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**UNDERLYING FACTORS BEHIND GENERATION OF DIFFERENT
TYPES OF USER-GENERATED CONTENT - IMPACT OF INDIVIDUAL
AND BRAND/PRODUCT LEVEL FACTORS IN GENERATION OF
BRAND-ORIENTED CONTENT AND COMMUNITY-ORIENTED
CONTENT**

by

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Old Dominion University in Partial Fulfillment of the
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ABSTRACT

UNDERLYING FACTORS BEHIND GENERATION OF DIFFERENT TYPES OF USER-GENERATED CONTENT - IMPACT OF INDIVIDUAL AND BRAND/PRODUCT LEVEL FACTORS IN GENERATION OF BRAND-ORIENTED CONTENT AND COMMUNITY-ORIENTED CONTENT

Kemal Cem Soylemez
Old Dominion University, 2019

Defined as groups of people who communicate with each other about brand and product via internet without restricted by geographical and ethnic origin constraints to accomplish collective goals, express mutual sentiments & commitments and entertainment, online brand communities are valuable source for marketing practitioners. Although content generation is heavily used in the literature, earlier studies assumes that user-generated content is monolith, and all aimed to brand. However, our experiences tell us that reality is far different from that. This study categorizes user generated content based on target audience, namely brand-oriented content and community-oriented content. Although both types of content are necessary for the success of the community, underlying factors behind what drives users to generate different types of content is unknown. By using equity theory, social determination theory, social comparison theory and social identity theory, this dissertation investigated how personal factors (extrinsic vs intrinsic motivations and independent vs interdependent self-construal of members) and brand/product factors (product visibility and brand luxury) drives members to generate brand-oriented content or community-oriented content.

Study 1 explored how online brand community members' motivations and self-construal impact types of user generated content. Results show that participants who have strong extrinsic motivations and independent self-construal have greater focus on generation of brand-oriented content relative to community-oriented content and participants who have strong intrinsic

motivations and interdependent self-construal have greater focus on generation of community-oriented content relative to brand-oriented content. However, we couldn't find any support for interaction of self-construal and motivations.

Study 2 investigated whether product visibility has any impact on types of user generated content. Although more brand-oriented content is generated in online communities for less visible products, more community-oriented content is generated as well, and product visibility has no significant effect on content orientation. Study 3 explored influence of brand luxury on user generated content types. Findings show that brand luxury indeed has a significant main effect on content orientation, especially for community-oriented content generation.

These three different studies show that how personal and brand/product level factors influence generation of different content types in online brand communities. Findings show that members' engagement motivations for online brand communities impacts their target audience when they generate content in the brand communities. This dissertation also shows that online brand community members have tendency to perceive the other members as real-life colleagues and prioritize them when engaging the community, especially for luxury brands. Based on the findings, managerial implications and future research directions are also discussed.

Co-Directors: Dr. Yuping Liu-Thompkins
Dr. Mahesh Gopinath

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This dissertation is dedicated to my mother Fatma Yavuzer

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CHAPTER I

INTRODUCTION

1.1 Statement and Significance of the Problem

Brand communities are touted as ultimate degree of connectedness between a customer and a brand (Millian and Diaz 2014). Brand community literature goes back to mid-1970s. Called as consumption communities back then, they are characterized as “*invisible new communities created and preserved by how and what men consumed*” (Boorstin 1974, McAlexander, Schouten and Koenig 2002). Advances in internet technology leads to prevalence of online brand communities (Rheingold 2000, Nambisan 2002, Nov, Naaman and Ye 2010, Chang, Hsieh and Lin 2013). Thanks to social media phenomenon and user-generated content platforms, many highly-involved consumers exchange product experiences, concerns and opinions on various products and brands online (McWilliam 2000, Priya and Watt 2011, Kuo and Feng 2013). Online brand communities are consisting of consumers who want to communicate with each other about product and brand without restricted by geographical and ethnic origin constraints (Muniz and O'Guinn 2001). These consumers may want to accomplish collective goals, express mutual sentiments & commitments and entertain themselves (Rheingold 2000, Bagozzi and Dholakia 2006, H. F. Lin 2006, Sauer 2010). Moreover, users discuss possible solutions for product-related issues, modify existing products and even develop innovative products themselves (Lilien, et al. 2002, Bilgram, Bartl and Biel 2011, Constantinides, Brünink and Romero 2015). Discussion of consumption activities and brand meanings are crucial for formation of and identification with online brand communities (McAlexander, Schouten and Koenig 2002, Nambisan and Baron 2009, Wang, Butt and Wei 2011). For marketing practitioners, online brand communities are new strategic tools (Thorbjørnsen, et al. 2002, Cova and Pace 2006, Bughsan 2015). Online brand communities offer

various toolkits to large number of customers for co-creation (Prahalad and Ramaswamy 2004, Piller and Walcher 2006, Fuller 2010, Vernetta and Kidar 2013) and are valuable source of innovation due to their members' strong interest in the product and brand (Kim, Bae and Kang 2008).

In their literature view, Kamboj and Rahman (2017) argued that outcomes of online brand communities can be in brand context, such as branding co-creation or constructive complaining or community context such as feeling moral responsibility for the community or identification with the community. Although previous literature assumes a monolithic content generation, reality is far from that. It is possible to categorize user generated content into two categories based on target audience, namely *brand-oriented content* and *community-oriented content*. This distinction is useful for understanding the “narrative” of brand communities. Studies such as (Kozinets, et al. 2010) showed that “narrative” of a blog or an online community alters marketing messages and meanings, instead of simply delivering them. While it is true that members create value for the company directly by generating and exchanging *brand-oriented content* such as complaints and suggestions about the brand or discussion of news about brand; they also create value indirectly by generating *community-oriented content* for altruistic reasons, social enhancement, impressing other members and build reputation in the community. While it is truism to say that online brand communities shall have a balance between brand-oriented content and community-oriented content in order to become successful, finding out what factors lead to more brand-oriented content or community-oriented content would be useful for both marketing scholars and practitioners. Brands may want to focus on different factors based on their expectations about the brand community. If a brand wants to utilize online brand communities for complex issues such as co-creation and new product development, then it shall cultivate factors that drives more brand-

oriented content. However, some brands may also want to designate online brand communities as a gathering place for fans or a free customer service where other people can receive relevant information in an informal setting, then it shall cultivate factors that drives more community-oriented content. Thus, this study can help scholars in understanding user content generation in a networked world and practitioners in planning and leveraging online marketing strategies.

On personal level, members' own motivations to participate in the community and members' self-construal are likely to influence generation of brand-oriented or community-oriented content. Online brand communities are consisting of highly qualified customers who are motivated to share their knowledge, ideas, honest opinions, and preferences (Fuller, Matzler and Hoppe 2008). Literature suggests that consumers engage in these communities in various psychological, social, functional and hedonistic motivations (Kamboj and Rahman 2017). Based on Self-Determination Theory (Deci and Ryan 1985), we can categorize motivations as intrinsic motivations and extrinsic motivations. Community members with high extrinsic motivations are focused on outcomes and rewards from brand, while community members with high intrinsic motivations see the community as a source of enjoyment.

People engage in consumption behavior in part to construct their self-concepts and to create their personal identity (Belk 1988, Richins 1994, Escalas and Bettman 2005). When individuals build their self-concepts and personal identity, they incorporate various elements of social world such as close relationships and important group memberships (Shweder and Bourne 1984, Triandis 1989, Markus and Kitayama 1991, Cross, Bacon and Morris 2000). In a similar fashion, it is expected that online brand community engagement behaviors reflect their self-construal; members with high independent self-construal will engage in online brand communities differently than members with high interdependent self-construal. Community members with high interdependent

construal will be more focused on building relations with other members, while community members with high independent self-construal will be more focused on developing their brand-related skills.

On the brand/product level, it is expected that product visibility and brand luxury are likely to influence user-generated content. Although product characteristics is well-known to influence online reviews and electronic word of mouth (Zhu and Zhang 2010), it is an uncharted territory in online brand community context. Since consumers are known to use brands as resources to construct and express their identity (Belk 1988, Holt 2002, Gensler, et al. 2013) and engaging in online brand communities to live up the symbolic function of the brand (Ouwensloot and Schroder 2008); it is likely that novelty and visibility of the product is also likely to influence type of user generated content. Although members may not know each other, presence is a psychological construct dealing with perceptions (K. M. Lee 2004), the presence of others in a virtual environment matters because it implies human contract directly or indirectly (Gefen and Straub 2004). Even though computed mediated communication lacks some of the cues face-to-face communication has, individuals act in a similar fashion in computed mediated communications (Lowry, et al. 2006, Cheung, Chiu and Lee 2011). It is expected that hyperpersonal nature of online brand communities make others' presence relevant, driving social comparison motivations, thus is likely to influence type of user generated content especially for more visible products. Brand luxury is also expected to be influential on type of user generated content. Both marketing scholars and practitioners have studied luxury brands for long time (Parrott, Danbury and Kanthayanich 2015). Luxury brands differs themselves from others by having highest level of quality and premium price (Fuchs, et al. 2013) are more associated with some physiological and psychological values (Hennings, Wiedmann and Klarmann 2012) such as rareness, exclusivity, prestige and

authenticity (Vigneron and Johnson 1999, Tynan, McKechnie and Chhuon 2010, Quach and Thaichon 2017). Investigating impact of brand luxury in online brand communities would be illuminating for two reasons. First, although many leading studies about luxury brand communities like Harley Davidson (Bagozzi and Dholakia 2006) or Ducati (Marchi, Giachetti and Gennaro 2011), luxury itself is unstudied in the online brand community literature. Second, it is not required to purchase the actual brand to be part of the online brand community. Thus, even those who cannot afford can enjoy the luxury brands that sells prestige, social status and exclusivity to some extent. Meanwhile, percentage of actual owners would be higher for a non-luxury brand which lacks or limited associations and values of luxury brands. Given counter-intuitive nature of luxury goods marketing (Bastien and Kapferer 2009, Quach and Thaichon 2017), it may not be wise for scholars to investigate and practitioners to apply strategies on non-luxury brand communities based on knowledge derived from luxury brand communities; since structural differences between luxury and non-luxury brand communities are likely to lead to differences in type of user generated content.

1.2 Purpose of the Research

This research argues that relative contribution of brand-oriented content and community-oriented content is driven by four different factors, two individual-level factors (motivation and self-construal types) and two product/brand-related factors (brand luxury and product visibility) in 5 hypotheses. In Study 1, impact of personal-level factors will be examined. Equity theory argues that people evaluate social exchanges based on fairness they perceive in the relationship (Stacy 1965). In online brand community context, brand and the community are two significant stakeholders. Depending on relationship with these stakeholders, members generate either more brand-oriented content or community-oriented content since people show positive affection toward

individuals or organizations that recognize, provide positive feedback and reward for their contribution to them (Williams and Hazer 1986, Shore and Tetrick 1991, Gruen, Summers and Acito 2000). We are expecting that consumers who are driven by extrinsic motivations and have more independent self-construal are likely to prioritize brand, thus generate more brand-oriented content and consumers with high intrinsic motivations and more interdependent self-construal are likely to prioritize community, thus generate more community-oriented content. In Study 2, impact of brand/product-level drivers will be studied. Consumers like to talk about more visible products (Berger and Schwartz 2011) that they can use for self-image management purposes (Dye 2000, Hughes 2005, Sernovitz 2006). Although online brand communities may not be geographically limited, its hyperpersonal nature makes others' presence relevant (Gefen and Straub 2004). In a similar fashion, impact of brand luxury will be examined as well. Although luxury brands sell self-esteem, high quality, prestige and exclusivity (Thorstein 1899, Bourdieu 1984, Amatulli and Guido 2012, Kastanakis and Balabanis 2012), democratic nature of internet allows even the admirers who cannot afford the brand to have a glimpse of brand experience via the brand community. Due to these factors, we are expecting that members are likely to generate more community-oriented content for more visible products and luxury brands and more brand-oriented content for less visible products and convenient brands.

In summary, the purpose of this dissertation is

- 1) In personal level, how different type of motivations and self-construal drive generation of different type of contents.
- 2) In brand/product level, how product visibility and brand luxury influences generation of different type of content

1.3 Organization of the Dissertation

The rest of the dissertation is organized as follows. Chapter II represents user generated content classification, a review of the relevant literature and theoretical development about personal, brand/product and contextual level factors impacting user generated content types. Chapter III consists of pretests for studies. In Chapter IV, V, VI and VII represents Study 1,2A, 2B and 3 respectively and gives details about methodology, design, procedure and measurements of related constructs. Chapter VIII summarizes the findings and proposes the future directions and managerial implications. Conceptual schema of dissertation is visualized in Figure 1.

—INSERT FIGURE 1—

CHAPTER II

LITERATURE REVIEW & THEORETICAL DEVELOPMENT

2.1 User Generated Content Types

Online brand community outcomes can be defined as results of antecedents with respective impact of moderators and/or mediators (Kamboj and Rahman 2017). Previous studies identified that online brand community activity leads to several outcomes such as consumer loyalty (Casalo, Flavian and Guinaliu 2007), brand trust (Laroche, Habibi, et al. 2012, Laroche, Habibi and Richard 2013, Kang, Tang and Fiore 2014, Hajli, et al. 2017), brand commitment (Ha 2004, Jahn and Werner 2012, Kang, Tang and Fiore 2014). These consequences can be studied in brand context such as brand image, brand loyalty, brand co-creation, constructive complaining or in community-context such as community identification, sharing consciousness, feeling moral responsibility for other members (Kamboj and Rahman 2017).

Content generation is one of the most frequently used dependent variable in online brand community research (Teichmann, et al. 2015) Online brand community participants derive value by producing and exchanging relevant information via the community (Jiao, et al. 2018), contributing and utilizing community's collective intelligence (Laroche, Habibi, et al. 2012). When members talk about their complaints and suggestions about the brand or discuss brand-related news, provides direct value to brand. For example, members of a video game series community can suggest storylines for upcoming games or members of a smartphone community can complain about how easily smartphone connecting cables are broken. Although members communicate with other members on the surface, targeted audience is the brand. Members know that fellow community members don't have the power to develop new games or produce durable cables. They want the brand to react by utilizing these insights such as developing new games,

building durable cables, addressing the grievances. Thus, if the brand wants to use the community as a resource for more complex tasks such as product idea brainstorming or product co-design, then it should engage in the community in a way that facilitates *brand-oriented content*.

