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Micro-blogs, or short blogs, are a social media channel commonly used by fashion brands, and luxury brands are no exception. Luxury firms are utilizing micro-blogs and bloggers to promote their products and connect with their customers. This new trend has led to increasing interest in studying how micro-blogs can be utilized effectively within luxury marketing. In this study, the emotions consumers experience as a result of micro-blogs were regarded as key for effective management for luxury fashion brands. In particular, envy, an emotion often associated with interpersonal comparisons, was examined because it relates to both luxury consumption and social media.

To understand consumer behaviors triggered by luxury brand micro-blogs, three main questions were examined in two experimental studies: 1) Why and how do micro-blogs encourage consumer purchases? 2) Does envy mediate between micro-blog contents and purchase intention, specifically for luxury brands? 3) What specific characteristics of micro-blogs are related to consumer envy and purchase intention?

To address these questions, study 1 investigated the influence of blog presentations on envy and purchase intention, and study 2 examined the impact of congruence to blogger race and featured brand image. A total of 16 hypotheses were developed for studies 1 and 2 based on social identity theory, signaling theory, self-congruity theory, and social comparison theory, among other relevant concepts.

In study 1, social identity theory (Sirgy, 1982) suggested that people tend to identify with a group of people and compare themselves with others who are similar to

themselves, which may lead to envy. Thus, in micro-blog posts, people should feel more envious when they see a group of people as opposed to a single person (H1). Spence's (1973) signaling theory suggests that people are more likely to be influenced by lifestyle centric micro-blog posts rather than product centric posts because it signals a luxurious lifestyle, evoking greater envy among blog audiences (H2). Further, the combination of a group of people with a lifestyle centric background in micro-blogs should elicit the most envy because it combines the elements to present to the audience a complete story (H3). In study 2, self-congruity theory (Sirgy, 1982) and social comparison theory (Festinger, 1954) suggest that envy would be elicited to a greater extent when the blog audience's race is highly congruent with that of the blogger's because people tend to identify with a product or an image that is similar to their own. When individuals recognize their similarities with others, they may be inclined to compare themselves with the other group and consequently feel envious due to upward comparison (H6). Similarly, when audiences view a product on a micro-blog post, they should feel more envious when the featured brand image is highly congruent to their own self-image (H7). Further, the combination effect of both race and brand image congruencies was hypothesized to elicit the most envy as it combines both factors (H8). In both studies 1 and 2, envy was hypothesized to positively influence purchase intention (H4a, H4b, and H4c for Study 1 and H9a, H9b, and H9c for Study 2) and mediate all manipulation variables (excluding combination content) and purchase intention (H5a and H5b for Study 1 and H10a and H10b for Study 3).

Responses from a total of 592 female ages 18 years and older were collected through MTurk, and approximately 300 of these responses were assigned to each study. All images contained a Louis Vuitton handbag and were in the format of an Instagram post because both are broadly known by social media audiences. An ANOVA was used to test the differences in envy elicited from the manipulated variables. A series of regression analyses were used to test for mediating effects. Findings of study 1 revealed that micro-blogs featuring groups and combination content (group of people and lifestyle centric background) elicited envy the way we anticipated (H1 and H3). In people content, envy had a partial mediating effect leading to purchase intention (H5a). In study 2, a high level of racial congruence between respondents and bloggers elicited envy (H6) and envy served as a partial mediator for congruence levels in blogger race (H10a). Regardless of sources of envy, all elicited envy in studies 1 and 2 positively influenced purchase intention (H4a, H4b, H4c, H9a, H9b, and H9c).

These findings suggest that micro-blog presentations and blogger characteristics are important factors influencing envy and purchase intention. Envy was indeed shown to be an important factor in micro-blog marketing strategies. However, envy did not appear to be the only influencer of purchase intention. The study also revealed that micro-blog content was a crucial factor in determining purchase intention. Furthermore, congruence in blogger race had a more significant effect than congruence in brand image. Future studies should further explore blogger characteristics in micro-blogs. Collectively, luxury brands should be creative in designing their micro-blog posts to cater to their target market. To do so, this study suggests the following: conduct a story-based way of

communicating in micro-blog posts, hire bloggers who are racially similar to the target market, explore other blogger characteristics, and investigate other blog presentation elements. This study addresses the gap in research regarding the role of emotions in relation to luxury brand micro-blogs. Using experimental data, this paper discusses the theoretical contributions, real-world implications, and study limitations and further suggests possibilities for future studies.

MICRO-BLOG MARKETING OF LUXURY CONSUMPTION:  
THE ROLE OF ENVY IN PURCHASE INTENTION

by

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## CHAPTER I

### INTRODUCTION

Over the past two decades, mass consumption of luxury products has represented the strength of global and regional economies. Unprecedented demand has come from international consumers in Japan and the countries of BRIC (i.e. Brazil, Russia, India, and China) and CIVETS (i.e. Colombia, Indonesia, Vietnam, Egypt, Turkey, and South Africa) (Kapferer & Bastien, 2012; Seo & Buchanan-Oliver, 2015). In 2016, the luxury market reached 222 billion USD in net sales, showing steady and continuous growth worldwide (Deloitte, 2016). Consequently, luxury firms constantly seek to develop holistic strategies for promoting the luxury brand experience, maintaining strong relationships with their consumers, building brand equity, and better engaging with consumers (Atwal & Williams, 2009; Godey et al., 2016).

As one of the more recent marketing trends in the fashion industry, social media marketing has revolutionized the way in which brands foster communication with their consumers (Balakrishnan, Dahnil, & Yi, 2014; Straker & Wrigley, 2016). Luxury brands are no exception, participating in various platforms of social media for marketing purposes (Kim, & Ko, 2012), specifically micro-blog sites and applications such as Instagram (McDowell, 2016). Due to the prevalence of social media, fashion bloggers have become significant influencers in the fashion industry, making appearances at luxury brand fashion shows (Stankeviciute, 2013). These fashion bloggers have become a

bridge of communication between luxury brands and their consumers across all social media platforms. Indeed, luxury firms have realized that such bloggers encourage consumers to constantly read about them, building an emotional connection in the process (Straker & Wrigley, 2016).

Luxury brand consumers in particular tend to be emotionally connected to the brands they buy because they often purchase these products to satisfy their psychological needs (Dubois & Duquesne, 1993). Among the emotions commonly associated with luxury consumption is envy, since such consumption behavior often stems from status-seeking motivations, materialism, and conspicuous behavior (Belk, 2011; D'Arms & Kerr, 2008). In addition, envy was found to be the most prominent emotion in motivating luxury consumption in a preliminary study (Chou & Jin, 2016). With this in mind, this study sought to answer the following questions: 1) Why and how do micro-blogs encourage consumer purchases? 2) How can envy be triggered by micro-blog settings, specifically for luxury brands? 3) What specific characteristics of micro-blogs are related to consumer envy and purchase intention? Based on these research questions, the purpose of this study is to examine the influence of micro-blog content on purchase intentions, with envy perceived as a possible emotion elicited during the process. It utilizes the following theories as its foundation: Social Identity Theory, Signaling Theory, Self-Congruity Theory, and Social Comparison Theory. In this chapter, relevant concepts and theories are briefly introduced in the following order: (1) Background, (2) Research Gaps, (3) Research Objectives (4) Significance of the Study, (6) Limitations of the Study, (7) Definitions, and (8) Outline of the Dissertation.

## **Background**

### **Luxury Marketing**

Although routinely used in our everyday lives to refer to products, services, or certain lifestyles, the word "luxury" still lacks a clear definition (Atwal & Williams, 2009; Phau & Prendergast, 2000; Wiedmann, Hennings, & Siebels, 2009), as it takes on different meaning to different people depending on their particular emotions and experiences (Wiedmann, Hennings, & Siebels, 2007). Dubois and Duquesne (1993) interpreted luxury items as objects of desire that provide pleasure and satisfy psychological and functional needs. Accordingly, luxury brands today focus on holistically building closer customer relationships, especially as luxury consumers become more complex to understand and capture. This requires luxury brands to maintain key characteristics such as price, rarity, exclusivity, perfection, history, art, timelessness, and dream creation (Kapferer & Bastien, 2012). At the same time, consumers seek an experience that relates to their current or ideal lifestyle (Atwal & Williams, 2009; Hennings et al., 2012; Okonkwo, 2010).

Studies on luxury marketing in the 1990s focused on exploring fundamental factors such as market segmentation, consumer attitudes, consumer segmentation, and antecedents of purchase intention toward luxury products. Globalization has since shifted these luxury marketing trends toward the cultural impact of consumer behavior toward luxury consumption (Seo & Buchanan-Oliver, 2015). The luxury market has expanded to include wider opportunities, necessitating an understanding of the market and consumer

characteristics, even more so after the burst of digital channels shifted the way brands communicate with consumers.

### **Social Media and Luxury Marketing**

The emergence of social media has opened various channels of communication between consumers and brands (Balakrishnan et al., 2014). Luxury brands were initially reluctant to utilize social media for their marketing strategies, but today the power of social media has made it necessary for luxury firms to enter the online world to accommodate for behavior changes in consumers. Luxury brands are shifting their focuses toward creating online experiences for the consumers, emphasizing not just why they want to utilize social media but also how they seek to leverage this resource and closely follow changes in social media trends (Okonkwo, 2010). Fashion blogs have been crucial to the social media marketing strategies utilized by luxury brands (Pedroni, 2015). Consequently, fashion bloggers function as sources of influence in the luxury fashion world (Stankeviciute, 2013). Since the emergence of these blogs, numerous other social media platforms have also begun to arise, including Instagram, a popular content-sharing micro-blog application. As of 2014, 67 percent of luxury retail brands active on social media had an Instagram profile, with an average number of 121 brand posts per quarter (Instagram, 2017). Instagram's global influence explains its 500 million counts of monthly active users worldwide, boasting a penetration rate of about 20 percent of global Internet users (Statista, 2016). As a result, consumers are constantly exposed to an immense amount of brand information and marketing strategies. Although digital media serves as a cost-effective and convenient means for luxury companies to access consumer

data and information, it also leads to more complexity in terms of marketing strategies for luxury brands. By understanding how to utilize micro-blog contents and characteristics, luxury brands will be able to develop and maintain long-term strategies intended to sustain their customer loyalty.

### **Envy and Social Media**

Understanding the emotions of luxury consumers can ensure that brands create memorable shopping experiences and trigger purchase behavior (Kim, Park, Lee, & Choi, 2016). A few specific emotions have recently been found in luxury consumption, such as guilt (e.g., Wu, Chaney, Chen, Nguyen, & Melewar, 2015), pride (e.g., McFerran, Aquino, & Tracy, 2014), and shame (e.g., Kim, Hyeon, & Johnson, 2009). Envy has been found in premium cell phone consumption (Van de Ven, Zeelenberg, & Pieters, 2011). Social media has complicated the way in which luxury firms can understand and trigger consumers' emotions. People often use social media to share their emotional states, opinions, and judgments (Stieglitz & Dang-Xuan, 2013). Envy is often triggered by social media since it allows people to compare themselves with others and potentially desire what they do not have (Krasnova, Widjaja, Buxmann, Wenninger, & Benbasat, 2015). Due to easy access and high exposure to other peoples' profiles and websites, envy can easily emerge when friends or neighbors post about travels, social activities, love interests, fashion choices, or cars (Appel, Crusius, & Gerlach, 2015). Social media allows people to express their self-images, perhaps even as a calculated maneuver intended to elicit envy from others (Belk, 2011). Such envy tends to heighten people's purchase intention of luxury goods. Studies focusing on envy in the social media marketing of

luxury brands remain limited, with existing studies acknowledging the need but not performing the analysis themselves. Recently, however, research trends on specific emotions triggered by luxury marketing have risen.

