is expected that those individuals, who do not value or at least utilize these sensory components of the traditional retail channels, will see the new media as an acceptable substitute for directly examining a product in-person. Likewise, if shoppers believe that the sensory information available via the interactive media is sufficient, they should be more likely to enjoy using the new media [30].

The hedonic/utilitarian dichotomy mirrors differences in product function; that is, pleasure versus utility, and may be applied to online designs that offer appealing value propositions. In fact, utilitarian and hedonic value will have a direct and positive effect upon preference for the retailers on satisfaction and behavioral intention [29,31]. Furthermore, the two types of values are notably important when it comes to participation in social media

environments [32]. Utilitarian behavior is defined as goal-oriented and rational (conscious responses), concerned with effectiveness and instrumental value, whereas hedonic behavior implies seeking fun, play, enjoyment and experiences (unconscious responses) [33]. Both dimensions have been found to explain online consumer behavior [34]. In this sense, utilitarian consumers differ from hedonic consumers in their behavior [35]. Hedonic motivations not only stimulate the browsing on their social media sites, but also create a positive predisposition for suitable marketing messages and interaction with the brand, which further stimulates purchase intentions. In this line, Chan et al. [36] find that emotional responses elicited by using luxury branded products predict the intention of consumers to repurchase the brand in the future. Consequently, hedonic consumers that are more involved with the luxury brand will receive more satisfaction from the experience itself and the emotions they experience through the relationship with the brand in social media, increasing the interactions and behavioral intention towards the brand.

The literature has shown that information obtained in social media sites affects the consumer's decision-making process [37]. Utilitarian motivations for engaging in a particular type of behavior usually concern completing a task in an efficient, timely manner [38]. Accordingly, utilitarian consumers who are motivated to use social media sites of a specific brand are not likely to want to engage in time-consuming activities, such writing posts or comments, if it is not required, and are rather more concerned with finding content that suits their purposes [34]. In this vein, Jones et al. [39] find that the hedonic value, a construct tied to emotional experience and emotional satisfaction, is strongly related to positive electronic word-of-mouth, re-patronage anticipation, and loyalty. Thus, hedonic consumers that interact more with the luxury brand will increase the behavioral intention towards the brand. Therefore, we hypothesized that "utilitarian and hedonic motivations differently moderate these relationships: (a) involvement and consumer-brand interaction; (b) involvement and behavioral intention; and (c) consumer-brand interaction and behavioral intention" (H4).

This study contributes to the literature by building a comprehensive understanding of the brand involvement as a driver of consumer-brand interaction in the luxury context through social media. Furthermore, the present study provides knowledge on consumer-brand relationship examining the moderating effects of utilitarian and hedonic consumers motivations on the relationships analyzed.

2. Methods

2.1. Participants

A largely quantitative survey method, using a database monitored by a national research company, involved a sample comprising social media users who look for information on internet about luxury brands before purchasing a specific apparel, shoes, bags, and/or accessory brand. Participants listed their favorite luxury brands and used them as a point of reference when answering the questionnaire to avoid framing all responses with a single researcher chosen luxury brand or product category. A total of 896 participants were contacted. Unfortunately, 413 interviewees did not look for information on Internet or are not interested on luxury brands and 157 interviewees did not use social media. Finally, 326 questionnaires were completed and valid from users who match the desired population. Of the 326 consumers surveyed, who are representative of the study population, 42.3% were male and 57.7% were female. Over 63% had graduated from university and had an average age of 37.4 years. They are closer to luxury companies' traditional target of customers with an average annual income of €39,000. In the sample, the average expenditure on apparel and accessory luxury brands is almost €2,000 per year, and the average time spent on social networks per week is higher than 2 h. All the respondents do online shopping and have online

shopping experience. With regard to online shopping frequency, 52.9% buy once or more times a month.