But it can be observed that it is not always the case. Community members sometimes really choose other-community members as target audience for altruistic reasons, impressing others and build reputation (Flynn, Goldsmith and Eastman 1996, Lakhani and Wolf 2005, Roberts, Hann and Slaughter 2006) since bonds in online communities become more important as traditional bonds get weaker (Cova 1997). Members satisfy their needs for belonging, recognition and social enhancement via these communities (Jiao, et al. 2018). For example, members of a smartphone community can also post memes about how competitors' customers are "losers" or provides tips and basic-level troubleshooting for other members or members of a video game community can also discuss various strategies to progress in the game. Although this kind of community-oriented content provides direct value to the members and community, it provides indirect value to the brand (e.g. reducing load in the customer service since members answers each other questions or increasing brand loyalty due to high communal interactions among members). Thus, if the brand wants to see the community as a gathering place for fans or an informal information providing facility, then it shall cultivate motivations that produces more *community-oriented content*.

By understanding the distinction between different types of content, brands may want to make changes in their online marketing strategies depending on their expectations from their online communities. If the brand wants to utilize the community to see strengths and weakness of their offerings, derive ideas for product development, monitor their public image, how people react the advertisements; then it shall apply strategies that maximizes brand-oriented content generation. However, if the brand wants to use the community as a tool for increasing customer satisfaction

and brand loyalty by creating a stronger bond between brand and the customer via social interactions, then it shall apply strategies that maximize community-oriented content generation

—INSERT TABLE 1—

2.2 Personal Level Factors

2.2.1 Motivational Drivers

The ubiquity of the Internet and the human desire for connectedness, knowledge, and information has combined to create new social forms such as online communities (Jang, et al. 2008, Madupu and Cooley 2010). Many brands in diverse industries are making significant investments in online brand communities (Wiertz and Ruyter 2007, Baldus, Voorhees and Calantone 2015). Although these brand communities have different features and purposes, they all aim to help the firm to develop long term relationships with their current and potential customers (H. F. Lin 2006, Hippel 2009). Continuous contribution and engagement from members are critical for the viability and success of online communities (Butler 2001, Chiu, Hsu and Wang 2006, Koh, et al. 2007, Burke, Marlow and Lento 2009, Zaglia 2013) since online brand communities require highly qualified customers who are motivated to contribute their knowledge, share their ideas and state their honest opinions and preferences (Fuller, Matzler and Hoppe 2008).

Social capital is sum of all actual and future resources embedded in a social structure (Bourdieu 1992, Lin, Cook and Burt 2001). In online brand community context, commitment to the community encourages members to share their experiences, information and knowledge even though they don't have any obligation (Nahapiet and Ghoshal 1998, Wasko and Faraj 2005). In other words, motivations like reciprocity, commitment, altruism are playing crucial roles (Wasko and Faraj 2005, Wiertz and Ruyter 2007). Based on social determination theory (Deci and Ryan 1985), we can categorize motivations as extrinsic motivations and intrinsic motivations. In

extrinsic motivations, customers are focused on outcomes and rewards from engaging the brand. In other words, extrinsic motivations imply a means-ends relationship where customers are motivated for the action to accomplish further purposes such as receiving financial rewards from the brand. Intrinsic motivations are also discussed when there are self-justifying, ludic, autotelic motivations where means is an end itself (Osborne 1933, H. N. Lee 1957, Frankena 1962, Brandt 1967, Olson 1967, Rokeach 1973, Deci 1975, Nozick 1981, Ryan and Deci 1985). In other words, consumers act because of autonomous reasons, for the sake of the satisfaction, enjoyment or personal meaning which is direct result of the action (Truong and McColl 2011).

Although it is reasonable to expect that both types of motivations lead to more content generation, it is not clear that what type of content is generated because of these motivations. Equity theory argues that people evaluate social exchanges based on fairness they perceive in the relationship (Stacy 1965). In online brand community context, brand and the community are two significant stakeholders. Depending on relationship with these stakeholders, members generate either more brand-oriented content or community-oriented content since people show positive affection toward individuals or organizations that recognize, provide positive feedback and reward for their contribution to them (Williams and Hazer 1986, Shore and Tetrick 1991, Gruen, Summers and Acito 2000).

Some community members are more extrinsically motivated, participating the online brand community to seek influence, prestige and rewards (Kim, Chan and Kankanhalli 2012). These rewards can be more personal such as skill development or more public such as recognition from the brand (Hoyer, et al. 2010). User innovation literature suggests that some members see the community as a tool for skill development and self-expression (Brabham 2008, Fuller, Matzler and Hoppe 2008). The more an extrinsically motivated member receives valuable tangible or

intangible benefits from brand, the more he or she likely to perceive the brand as a more significant stakeholder. Thus, these extrinsically motivated members are likely to “pay back” to brand in currency of content as we observe word of mouth context (Hennig-Thurau, et al. 2004, Alexandrov, Lilly and Babakus 2013) to maintain equity against the brand.

Although reward-seeking is strong motivation for generating content, some members simply engage in the community because participating itself is joyful. Hedonistic rewards like fun and joy is found to be most influential motivation of Wikipedians (Nov 2007) and open source software developers (Lakhani and Wolf 2005) for content creation. Consumers are also found to be more active in the brand communities and exert their effects on brand activities when they are motivated by intrinsic motivations like self-efficacy (Shao 2009). These members derive joy from learning more about the brand and sharing their brand enthusiasm with others (Wasko and Faraj 2000, Fuller 2006, Lakhani , Jeppesen , et al. 2007). Members can also derive pleasure when other members agree with them, sharing the same level of passion and giving their opinions attention, thus helps members to fulfill their self-actualization needs (Kapferer 2004, Baldus, Voorhees and Calantone 2015). Since those intrinsically motivated members derive their joy from engaging the community, they are more likely to perceive the community as significant stakeholder. Therefore, they are expected to generate more community-oriented content to maintain equity against the community, which provides joy and entertainment to them. Thus, following hypotheses are proposed.

H₁: Intrinsic motivations lead to more focus on community-oriented content relative to brand-oriented content, whereas extrinsic motivations lead to more focus on brand-oriented content relative to community-oriented content.

2.2.2 Self-Construal

Defined as “an individual sense of self in relation to others” (Markus and Kitayama 1991, Cross, Bacon and Morris 2000, Lewis, Goto and Kong 2008), self-construal have distinctive impact on self-related processes of individuals’ thoughts, feelings and behaviors regarding their social relationship to others (Lee, Kim and Kim 2012). Self-construal is classified as the independent and the interdependent (Markus and Kitayama 1991). Individuals with independent self-construal consider themselves as an independent individual entity and value their uniqueness and autonomy (Lee, Kim and Kim 2012). Thus, they are likely to pursue their own goals and express themselves regardless of social context (Trafimov, Triandis and Goto 1991, Ybarra and Trafimov 1998). In context of online brand communities, consumers are motivated to seek brands which they feel a strong connection to and where their perceived self-image matches perceived brand image (Quester, Karunaratna and Goh 2000, Mittal 2006). In many cases, online brand community members are long-term customers of the brand with strong pre-community bonds (Teichmann, et al. 2015). In fact, they joined the community for new experiences, to learn more about brand (Wiertz and Ruyter 2007, Adjei, Noble and Noble 2010), share their enthusiasm about brand (Schau, Muniz and Arnould 2009) and be acknowledged by the brand (Jeppersen and Frederiksen 2006). When members with high independent self-construal engage in the community, they look for the stakeholder that can maximize their personal benefits. Since members with high independent self-construal will see brand as main beneficiary of their pleasure rather than the community, they are more likely to feel obliged to give something back to the brand (Hennig-Thurau, et al. 2004), in this case brand-oriented content as equity theory preaches.

On the other hand, individuals with interdependent self-construal mostly define themselves as a part of a larger group, thus value connectedness and the group harmony (Lee, Kim and Kim

2012). Thus, these individuals have tendency to pursue their social goals in social contexts (Trafimov, Triandis and Goto 1991, Ybarra and Trafimov 1998) and prefer psychologic and emotional relationships with others (Aron, Aron and Smollan 1992, Gardner, Gabriel and Hochschild 2002). Interdependent self-construal has positive influence on cooperative and supportive behaviors (Holland, et al. 2004, van Baaren, et al. 2004). In context of online brand communities, individuals with high interdependent self-construal are expected to behave similarly. Social media users are known for attaching a lot of importance to their follower numbers and tend to publish more as the size of their audience increases (Toubia and Stephen 2010). In context of online brand communities, some members are more focused on the recognition (Fuller 2006), perceptions and reactions of other members (Schau and Gilly 2003). Being recognized and strengthening interpersonal ties with relevant others are important drivers for many members (Jeppersen and Frederiksen 2006, Nambisan and Baron 2009). Based on equity theory (Stacy 1965), we can argue that the more a member is acknowledged and respected by the community, the more likely he/she would like to pay back to the community. Thus, these users are more interested in targeting fellow members than the brand itself, since the community is perceived as the significant stakeholder. Other than image management and social networking, altruism is also a significant factor for generating content. From electronic word of mouth literature, we know that 30% of online reviewers are simply posting review for altruistic reasons (Hennig-Thurau, et al. 2004). Defined as spirit of belonging together, sense of community is found to be an effective force for community success (Abfalter, Zagliaa and Mueller 2012). Brand community members simply enjoy for helping others without expectation of reciprocity (Hoyer, et al. 2010). Since online brand communities are about shared consciousness and community identification, sharing information with the community and providing assistance to other members became even more

important (Chang, Hsieh and Lin 2013). This type of members would be also more interested in community than they are for brand. Based on literature review, following hypotheses are proposed.

H₂: Independent self-construal lead to more focus on brand-oriented content relative to community-oriented content, whereas interdependent self-construal lead to more focus on community-oriented content relative to brand-oriented content.

Since individuals' self-construal is known to influence on motivations and goals (Gahan and Abeyssekera 2009), it is highly possible that there is an interaction between these two personal factors. So, if a high independent self-construal community member has also high extrinsic motivations, then he/she is likely to generate more brand-oriented content than a member with high interdependent self-construal and extrinsic motivations. Similar argument can also be made for intrinsically motivated members with high interdependent self-construal. Thus, following hypotheses are proposed.

H₃: Intrinsic/Extrinsic motivation and independent/interdependent self-construal will interact with each other such that the focus on brand-oriented content will be highest in extrinsically driven members with independent self-construal, whereas focus on community-oriented content will be highest in intrinsically driven members with interdependent self-construal.

2.3 Brand/Product Level Factors: Product Visibility & Brand Luxury

2.3.1 Product Visibility

Although product characteristics are well known to influence electronic word-of-mouth and online product reviews behavior, it is an uncharted territory in the online brand community literature (Kamboj and Rahman 2017). Marketing practitioners generally make the case that products need to be novel, surprising and interesting to be talked about (Dye 2000, Hughes 2005,

Sernovitz 2006). Common argument is self-image management. Consumers like to talk about brands that have high social currency (Hughes 2005) since they use possessions and brands as resources to construct and express their identities (Belk 1988, Holt 2002, Gensler, et al. 2013). Although this argument has merits, Berger and Schwartz (2011) argues that accessibility rather than novelty generates immediate and ongoing word of mouth. Their argument is that different products have different level of visibility (Higgins and King 1981, Wyer and Srull 1981) and accessibility (Higgins, Rholes and Jones 1977, Lynch Jr. and Srull 1982, Nedungandi 1990) and usage of a product act as a stimulus for the memory (Collins and Loftus 1975, P. H. Andersen 2005, Berger and Heath 2005).

Social comparison theory argues that individuals compare themselves to others for accurate self-evaluations (Festinger 1954). In context of online brand communities, we can argue that as visibility of product increases, social incentives are more likely to influence members' engagement. Consumers are long known to behave differently in the presence of others and motivated to create desired identities in their interpersonal encounters (Tetlock and Manstead 1985, Chuang, Cheng and Hsu 2012) to manage their public image (Cheng, et al. 2015). Image management do not have to be face-to-face with real-life colleagues. In fact, impression management is defined as "attempt to control images that are projected in real or imagined social interactions" (Schlenker 1980). Although online brand community members often lack real life social ties, other studies such as (K. M. Lee 2004) show that presence is a psychological construct rather than physiological one. Since online brand communities imply human contract directly or indirectly (Gefen and Straub 2004), individuals are expected to act in a similar fashion (Lowry, et al. 2006, Cheung, Chiu and Lee 2011). Thus, members can perceive fellow members not as mere fellow accounts but almost-like real-life friends and colleagues. Thus, members also engage in the

community to get various reactions from the community such as getting approval, building reputation and social enhancement (Dholakia, Bagozzi and Pearo 2004, Wasko and Faraj 2005, Nov, Naaman and Ye 2010).

Members can promote themselves in the community in either explicitly or implicitly. For both visible and less visible products, members can engage in self-promotion implicitly by showing their product-related knowledge and skills. In an explicit way, members can also promote themselves via by provoking the envy in the community via “show offs”, which visible products provide more opportunity than less visible products do where brand-member relationship is relatively more private. For example, in a women bag community, member can post her own photos with their bags in favorable public places to the community which less visible products such as kitchen appliances cannot easily match. Often purchased by self and for the self, privately consumed products are less suitable for image congruence than publicly consumed brands since managing expectations are less relevant and consumers do not have to satisfy anyone but themselves (Graeff 1996). Aside from joy of interacting with brand, members of less visible product communities are likely to be more interested in skill development, connecting with like-minded individuals, seeking updated information and functional benefits. These motivations are more about the brand rather than the community.

Based on literature review, we can say that brand is more likely to be perceived as greater stakeholder for less visible products and the community is for more visible products. Thus, following hypothesis is proposed.