### **Research Gaps**

Upon reviewing the luxury marketing literature and exploring recent theoretical and practical trends on envy in luxury brand social media marketing, this study identified four major research gaps.

First, despite the exponential growth of social media strategies for luxury brands, more attention needs to be given to the effectiveness of such strategies since the shift of luxury brand marketing to social media has created both challenges and opportunities. The luxury market has been slow to enter the social media world for various reasons (Okonkwo, 2010; Straker & Wrigley, 2016). Marketers and researchers have emphasized the need for luxury brands to explore the online experience and how it relates to creating consumer value and developing omni-channel strategies (Godey et al., 2016). Rapidly expanding social media marketing channels provide vast research opportunities. Thus, examining various factors under a specific social media platform will offer research direction and opportunities for luxury brands.

However, previous studies have been conducted generally on fashion blogs and mainly focused on the relationship between fashion blogging and the information they convey, the identity connection of fashion bloggers to their audiences, and discussions on the relationship between fashion blogs and journalism (Pedroni, 2015). These previous studies have failed to reflect recent changes in the fashion industry, particularly in terms

of the main marketing focus on micro-blog platforms. Luxury brands have attempted to utilize micro-blogs to promote their brands, maintain consumer relationships, gain brand exposure, and explore new ways to reinvent brand images (McDowell, 2016). Fashion micro-blog content has synced across different social media platforms in recent years (Stankeviciute, 2013). Fashion bloggers post pictures and text on Instagram, Facebook, and Twitter. Nonetheless, research has focused on the three main areas mentioned previously, which may lead marketers to not have full understanding of what proves to be successful in micro-blog content. Thus, specific factors relating to micro-blog content should be examined, such as blog content and blogger characteristics, in order to help marketers understand the effectiveness of luxury brand practices in micro-blog platforms.

Second, although emotions in luxury consumption have previously been emphasized (Fionda & Moore, 2009; Hennigs et al., 2012; Penz & Stottinger, 2012; Wiedmann et al., 2009; Wiedmann et al., 2013), the main focus has been on classifying customer emotions into various dimensions such as positive versus negative (Laros & Steenkamp, 2005) and the emotional responses associated with luxury consumption, such as pleasure and excitement (Vigneron & Johnson, 2004; Wiedmann et al., 2009). With the prevalence of social media marketing among luxury brands, emotions have emerged in many studies as potential subjects for future studies (Atwal & Williams, 2009; Straker & Wrigley, 2016). Still, these studies must expand to consider emotions in the context of social media for luxury brands. Through utilizing the emotional reactions of consumers in social media as cues for future purchase behavior, brands can develop long-term, comprehensive strategies. More importantly, there remains a lack of studies investigating

specific emotions in luxury marketing, as most studies have emphasized instead the importance of emotions in luxury marketing. Until recently, few studies have examined specific emotions related to luxury consumption. In the context of social media, emotions such as envy are commonly elicited due to the prevalent exposure of sites, advertisements, online communities, images, and videos that encourage comparison with others (Appel et al., 2015). Thus, the exploration of envy as an emotion present in social media contexts may guide the business decisions made by luxury brands.

Third, theories must be applied to explain social media phenomena relevant to luxury marketing, especially micro-blogs. Theories have explained emotions relevant to micro-blogging behavior (Appel et al., 2015; Tandoc, Ferrucci, & Duffy, 2015) by examining the effects of website content (Zhou, Lu, & Wang, 2009), information quality (Kim & Niehm, 2009), and website quality (Wells, Valacich, & Hess, 2011) on products or brands. However, more comprehensive theoretical explanations and implications are rare, particularly those used for understanding emotions consumers feel when interacting with the micro-blogs of luxury brands. Thus, using various theoretical foundations, investigations into the emotions elicited by luxury brand micro-blog content and how they lead to purchase behavior can be better explained.

Lastly, the use of experimental design is rare in the literature of consumer emotions in social media marketing, especially for luxury markets. Studies on emotions in the luxury market often employ survey-based methodology. However, previous results have shown that by employing experimental methodology, emotions can be better captured based on causal relationships (Han, Duhachek, & Agrawal, 2014; McFerran et



al., 2014). With the intent to understand the emotional reaction of consumers from social media content, the use of controlled experimental methodology allows analysis of causal relationships (Ross, Morrison, & Lowther, 2005).

### **Research Objectives**

Based on the research gaps discussed above, we will be examining the questions of: 1) Why and how do micro-blogs encourage consumer purchase? 2) Does envy mediate between micro-blog contents and purchase intention, specifically for luxury brands? 3) What specific characteristics of micro-blogs are related to consumer envy and purchase intention? The purpose of the study is to examine the impact of factors in micro-blog content on consumer envy and their subsequent influence on purchase intention, specifically for luxury brands. These research questions will be addressed through experimental studies.

The first research question asks *why and how micro-blogs encourage consumer purchases of luxury brands*. Micro-blogs have become the newest trend in the luxury fashion industry. Before their emergence, personal fashion blogs were more commonly used because their presentation imitated that of fashion magazines. Blog presentation, dress, and image composition comprise their unique styles of communication (Rocamora, 2011). While similar, micro-blogs contain shorter text and explanation (Milstein et al., 2008). Therefore, the question of how these concise versions of fashion blogs encourage consumer purchase must be answered. Indeed, little consideration has been given to how such platforms may project a luxury brand's core essence and reach a wider audience (Okonkwo, 2010). Marketers must understand why and how micro-blogs influence

consumer purchasing behavior in order to make optimal decisions of their micro-blog posts.

The second research question asks, “*does envy mediate between micro-blog contents and purchase intention, specifically for luxury brands*” Envy serves as an effective motivator for advertisements due to the human tendency to compare (Belk, 2008). Thus, effective promotional messages often communicate a message similar to that of “other people own this, you do not have it” (Crusius & Mussweiler, 2012). In particular, envy has been traced to luxury consumption (Belk, 2011) and materialism (Belk, 1984). Micro-blogs share elements similar to those of advertisements for luxury brands: the influencer (the model or blogger) and the product being advertised or promoted. They are also both accessible to the masses. Following this logic, it is critical to examine how envy mediate between micro-blog contents and purchase intention.

The third research question states, “*what specific elements of micro-blog content are related to consumer envy and purchase intention?*” To examine the effective use of social media among luxury brands, we need to analyze the specific components of background, blogger, and product in fashion micro-blogs. By investigating these elements, we can understand what triggers consumer envy and how it leads to purchase intention. First, fashion blogs generally attract audiences by communicating stories through images. People see the blogger’s lifestyle and social interactions through the photographs they post (Findlay, 2015). The idea applies even more profoundly to micro-blog posts, since they tend to be more image-oriented than blogs. Thus, it is important to identify effective blog content to examine its relationship with envy and purchase intention. Second, a

blogger's race may also be an influential factor since it is one of the first impressions that the audience perceives about the blogger. The blogger's race and its ability to establish connection between the blogger and audience (congruence level) may contribute to envy among micro-blog users. Lastly, it is important to ascertain how the audience relates brand image to self-image, or congruence level, and how this might elicit envy and purchase intention. By considering the background, blogger, and product aspects of micro-blogs, this experimental study provides guidance for luxury managers on how to effectively manage micro-blogs.

### **Significance of the Study**

This study will provide insight to both scholars and marketers on envy in the social media context for luxury brands. As trends toward the exploration of consumer emotional reactions continue to grow, this study will contribute theoretically and practically to this scholarship on luxury marketing.

First, this study will guide luxury brands on managing their fashion micro-blogs effectively. Luxury brands are increasingly investing in micro-blogs and bloggers; thus, the findings of this study can ascertain which strategies produce effective results and are worth pursuing.

Second, by investigating the emotions triggered by social media, luxury firms will be able to leverage feelings of envy to encourage potential luxury brand consumers to purchase. Just as traditional advertisements use emotional triggers to tempt consumers into purchasing products, these findings will provide luxury brands with a clear direction on how to approach consumers from an emotional perspective.

Third, this study will contribute to luxury branding research on micro-blogs by investigating the congruence between the race of the blogger and the audience, as well as between self-image and brand image. It will provide insight on how the two levels of congruence influence consumer emotional reactions in micro-blogs. Studies on fashion blogs relevant to self-concept have focused on the identity connection between fashion bloggers and their audiences (Pedroni, 2015). Meanwhile, race has rarely been discussed in the fashion blog literature (Pham, 2013). Overall, congruence levels have not yet been studied in the context of micro-blogs. Despite this, luxury brands must develop effective social media branding strategies to gain knowledge on building strong emotional ties to their consumers, based on the congruence level between self-image and brand image and race.

Fourth, this study will use experimental design to test the relationships among the variables, which will be one of the few studies to use such methodology in the study of emotions in the social media strategies of luxury brands. Previous studies relied on content analysis (Straker & Wrigley 2016) and survey-based methods (Godey et al., 2016; Kim & Ko, 2012). By manipulating different factors contributing to micro-blogs, this study will reveal the relationships between envy and each of the examined factors, as well as their effect on purchase intention—a result not possible to achieve through content analysis or survey-based methods. Using experimental design, emotions can be better captured based on causal relationships (Han et al., 2014; McFerran et al., 2014), allowing scholars and marketers to interpret clearly which content factors are effective.

Lastly, the experiment design of this study is based on substantial theories that made strong connections among the variables. Therefore, the findings of this study will offer theoretical explanations of “why” and “how” envy is elicited by the micro-blogs of luxury brands. Such an approach makes significant theoretical contributions to the literature, since prior approaches have been unable to explain the reasons behind the effectiveness of various micro-blog contents in eliciting envy and encouraging purchase intention.

### **Limitation of the Study**

First, envy will be the emotion that we chose to study. For this study, we wanted to explore the emotion of envy due to its prevalence in luxury and status consumption (Belk, 2008). Also, the researcher of this study found envy to be present in luxury consumption in her previous study (Chou & Jin, 2016). Thus, envy was selected as the principal emotion of study due to its significance in both the luxury marketing and micro-blog contexts.

The second limitation acknowledges that only female participants in the United States were considered in this study. We decided to conduct this research in the U.S. first because it is one of the largest luxury markets in the world (Deloitte, 2016). However, luxury brands have expanded globally and therefore must be explored in other markets. Further, only female participants were examined because they have been shown to purchase luxury products more frequently than men in general (Statista, 2016). While we acknowledge the cultural and gender differences in present among the emotional

reactions of consumers, the in-depth exploration of other markets reaches beyond the scope of our current study.

Third, a limitation of this study pertains to the use of Instagram platform in our images as a representation of micro-blogs. There are many other micro-blog platforms, however, Instagram is one of the most commonly used one as of now (Statista, 2016). Thus, respondents are already familiar with the platform and will not be distracted by attempting to understand the platform.

Fourth, when manipulating the experimental studies, only one product category (handbag) and one specific handbag brand/design was used (i.e., Louis Vuitton Cabas Piano handbag). The unique tastes, styles, and preferences of individual consumers may have influenced their emotional reactions. Thus, the use of different product categories or brands may have yielded different results from those we obtained. However, this limitation ensures that we control the consistency and boundaries for this study. Later studies may consider using different luxury product categories or brands to compare variation among results.