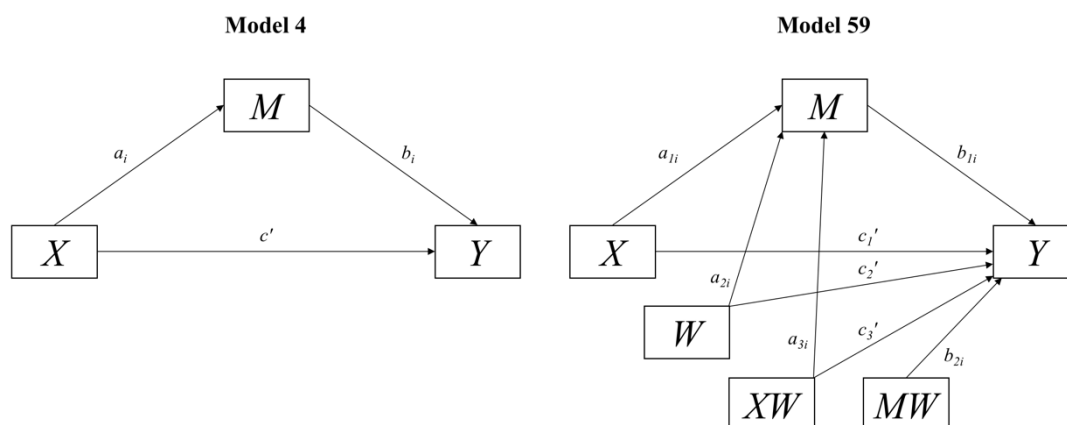
2.2.Measures

The questionnaire of the study was divided into three sections. The first section includes socio-demographic questions. The second part contains questions on luxury brands and social media. A final section includes measurement scales related to the main objective of the study. In this study three constructs, brand involvement, consumer-brand interaction, and behavioral intention are utilized to test the hypotheses. Measurement scales have been adapted or adopted from past research (Appendix A). Building on Zaichkowsky [40] brand involvement construct, 10-item scale was included in the questionnaire. Drawing from So, King, and Sparks [41], consumer-brand interaction construct is measured with 5-item scale. Behavioral intention construct was measured using the 4-item Zeithaml, Berry, and Parasuraman [42] scale. The response formats range from “strongly disagree” (1) to “strongly agree” (5). In addition, the utilitarian/hedonic motivation was measured through the consumer responses to a set of dichotomous items adapted from Jahn and Kunz [43]. The reliability and validity of the measurement model were analyzed. The indicators obtained show acceptable levels of reliability and of convergent and discriminant validity [44,45].

2.3.Data Analysis

Confirmatory factor analysis is employed to assess the psychometric properties for each construct. Additionally, due to some proposed hypotheses refer to mediating and moderating effects, the PROCESS Procedure for SPSS Release 2.16 was used, written by Andrew F. Hayes, available at www.afhayes.com and documented in Hayes [46]. The PROCESS procedure “will estimate both conditional and unconditional direct and indirect effects and provide all that is needed for inference. It knows which effects are conditional and which are not and produces output accordingly. When the direct or indirect effect is moderated, it produces a table containing the conditional effect for various values of the moderator or moderators. For inference, PROCESS generates standard errors, *p*-values, and confidence intervals for direct effects, and bootstrap confidence intervals for conditional indirect effect” [45]. This methodology is appropriate not only when we want to understand and describe the mechanisms through which a variable transmits an effect to another variable but also when we want to contrast hypotheses on the variable nature of these effects. Furthermore, traditional approaches for examining mediation and moderated mediation have several conceptual and mathematical limitations [47] and PROCESS has been employed by various studies recently published in prestigious journals [48,49,50].

Figure 1. Model diagrams for PROCESS



X = Brand involvement, M =Consumer-brand interaction, Y =Behavioral intention, W =Utilitarian/Hedonic

More specifically, the current study applies conditional process analysis to understand the conditional nature of the mechanisms by which a predictor variable exerts its effect on other variables [46]. Figure 1 shows proposed mediation and moderation involving PROCESS models 4 and 59, respectively. Interaction terms were mean centered to ease interpretation. The bootstrap method was used to test for indirect effects. Firstly, mediation was examined. Then, hierarchical regression was used to evaluate direct and indirect moderating effects. Standard assumptions for ordinary least squares (OLS) were met. Scatterplots showed linearity of independent and dependent variables, no major outliers, and normality of residuals and constant variance. Observations were independent, and there were no problems with multicollinearity.