H₄: Content generated in the online brand communities are more community-oriented rather than brand-oriented content for more visible products, whereas more brand-oriented rather than community-oriented for less visible products

2.3.2 Brand Luxury

Defined as highest level of quality and premium price (Fuchs, et al. 2013) that appear to have some physiological and psychological values (Hennings, Wiedmann and Klarmann 2012) such as rareness, exclusivity, prestige and authenticity (Vigneron and Johnson 1999, Tynan, McKechnie and Chhuon 2010, Quach and Thaichon 2017), luxury brands have been long interest to marketing scholars and practitioners (Parrott, Danbury and Kanthayanich 2015). A market with high-value added industry based on high brand assets (Kim and Ko 2012), global luxury market sales reached to €1 trillion for the first time in 2015 (Kollewe 2015) representing 13% growth over 2014 (D'Arpizio, et al. 2015). Luxury consumption is mostly about sending signal about status, wealth, social class, economic power (Thorstein 1899, Bourdieu 1984, Leban and Voyer 2015). Public displays and acquisitions of luxury products are assumed to be enhancing social status (Amatulli and Guido 2012, Kastanakis and Balabanis 2012). Related studies found that consumers engage in conspicuous consumption often do so to imitate consumption of people who are slightly above them in the social hierarchy (Ericksen 1997, Mason 1998). This association make individuals to alter their behaviors and use inflated praises when they are interacting with individuals possessing luxury products (Berry 1994) to fulfill their need for belongingness (Belk 1988). Since social status depends on others' willingness to grant it, social emulation is overt and luxury goods tends to be more public than private (Bearden and Etzel 1982, Truong and McColl 2011). Current advertising strategy of many luxury brands are often depending on appealing extrinsic motivations of customers (Corneo and Jeanne 1997, O'Cass and Frost 2002) such as displaying wealth, social status and popularity (Trigg 2001, Dholakia and Talukdar 2004, Truong, McColl and Kitchen 2010).

Although Web 2.0 applications are indispensable parts of our everyday conversations (Simmons 2008), luxury brands' use of social media began to surge in 2009 (Kim and Ko 2012). Democratic nature of internet is a challenge for luxury brands (Hennings, Wiedmann and Klarmann 2012, Jin 2012) who wants to retain the exclusivity (Kapferer and Bastien 2009, Ukonkwo 2010), surprise, innovation hype of the brand (Andersen and Hansen 2011). If luxury brands failed to manage this challenge, uncontrolled interaction among fans may lead to jeopardization of brand and loss of control (Andersen and Hansen 2011).

Literature about study of online luxury brand communities is both rich and limited. Even though many pioneer studies about online brand communities are done with luxury brand communities, luxury itself is relatively untouched. Given this gap in the literature, a reasonable assumption would be that luxury consumption will provide a guideline for luxury brand community engagement. However, an interesting phenomenon is that online luxury brand community members do not have to buy the actual product to join the community but still advance a sense of belonging, augment their self-esteem and perceived power (Muniz and O'Guinn 2001, Belk 2013). In fact, one of the motivations for engaging online brand communities is living up the symbolic function of the brand (Ouwersloot and Schroder 2008). Although this phenomenon can also be observable in non-luxury brand communities, it is expected that it is observed more in luxury brand communities.

Social identity theory argues that an individual's self-concept derives from perceived membership in a relevant social group (Hogg 2016). If luxury brands are symbols of personal and social identity (Vickers and Renand 2003), then it is also more likely than being a part of luxury brand community will be too. Online luxury brand community members are likely to work harder to become a focus point of community (Williams and Cothrel 2000) by showing their product-

knowledge to influence others (Flynn, Goldsmith and Eastman 1996) and seek acknowledgement (Rose and Kim 2011). Although traditional brand communities also have hierarchal structures and offer relatedness to its members, luxury brand communities' power disparities are steeper and allow non-luxury brand consumers to have a grasp of a higher class (Leban and Voyer 2015). Since many online community members are not financially able to purchase these luxury brands, they are more likely to act as admirers of actual customers to stay relevant. For non-luxury brand communities, dynamics are likely to be different. Although members can still try to associate themselves with the brand, the incentive is smaller. Community power structure is more egalitarian since percentage of actual users are higher. Thus, members have more opportunity to help each other rather than focusing on reputation building. Rather than show-offs to other members, non-luxury brand community members are participating the community because they enjoy the brand and participating the community is fun.

Based on literature review, we can say that brand is more likely to be perceived as greater stakeholder for affordable brands and the community is for luxury brands. Thus, following hypothesis is proposed.

H₅: Content generated in the online brand communities are more community-oriented for luxury brands, whereas more brand-oriented for affordable brands

CHAPTER III

PRETESTS

3.1 Pretest 1: User Generated Content Types

Procedure

Since this is the first study that makes a distinction between brand-oriented content and community-oriented, a pretest was conducted to make sure that post types are perceived as intended. A pool of 6 brand-oriented and 6 community-oriented post items were presented to the pretest sample, who were asked to rate the extent to which each content item primarily targets the brand or the community on a 9-point scale (1=Only the brand, 9=Only the community).

Participants

55 Amazon M-Turk users who engaged in an online brand community in the last 30 days participated in Pretest 1. Amazon Mechanical Turk samples allows research to collect data rapidly and samples are shown to have similar decision-making patterns to general population (Goodman, Cryder and Cheema 2013, Litman, Robinson and Abberbock 2017).

Analysis

After checking average item ratings and running exploratory factor analysis, three brand-oriented content items that had the lowest mean scores on the target rating (i.e., closer to the brand end) and three community-oriented content items that had the highest mean scores (i.e., closer to the community end) were selected (see Table 2 for descriptive statistics of all items and Table 3 for factor loadings). A composite rating score was created for each content type by averaging across the three items within each type. A paired-comparisons t-test was then conducted to ensure that the two content categories were indeed rated significantly differently from each other. Results

showed that this was indeed the case ($M_{\text{brand-oriented content}}=3.161$, $SD=1.771$; $M_{\text{community-oriented content}}=7.625$, $SD=1.379$; $t(55)=-12.760$, $p<0.001$). These six items were later used in the main studies.

—INSERT TABLE 2—

—INSERT TABLE 3—

3.2 Pretest 2: Motivational Priming

To ensure that the participants would be primed properly in terms of their motivation, a two-condition pretest was conducted.

Participants

78 Amazon M-Turk users who engaged in an online brand community in the last 30 days participated the study. 29 of them were female (37%) and 49 of them were male (63%) with median age range of 25-34. 84% of participants have studied at least some college and 76% of participants have full time jobs.

Procedure

Participants were randomly assigned to either the intrinsic or extrinsic condition. The scenarios used for the conditions are shown in Appendix B. In the intrinsic condition, participants were asked to imagine themselves in an online brand community where they enjoy reading interesting content, share their passion about brand and having a good time. In contrast, participants in the extrinsic condition were asked to imagine themselves in an online brand community where members get community-specific discounts and invitations to exclusive events from the brand. Following the scenario, participants in both conditions rated their intrinsic-extrinsic motivation on five items. Each item is 11-point Likert Scale which intrinsic motivation and extrinsic motivation statements

are at the ends (see Appendix C). 4 items are adopted from (Amabile, et al. 1994, Guay, Vallerand and Blanchard 2000) and an overall measure of intrinsic vs. extrinsic motivation was also added by asking participants whether they participate in online brand communities because they enjoy doing it or because they get some rewards in return. A higher score on this dimension means higher extrinsic motivation/lower intrinsic motivation (See Appendix C).

Results

Each participant's ratings on the five motivation items were averaged to create a motivation orientation score for the participant (Cronbach's $\alpha=0.924$), with a higher score indicating a higher level of extrinsic motivation. To verify the successful manipulation of intrinsic and extrinsic motivation, we conducted an ANCOVA with participants' motivation orientation score as the dependent variable, the experimental condition as the independent variable, and control variables (sex, age, education and employment) as covariates. Results showed a significant main effect of experimental condition on motivation orientation score ($F(1,72)=17.74$, $p < .001$) Confirming successful manipulation, participants in the intrinsic condition reported lower extrinsic motivation ($M=3.800$, $SD=2.517$) than those in the extrinsic condition ($M=6.359$, $SD=2.479$).

—INSERT TABLE 4—

3.3 Pretest 3: Product Level Factors

Participants and Procedure

A pretest was conducted to pretest the brands to be used in the main studies. 81 Old Dominion University students participated in the pretest in exchange for partial course credit. Participants were first shown the Samsung logo and a picture of a Samsung Desktop computer (the less visible product). They were asked about their familiarity with and attitude and knowledge of Samsung Desktop computers. Then, they were given a description of product visibility (See

Appendix E) and were asked to rate the visibility of Samsung Desktop computers on a 7-point scale (1=Less visible, 7=More Visible). This was repeated for Samsung smartphones (the more visible product). In the second part of the study, participants were given a description of brand luxury (See Appendix F) and were asked to rate the luxury level of two watch brands, Timex and Rolex, on a 7-point scale (1=More Affordable, 7=More Luxurious).

Analysis

An ANCOVA with visibility score as the dependent variable, Samsung product category as the independent variable, and control variables (familiarity, knowledge, attitude) as covariates was performed. Results showed that Samsung Desktop computers were rated as significantly less visible ($M=4.30$, $SD=1.952$) than were Samsung smartphones ($M=5.67$, $SD=1.541$; $F(1, 157)=21.033$, $p < .001$). Results also showed that participants are more familiar and knowledgeable about Samsung Smartphones than they are about Samsung Desktop Computers.

—INSERT TABLE 5—

—INSERT TABLE 6—

An ANCOVA with brand luxury rating as the dependent variable, watch brand as the independent variable, and control variables (familiarity, knowledge, attitude as covariates was performed. Results showed that participants considered Rolex to be significantly more luxurious ($M=6.35$, $SD=1.266$) than Timex ($M=2.77$, $SD=1.543$; $F(1,157)=212.722$, $p < .001$). Results also showed that participants are more familiar with and holding more favorable views about Rolex than they do for Timex.

—INSERT TABLE 7—

—INSERT TABLE 8—

CHAPTER IV

STUDY 1: MOTIVATION ORIENTATION AND UGC TYPE

4.1 Overview

Experiment 1 is designed as a two-condition study that investigate the effects of intrinsic vs. extrinsic motivations and self-construal types on the generation of different types of user generated content in an online brand community.

4.2 Participants

101 Amazon M-Turk users who were active in an online brand community in the last 30 days participated in the study. 46 of them were females (46%) and 55 of them were males (54%), with median age range of 25-34. 90% of participants have studied at least some college and 79% of participants have full time jobs.

—INSERT TABLE 9—

4.3 Procedure

After answering questions about their self-construal, participants were randomly assigned to either the intrinsic or extrinsic motivation condition and were shown the corresponding scenario as in Pretest 2. Then participants rated how likely they would post each of the six content types identified from Pretest 1 on 7-point scales (1=Extremely unlikely, 7=Extremely Likely).

4.4 Measures

Motivation Orientation

Motivation orientation was measured by same five items used in Pretest 2. Average score of items is calculated to determine motivation score. Cronbach's alpha of the scale was 0.936.

Self-Construal

Participants' self-construal were measured by 30 items on 7-point Likert scales (Singelis 1994). 15 of those items measured how much the respondents saw themselves as separate, unique and independent of others, while the other 15 items measured how much the respondents saw themselves as connected, similar and interdependent with others (See Appendix D). Average of the interdependent item ratings (Cronbach's $\alpha=0.807$) were subtracted from the average of the independent items (Cronbach's $\alpha=0.760$) to determine each participant's self-construal score. A higher score represents a more independent self-construal. Self-construal scores are mean-centered for checking interaction hypothesis. Average self-construal scores were 0.576 for Intrinsic condition and 0.457 for extrinsic condition and no significant difference between conditions ($t(99)=0.569$, $p=0.571$).

—INSERT TABLE 10—

Content Orientation

To determine content orientation, participants were asked to what extent they are likely to post particular types of content in the online brand community on a 7-point scale. The six items were taken from Pretest 1. Average scores were calculated for the three brand-oriented content types and the three community-oriented content types. Then, average brand-oriented content type score was divided by average community-oriented content type score to determine content orientation. A higher score indicates a higher inclination toward posting brand-oriented content as opposed to community-oriented content.

Control Variables

Socio-Economic Status (SES): Previous studies suggest that demographic characteristics such as age and gender may affect online brand community content generation (Herring 1996, Shen and Khalifa 2015, Teichmann, et al. 2015, Kamboj and Rahman 2017) (See Appendix G).

Online Brand Community Experience: Participants' real-life online brand community experiences were also measured as control variables. Based on findings from the literature, participants were asked the number of communities they belong to and a few characteristics of their favorite online brand community, including their length of membership in the community, members' anonymity, availability of profile pictures and existence of a formal reputation system (Resnick and Zeckhauser 2002, Madupu and Cooley 2010, Kusumasondjaja, Shanka and Marchegiani 2012, Lee and Shin 2014) (See Appendix G).

4.5 Analysis

For manipulation check, an independent-samples t-test was conducted to compare levels of motivation orientation scores in intrinsic and extrinsic conditions. Results showed that there is indeed a significant difference between intrinsic condition ($M=3.25$, $SD=2.29$) and extrinsic condition ($M=6.58$, $SD=2.63$; $t(99)=-5.901$, $p<0.001$ in terms of motivation orientation scores.

—INSERT TABLE 11—

To analyze the relationship between motivation types and self-construal of participants and types of user generated content, a multiple regression with content orientation as the dependent variable, motivation conditions, mean-centered self-construal scores, interaction between motivation and self-construal and control variables as the independent variable was performed. Content orientation scores were 0.910 for Intrinsic condition and 1.009 for extrinsic condition.

—INSERT TABLE 12—

Regression results showed that motivation type have significant effect on content orientation; $t(96)=1.827$, $p=0.071$. Motivation type has a positive coefficient; $\beta=0.099$ which shows that extrinsically motivated participants indeed have more focus on brand-oriented content relative to community-oriented content (higher content orientation) and intrinsically motivated participants are more focused on community-oriented content relative to brand-oriented content (lower content orientation). Thus, we can say that H_1 is supported. Self-construal of participants has also been found to have significant effect on content orientation; $t(96)=1.960$, $p=0.053$. Self-construal of participants has a positive coefficient; $\beta=0.058$ which shows that as participants' self-construal becomes more independent, they are more likely to be focused on brand-oriented content relative to community-oriented content (higher content orientation) and as participants' self-construal becomes more interdependent, they are more likely to be focused on community-oriented content relative to brand-oriented content (lower content orientation). Thus, we can say that H_2 is supported. However, regression results showed that interaction has no significant content orientation; $t(96)=-0.848$, $p=0.399$. Thus, we can that H_3 is not supported.