Lastly, the use of Mechanical Turk participants restricts our study to include only people who know about the site and use it. It is possible that the use of participants unfamiliar with Mechanical Turk may yield different responses to the stimulus.

### **Definition of Key Terms**

**Luxury brands:** Brands that attain the highest level of social prestige and encompass both physical and psychological values (Vigneron & Johnson, 2004). Examples of luxury brands include Louis Vuitton, Gucci, Hermes, and Chanel.

**Envy:** A negative emotion associated with a desire to want what others possess in order to reduce the gap between oneself and others who are perceived as superior (Van de Ven, Zeelenberg, & Pieters, 2011).

**Social media:** Online platforms and media that facilitate interactions, collaboration, and content sharing. They take on numerous formats such as blogs, videos, images, micro-blogs, podcasts, and live streams. Examples of sites and applications include Facebook, Instagram, Youtube, Twitter, and Pinterest (Kim & Ko, 2010).

**Blog:** A term that comes from the combination of the words “web” and “log.” Blogs are online sites where people post their thoughts regularly on a certain subject (Rocamora, 2011).

**Micro-blog:** Shorter versions of blogs often comprising brief text and images. The length of a micro-blog post often aligns with that of a typical newspaper headline or subheading (Milstein et al., 2008). Examples of micro-blogs include Instagram and Twitter.

**Audience:** This refers to the people that read blogs (Engholm & Hansen-Hansen, 2014), specifically fashion blogs in this study.

**Social identity theory:** The theory explains about how people like to categorize themselves into a group and by doing so, they are influenced by the norms and values of the group (Tajfel, 1982).

**Signaling theory:** A theory that explains the asymmetric communication of information between consumers and brands (Boulding & Kirmani, 1993; Rao, Qu, & Ruekert, 1999). For example, brand logo, price, quality, brand name, retail attributes, and advertising expenditures often serve as indicators to consumers of a product’s level of quality.

**Self-congruity theory:** A theory asserting that when consumers feel their perceived self-image to align with a brand/product's characteristics, they tend to exhibit higher levels of purchase behavior (Sirgy, 1982).

**Social comparison theory:** A theory explaining the human tendency to compare oneself to others in order to define and articulate one's self-identity (Festinger, 1954).

### **Outline**

This dissertation consists of five chapters. Chapter One introduces the main purpose of the study, explains its background, analyzes research gaps, and proposes research questions. It also addresses the significance of the study and its limitations, followed by a glossary of key terms. In Chapter Two, an extensive review of relevant literature is provided. Theoretical foundations and reviews of constructs are discussed, particularly social identity theory, signaling theory, self-congruity theory, social comparison theory, blog presentations, the congruence between audience and blogger race, the congruence between audience and brand image, envy, and purchase intention. Afterwards, a conceptual framework with hypotheses is proposed. The study's methodology is then explained in Chapter Three. In Chapter Four, results of the experiment study are provided and all 16 hypotheses are explicated. Finally, Chapter Five presents the conclusion of the study, including summary of findings, discussion, theoretical and managerial implications, limitations, and suggestions for future studies.



## CHAPTER II

### LITERATURE REVIEW

This chapter provides an overview of luxury marketing developments, theoretical foundations, major constructs, and a conceptual framework with hypotheses. First, luxury marketing is explained in terms of its developments in social media strategy and fashion blogs. Second, the discussion on theoretical foundations includes the assumptions of theories and their relevant applications in consumer behavior and marketing. A literature review of major constructs follows to elucidate the conceptual framework. Lastly, the conceptual framework incorporates the aforementioned theories and constructs to develop specific hypotheses.

#### **Luxury Marketing**

The concept of luxury has changed continually across centuries. It is often traced to Ancient Egyptian traditions of luxury products such as perfumes being reserved for use by the Pharaoh. Historically, societies tend to define their own interpretations of luxury (Kapferer & Bastien, 2012). In this study, we define luxury brands from a contemporary perspective. Luxury brands comprise the highest level of prestigious brands, providing both physical and psychological value to their consumers (Vigneron & Johnson, 2004). Luxury products serve to satisfy the hedonic psychological values of their consumers (Dubois & Duquesne, 1993)

Some characteristics used to describe luxury brands include price, rarity, exclusivity, quality, history, art, time, and dreams (Kapferer & Bastien, 2012). Luxury brands are categorized into different levels according to their pricing points (see Figure 1): ultra-high-end, super premium, premium core, accessible core, affordable luxury, and everyday luxury. Ultra-high-end products usually cater to the wealthiest of the world and are rarely seen advertised in public, with a price point of at least 50,000 USD for one piece of jewelry. Super premium brands are more visible due to advertisements and celebrity publicity, with a price point ranging from 5,000 USD to 50,000 USD, depending on the product. For example, Panerai watches range in value from 6800 USD to 22,000 USD. Hermes fluctuates between the super premium and premium core brand categories because it carries lower-priced items in addition to its classic Birkin and Kelly bags, which range from 7600 USD to 18,900 USD. Some of these lower-priced items from Hermes include its scarves, which can start at around 300 USD. Premium core brands include Bulgari, Cartier, and Rolex. Cartier necklaces range in value from 1,400 USD to around 20,000, often overlapping with the price point of the super premium category. Most premium core brands carry products that reach higher price points. This also applies to brands with lower price points, wherein a brand might have items reaching higher price points. Figure 1 shows the absence of an absolute price point for each brand that lacks a closed line between different tiers. For instance, Tiffany might have jewelry items classified under affordable luxury (starting at around 125 USD) while also carrying silverware classified under premium core (5,000 USD for a tray).

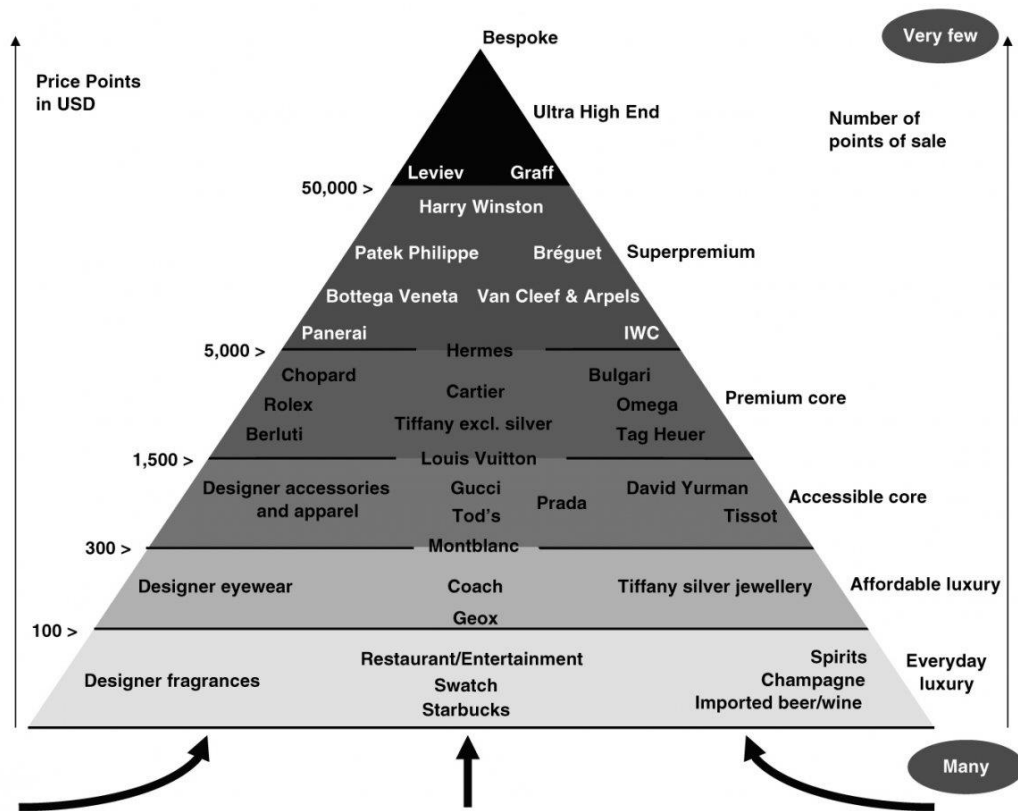


Figure 1. Hierarchy of Luxury Brands by Pricing Points. Adapted from Rambourg, E. (2014). *The bling dynasty: Why the reign of Chinese luxury shoppers has only just begun* (pp.32). Singapore: John Wiley & Sons.

### Research Streams in Luxury Marketing

Research on luxury marketing has evolved in stages largely due to trends in academia, changes in the world economy, shifts in income class, and technological advancements.

Thorstein Veblen (1899) initiated the idea of conspicuous consumption in his seminal work, *The Theory of the Leisure Class*, which served as the foundation for luxury brand research. He explained that wealthy consumers often engage in conspicuous consumption to exhibit their social status, arguing that individuals crave such status and

seek to achieve it by the display of material goods (Veblen, 1899). His work pioneered the field of status research and spearheaded investigations on luxury marketing.

In the 1990s, research on luxury marketing focused on luxury brand market segmentation (e.g., Andrus, Silver, & Johnson, 1986; Dubois & Duquesne, 1993), the consumption behavior of affluent consumers (e.g., Stanley, 1988), and the determinants of acquiring luxury products (e.g., Dubois & Duquesne, 1993; Dubois & Laurent, 1993). During this early stage of luxury marketing research, studies emphasized learning about this quickly growing market and its consumers.

Later, in the late 1990s and early 2000s, luxury marketing research shifted its focus to a more global perspective due to the quick international growth of luxury brands. Researchers realized that the global market is not homogenous and that emerging marketplaces showed high degrees of cultural complexity, inner differentiation, and mutual entanglement (Craig & Douglas, 2006; Seo, Buchanan-Oliver, & Cruz, 2015). Thus, research sought to meet the growing need for international luxury marketing expertise that analyzed how brands and consumption behaviors were shaped within multicultural marketplaces. Studies provided cross-cultural comparisons of attitudes toward luxury (Dubois & Laurent, 1996; Dubois & Paternault, 1995), especially between Eastern and Western societies (Wang & Waller, 2006; Wong & Ahuvia, 1998). Additional research during this period has emphasized experiential and multi-sensory factors in luxury marketing. Dubois and Duquesne (1993) characterized luxury items as objects of desire that provide pleasure and satisfy psychological needs. Afterwards, studies centered on consumer emotions triggered by shopping experiences. In particular, luxury brands

began collaborating with prominent architects and artists to create in-store and out-of-store multi-sensory experiences in their flagship stores. Through such exposure, consumers could emotionally engage with the brand (Manlow & Nobbs, 2013). Prada, for instance, transformed one of its flagship stores into a space for cultural exhibitions and live events (Joy, Wang, Tsang-Sing, Sherry, & Geng, 2014).

At the beginning of the 20<sup>th</sup> century, luxury items became more accessible to the masses, especially in terms of fashion (Kapferer & Bastien, 2012). Silverstein and Fiske (2003) explained this new change in the luxury market, categorizing these accessible luxury products as ‘new luxury’ or ‘masstige.’ The rise of the middle-income market has led to increasing interest, taste, and purchase power for quality products. Thus, the formation of a new luxury market paved the way for a new key area of research. Brands started to perceive these consumers from a different perspective, thus developing alternative strategies, including accessible super premium products, old luxury brand extensions, and masstige products. Accessible super premium products top their category in terms of price, but middle-income consumers can still afford to purchase them (e.g., Starbucks). The old luxury extension category offers cheaper product lines from traditional luxury brands (e.g., Tiffany). The different collections of Ralph Lauren demonstrate the extension of a traditional fashion house into cheaper lines. Ralph Lauren’s purple label ranges from 350 USD for a polo shirt to 5,000 USD for a jacket. Denim & Supply, their cheaper collection, ranges in price from 30 USD for a t-shirt to 500 USD for a jacket. Masstige products such as Coach and Kate Spade typically

fluctuate between the price points of luxury and the masses (Silverstein & Fiske, 2003), with prices ranging from an average of 150 USD to 1300 USD per handbag.