3. Results

Tables 1 and 2 describe the variance explained (R^2) and the path coefficients for the two models under study. In this vein, the models have an appropriate predictive power, having a high average explained variance (over 65%). This average value practically represents a substantial level of explanatory power for the entire model. Hypothesis H1 is tested with a simple mediation model statistically controlling for networking effects [46]. Constructs are estimated as the averages of the indicators [51,52]. Table 1 shows that a more positive brand involvement ($a_1 = 0.834$, $p < 0.001$) leads to higher consumer-brand interaction, which in turn leads to higher behavioral intention ($b_1 = 0.537$, $p < 0.001$). The findings support H1 and H3. Brand involvement ($c'_1 = 0.376$, $p < 0.001$) have a significant direct effect on behavioral intention, confirming H2. The true indirect effect of brand involvement on behavioral intention via consumer-brand interaction ($a_1b_1 = 0.448$) based on 5000 bootstrap samples is estimated to lie between lower limit (LL): 0.316 and upper limit (UL): 0.580 with 95% confidence. All indirect effects are significant at $p < 0.05$ as no zero is included in the 95% CI [53], confirming H3.

Due to the postulation of the presence of moderating effects on the paths forming the mediated relationships, the results for the mediation effects need to be qualified. Consumer motivation (utilitarian vs. hedonic) was included as a dichotomous variable. Hypotheses H4 were tested with a conditional process analysis that allows all possible direct and indirect effects between antecedents and outcome variables to be moderated by time. This analysis employs 5000 bootstrap samples to obtain estimates for the conditional relationships. Table 2

reports the results for the moderated mediation analyses. The results show that the interaction effect of brand involvement on consumer-brand interaction is not significant ($a_3 = 0.027$, $p = 0.716$). The effect of consumer-brand interaction on behavioral intention increases with consumer motivation (utilitarian vs. hedonic) since brand involvement ($b_{21} = 0.697$, $p < 0.001$). Regarding behavioral intention, the results show a significant interaction of brand involvement and consumer motivation (utilitarian vs. hedonic) on behavioral intention ($c'_{31} = 0.553$, $p < 0.001$).

Table 1. Model coefficients for the hypothesized direct effects

Consequent						
	M (Brand Interaction) OLS			Y (Behavioral Intention) OLS		
Antecedent	Coeff.	SE	<i>P</i>	Coeff.	SE	<i>P</i>
Constant	0.702	0.119	<0.001	0.613	0.187	<0.001
X (Brand Involvement)	0.834	0.028	<0.001	0.376	0.069	<0.001
M (Brand Interaction)				0.537	0.068	<0.001
	$R^2 = 0.8246$			$R^2 = 0.6857$		
	$F(1,324) = 712.653, p < 0.001$			$F(2,323) = 165.693, p < 0.001$		

Unstandardized regression coefficients are reported, SE = Standard error.

Table 2. Model coefficients for the moderated mediation effects of consumer motivation (utilitarian vs. hedonic)

Consequent						
	M (Brand Interaction) OLS			Y (Behavioral Intention) OLS		
Antecedent	Coeff.	SE	<i>P</i>	Coeff.	SE	<i>P</i>
Constant	0.035	0.048	0.889	2.632	0.042	<0.001
X (Brand Involvement)	0.834	0.028	<0.001	0.376	0.069	<0.001
M (Brand Interaction)				0.537	0.068	<0.001
W (Utilitarian vs. Hedonic)	0.098	0.086	0.274	0.513	0.071	<0.001
X x W	0.027	0.074	0.716	0.553	0.112	<0.001
M x W				0.697	0.105	<0.001
	$R^2 = 0.8343$			$R^2 = 0.7523$		
	$F(3,322) = 249.39, p < 0.001$			$F(5,320) = 71.73, p < 0.001$		

PROCESS provides bias-corrected 95% bootstrap CIs for the direct and indirect effects at both values of the moderator variable consumer motivation (utilitarian vs. hedonic). Table 3 shows that the direct effect of brand involvement (X) on behavioral intention (Y) is positive and increase with consumer motivation (utilitarian vs. hedonic). The bias-corrected 95% CIs for the conditional direct effect is above zero for low levels of the moderator and thus significant. In contrast, the indirect effects of brand involvement (X) on behavioral intention (Y) via brand interaction are positive for high levels of the moderator and thus significant (see Table 4).