—INSERT TABLE 13—

Among control variables, gender is found to be significant; regression results show that male participants have greater focus on generation of brand-oriented content relative to community-oriented content compared to female participants; $\beta=0.475$, $p=0.008$. The effect of gender appears quite large even with the presence of the other variables in the model. This gender difference is consistent with previous research on gender behaviors in online communication. Literature suggests that predominantly male newsgroups can be often characterized by large amount of facts, related exchange and impersonal speeches, while women dominated newsgroups

often display textual patterns of social interdependence (Doorn and Zoonen 2008). Blogging literature suggests that women are more likely to be interested in the social aspects of blogging and men in information, opinion and demonstrating more technical sophistication (Pedersen and Macafee 2007). Women blog writers emphasized involvedness and male blog writers emphasize information (Schler, et al. 2006). Women tend to share more personal topics such as family matters, while men are more likely to discuss more public topics such as politics and sports in social networks (Wang, Burke and Kraut 2013). Men have often have more adversarial, including strong assertions, self-promotion, lengthy posts, putdowns, and sarcasm aimed style and women have a style of supportiveness and attenuation, including appreciation and community-based activities, thanks, apologies, and questions (Herring 1996)¹.

¹ One possible reason for large gender effect may be potential unbalanced distribution of each gender across the experimental conditions. To rule out this possibility, gender distribution between the two experimental conditions has been controlled and no unbalanced distribution is observed. Chi-squared test results of gender are both insignificant for intrinsic conditions ($\chi=0.925$, $p=0.336$) and extrinsic conditions ($\chi=0.333$, $p=0.564$)

CHAPTER V

STUDY 2A: PRODUCT VISIBILITY AND UGC TYPE

5.1 Overview

Experiment 2A was designed to investigate the effects of product visibility on the generation of different types of user generated content. It featured a one-factor design with two conditions: low product visibility versus high product visibility. Samsung smartphone was chosen to represent the more visible product and Samsung Desktop computer as the less visible product.

5.2 Participants

94 Amazon M-Turk users who had engaged in an online brand community in the last 30 days participated in the study. Participants who says that they are not familiar or knowledgeable at all about the brands are eliminated. 38 of the participants were females (40%) and 56 of them were males (60%) with median age range of 25-34. 87% of participants have studied at least some college and 77% of participants have full time jobs.

—INSERT TABLE 14—

5.3 Procedure

Participants were first asked about their familiarity, knowledge and attitude toward the Samsung brand. After random assignment to the low or high product visibility condition, each participant saw the Samsung logo and the image of the product corresponding to the assigned condition. Participants were then asked to rate on a 7-point scale their likelihood of posting each of the six content types in their assigned product community, same as Pretest 1 and Study 1 (1=Extremely Unlikely, 7=Extremely Likely). As a manipulation check, participants were also asked to rate the

visibility of Samsung desktop computers or Samsung smartphones on a 7-point scale (1=Less visible, 7=More Visible).

5.4 Measures

Content Orientation

To determine content orientation, participants were asked to what extent they are likely to post particular types of content in the online brand community on a 7-point scale. The six items were taken from Pretest 1. Average scores were calculated for the three brand-oriented content types and the three community-oriented content types. Then, average brand-oriented content type score was divided by average community-oriented content type score to determine content orientation. A higher score indicates a higher inclination toward posting brand-oriented content as opposed to community-oriented content.

Control Variables

Socio-Economic Status (SES): Previous studies suggest that demographic characteristics such as age and gender may affect online brand community content generation (Herring 1996, Shen and Khalifa 2015, Teichmann, et al. 2015, Kamboj and Rahman 2017) (See Appendix G).

Online Brand Community Experience: Participants' real-life online brand community experiences were also used as control variables. Based on findings from online product review literature, the number of the communities they belong to, length of membership, members' anonymity, members' profile picture and existence of formal reputation systems will be also asked (Resnick and Zeckhauser 2002, Madupu and Cooley 2010, Kusumasondjaja, Shanka and Marchegiani 2012, Lee and Shin 2014) (See Appendix G).

Brand Experience: In 5-point scale, participants' familiarity (1=Not familiar at all, 5=Extremely familiar) and knowledge about (1=Not knowledgeable at all, 5=Extremely knowledgeable) and attitudes toward aforementioned brands (1=Very Unfavorable, 5=Very Favorable) were measured.

5.5 Analysis

An ANCOVA with product visibility rating as the dependent variable, product visibility condition as the independent variable, and control variables (SES, online brand community experience and brand experience) as covariates was performed. Results showed a significant effect of experimental condition on the product visibility rating ($F(1,89)=23.996$, $p=0.004$), such that participants rated Samsung Desktop computers as being less visible ($M=3.59$, $SD=1.949$) than Samsung smartphones ($M=5.28$, $SD=1.511$). Results also showed that participants are more familiar with and more knowledgeable about Samsung Desktop Computers and holding more favorable attitudes about.

—INSERT TABLE 15—

—INSERT TABLE 16—

To test the effect of product visibility on content orientation, an ANCOVA with content orientation as the dependent variable, product visibility condition as the independent variable, and control variables as covariates was performed. The average content orientation score was 1.011 for Samsung Desktop computers and 1.168 for Samsung smartphones. Rejecting H4, product visibility condition did not have a significant main effect on content orientation ($F(1,79)=0.670$, $p=0.416$).

—INSERT TABLE 17—

For a more detailed analysis, I also ran a MANCOVA treating the ratings of each content category as separate dependent variables. The brand-oriented content scores were significantly greater for

Samsung desktop computer ($M=5.041$, $SD=1.039$) than for Samsung smartphone ($M=4.704$, $SD=1.349$; $F(1,79)=4.470$, $p=0.038$), consistent with the prediction in H_4 . However, the community-oriented content scores were also greater for Samsung desktop computer ($M=5.228$, $SD=1.246$) than for Samsung smartphone ($M=4.616$, $SD=1.596$; $F(1,79)=5.155$, $p=0.026$), which is contrary to the hypothesis. Thus, H_4 is not supported. It appears that consumers are more likely to contribute online community content for the less visible product than for the more visible product.

—INSERT TABLE 18—

CHAPTER VI

STUDY 2B: PRODUCT VISIBILITY AND UGC TYPE

6.1 Overview

Since Experiment 2A failed to produce conclusive results, a new experiment had been conducted for clarification. Similar to Experiment 2A, Experiment 2B featured a one-factor design with two conditions: low product visibility versus high product visibility. Yamaha Motorcycle was chosen to represent the more visible product and Yamaha Piano as the less visible product.

6.2 Participants

64 Amazon M-Turk users who had engaged in an online brand community in the last 30 days participated in the study. Participants who says that they are not familiar or knowledgeable at all about the brands are eliminated. 25 of the participants were females (39%) and 39 of them were males (61%) with median age range of 25-34. 89% of participants have studied at least some college and 81% of participants have full time jobs.

—INSERT TABLE 19—

6.3 Procedure

Participants were first asked about their familiarity, knowledge and attitude toward the Yamaha brand. After random assignment to the low or high product visibility condition, each participant saw the Yamaha logo and the image of the product corresponding to the assigned condition. Participants were then asked to rate on a 7-point scale their likelihood of posting each of the six content types in their assigned product community, same as Pretest 1 and Study 1 (1=Extremely Unlikely, 7=Extremely Likely). As a manipulation check, participants were also asked to rate the

visibility of Yamaha Pianos or Yamaha Motorcycles on a 7-point scale (1=Less visible, 7=More Visible).

6.4 Measures

Content Orientation

To determine content orientation, participants were asked to what extent they are likely to post particular types of content in the online brand community on a 7-point scale. The six items were taken from Pretest 1. Average scores were calculated for the three brand-oriented content types and the three community-oriented content types. Then, average brand-oriented content type score was divided by average community-oriented content type score to determine content orientation. A higher score indicates a higher inclination toward posting brand-oriented content as opposed to community-oriented content.

Control Variables

Socio-Economic Status (SES): Previous studies suggest that demographic characteristics such as age and gender may affect online brand community content generation (Herring 1996, Shen and Khalifa 2015, Teichmann, et al. 2015, Kamboj and Rahman 2017) (See Appendix G).

Online Brand Community Experience: Participants' real-life online brand community experiences were also used as control variables. Based on findings from online product review literature, the number of the communities they belong to, length of membership, members' anonymity, members' profile picture and existence of formal reputation systems will be also asked (Resnick and Zeckhauser 2002, Madupu and Cooley 2010, Kusumasondjaja, Shanka and Marchegiani 2012, Lee and Shin 2014) (See Appendix G).

Brand Experience: In 5-point scale, participants' familiarity (1=Not familiar at all, 5=Extremely familiar) and knowledge about (1=Not knowledgeable at all, 5=Extremely knowledgeable) and attitudes toward aforementioned brands (1=Very Unfavorable, 5=Very Favorable) were measured

7.5 Analysis

An ANCOVA with product visibility rating as the dependent variable, product visibility condition as the independent variable, and control variables (SES, online brand community experience and brand experience) as covariates was performed. Results showed a significant effect of experimental condition on the product visibility rating ($F(1,59)=40.890$, $p < .001$), such that participants rated Yamaha Pianos as being less visible ($M=3.55$, $SD=1.956$) than Yamaha Motorcycles ($M=6.09$, $SD=1.358$). Results also showed that participants express similar levels of familiarity, knowledge and attitude toward the products.

—INSERT TABLE 20—

—INSERT TABLE 21—

To test the effect of product visibility on content orientation, an ANCOVA with content orientation as the dependent variable, product visibility condition as the independent variable, and control variables as covariates was performed. The average content orientation score was 0.955 for Yamaha Pianos and 0.975 for Yamaha Motorcycles. Rejecting H_4 , product visibility condition did not have a significant main effect on content orientation ($F(1,49)=0.115$, $p=0.736$).

—INSERT TABLE 22—

For a more detailed analysis, I also ran a MANCOVA treating the ratings of each content category as separate dependent variables. The brand-oriented content scores were insignificantly greater for Yamaha Motorcycle ($M=4.848$, $SD=1.071$) than for Yamaha Piano ($M=4.609$, $SD=1.397$;

$F(1,49)=0.081, p=0.777$), inconsistent with the prediction in H_4 . The community-oriented content scores were also greater for Yamaha Motorcycle ($M=5.219, SD=1.296$) than for Yamaha Piano ($M=5.218, SD=1.510; F(1,49)=0.076, p=0.785$). Thus, H_4 is not supported again.

—INSERT TABLE 23—

CHAPTER VII

STUDY 3: BRAND LUXURY AND UGC TYPE

7.1 Overview

Experiment 3 was designed to investigate the effects of brand luxury on the generation of different types of user generated content. It featured a one-factor design with two conditions: affordable brand versus luxury brand. Timex was chosen to represent the more affordable brand and Rolex as the more luxury brand.

7.2 Participants

87 Amazon M-Turk users who participated in an online brand community in last 30 days took part in the study. Participants who says that they are not familiar or knowledgeable at all about the assigned brands are eliminated. 34 of them were female (39%) and 53 of them were male (61%) with the median age range of 25-34. 90% of participants have studied at least some college and 77% of participants have full time jobs.

—INSERT TABLE 24—

7.3 Procedure

After being randomly assigned to either Rolex or Timex community, participants were asked about their familiarity, knowledge and attitude toward their assigned brands. Logo and a product of assigned brand were shown to participants and asked their likelihood to post six content types in Pretest in a 7-point scale in their assigned community. As a manipulation check, participants were also asked to rate the luxuriousness of Rolex or Timex on a 7-point scale (1=Most Affordable, 7=Most Luxury).

7.4 Measures

Content Orientation

To determine the content orientation of the participants, participants were asked to what extent they are likely to post particular types of content on a 7-point scale. Average score was calculated for the three brand-oriented content types and the three community-oriented content types. Then, average brand-oriented content type score was divided by average community-oriented content type score to determine content orientation.

Control Variables

Socio-Economic Status (SES): Previous studies suggest that demographic characteristics such as age and gender may affect online brand community content generation (Herring 1996, Shen and Khalifa 2015, Teichmann, et al. 2015, Kamboj and Rahman 2017) (See Appendix G).

Online Brand Community Experience: Participants' real-life online brand community experiences were also used as control variables. Based on findings from online product review literature, the number of the communities they belong to, length of membership, members' anonymity, members' profile picture and existence of formal reputation systems will be also asked (Resnick and Zeckhauser 2002, Madupu and Cooley 2010, Kusumasondjaja, Shanka and Marchegiani 2012, Lee and Shin 2014) (See Appendix G).

Brand Experience: In 5-point scale, participants' familiarity (1=Not familiar at all, 5=Extremely familiar) and knowledge about (1=Not knowledgeable at all, 5=Extremely knowledgeable) and attitudes toward aforementioned brands (1=Very Unfavorable, 5=Very Favorable) were measured.

7.5 Analysis

An ANCOVA with brand luxury scores as the dependent variable, brand luxury as independent variable and control variables as covariates was performed. Results showed that there is a significant difference in the scores for perceived brand luxury of Timex ($M=3.15$, $SD=1.543$) and Rolex ($M=6.64$, $SD=0.735$); $MD=-3.46$, $F(1,82)=173.913$, $p<0.001$, suggesting successful manipulation of brand luxury. Results also showed that participants express similar levels of familiarity, knowledge and attitude toward the brands.

—INSERT TABLE 25—

—INSERT TABLE 26—

To compare the means of content orientation between content types of each brand type, an ANCOVA with content orientation as the dependent variable, brand luxury as the independent variable and control variables as covariates was performed. Content Orientation scores were 1.221 for Timex, 1.116 for Rolex. In line with H_5 , F-test showed that brand luxury had a marginally significant main effect on content orientation; $MD=0.229$, $F(1,72)=3.337$, $p=0.072$.