Recently, advances in technology and digital communication have shifted the emphasis in luxury marketing research (Ko, Phau, & Aiello, 2016). New trends in social media have dramatically increased demand for studying innovative strategies and the rise of young luxury consumers (Kamal, Chu, & Pedram, 2013; Kim & Ko, 2012). Facebook, fashion blogs, Twitter, and Instagram are changing the means by which luxury brands communicate. These brands no longer create value and experiences only within their stores, but also utilize the digital world to create new online spaces for luxury consumption (Hennigs, et al., 2012). Blogs, micro-blogs (Instagram), content communities (YouTube), and social networking sites (Facebook) are recognized as three main categories of social media marketing platforms (Kim & Ko, 2012).

### **Social Media Strategies in Luxury Marketing**

Social media provides a channel for consumers to interact with each other, connect with brands, access product information, and engage in social groups (Godes & Mayzlin, 2004; Park & Kim, 2014). In the fashion industry, social media involvement through Twitter, blogs, Facebook, and Instagram has led brands to engage in new ways with their consumers. Table 1 summarizes the social media statistics of five well-known luxury brands (Louis Vuitton, Burberry, Gucci, Prada, Chanel) and their number of Instagram followers as of December 2016.

Despite this, luxury brands were initially reluctant to use the digital world to engage in consumer-brand relationships due to their traditional preference of creating

brand value through in-person experiences. However, evidence soon supported the notion that social media can build friendly attention, elicit consumer emotion toward brands, and stimulate customer desire for luxury (Kim & Ko, 2012). Social marketing has changed the way that luxury brand content is created, distributed, and consumed. It has transferred the power to shape brand image from marketers to online connections and content (Tsai & Men, 2013). Kim and Ko (2012) described the social media marketing efforts of luxury brands in terms of five dimensions: entertainment, interaction, trendiness, customization, and word of mouth.

Luxury brands use social media to communicate their brand stories (Hennigs et al., 2012), connect and socialize with consumers and fans (Kim & Ko, 2012), strengthen their relationship with consumers (Ko et al., 2016), and sell products through e-commerce (Hennigs, et al., 2012). In June 2009, Louis Vuitton, being one of the first luxury brands to provide online engagement for consumers, created a Facebook fan page and a series of blogs with videos of fashion shows, background information, photos, and stories about the brand's history. Their Twitter account encourages consumers to socialize with each other and feel that they belong in a certain social group (Hennigs et al., 2012; Kim & Ko, 2012). Burberry launched an innovative social network site called "Artofthetrench.com" in November 2009 to attract attention to their designs. Gucci, as one of the first luxury brands to make sales through their online website, offers the experience of their brand through video clips of their products (Hennigs et al., 2012).

Table 1

## Luxury Brands' Social Media Presence

Brand	Social Media Presence	Instagram Followers	Sell On Website
<b>Louis Vuitton</b>	Pinterest, Instagram, Facebook, Snapchat, Twitter, Youtube, Google+, Foursquare	14.2 million	Yes
<b>Burberry</b>	Pinterest, Instagram, Facebook, Snapchat, Twitter, Youtube, Google Partnership, Trench Coat Blog	8.4 million	Yes
<b>Gucci</b>	Pinterest, Instagram, Facebook, Snapchat, Twitter, Youtube, Google+	12 million	Yes
<b>Prada</b>	Pinterest, Instagram, Facebook, Tumblr, Twitter,	10.7 million	Yes
<b>Chanel</b>	Instagram, Facebook, Twitter, Youtube	17.2 million	Only skincare, fragrance, makeup products

Note: Table organized by the author.

Luxury brands have realized that social media enables them to communicate with global consumers without restriction in time, place, or medium. Brands can gain exposure and communicate their brand histories while strengthening their relationships with consumers (Ko et al., 2016). Furthermore, fashion bloggers have proven useful to these social media marketing strategies (Rocamora, 2011).

### Fashion Blog

Blog, or weblogs, emerged as platforms for individuals to regularly express personal feelings and thoughts about particular topics or interests (Reichardt & Harder, 2005). The text of a blog is usually accompanied by images, videos, or music (Rocamora, 2011). The first blogs started in the 1990s, but their popularity did not escalate until 1999 when the first blogging software appeared online (Reichardt & Harder, 2005). In 1999



there were only about fifty blogs in the United States, but that number rose to eight million blogs by 2005 (Rocamora, 2011) and 28.3 million blogs by 2015 (Statista, 2016). This exponential growth indicates the significance of blogs as new forms of socializing (Hsu & Lin, 2008). They provided interactive communication between brands and consumer opinions and allowed companies to produce their own online content, shifting the idea of consumption from one of passive media spectatorship to a trend of dynamic communication. As a result, fashion blogs have become major phenomena since they allow consumers and companies to distribute and exchange fashion-based ideas through different means of presentation (Engholm & Hansen-Hansen, 2014). Initially, fashion blogs shared personal opinions on fashion content. Later, as companies introduced their own blogs, they evolved into tools for presenting their own fashion preferences, references to websites, links to brand websites, and fashion images (Engholm & Hansen-Hansen, 2014). They equipped fashion companies with the means to convey brand stories, promote their products, communicate with consumers, build brand equity, and create brand communities. Fashion blogs are typically divided into two categories: independent blogs and corporate blogs. The former are run by individuals focusing on personal style and street fashion (e.g., The Blonde Salad, Song of Style, Gal Meets Glam), while the latter are run by magazines (e.g., Vogue, W Magazine) or brands (e.g., Victoria's Secret, Burberry, Paul Smith) (Rocamora, 2011). Table 2 shows examples of globally renowned personal fashion blogs that own a significant presence in the luxury market through collaboration or association with luxury brands such as Chanel, Armani, Salvatore Ferragamo, Valentino, and Dior. Some bloggers have become so famous that

they were able to develop their own brands. Table 2 shows this to be true with Song of Style, The Blond Salad, Wendy's Lookbook, and Pink Peonies. Additional explanations of fashion bloggers will be discussed later in this chapter.

### **Micro-blogging**

Fashion blogs allowed many individuals to post opinions and images before the emergence of the micro-blog, a shorter version of the blog. A standard micro-blog post is similar to the length to that of a newspaper headline or subheading, only requiring a short amount of time to read and produce. People tend to be attracted to them because they allow for a shorter time commitment (Milstein et al., 2008). Twitter and Instagram are among the largest and most rapidly-growing micro-blog sites available (Statista, 2016). Both applications emphasize the posting of image and text, the following of other users' accounts, and the sharing of posts.

The popular use of smartphones has made micro-blogs even more appealing than blogs since they are more conveniently accessed by mobile device (Carah & Shaul, 2015). Three main characteristics of micro-blogging include great instantaneity, low entry threshold, and great originality. As a result, many large fashion companies believe that micro-blogs help ascertain brand-related opinions, improve customer relationships, and develop better communication with customers (Stieglitz & Dang-Xuan, 2013). It is no surprise that fashion bloggers and luxury brands post many initiatives on micro-blogs such as Instagram (McDowell, 2016).

Table 2

## Top Fashion Blogs Relevant to Luxury Brands

<b>Year Started</b>	<b>Fashion Blog</b>	<b>Blogger</b>	<b>Race</b>	<b>Instagram Followers</b>	<b>Brands Collaborated/Associated</b>	<b>Created Brand by the blogger</b>
<b>2006</b>	Style Bubble	Susie Lau	Asian	319 k	Armani	
<b>2008</b>	Song of Style	Aimee Song	Asian	4.2 million	Dolce & Gabbana fragrances	Apparel and jewelry lines
<b>2009</b>	The Blonde Salad	Chiara Ferragni	Caucasian	7.6 million	Burberry, Dior, Dolce & Gabbana, Louis Vuitton, Max Mara	Chiara Ferragni Collection (Shoes)
<b>2009</b>	Gary Pepper Girl	Nicole Warne	Asian	1.7 million	Chanel, Valentino, Chopard	
<b>2010</b>	Wendy's Lookbook	Wendy Nguyen	Asian	1 million	Tacori, Bulgari	Apparel piece
<b>2010</b>	The Chriselle Factor	Chriselle Lim	Asian	785 k	Bvlgari, Viktor & Rolf, Dior	
<b>2010</b>	The Fashion Guitar	Charlotte Groeneveld	Caucasian	268.8 k	Chanel, Coach, Salvatore Ferragamo, Karl Lagerfeld, Jimmy Choo	
<b>2010</b>	Brooklyn Blonde	Helena Glazer	Caucasian	425 k	Tiffany & Co., David Yurman	
<b>2011</b>	Kayture	Kristina Bazan	Caucasian	2.4 million	Louis Vuitton, Dolce&Gabbana, Yves Saint Laurent, Dior, Jimmy Choo, Chopard, Cartier	
<b>2011</b>	Gal Meets Glam	Julia Engel	Caucasian	1 million	Kate Spade, Moet Hennessy	
<b>2011</b>	Pink Peonies	Rach Parcell	Caucasian	845 k	Tory Burch, Kate Spade, Armani	Rachel Parcell (apparel), Pink Peonies Collection (jewelry)

*Note.* This table was organized and developed by the author.

## ***Instagram***

Instagram is one of the most rapidly-growing social networks today. Since its launch in 2010 through June of 2016, it has reached 500 million monthly active users (Statista, 2016). Instagram offers its users the opportunity to share their lives through a series of pictures and short videos (Smith & Sanderson, 2015). It also allows bloggers to showcase their everyday lives while exhibiting their fashion choices. Through hashtags, people are able to connect with each other and with brand communities (Carah & Shaul, 2015). Consequently, many fashion bloggers now have Instagram accounts to quickly update their followers with the latest news. In 2012, Instagram offered no advertising avenues, but that did not deter brands and companies from developing customer-brand relationships through the app. In 2014, the micro-blogging site finally added an advertising tool (Carah & Shaul, 2015) and has since added “Shop Now,” “Install Now,” and “Sign Up” buttons. Because of these functions, Instagram has become even more appealing to marketers and brands.

## **Blog Presentation**

Upon first examining a blog post, we observe its presentation, including the number of people active on the blog (i.e., people content), the background setting (i.e., background content), and the product or brand presentation (i.e., product or brand content). These basic three elements are examined in the following sections.

## ***People Content***

Fashion blogs display bloggers’ social interactions with friends or loved ones (Findlay, 2015). Such a visual communicating strategy enables audiences to feel more

connected to the bloggers by sharing in their personal lives (Engholm & Hansen-Hansen, 2014). Viewers are fascinated by the autobiographical details of the fashion bloggers and feel more connected by observing the bloggers' interactions with social groups (Rocamora, 2011). Examples are shown in Figure 2—for all four of the Instagram fashion blogger posts, the majority of images show the presence of a group of friends or a partner. Moreover, social interaction in blog posts provide virtual reference groups that are vital to the purchase decision-making process (Park & Kim, 2014). Furthermore, when consumers find similarities to their reference groups in terms of social situations, beliefs, or attitudes, they desire to adapt to the norms and values of the group (Bond & Hewstone, 1988). Thus, by presenting attractive social interactions, fashion bloggers provide reference groups for audiences that fulfill the need for matching identity and connecting with viewers (Pham, 2011; Rocamora, 2011).