Table 3. Conditional direct effects of consumer motivation (utilitarian vs. hedonic) on behavioral intention

Utilitarian vs. Hedonic	Effect	Boot SE	BootLLCI	BootULCI
Utilitarian	0.1839	0.1365	0.0942	0.3576
Hedonic	0.4378	0.1234	0.2486	0.6754

SE (Standard error); LLCI (Lower level confidence interval); ULCI (Upper level confidence interval).

Table 4. Conditional indirect effects of consumer motivation (utilitarian vs. hedonic) on behavioral intention

Utilitarian vs. Hedonic	Effect	Boot SE	BootLLCI	BootULCI
Utilitarian	0.1865	0.0974	0.0097	0.3356
Hedonic	0.5743	0.1017	0.3997	0.7639

SE (Standard error); LLCI (Lower level confidence interval); ULCI (Upper level confidence interval).

4. Discussion

4.1. Theoretical implications

This research contributes to the consumers' behavior literature by providing a pioneering holistic framework that examines the effects of brand involvement on consumer-brand interaction and behavioral intention in the luxury context. The luxury sector is the basis of the study, because prior research already pointed out that luxury brands seem to have effective and successful ways of involving, engaging, and reaching their consumers through social media [54]. With the growing interest of luxury brands in providing luxurious values to consumers, luxury brands should engage in social media activities to anticipate positive contributions to brands by providing new luxury values to consumers [13]. An important effect highlighted from the research is the mediating effect of consumer-brand interaction between brand involvement and behavioral intention. Furthermore, this study is the first to detail the moderating effect of the utilitarian/hedonic motivation of consumers on the relationships analyzed.

This study makes the following two major contributions to literature. On the one hand, given the growing trend of integrating social media into marketing strategies, this study is a response to the call for a deeper understanding of consumer involvement, brand interaction, and behavioral intention [55]. While past studies found that consumer-brand interaction on social media of brands could produce many favorable business outcomes [56], the current study extends this line of research by building a comprehensive understanding of the brand involvement as a driver of consumer-brand interaction. On the other hand, the present study also contributes to the literature on consumer-brand relationship examining the moderating effects of utilitarian and hedonic consumers motivations on the relationships analyzed. Findings show that utilitarian/hedonic motivations of consumers influence on brand interaction and behavioral intention. The results obtained in the study emphasizes the importance of hedonic values based on the experience and interactions.

The findings of this study not only extend the literature in the consumers' behavior and luxury brand contexts but also provide useful implications for marketers. The overall result provides support for the proposed model of this study. The direct effects of brand involvement and consumer-brand interaction on behavioral intention were both found to be significantly positive. Primarily, this study provides significant implication that involvement is an essential indicator for the formation and extension of brand-consumer interactions via social media in the luxury industry. It is evident from the results that those consumers who are brand involved are more likely to be interacting with social media of luxury brands. The directly positive impact of involvement on consumer-brand interaction is consistent with the study of Pöyry et al. [34]. This result suggests that consumer interaction with social media of luxury brands is significantly related to his/her involvement in company-hosted social media networks. Since relationship ties are established based on social interactions [57], this study conceptualizes interactions between consumers and social media representatives of luxury brands as the predominant consequence of brand involvement.

Second, involvement and consumer-brand interaction were proven to be catalysts of the behavioral intention of consumers towards a luxury brand. The findings provide support

for previous research in the social media context, where Yeh and Choi [58] found that members of a brand' social media have a positive eWOM intention, and that strong involvement and commitment to the brand mediates this relationship. Moreover, this study verifies the indirectly positive relationship between brand involvement and behavioral intention mediated by consumer-brand interaction, suggesting that the whole context of consumers' emotional ties to the luxury brand can ultimately develop their behavioral intention to continue the brand consumer relationship through interactions and behavioral intention. This study is consistent with prior studies that have examined the influence of social media on consumer brand engagement, consumer participation and their behavior in the luxury brand setting [59]. In this sense, brand involvement is considered a milestone in building consumer-brand interaction and behavioral intention in social media environments. This insight suggests that investments in consumer-brand interaction would strengthen consumers' behaviors.