—INSERT TABLE 27—

For a more detailed analysis, a MANCOVA with content orientations as separate variables was also conducted. There was no significant difference in brand-oriented content scores between Timex ($M=4.400$, $SD=1.468$) and Rolex ($M=4.688$, $SD=1.307$); $MD=-0.377$, $F(1,72)=1.460$, $p=0.231$. But the average community-oriented content score of Rolex ($M=4.837$, $SD=1.494$) was significantly greater than that of Timex ($M=4.200$, $SD=1.596$); $MD=-0.847$, $F(1,72)=6.529$, $p=0.013$. Overall H_5 was partially supported. Consumers appear more likely to contribute community-oriented content in a luxury brand community than in an affordable brand community,

whereas the likelihood to contribute brand-oriented content remained the same between the two types of brands.

—INSERT TABLE 28—

CHAPTER VIII

CONCLUSIONS AND DISCUSSION

Thanks to technology, consumers now have access to an unlimited amount of information and an ability to communicate with each other and brands (Hoyer, et al. 2010, Gummerus, et al. 2012, Zhou, et al. 2013). Although content generation is a popular dependent variable in the literature, earlier studies often assumed that user generated content is monolith, and that all contents are aimed toward the brand even though it is not the case in reality. Community members create both brand and community-oriented content. Both type of contents create value for the brand either directly or indirectly, and a proper balance between the two is important to the health of the online community. Brands should develop a deeper understanding of the factors driving each type of content type contribution in order to maximize the utility they receive from the community.

In this dissertation, the underlying factors for brand-oriented versus community-oriented content generation is categorized into two levels, namely personal level and brand/product level in three studies. In each study, it is argued that these factors make online brand community participants to prioritize the brand or community, thus likely to generate more content toward the prioritized stakeholder.

Study 1

Study 1 examined two personal-level factors, motivation orientation and self-construal. Motivation orientation was categorized into intrinsic versus extrinsic motivations and self-construal were categorized as independent versus interdependent self-construal. Based on equity theory, it is argued that intrinsic motivation and interdependent self-construal would make users perceive the community as the greater stakeholder than the brand and consequently generate more community-oriented content. Meanwhile, extrinsic motivation and independent self-construal

make users perceive the brand as a greater stakeholder than the community and hence generate more brand-oriented content. Findings showed that participants' motivation orientation and self-construal had significant effects on user generated content types as hypothesized. However, different from expected, the two factors exerted their effects independently and did not interact with each other. Given the magnitude of p value of interaction, it is unlikely that the problem was sample size. One possible explanation is that the significant interaction effect occurs only for participants with independent self-construal (Lee and Pounders 2019) or only for certain type of content in a similar fashion in Study 2A and 3.

Study 2

Study 2 examined the impact of product visibility. Although online brand communities may not be geographically limited, its hyperpersonal nature makes others' presence relevant (Gefen and Straub 2004). Thus, online brand community members are likely to behave differently in the presence of others and create desired identities in their community engagements. Based on social comparison theory, online brand community members are likely to compare themselves to others for accurate self-evaluations (Festinger 1954). Based on the social comparison theory, it was hypothesized that more visible products will lead to a stronger focus on community-oriented content, whereas less visible products will lead to more brand-oriented rather than community-oriented content. But comparison between Samsung desktop computer and Samsung smartphone communities showed that both brand-oriented and community-oriented contents were generated more in less visible product communities than in more visible product communities. One possible explanation could be the contrast of visibility between Samsung desktop computers and Samsung smartphones was not as strong as the contrast of luxury between Rolex and Timex. However, replicating the study with a product pair of stronger contrast also ended with insignificant results.

Study 3

Study 3 examined the impact of brand luxury. Luxurious products are used by customers to send signal about status, wealth, social class and economic power (Thorstein 1899, Bourdieu 1984, Leban and Voyer 2015). Although exclusivity and rareness are keystones for brand luxury, democratic nature of internet is a challenge for luxury brands. Despite many members do not have financial means to buy the actual product, they still join online communities of luxury brand to sense of belonging, augment their self-esteem and perceived power (Muniz and O'Guinn 2001, Belk 2013). Based on social identity theory, it is argued that online brand community members derive their self-concept from their membership. It was hypothesized that content generated in a luxury brand community would be more community-oriented, whereas content in an affordable brand community would be more brand-oriented. Comparing Rolex and Timex brand communities in Study 3 showed that online luxury brand community members are indeed likely to generate more community-oriented content. However, the tendency to generate brand-oriented content was not affected by brand luxury.

Theoretical Implications

This research is expected to help marketing scholars in several ways. Unlike previous studies who conceptualize a monolith user generated content, this study has sought to gain a better understanding of content contribution in online brand communities by categorizing user generated content based on their target audience. Equity theory argues that people evaluate social exchanges based on fairness they perceive in the relationship and in the social exchanges self-interest and interdependency are key tenets (Lawler and Thye 1999). In all three studies, it is argued that members focus on generation of different types of content to maintain equity. For members with high extrinsic motivations, exchange fairness depends on financial and non-financial rewards from

the brand. Since they benefit substantially rewards from the brand, they paid back to brand in currency of brand-oriented content. For members with high intrinsic motivations, exchange fairness depends on hedonistic and social rewards they reap from the community. To maintain the equity, these members paid back to the community in currency of community-oriented content. Although equity theory is rarely used in online brand community research (Kamboj and Rahman 2017), the theory offers explanations for differences across members and communities. Thus, the study brings new insights to the theory by analyzing how members sustain equity between self-inside and others-inside aspect. In a similar fashion, this study also expanded the knowledge about self-construal's influence in online brand community literature. Although self-construal has been examined in online brand community context before (Wang, Ma and Li 2015), these studies examined whether self-construal has influence on the decision of participating online brand communities. But this study investigated whether self-construal influences how the members engage in online communities.

Another implication of the study is that online brand community members engagements are found to be influenced by real-life brand characteristics. Social identity theory argues that consumers use exclusivity and rareness of luxury brands to derive their self-concepts. Findings of this study show that how members feel identification and seek the relatedness with luxury brands via online brand communities, even though they are not able to afford it. But these findings were often the results of investigation of actual luxury brand owners. This study shows that even glimpse of luxury brand experience via online communities leads to members to engage with others in similar fashion. Another aspect of social identity theory is that individuals invoke various strategies to achieve positive distinctiveness based on perceived intergroup relationship. This study shows that members try to accomplish this goal by generating more community-oriented content.

Managerial Implications

Many marketing practitioners have become more and more interested in creating and developing successful brand communities to build long-term successful brands (P. H. Andersen 2005, Brown, Broderick and Lee 2007, Adjei, Noble and Noble 2012). The appeal of such an approach to relationship marketing lies in the recognition that members of brand communities tend to exhibit favorable brand-related behaviors and intentions (Carlson, Suter and Brown 2008, Casalo, Flavian and Guinaliu 2008, Fournier and Lee 2009, Laroche, Habibi, et al. 2012). After all, consumers engage in these communities mostly voluntarily and spend their time to share their knowledge, provide valuable insights for products and services and enhance qualities of products and services (Constantinides, Brünink and Romero 2015). Thus, it is worthwhile to know the underlying factors that influence the successful operation of online communities (Lin and Lee 2006, Kanga, et al. 2007).

This research is expected to help marketing practitioners in various ways. First, this research provides marketing practitioners an opportunity to focus on different motivation types in different contexts. Companies may have different expectations for online brand communities. Some firms can see them as a strategic resource for product development and various co-creation activities that inspire the company. Meanwhile, some brands see brand communities as an informal gathering place for fans or as a place to provide “free customer service”. This research illuminates the need for brands to concentrate their efforts on certain motivations based on the purpose of their communities.

Second, this study helps marketing departments understand the relationship between brand characteristics and user generated content types. Based on their perceived luxury, brands can pursue different online strategies. Brands can either take these findings as a face value or take

proactive measures depending on their expectations. For example, when a luxury brand starts to build its online community, it knows that community members are already inclined to generate more community-oriented content. If the brand is planning to utilize the community for issues like new product development, then it shall put in extra effort to stimulate brand-oriented content. In a similar fashion, affordable brands which their community members are already inclined to generate more brand-oriented content, they may consider strategies to generate more community-oriented content to create a healthy balance.

Finally, the insights of this study can also be useful in a brand extension context. The study may help branded houses that offer products with different levels of luxury. Uniqueness and counter-intuitive nature of luxury marketing is well known (Bastien and Kapferer 2009, Quach and Thaichon 2017). When an affordable brand decides to offer a premium product, it will know that community members are more interested in impressing other members rather than brand-related issues such as new product development or the brand's latest public relation efforts. Thus, it is more optional to build a different brand community for each segment and engage in strategies mentioned above to reach desired outcomes.

Limitations and Further Studies

This research has several drawbacks that need to be examined by future research. Biggest drawback of the study is lack of significant results in Study 2. One explanation can be that other differences regarding products (smartphones vs. desktop computers or motorcycles vs pianos) may confound the results. Future researchers can replicate the study with closer product pairs such as laptop computers and desktop computers. Another explanation can be that the impact of product visibility also differs between hedonistic products and utilitarian products. Although pianos and motorcycles have different visibility, they are often consumed for fun, pleasure and enjoyment

they brought. However, desktop computers and smartphones are more utilitarian products that are often bought for their practical uses and consumers' needs. In Study 1, it is showed that intrinsic motivations lead to more focus on community-oriented content relative to brand-oriented content. Therefore, it is possible that members of hedonistic product communities generate more community-oriented content regardless of product visibility.

Another drawback is that usage of experimental design. Although best effort has been done to replicate actual brand communities, future studies are hoped to replicate our findings with actual data. Future studies can extend this study by using equity theory to investigate the effects of members' experience with other communities. Although this study investigated how members try to maintain equity within a specific community, the equity theory also argues that individuals also try to maintain equity against their peers outside of the communities.

Third, future studies should extend this study by investigating the effects of other personal factors such as personality traits or other product classifications such as goods vs services, Search-Experience-Credence, product lifecycle, and prevention versus promotion-oriented products. It would also be interesting for future studies to examine whether findings of this study are applicable to offline brand communities. Although online and offline brand communities have some fundamental differences, it is possible that similar dynamics will be observed in real-life discussions in offline brand communities. In face-to-face communications, some members tend to talk more about the focal brand and its latest products, while some members prefer to engage in social networking depending on their motivation.

Fourth, future investigations should add new layers such as community level factors and contextual level factors into the conceptual framework. (Porter 2004) argues that online brand communities can be categorized based on ownership and relationship orientation. Future studies

can compare whether hosting type or relationship orientation influences members' generation of brand-oriented or community-oriented content. In addition, anti-brand communities where members come together to demote certain brands or product categories are also worth investigation. These brand communities may have different dynamics. As a contextual-level factor, national culture can be studied. As the telepresence theory argues, messages are not merely transmitted between sender and receiver but are created in mediated environments (Song and Zinkhan 2008). Reflecting the fundamental issues and problems that societies must handle to regulate human activity (Schwartz 1994), national cultures differ in the extent to which cooperation and competition are emphasized (Mead 1967). Members may create their own sub-cultures in communities, they are likely to be influenced by the culture of their societies. Although independent self-construal vs interdependent self-construal overlap with individualism vs. collectivism, future studies can add country-level factors and investigate how national culture impacts content generation. Another drawback and a potential area of research is interaction among different factors and different levels. In this study, personal and brand/product level factors are analyzed separately. However, it is highly possible that these factors have a pyramid-like impact on each other, such as a stronger impact of brand luxury in collectivistic countries than in individualistic countries. Future studies need to take a more integrated approach.

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APPENDIX

A: Post Types

Brand-Oriented Content

- 1) **Give feedback on how the brand can improve its products**
- 2) **Complain about an issue you had with a product**
- 3) Complain about a negative experience with the company's customer service.
- 4) **Offer ideas on new products that the brand can develop**
- 5) Participate in a poll gathering members' opinions about a new product idea
- 6) Comment on a recent announcement made by the brand

Community-Oriented Content

- 1) Ask for help on a problem you have using a product
- 2) **Answer other users' questions about a product**
- 3) **Welcome a new user to the community**
- 4) Inquire about where you can find/purchase the brand's products
- 5) **Offer tips on how to best use a product**
- 6) Personal brand experiences such as a story about how you used the brand in an intriguing context along with a picture of yours while using the brand

B: Motivational Priming

Intrinsic Scenario

Imagine that you are a member of an online brand community. As a member of the community, you enjoy reading content that interests you, talk about things that you are passionate about, and generally just have a good time through your activities in the community.

Extrinsic Scenario

Imagine that you are a member of an online brand community. As a member of the community, you receive member-only discounts for the brand, first access to the brand's new products, and earn different levels of badges and recognition based on your activities in the community.

C: Motivational Focus

Intrinsic vs Extrinsic Focus (Amabile, et al. 1994, Guay, Vallerand and Blanchard 2000)

- I participate in online brand communities because I enjoy doing it / I get some rewards in return for it
- 1) I participate in online brand communities because
they are interesting / I am earning something for what I do
- 2) When I participate in online brand communities, I am keenly aware of
the fun they bring/ the goals I have for myself
- 3) Participating in online brand communities help me
feel good/ learn things
- 4) I participate in online brand communities because

it is pleasant / it offers me financial gains in the long run

D: Self-Construal

Independent Subscale (Independence) 1, 2, 5, 7, 9, 10, 13, 15, 18, 20, 22, 24, 25, 27, 29

Interdependent Subscale (Interdependence) 3, 4, 6, 8, 11, 12, 14, 16, 17, 19, 21, 23, 26, 28, 30

Self-Construal Score: Independent Subscale-Interdependent Subscale

- 1) I enjoy being unique and different from others in many respects.
- 2) I can talk openly with a person who I meet for the first time, even when this person is much older than I am.
- 3) Even when I strongly disagree with group members, I avoid an argument.
- 4) I have respect for the authority figures with whom I interact.
- 5) I do my own thing, regardless of what others think.
- 6) I respect people who are modest about themselves
- 7) I feel it is important for me to act as an independent person.
- 8) I will sacrifice my self interest for the benefit of the group I am in.
- 9) I'd rather say "No" directly, than risk being misunderstood.
- 10) Having a lively imagination is important to me.
- 11) I should take into consideration my parents' advice when making education/career plans.
- 12) I feel my fate is intertwined with the fate of those around me.
- 13) I prefer to be direct and forthright when dealing with people I've just met.