### ***Background Content***

The second element of blog presentation is background. Fashion bloggers use visual communication extensively to interact with their audiences (Findlay, 2015), conveying information through images to be interpreted by audiences from their own perspective. In this way, visual communication can influence a person's emotional and cognitive response (Sojka & Giese, 2006). Images are interpreted through the lens of personal experiences, attitudes, and sociocultural backgrounds (Jamieson, 2007; Sojka & Giese, 2006). Thus, visual communication is not always effective for brands because it relies on consumers to interpret come to the intended conclusion on their own. Fashion bloggers, in particular, have learned to composite different visual and content strategies

for presenting fashion (see Figure 2), such as presenting the posts in narrative form (Engholm & Hansen-Hansen, 2014). Audiences seek to engage in and listen to stories that press deeper than mere product presentation tend to do, especially since human memories are often predisposed to remember stories more easily than non-narrative information (Woodside, Sood, & Miller, 2008). Fashion bloggers therefore tend to share about their everyday life, social events, and other ordinary moments to build rapport and familiarity with their viewers (Rocamora, 2011).

Figure 2 shows how the Instagram posts of popular fashion bloggers—such as Chiara Ferragni, Aimee Song, Julia Engel, and Kristina Bazan—focus on narrating their lifestyles rather than promoting brands. Backgrounds convey lifestyles rather than advertising, including images of travel destinations, urban street settings, traveling, dining at restaurants, and shopping at brand-name stores.

### ***Product or Brand Content***

The third element of blog presentation deals with product or brand content. For luxury brands to utilize the power micro-blogs, they must leverage the way that consumers feel about the product's brand image, in order to influence purchase behavior.

Brand image is crucial to blog content because it helps brands to communicate effectively with their consumers (Uzunoglu & Kip, 2014). Brand image is defined as the consumer perception of a brand, often connected to the associations rooted in consumers' memories. Brand associations emerge based on product-related and non-product-related attributes that explain purchase decisions and consumption behavior (Keller, 1993).

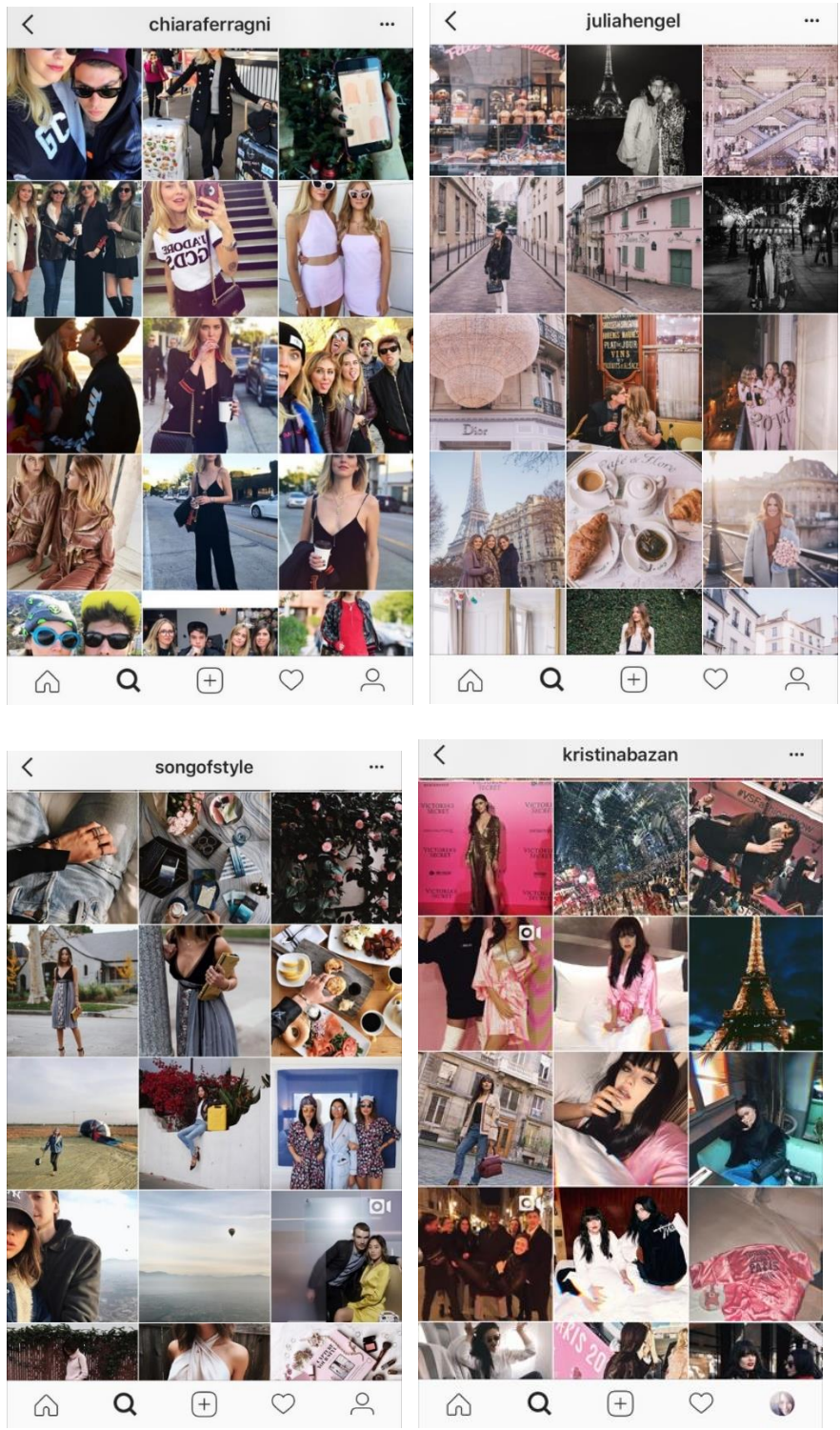


Figure 2. Example Instagram Posts of Four Top Fashion Bloggers

Brand image often determines whether a consumer thinks the brand is a good fit (Aaker, 1997; Dolich, 1969), influences future consumption behavior (Liu, Li, Mizerski, & Soh, 2012), and develops brand equity (Bian & Moutinho, 2011; Keller, 1993). Thus, a well-communicated brand image should develop the brand's position and enhance market presence (Aaker & Keller, 1990; Bian & Moutinho, 2011; Keller, 1993). Studies in blog communication have found that brands generally choose blog content that appears to match their brand image since this bolsters brand communication (Uzunoglu & Kip, 2014). Specifically, for sponsored fashion blog posts, the product is usually showcased by its compatibility with the blogger and her clothing style. This tendency differs from that of other brand advertisements because it relies on a personal style that directly or indirectly communicates the brand image of the product (Okonkwo, 2010).

### **Fashion Bloggers**

The new trend of fashion blogs in social media may be traced back to 2006 (shown in Table 2), when fashion bloggers were invited to the New York Fashion Week and were provided with laptops to tweet about the fashion shows live. Fashion bloggers have since become one of the most powerful marketing figures in the fashion industry and earn incomes similar to those of famous fashion models (Rocamora, 2011). Luxury brands are especially intrigued by this powerful shift in social media marketing strategy, since many consumers are bored with traditional means of advertising, both online and offline. With this new turning point, luxury fashion brands can attract many more followers. In 2009, for example, Burberry asked Scott Schuman of "thesartorialist.com" to engage in a social media campaign in which he took photos of 100 people wearing



Burberry trench coats to showcase the items. By doing so, the brand encouraged people to share, like, and comment on the photos, creating a way for people around the world to engage with their style preferences (Stankeviciute, 2013). Table 2 names some famous fashion bloggers and their influences on the luxury fashion industry. Brands ranging from Bulgari, Chanel, and Louis Vuitton to Kate Spade and Coach are collaborating with these fashion bloggers to post products on their blogs, make appearances at fashion shows, tweet about the shows, engage in advertisements, and host parties for the brand. However, though the importance of fashion bloggers in the luxury market has been recognized by the industry, research is limited on the effectiveness of micro-blog social media strategies used by luxury brands.

### ***Blogger Race***

Almost half of the well-known bloggers indicated in Table 2 appear to be Asian, with another half appearing to be Caucasian. Studies have hypothesized this phenomenon to be caused by China's influential purchase power (Pham, 2011; Pham, 2013). Furthermore, the globalization of luxury brands has popularized the question of race in models who represent the brands in advertisements. Bloggers and models alike serve as brand influencers to mass audiences. The emergence of Chinese consumers in correlation with the rise of Asian bloggers may demonstrate the notion that people seek a reference with similar skin tone or cultural identity (Pham, 2013).

### **Previous Studies on Fashion Blog**

As previously stated, research on fashion blogs is still rather limited. First, existing topics are mainly related to exploring the self-identity and social identity of

fashion bloggers and fashion blog readers. Different types of fashion blogs have been examined, including professional publications (fashion magazines, style websites), fashionistas (stylist, makeup artist, models), street styles, and personal diaries (Engholm & Hansen-Hansen, 2014). Furthermore, the way in which bloggers present themselves and position their identity was found to be important for success (Titton, 2015; Rocamora, 2011). Other factors relevant to identity such as race (Pham, 2011, 2013), religion, (Lewis, 2013) and body image (Connell, 2013) have also been investigated in fashion blog settings. Secondly, limited studies have been conducted on the specific content of fashion blogs. Content allows fashion bloggers to position their images, text, color, and background in ways that determine its credibility. Many blogs are intentionally presented in a professional or staged layout, causing audiences not to have trust in the blog (Kretz, 2010). Text and comments also influence the audience's perception of the blog (Findlay, 2015; Rocamora, 2011). Despite growing interest in fashion blogs among luxury brands, few studies have addressed how and why consumers are influenced by fashion blogs in luxury marketing. Thus, by addressing such questions, luxury brands can better manage the use of their fashion blogs and micro-blogs.

### **Theoretical Foundations**

In this section, three theories of the proposed research framework will be explained: social identity theory, signaling theory, and social comparison theory. Examining theoretical assumptions will facilitate understanding, and application of such theories will assist in acknowledging the current state of research.

## **Social Identity Theory**

Social identity theory describes how group affiliations have the potential to influence individual behavior by addressing how people perceive and categorize themselves in relation to others. The goal of social identity theory is to investigate how individuals define themselves in terms of group memberships and how this leads to the adoption of certain identities and behaviors (Bond & Hewstone, 1988; Lange, Kruglanski, & Higgins, 2012; Tajfel, 1982).

Social identity theory stems from research by Henri Tajfel (1959) on self-categorization and intergroup relations. Tajfel (1974) defined social identity as “part of an individual's self-concept which derives from his knowledge of his membership of a social group (or groups) together with the emotional significance attached to that membership” (p.69). Later on, John Turner integrated social categorization, ethnocentrism, social comparison, and intergroup relations research into the literature on social identity (Hogg, Abrams, Otten, & Hinkle, 2004). Three assumptions underpin social identity theory: (1) people define and evaluate themselves in terms of social groups, (2) the subjective status of a social group determines whether a person's social identity is positive or negative, and (3) non-group members stipulate the frame of reference for evaluating another group's prestige (Tajfel, 1978).