Lastly, this study has identified and measured motivations that might prompt consumers to engage in consumer-brand interaction on social media sites. The results revealed that utilitarian and hedonic motivations differently affect involvement, consumer-brand interaction and behavioral intention relationships on social media. In particular, hedonic values were observed to be the most influential in nurturing the relationship between consumers and a luxury brand, in terms of involvement, consumer-brand interaction and behavioral intention.

Considering the utilitarian/hedonic motivation of consumers of luxury brands, the moderating effect of this variable on the relationship between brand involvement and brand interaction is not supported. Furthermore, findings reveal that hedonic motivations are positively influential on the relationship between brand interaction and behavioral intention. This is consistent with our proposition that although social media networks are designed to support business promotions, they should also emphasize emotional or unconscious aspects in order to motivate their consumers since social media is hedonic in nature. It is clearly the emotional bond that consumers develop via social media interaction that influences the strength of their relationship with the brand, with the results supporting the proposition made by previous researchers that if marketers wish to build strong brand relationships, they need to incorporate high levels of emotional content in their marketing communications. Utilitarian consumers have a specific shopping goal and adopt a directed search behavior, whereas hedonic consumers have no specific goals and conduct an exploratory search behavior. The higher levels of enjoyment in hedonic consumers, may lead to a higher level of satisfaction. Hedonic consumers shop for enjoyment; therefore, they are likely to be in a good mood when browsing social media. Therefore, hedonic consumers also generate favorable attitudes toward websites, despite not needing the assistance of information control as much as utilitarian consumers do. Hedonic motivations turned out to have a strong and significant relationship with interaction. Those with utilitarian motivations may be more likely to seek value from what they achieve through their use of the social media, such as meeting information needs through purchasing behavior. On the other hand, consumers leaning more towards hedonic motivations may find the enjoyment of participation a rewarding end state in itself and consider the value of their participation to their purchase-related decisions secondary.

4.2. Managerial implications

The findings provide significant managerial contributions to luxury brand communicators or representatives and help them further comprehend the mechanism to

underpin and strengthen the brand-consumer relationship via social media networks. Furthermore, this study can help marketing practitioners to develop strategic plans to motivate and enhance consumers' continued interaction with the social media sites used by luxury brands. In this sense, one of the biggest challenges for both marketing researchers and practitioners is to solve complex consumer behaviors. The sustainability of luxury brands depends mainly on brand involvement, consumer-brand interaction and behavioral intention.

A managerial implication of the findings is that consumer brand involvement has much practical utility and affects brand interaction. Consumer brand involvement may provide competitive advantages to brands. Moreover, in an era where consumers seek entertaining and stimulating experiences, generating consumer brand involvement may help to retain consumers. Thus, practitioners are advised to devise ways via investing in product design that offer stimulating and absorbing experiences to consumers. This may create opportunities for marketers to potentially target highly-involved existing consumers with relationship-building programs. In addition, investments in social media programs can provide marketing benefits when they succeed in facilitating consumer-brand interaction.

Given the strong effects of consumer-brand interaction on essential relationship outcomes, such as behavioral intention, marketers are advised to include greater interactivity as a main objective in social media. Thus, luxury brands should try to strengthen their interactivity and reflect positive values, thus creating and interactive competitive advantage based on value and inimitability. Luxury brands can benefit from the concept of interactivity because of its positive long-term impact on the consumer-brand relationship.

In order to increase the moderating effect of the utilitarian/hedonic motivation of consumers of luxury brands on the relationship between brand involvement and brand interaction, brand managers should take an active role in interacting with followers and facilitate the responsiveness and connectedness among social media followers by, for example, organizing special topic discussions and micro-interviews [60]. Luxury brands must understand how to effectively use various functions of social media sites, such as pictures, videos, polls, reviews, comments, blogs, all of which can be both marketer and user-generated, to foster the brand-interaction. Practitioners that provide honest and transparent responses to consumer reviews can experience positive interaction with their consumers.