- 14) I feel good when I cooperate with others.
- 15) I am comfortable with being singled out for praise or rewards.
- 16) If my brother or sister fails, I feel responsible.
- 17) I often have the feeling that my relationships with others are more important than my own accomplishments.
- 18) Speaking up during a class (or a meeting) is not a problem for me.
- 19) I would offer my seat in a bus to my professor (or my boss).
- 20) I act the same way no matter who I am with.
- 21) My happiness depends on the happiness of those around me.
- 22) I value being in good health above everything.
- 23) I will stay in a group if they need me, even when I am not happy with the group.
- 24) I try to do what is best for me, regardless of how that might affect others.
- 25) Being able to take care of myself is a primary concern for me.
- 26) It is important to me to respect decisions made by the group.
- 27) My personal identity, independent of others, is very important to me.
- 28) It is important for me to maintain harmony within my group.
- 29) I act the same way at home that I do at school (or work).
- 30) I usually go along with what others want to do, even when I would rather do something different.

E: Product Visibility Brief

Different products are consumed under different situations. Some products such as cars and shoes are consumed more publicly. For example, other people can easily see you driving your car in town or parking in front of the office. Meanwhile, the same thing cannot be said for some other products such as anti-virus software and personal grooming products. These products tend to be consumed more privately, often without the presence of others

F: Brand Luxury Brief

Some brands are more luxurious than others. Luxury brands tend to have the highest quality and premium price. They are likely to have some physiological and psychological values such as rareness, exclusivity, prestige and authenticity. The same things cannot be said for affordable brands.

G: Control Variables

Online Brand Community Experience

Number of Communities (NoC)

Length of Membership (LoM)

- Less than three months (1)
- 3-6 months (2)
- 6-12 months (3)
- 1-2 year (4)
- More than 2 year (5)

Users have anonymity (Anon_1)

- No (0)
- Yes (1)

Users can use alias/nicknames (Anon_2)

- No (0)
- Yes (1)

Users have profile picture (Anon_3)

- No (0)
- Yes (1)

Community has a formal reputation system (Anon_4)

- No (0)
- Yes (1)

Demographics

Sex

- Female (0)
- Male (1)

Age

- 18-24 (1)

- 25-34 (2)
- 35-44 (3)
- 45-54 (4)
- 55-64 (5)
- 65-74 (6)
- 75-84 (7)
- 85 or older (8)

Education

- Less than high school (1)
- Highschool graduate (2)
- Some college (3)
- 2-year degree (4)
- 4-year degree (5)
- Professional degree (6)
- Doctorate (7)

Employment

- Employed full time (7)
- Employed part time (6)

- Unemployed looking for work (5)
- Unemployed not looking for work (4)
- Retired (3)
- Student (2)
- Disabled (1)

TABLES AND FIGURES

Figure 1: Conceptual Model

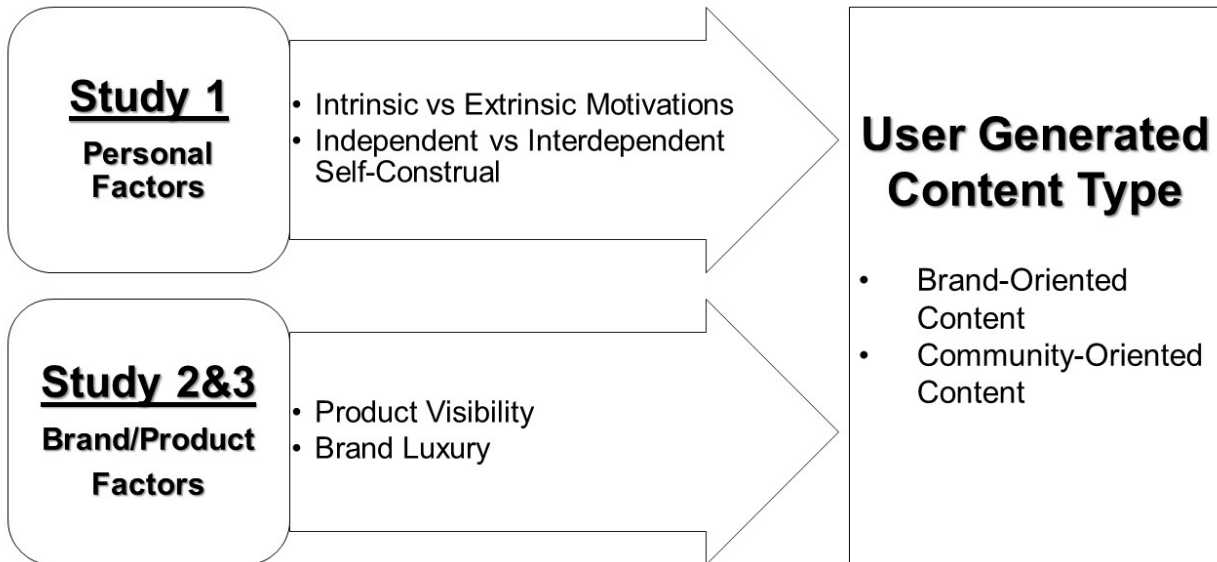


Table 1: Differences between User Generated Content Types

	Brand-Oriented Content	Community-Oriented
Target Audience	Brand	Community
Brand Derives Value	Directly	Indirectly
More Useful for	Product Improvement/Development	Increasing brand loyalty
	Public image monitoring	Understanding customer experience

Table 2: Descriptive Statistics of Pretest 1

Descriptive Statistics				
	Mean	Standard Error	Standard Deviation	Count
BOC1	2.727	0.280	2.077	55
BOC2	3.982	0.336	2.491	55
BOC3	4.200	0.322	2.391	55
BOC4	2.818	0.303	2.245	55
BOC5	4.927	0.369	2.734	55
BOC6	5.127	0.330	2.450	55
COC1	5.764	0.319	2.365	55
COC2	7.200	0.319	2.368	55
COC3	8.309	0.166	1.230	55
COC4	5.418	0.336	2.492	55
COC5	7.291	0.254	1.882	55
COC6	6.145	0.295	2.189	55

Table 3: Factor Loadings of Pretest 1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.690
Bartlett's Test of Sphericity	Approx. Chi-Square	70.986
	df	15
	Sig.	0.000
Rotated Component Matrix		
	Factor	
	1	2
BOC1	0.714	-0.262
BOC2	0.720	0.045
BOC4	0.840	-0.262
COC2	0.088	0.739
COC3	-0.311	0.716
COC5	-0.284	0.734

Table 4: ANCOVA Results of Pretest 2

Descriptive Statistics								
Dependent Variable: IE Score								
		Mean	Std. Deviation	N				
Intrinsic		3.800	2.517	39				
Extrinsic		6.359	2.479	39				
Total		5.079	2.796	78				
Tests of Between-Subjects Effects								
Dependent Variable: IE Score								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	142.879	5	28.576	4.481	0.001	0.237	22.405	0.960
Intercept	31.500	1	31.500	4.940	0.029	0.064	4.940	0.592
Sex	6.307	1	6.307	0.989	0.323	0.014	0.989	0.165
Age	1.088	1	1.088	0.171	0.681	0.002	0.171	0.069
Education	7.778	1	7.778	1.220	0.273	0.017	1.220	0.193
Employment	1.089	1	1.089	0.171	0.681	0.002	0.171	0.069
Intrinsic Extrinsic (B)	113.154	1	113.154	17.744	0.000	0.198	17.744	0.986
Error	459.148	72	6.377					
Total	2614.52	78						
Corrected Total	602.027	77						

Table 5: ANCOVA Results of Pretest 3 (Product Visibility)

Descriptive Statistics								
	Mean	SD	N					
Samsung DC	4.30	1.952	81					
Samsung SP	5.67	1.541	81					
Total	4.98	1.883	162					
Pairwise Comparisons								
(I) Less Visible Product	(J) More Visible Product	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Samsung DC	Samsung SP	-1.291	0.282	0.000	-1.847	-0.735		
Tests of Between-Subjects Effects								
Dependent Variable: Product Visibility (MC)								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	100.745	4	25.186	8.41	0.000	0.176	33.639	0.999
Intercept	165.77	1	165.77	55.351	0.000	0.261	55.351	1.000
Familiarity	4.001	1	4.001	1.336	0.249	0.008	1.336	0.210
Knowledge	4.437	1	4.437	1.481	0.225	0.009	1.481	0.227
Attitude	14.896	1	14.896	4.974	0.027	0.031	4.974	0.601
Product Visibility (B)	62.991	1	62.991	21.033	0.000	0.118	21.033	0.995
Error	470.199	157	2.995					
Total	4591	162						
Corrected Total	570.944	161						

Table 6: Brand Statistics of Pretest 3 (Product Visibility)

Group Statistics								
		N	Mean	Std. Deviation	Std. Error Mean			
Familiarity	Samsung DC	81	2.900	1.271	0.141			
	Samsung SP	81	3.540	1.285	0.143			
Knowledge	Samsung DC	81	2.580	1.150	0.128			
	Samsung SP	81	3.190	1.314	0.146			
Attitude	Samsung DC	81	3.250	0.783	0.087			
	Samsung SP	81	3.480	1.174	0.130			
Independent Samples Test								
			Familiarity		Knowledge		Attitude	
			Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F		0.799		2.256		19.589	
	Sig.		0.373		0.135		0.000	
t-test for Equality of Means	t		-3.197	-3.197	-3.118	-3.118	-1.496	-1.496
	df		160	159.98	160	157.211	160	139.442
	Sig. (2-tailed)		0.002	0.002	0.002	0.002	0.137	0.137
	Mean Difference		-0.642	-0.642	-0.605	-0.605	-0.235	-0.235
	Std. Error Difference		0.201	0.201	0.194	0.194	0.157	0.157
	95% CID	L	-1.039	-1.039	-0.988	-0.988	-0.544	-0.545
		U	-0.245	-0.245	-0.222	-0.222	0.075	0.075

Table 7: ANCOVA Results of Pretest 3 (Brand Luxury)

Descriptive Statistics								
	Mean	SD	N					
Timex	2.77	1.543	81					
Rolex	6.35	1.266	81					
Total	4.56	2.281	162					
Pairwise Comparisons								
(I) Affordable Brand	(J) Luxury Brand	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Timex	Rolex	-3.454	0.237	0.000	-3.921	-2.986		
Tests of Between-Subjects Effects								
Dependent Variable: Brand Luxury (MC)								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	538.364	4	134.591	70.522	0.000	0.642	282.086	1.000
Intercept	167.232	1	167.232	87.624	0.000	0.358	87.624	1.000
Familiarity	6.066	1	6.066	3.178	0.077	0.02	3.178	0.426
Knowledge	18.074	1	18.074	9.47	0.002	0.057	9.47	0.864
Attitude	1.152	1	1.152	0.604	0.438	0.004	0.604	0.121
Brand Luxury (B)	405.982	1	405.982	212.722	0.000	0.575	212.722	1.000
Error	299.636	157	1.909					
Total	4200	162						
Corrected Total	838	161						

Table 8: Brand Statistics of Pretest 3 (Brand Luxury)

Group Statistics								
		N	Mean	Std. Deviation		Std. Error Mean		
Familiarity	Rolex	81	2.330	1.162		0.129		
	Timex	81	2.990	1.240		0.138		
Knowledge	Rolex	81	2.050	1.139		0.127		
	Timex	81	2.250	0.994		0.110		
Attitude	Rolex	81	3.120	0.731		0.081		
	Timex	81	3.600	0.832		0.092		
Independent Samples Test								
			Familiarity		Knowledge		Attitude	
			Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F		0.049		0.856		9.979	
	Sig.		0.826		0.356		0.002	
t-test for Equality of Means	t		-3.466	-3.466	-1.176	-1.176	-3.913	-3.913
	df		160	159.329	160	157.124	160	157.408
	Sig. (2-tailed)		0.001	0.001	0.241	0.241	0.000	0.000
	Mean Difference		-0.654	-0.654	-0.198	-0.198	-0.481	-0.481
	Std. Error Difference		0.189	0.189	0.168	0.168	0.123	0.123
	95% CID	L	-1.027	-1.027	-0.529	-0.529	-0.725	-0.725
		U	-0.281	-0.281	0.134	0.134	-0.238	-0.238

Table 9: Descriptive Statistics of Study 1

Descriptive Statistics			
	Mean	SD	N
SC_Centered	0.322	1.047	101
SC_Score	0.519	1.047	101
IE_Binary	0.480	0.502	101
BOC/COC	0.957	0.242	101
NoC	3.590	2.430	101
LoM	4.210	1.003	101
Anon_1	0.870	0.337	101
Anon_2	0.930	0.255	101
Anon_3	0.720	0.450	101
Anon_4	0.700	0.459	101
Sex	0.550	0.500	101
Age	2.700	1.005	101
Education	4.470	1.064	101

Table 10: Self-Construal Means of Study 1

Group Statistics				
Self-Construal				
	N	Mean	Std. Deviation	Std. Error Mean
Intrinsic	53	0.576	1.046	0.144
Extrinsic	48	0.457	1.056	0.152
Self-Construal (Mean-Centered)				
	N	Mean	Std. Deviation	Std. Error Mean
Intrinsic	53	0.088	1.046	0.144
Extrinsic	48	-0.030	1.056	0.152

Table 11: Manipulation Check Results of Study 1

Group Statistics				
IE Score	N	Mean	Std. Deviation	Std. Error Mean
Intrinsic	53	3.253	2.293	0.315
Extrinsic	48	6.583	2.633	0.380
Independent Samples Test				
			Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F		3.656	
	Sig.		0.059	
	t		-6.794	-6.748
	df		99.000	93.746
	Sig. (2-tailed)		0.000	0.000
t-test for Equality of Means	Mean Difference		-3.331	-3.331
	Std. Error Difference		0.490	0.494
	95% CID	Lower	-4.303	-4.311
		Upper	-2.358	-2.350

Table 12: Content Orientation Means of Intrinsic and Extrinsic Conditions

Group Statistics				
BOC/COC				
	N	Mean	Std. Deviation	Std. Error Mean
Intrinsic	53	0.910	0.206	0.028
Extrinsic	48	1.009	0.268	0.039