There are two socio-cognitive processes of social identity: social categorization and self-enhancement (Hogg, Terry, & White, 1995). First, social identity theory is concerned with social situations largely determined by category-based processes (Brown, 2000). During this process of social categorization, people organize themselves into

groups, and boundaries are created between these groups based on distinctive perceptions and tastes (Tajfel & Turner, 1986). As a result, people begin to self-enhance or improve in order to conform or adapt to group norms (Hogg et al., 1995). Tajfel and Turner (1986) proposed that people attempt to achieve positive social identity in order to boost their self-esteem, since they form self-concepts based on both their social identity and self-identity. From their membership in a society, culture, or group (i.e. social identity), they learn about their self-image and preferences, which refine their self-identity (Sierra & McQuitty, 2007). Thus, social identification stems from cognitive awareness, referring to the self-categorization process. It also incorporates the emotional significance of group membership into the self (Tajfel, 1978). People care greatly about the groups to which they belong, motivating them to adhere to the distinct identities of these groups (Lange, Kruglanski, & Higgins, 2012). Members of a group see themselves as representative of that group, molding their attitudes, emotions, and behaviors according to group norms and values (Maldonado, Tansuhaj, & Muehling 2003; Reed, 2002; Tajfel & Turner, 1986).

### ***Applications of the Theory***

Social identity theory has emerged in psychological research because it analyzes social context as the key determinant of self-definition and behavior, as well as organizational behavior. Organizations are similar to small societies, in that groups and group identification are formed. Antecedents of group identification include group prestige, distinctiveness, salience, and traditional group formation factors. Furthermore, gender proves significant in many organizations, as it does in cultural societies at large

(Gundlach, Zivnuska, & Stoner, 2006). Another area of research that has applied social identity theory is the domain of management and business. Ashforth and Mael's (1989) study was the one of the first to apply the theory to management research, providing practical implications on issues such as leadership, motivation, and communication.

With regard to the consumer behavior domain, researchers have explored how consumers connect with brands through self-concept and categorization processes. First, companies and brands have found that consumers build strong loyalty towards the company and/or brand through self-identification and categorization (Bhattacharya & Sen, 2003; Reed, 2002). Brands and companies gain brand equity when consumers can match their own identity with that of the brand (Vernuccio, Pagani, Barbarossa, & Pastore, 2015). More specifically, corporate social responsibility initiatives serve as major factors linked to consumer loyalty due to consumer identification (Marin & Ruiz, 2007; Marin, Ruiz, & Rubio, 2009). The application of social identity theory to consumer behavior research is still limited to areas such as corporate social responsibility, brand loyalty, brand identity, and consumer-brand relationships. For luxury brands that attain strong brand identity, this theory is crucial to better understand consumers. Luxury consumers are more engaged in purchase behavior (Vigneron & Johnson, 1999), indicating a stronger need for identifying themselves with a brand. Applying the concept to this study, we want to examine how consumers identify themselves through use of micro-blogs and investigate their purchase behavior as a form of conformity to their social group identity.

## **Signaling Theory**

Signaling theory explains why individuals are willing to spend time, money, and other resources to “signal” to others that they can afford to do so and advance their status (Lee, Ko, & Megehee, 2015). From a marketing perspective, it explains the asymmetric communication of information between consumers and brands (Boulding & Kirmani, 1993; Rao, Qu, & Ruekert, 1999). Signals such as brand logo, price, quality, brand name, retail attributes, and advertising expenditures provide consumers with information that later may lead to further consumption behavior.

Signaling theory traces back to 1973 when Michael Spence introduced the concept of signaling in the job market. He demonstrated how signals can convey information when one party does not have direct information about the other party, in order to make the best decision. In the job market, high-quality prospective employees can distinguish themselves from low-quality prospects via the signal of rigorous higher education. The education’s value as a signal, more than the content of the education itself, proves significant because it indicates that the candidate has higher qualifications (by finishing the degree). By contrast, if a candidate did not attain an advanced degree, this might signal his or her inability complete the degree, indicating lower qualifications for the job (Spence, 1973). Therefore, when employers search for high-ability employees, they look for such “signals.” Signaling theory has since been applied to the domain of consumer behavior and marketing.

### *Applications of the Theory*

Signaling theory is often applied when consumers do not have enough information about a brand or product (Boulding & Kirmani, 1993). Instead, these consumers seek signals to inform them about the quality of the brand or product. Signaling works best when the consumer has not previously purchased the brand or product. Moreover, signals work most effectively with new products when information is not readily accessible (Kirmani, 1997; Kirmani & Akshay, 2000).

Pricing is an important signal that implies quality in products and services when consumers encounter asymmetrical information in the marketplace (Mitra & Fay, 2010; Rao & Monroe, 1989). Pricing is used in expensive products as an indicator for product quality because consumers believe that “you get what you pay for” (Rao & Monroe, 1989). A main challenge for online retailers is the lack of signals present that relate to a physical store (location, store atmosphere, service from sales associates). Thus, especially for online retailers, pricing serves as a major signal for quality of service (Mitra & Fay, 2010).

Signaling theory provides explanations for altruistic behavior, the human tendency to sacrifice something (e.g., money) in order to signal something (e.g., status) to others (Griskevicius, Tybur, & Van den Bergh, 2010). For example, brands or products that emphasize sustainability such as Toyota Prius have been found to be signals as elevation in status for consumers (Atkinson & Rosenthal, 2014; Griskevicius et al., 2010). Consumers attempt to send signals to others who may not know about their social status.

In recent studies, signaling theory has been widely applied to status consumption and ecommerce. Its application in conspicuous consumption was initially documented by Thorstein Veblen (1899), who argued that people engage in conspicuous consumption to signal social status or competency to potential clients. Research has indicated the importance of signaling theory in conspicuous consumption behavior. The preference for luxury consumption originates from a universal tendency toward signaling traits that might increase status (Nelissen & Meijers, 2011). Given this, consumers may use signals in social media sites. However, these signals have received little attention by research. In this study, signaling theory will analyze how signals from micro-blog will influence how consumers feel, especially in the context of luxury brands because consumers are more invested and engaged than non-luxury brands.

### **Social Comparison Theory**

Social comparison theory explains that human beings have a tendency to evaluate their opinions and abilities through comparisons with others, as a means to figure out and define their identities (Festinger, 1954). In other words, whenever individuals are confronted with information about who others are, what they can or cannot do, or what others have achieved or have failed to achieve, they begin a process of comparison (Dunning & Hayes, 1996). Consequently, they simultaneously self-evaluate, self-enhance, or/and self-improve (Wood, 1989).

The seminal work of social comparison theory was Leon Festinger's (1954) paper highlighting social comparison as a key variable in social relationships involving the self and others, and providing a comprehensive theory of social comparison. Since then, the



theory has been widely used and researched upon. In Festinger's (1954) paper, he listed out nine hypotheses and one of the central ideas that he hypothesized was that people will compare with others that are similar to themselves, or, in the case of abilities, slightly better than themselves.

There are two types of comparison in the theory: upward and downward comparison. Upward social comparison occurs when individuals compare themselves to people they perceive to have superior ability or status (Buunk, Grootjoh, & Siero, 2007; Myers & Crowther, 2009; Tiggemann & Polivy, 2010; Wood, 1989). Upward comparison may result in self-enhancement or self-improvement (Wood, 1989). Downward social comparison occurs when individuals compare themselves to people they perceive to be inferior. This may result in increased confidence about themselves or their situations. Therefore, downward comparison may lead to reduced distressed or enhanced self-esteem (Wills, 1981; Wood, 1989).

### ***Applications of the Theory***

Social comparison theory has been used in social psychology to study human interaction and social behavior, as well as in studies of consumer behavior to examine body image. Constant exposure to media images reflecting societal standards of thinness and attractiveness can lead women to compare themselves with the figures in these images. Due to such comparison, women often feel more dissatisfied with their body image than prior to their exposure to these images (Cattarin, Thompson, Thomas, & Williams, 2000; Grabe, Ward, & Hyde, 2008; Tiggemann & McGill, 2004). Recently, studies of body image relevant to social comparison theory are applied to social

networking to understand the users' views on body image and the negative or positive emotions that stem from the comparison process (Chou & Edge, 2012; Feinstein et al., 2013; Haferkamp & Kramer, 2011; Krasnova et al., 2015; Lin & Utz, 2015; Liu, Carcioppolo, & North, 2016; Sagioglou & Greitemeyer, 2014). Similarly, those interested in fashion bloggers would compare themselves to the images or videos posted by these bloggers. However, few studies have related social comparison theory to fashion blog users. In this study, using social comparison theory, we seek to understand how to elicit envy from consumers through micro-blogs and explain how to increase purchase intention.

### **Self-Congruity Theory**

Self-congruity theory occurs when people match their perception of themselves to the perception of a brand or product, such that a degree of match or mismatch emerges. Matches indicate congruence between self-perception and the perception of the brand/product. Mismatches indicate incongruence between self-perception and the perception of the brand/product (Hosany & Martin, 2012; Sirgy, 1982). The theory postulates that people are more likely to choose the brand/product that is consistent with their self-perception since it reinforces and validates their self-concept (Ericksen & Sirgy, 1992; Hosany & Martin, 2012), also known as self-perception (Sirgy, 1982). However, recent conceptualizations interpret self-concept as being multi-dimensional, consisting of: 1) the actual self (how a person sees himself or herself) 2) the ideal self (how a person would like to perceive himself or herself) 3) the social self (how a person presents

himself or herself to others) and 4) the ideal social self (how a person would like to be perceived by others (Sirgy, 1982).

In the consumer behavior domain, people purchase products for both functional value and symbolic meaning (Belk, 1988). Symbolic consumption reflects the personality traits and lifestyles of the consumers. Thus, individuals are likely to choose the brands/products that reinforce their self-perception (e.g., luxury consumption as status reinforcement in society) (Hosany & Martin, 2012; Vigneron & Johnson, 2004).

### ***Applications of the Theory***

Evidence has shown that self-image congruence explains and predicts various aspects of consumer behavior. First, it explains the congruence between the actual self and the ideal self in relation to pre-purchase factors such as brand/product preferences (e.g., Dolich, 1969; Hong & Zinkhan, 1995), purchase intention (e.g., Belch & Landon, 1977; Landon, 1974), purchase motivation (e.g., Sirgy, 1982), and product choice (e.g., Malhotra, 1988). Secondly, the theory explores the congruence between four dimensions of self-concept and their influences on post-purchase consumption factors and brand related factors, namely satisfaction (e.g. Back, 2005; Ekinici & Riley, 2003; Sirgy et al., 1997), product evaluation (e.g. Quester, Karunaratna, & Goh, 2000), brand loyalty (e.g. He & Mukherjee, 2007; Kressmann et al., 2006; Sirgy, Lee, Johar, & Tidwell, 2008), online store evaluation (e.g. Koo, Cho, & Kim, 2014), perceived quality (Kwak & Kang, 2009), and attitudes (e.g. Ibrahim & Najjar, 2008). Despite the prevalence of studies on consumer behavior, the theory has yet to be explored in terms of luxury consumption. Self-image congruence is relevant to luxury consumption behavior because it is tied to

self-expression and identity. Consumers purchase luxury products to communicate their status in society (Hosany & Martin, 2012). Thus, self-congruity theory explains why consumers behave in certain ways, allowing companies to predict consumer purchase intentions and develop long-term branding strategies. In this study, it investigates the congruence between audience race and blogger race, as well as between self-image and brand image. By examining micro-blog content based on these two factors, brands may learn to elicit envy and purchase intention from consumers.