As the main purpose of social media communication is to improve brand interaction by strengthening consumer relationship and creating behavioral intention, the hedonic motivation by consumers contributes to this result. As comparing utilitarian motivation with hedonic motivation, the study reveals that hedonic motivation has more influence on consumer-brand interaction and purchase intention than utilitarian motivation in the luxury context. Given the current study findings, luxury brand managers should ensure that they are providing adequate hedonic value to e-consumers before attempting to focus on other aspects of their social media development. For emotional values, brand managers should facilitate entertaining experiences on their social media to incite positive inner feelings and continued interaction intention in consumers. The entertainment on social media sites of luxury brands could include stimulating content and exciting activities in order to arouse consumers' feelings. As evident in this study, social media networks can be an important tool for luxury brand managers to establish relationships with consumers and increase behavioral intention.

4.3. Limitations and future research

This study has limitations that could be addressed in future research. The main limitation of this study is its generalizability beyond the luxury sector because the specific characteristics of luxury brands. While the results are likely to be useful in the luxury industry, they may not be directly applicable to other industries. Future research could be

directed at different situational contexts as well as a range of product categories (e.g., electronics, automobiles, healthcare, entertainment, tourism) that vary in terms of product attributes (e.g., utilitarian, hedonic). Examining diverse situational contexts and/or product categories could provide useful implications for social media marketing strategies applicable to a broader range of consumer products and services. Second, this study adopted a cross-sectional view in measuring the respective variables. However, the digital environment is dynamic and can change rapidly, so longitudinal research will be needed to keep track of changes. It may help researchers better understand the temporal relationship among the variables analyzed. Third, it would be also valuable to understand the influence of brand involvement on other consumer-related outcomes (e.g.: brand awareness, brand image, consumer attitude, among others). Finally, it is important to note that the findings obtained pertain to consumers' interactions with brands taking place on social media networks. However, consumer-brand interaction typically take place across myriad online and offline media, in addition to social media. Since this study focuses on consumer-brand interaction taking place solely on social media, one avenue for future research would be to consider the combined effect of interactions taking place on multiple channels (e.g., website, store, social media, mobile devices), and to employ behavioral measures associated with channel-specific activity. In addition, future studies could investigate which type of social media network (e.g., Facebook, Twitter, Instagram or YouTube) may have the most impact on the relationships analyzed.

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Appendix A Measurement scales

Brand involvement	
BRI1. This brand is important in my life	Zaichkowsky [40]
BRI2. I am interested in this brand	
BRI3. I consider this brand to be a relevant part of my life	
BRI4. This brand is exciting	
BRI5. This brand is means a lot to me	
BRI6. This brand is appealing	
BRI7. This brand is fascinating	
BRI8. This brand is valuable	
BRI9. I am involved with this brand	
BRI10. This brand is needed in my life	
Consumer-brand interaction	
CBI1. In general, I like to get involved in this brand social network sites	So, King, and Sparks [41]
CBI2. I am someone who enjoys interacting with like-minded others in the brand social network sites	
CBI3. I am someone who likes actively participating in brand social network sites discussions	
CBI4. In general, I thoroughly enjoy exchanging ideas with other people in the brand social network sites	
CBI5. I often participate in activities of the brand social network sites	
Behavioral intention	
BEI1. I would recommend this brand to someone who seeks my advice	Zeithaml, Berry, and Parasuraman [42]
BEI2. I consider this brand my first choice to buy	
BEI3. I seldom consider switching to another brand.	
BEI4. I am likely to continue buying this brand in the next few years.	
Functional and Hedonic values	
FV1. This brand social network site profiles are helpful for me	Jahn and Kunz [43]
FV2. This brand social network site profiles are useful for me	
FV3. This brand social network site profiles are functional for me	
FV4. This brand social network site profiles are practical	
HV1. This brand social network site profiles are fun	
HV2. This brand social network site profiles are exciting	
HV3. This brand social network site profiles are pleasant	
HV4. This brand social network site profiles are entertaining	

Highlights

- Luxury brand-related activities on social media.
- Effects of brand involvement and consumer-brand interaction on behavioral intention.
- The moderating effect of utilitarian/hedonic motivations is analyzed.
- Results confirm positive relationships between the variables.
- Practical recommendations to understand the nature of brand-customer relationship.