Table 13: Regression Results of Study 1

Model Summary									
R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
				R ² Change	F Change	df1	df2	Sig. F Change	
0.474	0.224	0.108	0.228	0.224	1.936	13	87	0.037	1.889
Coefficients									
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics			
	B	SE	Beta			Tolerance	VIF		
(Constant)	0.475	0.226		2.103	0.038				
Intrinsic Extrinsic	0.099	0.051	0.206	1.960	0.053	0.805	1.243		
SC-Centered	0.058	0.032	0.252	1.827	0.071	0.468	2.138		
Interaction	-0.038	0.045	-0.115	-0.848	0.399	0.488	2.050		
NoC	0.018	0.010	0.176	1.774	0.080	0.904	1.106		
LoM	0.017	0.025	0.072	0.682	0.497	0.806	1.241		
Anon_1	0.036	0.084	0.051	0.435	0.665	0.654	1.529		
Anon_2	0.039	0.111	0.041	0.348	0.729	0.651	1.537		
Anon_3	-0.002	0.055	-0.003	-0.033	0.974	0.840	1.190		
Anon_4	-0.039	0.056	-0.075	-0.705	0.483	0.796	1.256		
Sex	0.475	0.226	0.287	2.103	0.038	0.792	1.262		
Age	0.099	0.051	0.206	1.960	0.053	0.810	1.235		
Education	0.058	0.032	0.252	1.827	0.071	0.799	1.251		
Employment	-0.038	0.045	-0.115	-0.848	0.399	0.769	1.300		

Table 14: Descriptive Statistics of Study 2A

Descriptive Statistics			
	Mean	Std. Deviation	N
BOC/COC	1.099	0.516	94
Visible Product	0.560	0.499	94
Familiarity	3.740	1.077	94
Knowledge	3.310	1.058	94
Attitude	3.850	0.842	94
NoC	4.000	5.074	94
LoM	3.840	1.176	94
Anon_1	0.780	0.419	94
Anon_2	0.910	0.281	94
Anon_3	0.850	0.358	94
Anon_4	0.760	0.432	94
Sex	0.600	0.493	94
Age	2.350	0.864	94
Education	4.110	1.291	94
Employment	6.540	1.064	94

Table 15: ANCOVA Results of Study 2A's Manipulation Check

Descriptive Statistics								
	Mean	SD	N					
Samsung DC	3.59	1.949	41					
Samsung SP	5.28	1.511	53					
Total	4.54	1.905	94					
Pairwise Comparisons								
(I) Less Visible Product	(J) More Visible Product	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Samsung DC	Samsung SP	-1.242	0.423	0.004	-2.082	-0.403		
Tests of Between-Subjects Effects								
Dependent Variable: Product Visibility (MC)								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	90.151	4	22.538	8.115	0.000	0.267	32.460	0.998
Intercept	48.916	1	48.916	17.613	0.000	0.165	17.613	0.986
Familiarity	21.782	1	21.782	7.843	0.006	0.081	7.843	0.791
Knowledge	5.907	1	5.907	2.127	0.148	0.023	2.127	0.303
Attitude	4.733	1	4.733	1.704	0.195	0.019	1.704	0.252
Product Visibility (B)	23.996	1	23.996	8.640	0.004	0.088	8.640	0.828
Error	247.178	89	2.777					
Total	2277	94						
Corrected Total	337.33	93						

Table 16: Brand Statistics of Study 2A

Group Statistics								
		N	Mean	Std. Deviation		Std. Error Mean		
Familiarity	Samsung DC	41	3.050	1.024		0.160		
	Samsung SP	53	4.210	0.817		0.112		
Knowledge	Samsung DC	41	2.760	0.994		0.155		
	Samsung SP	53	3.700	0.932		0.128		
Attitude	Samsung DC	41	3.590	0.670		0.105		
	Samsung SP	53	4.000	0.941		0.129		
Independent Samples Test								
			Familiarity		Knowledge		Attitude	
			Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F		0.687		0.436		0.011	
	Sig.		0.409		0.511		0.917	
t-test for Equality of Means	t		-6.105	-5.933	-4.72	-4.68	-2.391	-2.494
	df		92	75.119	92	83.256	92	91.442
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.019	0.014
	Mean Difference		-1.159	-1.159	-0.942	-0.942	-0.415	-0.415
	Std. Error Difference		0.190	0.195	0.200	0.201	0.173	0.166
	95% CID	L	-1.536	-1.548	-1.338	-1.342	-0.759	-0.745
		U	-0.782	-0.770	-0.546	-0.542	-0.070	-0.084

Table 17: ANCOVA Results of Study 2A

Descriptive Statistics								
Dependent Variable: BOC/COC								
	Mean	SD	N					
Samsung DC	1.011	0.268	41					
Samsung SP	1.168	0.640	53					
Total	1.099	0.516	94					
Pairwise Comparisons								
Dependent Variable: BOC/COC								
(I) Less Visible Product	(J) More Visible Product	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Samsung DC	Samsung SP	-0.120	0.147	0.416	-0.412	0.172		
Tests of Between-Subjects Effects								
Dependent Variable: BOC/COC								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	3.229	14	0.231	0.847	0.617	0.131	11.862	0.488
Intercept	1.070	1	1.070	3.932	0.051	0.047	3.932	0.500
Familiarity	0.167	1	0.167	0.614	0.436	0.008	0.614	0.121
Knowledge	0.410	1	0.410	1.505	0.224	0.019	1.505	0.228
Attitude	0.005	1	0.005	0.020	0.889	0.000	0.020	0.052
NoC	0.176	1	0.176	0.647	0.423	0.008	0.647	0.125
LoM	0.010	1	0.010	0.039	0.845	0.000	0.039	0.054
Anon_1	0.202	1	0.202	0.741	0.392	0.009	0.741	0.136
Anon_2	0.658	1	0.658	2.415	0.124	0.030	2.415	0.336
Anon_3	0.465	1	0.465	1.709	0.195	0.021	1.709	0.252
Anon_4	0.176	1	0.176	0.645	0.424	0.008	0.645	0.125
Sex	0.482	1	0.482	1.769	0.187	0.022	1.769	0.260
Age	0.322	1	0.322	1.181	0.280	0.015	1.181	0.189
Education	0.036	1	0.036	0.134	0.716	0.002	0.134	0.065
Employment	0.003	1	0.003	0.013	0.911	0.000	0.013	0.051
Product Visibility (B)	0.182	1	0.182	0.670	0.416	0.008	0.670	0.128
Error	21.508	79	0.272					
Total	138.355	94						
Corrected Total	24.737	93						

Table 18: MANCOVA Results of Study 2A

Descriptive Statistics								
Dependent Variable: BOC								
	Mean	SD			N			
Samsung DC	5.041	1.039			41			
Samsung SP	4.704	1.349			53			
Total	4.851	1.229			94			
Dependent Variable: COC								
Samsung DC	5.228	1.246			41			
Samsung SP	4.616	1.596			53			
Total	4.883	1.478			94			
Pairwise Comparisons								
Dependent Variable: BOC								
(I) Less Visible Product	(J) More Visible Product	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Samsung DC	Samsung SP	0.723	0.342	0.038	0.042	1.403		
Dependent Variable: COC								
					Lower	Upper		
Samsung DC	Samsung SP	0.940	0.414	0.026	0.116	1.764		
Tests of Between-Subjects Effects								
Source	DV	Type III SoS	df	Mean Square	F	Sig.	PES	NP
Corrected Model	BOC	23.472	14	1.677	1.133	0.343	0.167	15.864
	COC	31.853	14	2.275	1.049	0.416	0.157	14.680
Intercept	BOC	9.432	1	9.432	6.375	0.014	0.075	6.375
	COC	8.803	1	8.803	4.057	0.047	0.049	4.057
Familiarity	BOC	0.278	1	0.278	0.188	0.666	0.002	0.188
	COC	2.504	1	2.504	1.154	0.286	0.014	1.154
Knowledge	BOC	0.777	1	0.777	0.525	0.471	0.007	0.525
	COC	0.429	1	0.429	0.198	0.658	0.002	0.198
Attitude	BOC	0.004	1	0.004	0.003	0.960	0.000	0.003
	COC	1.314	1	1.314	0.606	0.439	0.008	0.606
NoC	BOC	0.485	1	0.485	0.328	0.569	0.004	0.328
	COC	3.674	1	3.674	1.693	0.197	0.021	1.693
LoM	BOC	0.649	1	0.649	0.438	0.510	0.006	0.438
	COC	0.908	1	0.908	0.419	0.520	0.005	0.419
Anon_1	BOC	0.525	1	0.525	0.355	0.553	0.004	0.355
	COC	0.632	1	0.632	0.291	0.591	0.004	0.291
Anon_2	BOC	4.836	1	4.836	3.269	0.074	0.040	3.269
	COC	0.000	1	0.000	0.000	0.991	0.000	0.000
Anon_3	BOC	0.020	1	0.020	0.014	0.907	0.000	0.014
	COC	1.898	1	1.898	0.875	0.352	0.011	0.875
Anon_4	BOC	0.209	1	0.209	0.141	0.708	0.002	0.141
	COC	0.162	1	0.162	0.075	0.785	0.001	0.075
Sex	BOC	8.006	1	8.006	5.411	0.023	0.064	5.411
	COC	1.467	1	1.467	0.676	0.413	0.008	0.676
Age	BOC	1.372	1	1.372	0.927	0.338	0.012	0.927
	COC	4.748	1	4.748	2.188	0.143	0.027	2.188
Education	BOC	0.366	1	0.366	0.248	0.620	0.003	0.248
	COC	0.011	1	0.011	0.005	0.944	0.000	0.005
Employment	BOC	0.475	1	0.475	0.321	0.573	0.004	0.321
	COC	0.522	1	0.522	0.241	0.625	0.003	0.241

Continued

Source	DV	Type III SoS	df	Mean Square	F	Sig.	PES	NP
Product Visibility (B)	BOC	6.614	1	6.614	4.470	0.038	0.054	4.470
	COC	11.186	1	11.186	5.155	0.026	0.061	5.155
Error	BOC	116.887	79	1.480				
	COC	171.416	79	2.170				
Total	BOC	2352.444	94					
	COC	2444.556	94					
Corrected Total	BOC	140.359	93					
	COC	203.268	93					

Table 19: Descriptive Statistics of Study 2B

Descriptive Statistics			
	Mean	Std. Deviation	N
BOC/COC	0.966	0.341	64
Visible Product	0.550	0.502	64
Familiarity	3.020	0.882	64
Knowledge	2.610	0.789	64
Attitude	3.800	0.739	64
NoC	4.050	3.881	64
LoM	3.840	1.171	64
Anon_1	0.800	0.406	64
Anon_2	0.890	0.315	64
Anon_3	0.780	0.417	64
Anon_4	0.700	0.460	64
Sex	0.610	0.492	64
Age	2.310	0.833	64
Education	4.250	1.247	64
Employment	6.660	0.859	64

Table 20: ANCOVA Results of Study 2B's Manipulation Check

Descriptive Statistics								
	Mean	SD	N					
Yamaha Piano	3.55	1.956	29					
Yamaha Motorcycle	6.09	1.358	35					
Total	4.94	2.077	64					
Pairwise Comparisons								
(I) Less Visible Product	(J) More Visible Product	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Yamaha Piano	Yamaha Motorcycle	-2.551	0.399	0.000	-3.349	-1.753		
Tests of Between-Subjects Effects								
Dependent Variable: Product Visibility (MC)								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	127.142	4	31.785	12.968	0.000	0.468	51.874	1.000
Intercept	12.021	1	12.021	4.904	0.031	0.077	4.904	0.586
Familiarity	0.37	1	0.370	0.151	0.699	0.003	0.151	0.067
Knowledge	12.263	1	12.263	5.003	0.029	0.078	5.003	0.595
Attitude	0.043	1	0.043	0.018	0.895	0.000	0.018	0.052
Product Visibility (B)	100.221	1	100.221	40.89	0.000	0.409	40.89	1.000
Error	144.608	59	2.451					
Total	1832	64						
Corrected Total	271.75	63						

Table 21: Brand Statistics of Study 2B

Group Statistics								
		N	Mean	Std. Deviation		Std. Error Mean		
Familiarity	Yamaha Piano	29	3.070	0.799		0.148		
	Yamaha Motorcycles	35	2.970	0.954		0.161		
Knowledge	Yamaha Piano	29	2.620	0.820		0.152		
	Yamaha Motorcycles	35	2.600	0.775		0.131		
Attitude	Yamaha Piano	29	3.930	0.753		0.140		
	Yamaha Motorcycles	35	3.690	0.718		0.121		
Independent Samples Test								
			Familiarity		Knowledge		Attitude	
			Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F		1.708		0.007		0.002	
	Sig.		0.196		0.934		0.965	
t-test for Equality of Means	t		0.438	0.445	0.104	0.103	1.331	1.325
	df		62	61.99	62	58.413	62	58.684
	Sig. (2-tailed)		0.663	0.658	0.918	0.918	0.188	0.190
	Mean Difference		0.098	0.098	0.021	0.021	0.245	0.245
	Std. Error Difference		0.223	0.219	0.200	0.201	0.184	0.185
	95% CID	L	-0.348	-0.341	-0.379	-0.381	-0.123	-0.125
		U	0.543	0.536	0.420	0.423	0.614	0.616

Table 22: ANCOVA Results of Study 2B

Descriptive Statistics								
Dependent Variable: BOC/COC								
	Mean	SD	N					
Yamaha Piano	0.955	0.416	29					
Yamaha Motorcycle	0.975	0.271	35					
Total	0.966	0.341	64					
Pairwise Comparisons								
Dependent Variable: BOC/COC								
(I) Less Visible Product	(J) More Visible Product	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Yamaha Piano	Yamaha Motorcycle	0.033	0.098	0.736	-0.163	0.229		
Tests of Between-Subjects Effects								
Dependent Variable: BOC/COC								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	1.875	14	0.134	1.200	0.306	0.255	16.796	0.631
Intercept	0.178	1	0.178	1.598	0.212	0.032	1.598	0.236
Familiarity	0.066	1	0.066	0.594	0.445	0.012	0.594	0.118
Knowledge	0.017	1	0.017	0.149	0.701	0.003	0.149	0.067
Attitude	0.084	1	0.084	0.752	0.390	0.015	0.752	0.136
NoC	0.043	1	0.043	0.387	0.537	0.008	0.387	0.094
LoM	0.028	1	0.028	0.252	0.618	0.005	0.252	0.078
Anon_1	0.050	1	0.050	0.451	0.505	0.009	0.451	0.101
Anon_2	0.255	1	0.255	2.282	0.137	0.045	2.282	0.316
Anon_3	0.007	1	0.007	0.063	0.803	0.001	0.063	0.057
Anon_4	0.022	1	0.022	0.195	0.661	0.004	0.195	0.072
Sex	0.482	1	0.482	4.314	0.043	0.081	4.314	0.530
Age	0.009	1	0.009	0.080	0.779	0.002	0.080	0.059
Education	0.081	1	0.081	0.727	0.398	0.015	0.727	0.133
Employment	0.421	1	0.421	3.771	0.058	0.071	3.771	0.478
Product Visibility (B)	0.013	1	0.013	0.115	0.736	0.002	0.115	0.063
Error	5.471	49	0.112					
Total	67.055	64						
Corrected Total	7.346	63						