### **Emotion of Envy**

#### **Emotions in Consumption**

Research on emotions carries a long history in social psychology. Charles Darwin (1872)'s work on emotions laid the groundwork for scholars to investigate the topic in various fields of research. Carroll Izard (1977) identified primary emotions that inspired positive and negative emotions research in social psychology and consumer behavior.

Holbrook and Hirschman (1982) were among the first to apply the study of emotions to research on consumer behavior. In their work, *The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun*, they proposed an experiential perspective of consumer behavior as an alternative to approaches of information processing and purchase-decision-making. They attributed the complex behavior of consumers to the multifaceted interaction between organism and environment, encouraging future researchers to give careful consideration to consumer fantasies, feelings, and fun. Emotions can be classified as positive (joy, happiness, pride) or negative (sadness, envy, shame) in the domain of consumption behavior.

Studies emphasizing the emotions relevant to consumption have centered on marketing communication, purchase decisions, and luxury consumption. Bagozzi, Gopinath, and Nyer (1999) stated the importance of emotions in marketing communications. Experiential marketing also draws connections between luxury market communication and emotions. Consumers want more than just the products displayed in the store; they also seek an enriching experience (Holbrook & Hirschman, 1982), the fulfilment of which can reinforce consumer purchase-decision-making since positive emotions are triggered (Atwal & Williams, 2009). Experiential marketing strategies for luxury brands have led to the building of interactive flagship stores (Manlow & Nobbs, 2013; Moore, Doherty, & Doyle, 2010) and pop-up stores (de Lassus & Freire, 2014), meant to evoke positive emotions such as happiness and joy by making the shopping experience memorable and leading to purchase behavior (Atwal & Williams, 2009; Bäckström & Johansson, 2006). In essence, emotions influence attitudes and behaviors toward luxury brands since these products provide hedonic rewards and sensory fulfillment (Bian & Forsythe, 2012; Vigneron & Johnson, 2004).

Table 3 lists studies on emotions relevant to luxury consumption, most of which focus on emotions in offline rather than online contexts. The only exception is the brand's website (Straker & Wrigley, 2016), which differs from our focus on micro-blog content. Another under-studied area includes specific emotions that consumers experience in luxury consumption. As Table 3 indicates, only a few emotions—such as pride (McFerran et al., 2014), guilt (Wu et al., 2015) and shame (Kim et al., 2009)—were evident in luxury consumption offline. For luxury micro-blogs, envy should be studied since it

emerges when people desire what others have (Parrott & Smith, 1993; Smith & Kim, 2007). This emotion connects deeply with materialism, status consumption, and conspicuous behavior (Belk, 1984; D'Arms & Kerr, 2008), all of which are relevant to luxury consumption.

### **Envy**

Envy is defined as “the feeling of wanting to have what someone else has” (Merriam-Webster, 1993). It occurs when one person desires an advantage that another individual possesses (Ackerman, MacInnis, & Folkes, 2000; Parrott & Smith, 1993; Smith & Kim, 2007). Therefore, envy is a social emotion because it seeks group affiliation and entails social comparison with similar others (Debbané, 2011; Maijala, Munnukka, & Nikkonen, 2000). It is also related to materialism since, according to Belk (1984), it emphasizes the coveting of others’ possessions. Materialism, in turn, relates closely to luxury consumption (Belk, 1985; Eastman, Fredenberger, Campbell, & Calvert, 2015; Eastman & Goldsmith, 1999).

Research on envy has extended to social networking sites since these platforms tend to catalyze social comparisons with acquaintances and strangers (Chou & Edge, 2012). Studies have shown that heavy use of Facebook may result in envy (Burke, Marlow, & Lento, 2010), since people tend to post about the more glamorous sides of their lives (Chou & Edge, 2012). When a person invests too much attention to others’ updates on Facebook, envy emerges due to the heightened potential of coveting another’s lifestyle (Krasnova et al., 2015). Envy research in social media certainly deserves further inspection, especially in the luxury brand context.

Table 3

## Emotions Research Relevant to Luxury Marketing

<i>Author(s) (year)</i>	<i>Context</i>	<i>Research</i>
Fionda & Moore (2009)	Offline	Viewed the importance of <i>emotional</i> and aspiration appeal that luxury brands clearly encompass with their symbolic and intangible features
Wiedmann et al. (2009)	Offline	Explored luxury store environments and products on how they elicit <i>emotional</i> values
Kim, Hyeon, & Johnson (2009)	Offline	The emotions of <i>shame</i> and <i>guilt</i> have been found to relate negatively to intentions to buy luxury counterfeit products
Penz & Stottinger (2012)	Offline	Explained individuals' assessment of <i>external and internal emotional cues</i> reflecting an interpretation of their situation prior to performing certain acts (luxury products versus counterfeits)
Hennigs, Wiedmann, Behrens, & Klarmann (2013)	Offline	Looked at how luxury store environments and luxury products elicit <i>emotional responses</i>
McFerran, Aquino, & Tracy (2014)	Offline	Discussed the two faucets of <i>pride</i> and how one motivates purchase behavior of luxury consumption and how the other is the outcome of luxury consumption behavior
Wu, Chaney, Chen, Nguyen, & Melewar (2015)	Offline	Explored about <i>guilt</i> among young Taiwanese consumers and how they rationalize luxury consumption to overcome guilt
Kim, Park, Lee, & Choi (2016)	Offline	Examined the impact of consumer <i>emotions</i> before entering the luxury brand store on their evaluation of in-store service quality and in-store emotions on customer attitudes toward the brand to enhance brand attitude
Straker & Wrigley (2016)	Online/Brand website	Used Burberry's digital media efforts to analysis how companies can design digital channels to evoke desired <i>emotions</i> (a set of emotions)

Note: Organized by the author based on literature review

## **Purchase Intention**

Purchase intention refers to a consumer's objective intention toward a product (Fishbein & Ajzen, 1975). Dodds, Monroe and Grewal (1991) describe it as the driving force behind a customer attempting to purchase some product or service, also known as one's willingness to buy. Purchase intention can forecast consumer behavior (Rizwan et al., 2013). Numerous factors can explain consumers' willingness to buy: retail store atmospherics such as lighting, friendliness of employees (Baker, Levy, & Grewal, 1992), number of reviews (Chevalier & Mayzlin, 2006; Duan & Whinston, 2008), and gender differences in online purchase intention (Garbarino, & Strahilevitz, 2004).

The purchase intention of a brand is highly influenced by the specific needs of the consumers. Throughout the consumption process, consumers seek functional, symbolic, and experiential benefits attached to the brand (Kim et al., 2016). For luxury brands, these benefits attract consumer purchase intention. Brand prominence (Cheah, Phau, Chong, & Shimul, 2015), the traceability of the label (Bradu, Orquin, & Thøgersen, 2013), and the country of origin for raw materials (Cheah, Zainol, & Phau, 2016) relate significantly to the purchase intentions of luxury brands.

It is important to understand consumer purchase intention since it points to the of marketing strategies in encouraging future purchases (Dodds et al., 1991). Thus, it is important for us to understand how purchase intention can be enhanced for luxury brands through micro-blogs.



## **Conceptual Framework and Hypotheses Development**

Built on social identity theory, signaling theory, self-congruity theory and social comparison theory, this study proposes a conceptual framework (Figure 3) that allows us to examine how three aspects of micro-blog, namely blog presentation, blogger race congruency, and brand image congruency, elicits envy, which in turn leads to purchase intention in the context of luxury brand. The three aspects are chosen because in a micro-blog setting, blog presentation, blogger who hosts the blog, and the presented brand are the major elements that constitute a blog. Therefore, those three elements may serve critical roles in consumers' envy and following purchase intention. For theoretical backgrounds, social identity theory and signaling theory explains the relationship between micro-blog post presentation and envy, and how that relationship impacts purchase intention for luxury product. Then, self-congruity theory and social comparison theory are used to provide rationale for congruency between self and blogger race, and congruency between self and brand image elicit envy and further influence purchase intention for luxury product.

The entire framework is tested via two experimental studies. The first experiment study examines two aspects of fashion micro-blog presentation (i.e., people content and background content) and their influence on envy and purchase intention. The second study examines the influence of blogger race and brand image congruence with those of blogger viewers on envy and purchase intention. In the first experiment, fashion micro-blog presentation is manipulated as group setting or single setting (H1), lifestyle centric background or product centric background (H2), and the combination of people

content and background content (H3). For the second experiment, high congruence between audience and blogger race or low congruence in such relations (H6), and high congruence between audience and brand image or low congruence in such relations (H7) is manipulated. The combination effect of blogger race and brand image congruence is tested for evidence eliciting stronger envy (H8). The relationship of envy and purchase intention is measured separately in the two studies (H4a,b,c and H9a,b,c). Finally, envy is measured as a mediating factor in both studies (H5a,b and H10a,b). The next details two experiment studies with proposed hypotheses.

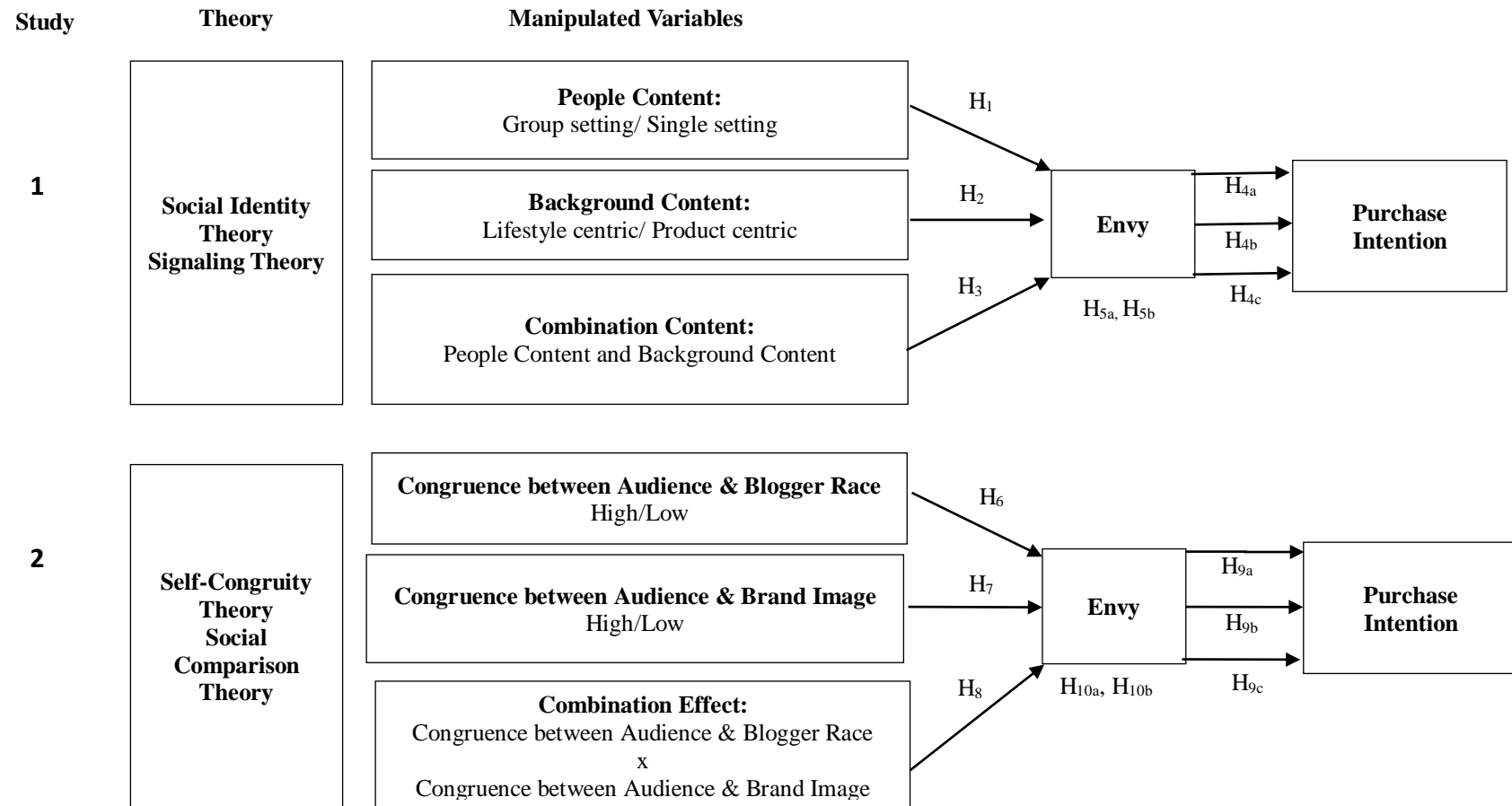


Figure 3. Conceptual Framework

## **Study 1**

The first experimental study investigates two aspects of micro-blog presentations: people content and background content. Within people content, a group setting will be tested against a single person setting, and within background content, a lifestyle centric background will be tested against a product centric background.