Table 23: MANCOVA Results of Study 2B

Descriptive Statistics								
Dependent Variable: BOC								
	Mean	SD	N					
Yamaha Piano	4.609	1.397	29					
Yamaha Motorcycle	4.848	1.071	35					
Total	4.740	1.225	64					
Dependent Variable: COC								
Yamaha Piano	5.218	1.510	29					
Yamaha Motorcycle	5.219	1.296	35					
Total	5.219	1.386	64					
Pairwise Comparisons								
Dependent Variable: BOC								
(I) Less Visible Product	(J) More Visible Product	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Yamaha Piano	Yamaha Motorcycle	0.092	0.322	0.777	-0.556	0.740		
Dependent Variable: COC								
					Lower	Upper		
Yamaha Piano	Yamaha Motorcycle	-0.104	0.379	0.785	-0.865	0.657		
Tests of Between-Subjects Effects								
Source	DV	Type III SoS	df	Mean Square	F	Sig.	PES	NP
Corrected Model	BOC	34.917	14	2.494	2.049	0.033	0.369	28.692
	COC	38.695	14	2.764	1.647	0.100	0.320	23.055
Intercept	BOC	0.012	1	0.012	0.010	0.922	0.000	0.010
	COC	3.002	1	3.002	1.788	0.187	0.035	1.788
Familiarity	BOC	0.003	1	0.003	0.003	0.958	0.000	0.003
	COC	0.013	1	0.013	0.008	0.930	0.000	0.008
Knowledge	BOC	8.517	1	8.517	6.999	0.011	0.125	6.999
	COC	3.889	1	3.889	2.317	0.134	0.045	2.317
Attitude	BOC	0.982	1	0.982	0.807	0.373	0.016	0.807
	COC	1.641	1	1.641	0.978	0.328	0.020	0.978
NoC	BOC	0.268	1	0.268	0.220	0.641	0.004	0.220
	COC	0.283	1	0.283	0.169	0.683	0.003	0.169
LoM	BOC	2.653	1	2.653	2.180	0.146	0.043	2.180
	COC	2.582	1	2.582	1.538	0.221	0.030	1.538
Anon_1	BOC	0.168	1	0.168	0.138	0.712	0.003	0.138
	COC	0.177	1	0.177	0.105	0.747	0.002	0.105
Anon_2	BOC	0.169	1	0.169	0.139	0.711	0.003	0.139
	COC	0.472	1	0.472	0.281	0.598	0.006	0.281
Anon_3	BOC	1.348	1	1.348	1.107	0.298	0.022	1.107
	COC	2.834	1	2.834	1.689	0.200	0.033	1.689
Anon_4	BOC	4.625	1	4.625	3.801	0.057	0.072	3.801
	COC	4.466	1	4.466	2.661	0.109	0.052	2.661
Sex	BOC	0.404	1	0.404	0.332	0.567	0.007	0.332
	COC	10.255	1	10.255	6.110	0.017	0.111	6.110
Age	BOC	0.137	1	0.137	0.113	0.738	0.002	0.113
	COC	0.514	1	0.514	0.306	0.583	0.006	0.306
Education	BOC	3.288	1	3.288	2.702	0.107	0.052	2.702
	COC	0.215	1	0.215	0.128	0.722	0.003	0.128

Continued

Source	DV	Type III SoS	df	Mean Square	F	Sig.	PES	NP
Employment	BOC	5.244	1	5.244	4.309	0.043	0.081	4.309
	COC	0.144	1	0.144	0.086	0.771	0.002	0.086
Product Visibility (B)	BOC	0.098	1	0.098	0.081	0.777	0.002	0.081
	COC	0.127	1	0.127	0.076	0.785	0.002	0.076
Error	BOC	59.631	49	1.217				
	COC	82.242	49	1.678				
Total	BOC	1532.222	64					
	COC	1864.000	64					
Corrected Total	BOC	94.549	63					
	COC	120.938	63					

Table 24: Descriptive Statistics of Study 3

Descriptive Statistics			
	Mean	Std. Deviation	N
BOC/COC	1.110	0.534	87
Brand_Luxury_Binary	0.540	0.501	87
Familiarity	3.310	0.956	87
Knowledge	2.630	0.878	87
Attitude	3.920	0.810	87
NoC	4.130	5.679	87
LoM	3.900	1.294	87
Anon_1	0.800	0.399	87
Anon_2	0.900	0.306	87
Anon_3	0.860	0.347	87
Anon_4	0.670	0.474	87
Sex	0.610	0.491	87
Age	2.370	0.929	87
Education	4.020	1.171	87
Employment	6.640	0.807	87

Table 25: ANCOVA Results of Study 3's Manipulation Check

Descriptive Statistics								
	Mean	SD	N					
Timex	3.15	1.626	40					
Rolex	6.64	0.735	47					
Total	5.03	2.132	87					
Pairwise Comparisons								
(I) Affordable Brand	(J) Luxury Brand	Mean Difference (I-J)	Std. Error	Sig.	95% CID			
					Lower	Upper		
Timex	Rolex	-3.460	0.262	0.000	-3.982	-2.938		
Tests of Between-Subjects Effects								
Dependent Variable: Brand Luxury (MC)								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	269.278	4	67.319	45.389	0.000	0.689	181.558	1.000
Intercept	76.746	1	76.746	51.745	0.000	0.387	51.745	1.000
Familiarity	6.101	1	6.101	4.114	0.046	0.048	4.114	0.518
Knowledge	1.542	1	1.542	1.040	0.311	0.013	1.040	0.172
Attitude	0.054	1	0.054	0.036	0.849	0.000	0.036	0.054
Brand Luxury (B)	257.939	1	257.939	173.913	0.000	0.680	173.913	1.000
Error	121.619	82	1.483					
Total	2596	87						
Corrected Total	390.897	86						

Table 26: Brand Statistics of Study 3

Group Statistics								
		N	Mean	Std. Deviation		Std. Error Mean		
Familiarity	Timex	40	3.350	0.864		0.137		
	Rolex	47	3.280	1.036		0.151		
Knowledge	Timex	40	2.630	0.838		0.132		
	Rolex	47	2.640	0.919		0.134		
Attitude	Timex	40	3.930	0.730		0.115		
	Rolex	47	3.910	0.880		0.128		
Independent Samples Test								
		Familiarity		Knowledge		Attitude		
		Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed	
Levene's Test for Equality of Variances	F	2.988		0.175		0.999		
	Sig.	0.087		0.677		0.320		
t-test for Equality of Means	t	0.355	0.360	-0.070	-0.071	0.058	0.059	
	df	85	84.97	85	84.577	85	84.95	
	Sig. (2-tailed)	0.723	0.720	0.944	0.944	0.954	0.953	
	Mean Difference	0.073	0.073	-0.013	-0.013	0.010	0.010	
	Std. Error Difference	0.207	0.204	0.190	0.188	0.175	0.173	
95% CID	L	-0.338	-0.332	-0.391	-0.388	-0.338	-0.333	
	U	0.484	0.478	0.364	0.361	0.359	0.353	

Table 27: ANCOVA Results of Study 3

Descriptive Statistics								
Dependent Variable: BOC/COC								
	Mean		SD		N			
Timex	1.221		0.717		40			
Rolex	1.016		0.278		47			
Total	1.110		0.534		87			
Pairwise Comparisons								
Dependent Variable: BOC/COC								
(I) Affordable Brand	(J) Luxury Brand	Mean Difference (I-J)		Std. Error	Sig.	95% CID		
						Lower	Upper	
Timex	Rolex	0.229		0.125	0.072	-0.021	0.479	
Tests of Between-Subjects Effects								
Dependent Variable: BOC/COC								
Source	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	3.864	14	0.276	0.964	0.498	0.158	13.491	0.548
Intercept	0.939	1	0.939	3.278	0.074	0.044	3.278	0.431
Familiarity	0.275	1	0.275	0.960	0.331	0.013	0.960	0.162
Knowledge	0.016	1	0.016	0.055	0.816	0.001	0.055	0.056
Attitude	0.321	1	0.321	1.122	0.293	0.015	1.122	0.182
NoC	0.467	1	0.467	1.629	0.206	0.022	1.629	0.242
LoM	0.126	1	0.126	0.441	0.509	0.006	0.441	0.100
Anon_1	0.104	1	0.104	0.362	0.549	0.005	0.362	0.091
Anon_2	0.54	1	0.54	1.886	0.174	0.026	1.886	0.273
Anon_3	0.005	1	0.005	0.019	0.890	0.000	0.019	0.052
Anon_4	0.727	1	0.727	2.538	0.116	0.034	2.538	0.349
Sex	0.012	1	0.012	0.042	0.838	0.001	0.042	0.055
Age	0.006	1	0.006	0.02	0.888	0.000	0.020	0.052
Education	0.102	1	0.102	0.355	0.553	0.005	0.355	0.090
Employment	0.168	1	0.168	0.588	0.446	0.008	0.588	0.118
Brand Luxury (B)	0.956	1	0.956	3.337	0.072	0.044	3.337	0.438
Error	20.624	72	0.286					
Total	131.736	87						
Corrected Total	24.489	86						

Table 28: MANCOVA Results of Study 3

Descriptive Statistics									
Dependent Variable: BOC									
	Mean	SD	N						
Timex	4.400	1.468	40						
Rolex	4.688	1.307	47						
Total	4.556	1.382	87						
Dependent Variable: COC									
Timex	4.200	1.596	40						
Rolex	4.837	1.494	47						
Total	4.544	1.565	87						
Pairwise Comparisons									
Dependent Variable: BOC									
(I) Affordable Brand	(J) Luxury Brand	Mean Difference (I-J)	Std. Error	Sig.	95% CID				
					Lower	Upper			
Timex	Rolex	-0.377	0.312	0.231	-1.000	0.245			
Dependent Variable: COC									
(I) Affordable Brand	(J) Luxury Brand	Mean Difference (I-J)	Std. Error	Sig.	95% CID				
					Lower	Upper			
Timex	Rolex	-0.847	0.332	0.013	-1.509	-0.186			
Tests of Between-Subjects Effects									
Source	DV	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Corrected Model	BOC	36.652	14	2.618	1.476	0.143	0.223	20.662	0.782
	COC	66.584	14	4.756	2.376	0.009	0.316	33.267	0.960
Intercept	BOC	3.542	1	3.542	1.996	0.162	0.027	1.996	0.286
	COC	2.819	1	2.819	1.408	0.239	0.019	1.408	0.216
Familiarity	BOC	0.507	1	0.507	0.286	0.594	0.004	0.286	0.082
	COC	0.597	1	0.597	0.298	0.587	0.004	0.298	0.084
Knowledge	BOC	2.348	1	2.348	1.324	0.254	0.018	1.324	0.206
	COC	3.083	1	3.083	1.540	0.219	0.021	1.540	0.232
Attitude	BOC	5.113	1	5.113	2.883	0.094	0.038	2.883	0.388
	COC	18.558	1	18.558	9.272	0.003	0.114	9.272	0.852
NoC	BOC	5.943	1	5.943	3.350	0.071	0.044	3.350	0.439
	COC	15.636	1	15.636	7.812	0.007	0.098	7.812	0.787
LoM	BOC	0.189	1	0.189	0.107	0.745	0.001	0.107	0.062
	COC	0.228	1	0.228	0.114	0.737	0.002	0.114	0.063
Anon_1	BOC	0.688	1	0.688	0.388	0.535	0.005	0.388	0.094
	COC	0.000	1	0.000	0.000	0.995	0.000	0.000	0.050
Anon_2	BOC	0.758	1	0.758	0.427	0.515	0.006	0.427	0.099
	COC	1.441	1	1.441	0.720	0.399	0.010	0.720	0.133
Anon_3	BOC	2.349	1	2.349	1.324	0.254	0.018	1.324	0.206
	COC	0.029	1	0.029	0.014	0.905	0.000	0.014	0.052
Anon_4	BOC	6.263	1	6.263	3.531	0.064	0.047	3.531	0.458
	COC	0.220	1	0.220	0.110	0.741	0.002	0.110	0.062
Sex	BOC	1.316	1	1.316	0.742	0.392	0.010	0.742	0.136
	COC	1.204	1	1.204	0.602	0.441	0.008	0.602	0.119
Age	BOC	0.042	1	0.042	0.024	0.878	0.000	0.024	0.053
	COC	0.317	1	0.317	0.158	0.692	0.002	0.158	0.068
Education	BOC	3.500	1	3.500	1.973	0.164	0.027	1.973	0.283
	COC	4.035	1	4.035	2.016	0.160	0.027	2.016	0.288

Continued

Source	DV	Type III SoS	df	Mean Square	F	Sig.	PES	NP	OP
Employment	BOC	0.120	1	0.120	0.068	0.796	0.001	0.068	0.058
	COC	3.195	1	3.195	1.596	0.211	0.022	1.596	0.238
Brand Luxury (B)	BOC	2.589	1	2.589	1.460	0.231	0.020	1.460	0.222
	COC	13.068	1	13.068	6.529	0.013	0.083	6.529	0.713
Error	BOC	127.718	72	1.774					
	COC	144.108	72	2.001					
Total	BOC	1969.889	87						
	COC	2007.111	87						
Corrected Total	BOC	164.370	86						
	COC	210.692	86						

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