### **Envy in Blog Presentation**

#### ***People Content***

In micro-blog posts, there are numerous ways of positioning the number of people, as there can be one or multiple people in the post. Audiences tend to be drawn to groups of people rather than a single person in a general blog post, since this gives audiences a sense of connection and belonging to the blogger and his or her life stories (Rocamora, 2011) as well as feeling that they belong to an aspired group (Ashforth & Mael, 1989). According to Tajfel's (1959) social identity theory, it is true that people have a tendency to categorize themselves and feel the need to adhere to certain norm of that group. It is because people define themselves through identifying with a group they think they belong to. Furthermore, from the process of identifying with a group, people tend to compare with others in the group (Tajfel & Turner, 1986). During this comparing process, envy may be elicited because the group may be an aspired group and the definition of envy states that it is the emotion often felt when comparing with advantaged others (Ackerman et al., 2000).

Looking at a one-person image on a micro-blog post does not elicit the group factor to which the audience can relate compare, since the audience has less knowledge and information about the blogger's social life. Thus, less envy is elicited from looking at a single-person post. On the other hand, by looking at a post that contains numerous people, the audience engages in the life story of the blogger begins to feel as if she/he can be a part of that group. Thus, applying social identity theory, observing images with multiple people causes more identification and envy than does observing images with a single person. Thus, we posit that:

**H1: Micro-blog posts with group settings create more envy than single person settings.**

### ***Background Content***

Visual communication allows fashion bloggers to influence a person's emotional and cognitive responses (Sojka & Giese, 2006). To do this, fashion bloggers must craft their posts as narratives, conveying stories about their lifestyles to audiences to feel engaged and connected (Engholm & Hansen-Hansen, 2014). Presenting a lavish, worldly background may, for instance, signal the lifestyle of a wealthy jetsetter or socialite. Evidences are shown in the numbers of people drawn to the famous blogs previously displayed in Table 2. The blogs each present lifestyle images through background content, such as travel destinations, restaurants, or urban settings. Although these bloggers can promote or link products to sell on these posts, audiences are more drawn to the background content and think of the image as a complete portrayal of lifestyle. Thus, envy emerges through the desire to achieve an aspired lifestyle (Parrott & Smith, 1993).

Signaling theory states that when faced with asymmetrical information about a product, people tend to look for signals that inform them about what they seek to learn (Boulding & Kirmani, 1993; Spence, 1973). Without background content to inform them, the audience cannot feel any connection to the blogger, and lack of information cannot make them relate to or mimic the lifestyle that comes with owning the products in the images. On micro-blog posts, audiences are more likely to feel envious when exposed to signals about the lifestyle they aspire to have. Thus, we developed the following hypothesis:

**H2: Micro-blog posts that present lifestyle centric content in the background create more envy than product centric content in the background.**

### *Combination Content*

The primary elements in a micro-blog image are background content and people content (Smith & Sanderson, 2015). When taken together, people are likely to feel intense envy toward the people shown in the post. Social identity theory explains that individuals tend to categorize themselves into groups, and when these groups convey a certain lifestyle that an individual seeks to achieve, this results in self-improvement or self-enhancement (Tajfel, 1959, 1981). Envy may be stronger when the audience can see a group of people in the background promoting a certain lifestyle than when no background is there to suggest such a lifestyle. Applying social comparison theory, when people compare themselves with others in the same group, the background setting reveals cues of a lifestyle they seek to achieve. Thus, they feel more envious of the picture, which includes their perceived social group and the lifestyle they wish to acquire.

We posit that:

**H3: Micro-blog posts that present group settings with lifestyle backgrounds create more envy than posts with single person settings with a product image alone.**

In accordance with the concept of Belk's (1984) materialism scale, envy is a strong emotion that marketers often exploit. By engendering envy, marketers can create the desire among consumers to buy products (Belk, 2008). Also, envy can be the result of an upward social comparison, since it may stem from comparisons to people perceived to be superior in some way (van de Ven, Zeelenberg, & Pieters, 2011). People are keen to improve through the process of comparison., causing them to purchase in order to do so.

We hypothesize that:

**H4a: Envy from people content is positively related to purchase intention.**

**H4b: Envy from background content is positively related to purchase intention.**

**H4c: Envy from combination content is positively related to purchase intention.**

Consumer motivation to purchase is seldom just about a product. People may want to purchase a certain product because they saw it on another person, because they want to show off to another person, or because they wish to express themselves to others. Indeed, people consume based on social interaction with others. By observing what others have, consumers make comparisons, develop envy, and then become motivated to buy (Belk, 1988). When browsing micro-blog posts, people compare themselves with others by looking at two aspects of micro-blog presentation: people content and background content.

While browsing the images, people compare their own social interactions and lifestyles with those of the blogger, after which envious feelings arise, further leading to purchase behavior toward the products showcased by the blogger (Appel et al., 2015). If envy does not arise, then purchase intention may also not emerge through micro-blogs, since envy is what motivates and strengthens the desire to purchase. Therefore, envy serves as a mediating force between the micro-blog presentation and resulting purchase intention.

Based on this, we posit that:

**H5a: Envy has a mediating effect on the relationship between people content and purchase intention.**

**H5b: Envy has a mediating effect on the relationship between background content and purchase intention.**

## **Study 2**

The above first experiment tests the influence of blog presentation. The second experimental study, however, tests the effect of blogger characteristics and presentation of brand image. These characteristics are examined through congruence of race between the audience and the blogger. Brand characteristics are examined through the congruence of image between the audience's self-image and the image of the brand.

### **Blogger Race**

One of the most conspicuous characteristics of a blogger is her/his race. Asian bloggers and models are likely on the rise today because China now boasts strong purchasing power (Pham, 2011, 2013). Self-congruity theory explains that people match brand/product images to their self-images. If there is high congruence, then purchase behavior is more likely to happen than if there is low congruence (Sirgy, 1982).



For micro-blogs, blogger race can be part of the matching process determining the blog's following.

When audiences follow bloggers, they tend to look for those with similar skin tone, body type, or hair color/type, likely since it allows them to imagine using the products themselves. As a result, a strong emotional response is elicited due to the comparative tendency of human beings (Koo et al., 2014). This aligns with social comparison theory, which states that people tend to compare themselves with others that are similar or slightly superior to them (Festinger, 1954). When they do so, envy is often triggered. Thus, it is natural to assume that the more similar the audience's race is to that of the blogger, the more envy is elicited. On the other hand, the less similar the audience's race is to that of the blogger, the less envy is elicited. Thus, we posit that:

**H6: High congruence between audience and blogger race creates more envy than low congruence in such relationship.**

### **Brand Image**

In the context of social media, audiences have a tendency to follow fashion blogs that they perceive to be similar or slightly superior to their own senses of style, taste, or other traits (Rocamora, 2011). Thus, the brand image of the product being shown in the post is important to examine since, according to self-congruity theory, people seek brands that harbor personalities similar to theirs. Brand image congruence allows consumers to see brands as a way to express or reinforce their identities (Liu et al., 2012).

Applying this notion to micro-blog settings, if consumers feel their self-images are congruent with the brand image presented by a blogger, they may feel envy since viewers see the blogger as someone with whom they are similar enough to relate and compare. According to social comparison theory, people tend to compare themselves with similar others; thus, they may feel more envy from seeing a blogger with whom they strongly identify carrying a certain brand. Thus, we developed the following hypothesis:

**H7: High congruence between audience and brand image creates more envy than low congruence in such relationship.**

### **Combination Effect**

When audiences view fashion blogs, two prominent elements they observe are the blogger and the product (Rocamora, 2011). Bloggers convey a personal style when they post images, opening communication for the masses to interact. They are similar to fashion magazines in their display of a model sporting a product, except with citizens (i.e., blogger) acting as journalists (Titton, 2015). Thus, it is natural that the audience looks at both the blogger and the product in a way that connects both features to their own. Self-congruity theory (Sirgy, 1982) can be applied to explain that people have a tendency to match themselves with a brand/product image. Furthermore, according to social comparison theory (Festinger, 1954), audiences are more likely to compare themselves with bloggers perceived to have similar race and who use products with similar brand images to those of the audience. Consequently, comparisons with high degrees of similarity between blogger and brand would elicit more envy than those with low degrees of similarity.

Thus, we developed the following hypothesis:

**H8: High congruence between audience and blogger race, accompanied with high congruence between audience and brand image, creates more envy than low congruence in such relationships.**

Applying the same concept as that of H4, marketers utilize envy to create the desire for consumers to purchase products (Belk, 2008). Application of the same envy strategy toward micro-blogs may lead to purchase intention since upward social comparisons can lead to self-improvement. By purchasing the product displayed in the micro-blog post, the audience would have the sense of achieving an aspired lifestyle.

Thus, we hypothesize that:

**H9a: Envy from congruence between audience and blogger race is positively related to purchase intention.**

**H9b: Envy from congruence between audience and brand image is positively related to purchase intention.**

**H9c: Envy from combination effect is positively related to purchase intention.**

Similar to the concept explained in H5, consumers often undergo an emotional process of envy when purchasing luxury products. Envy is easily elicited when the product is connected to a materialistic or status-seeking motive, considered to be an antecedent to purchasing luxury products (Belk, 1988). In a micro-blog post, elements such as the blogger and product contribute to a comparison process. To motivate purchases, envy is needed to instill a desire to own the product. Without envy, when consumers view micro-blog images of a blogger sporting a product, they would not feel the need to purchase.

Thus, we posit that:

**H10a: Envy has a mediating effect on the relationship between congruence in audience and blogger race and purchase intention.**

**H10b: Envy has a mediating effect on the relationship between congruence in audience and brand image and purchase intention.**

## CHAPTER III

### METHODOLOGY

This chapter explains the methodology of the experimental study. First, results from the preliminary study are discussed. Then, the overall research design is described in detail, including information about respondents, stimuli development and choice of social media context, the dimensions of luxury product category/brands and brand image, and measurements. Afterwards, data collection methods for both the pre-test and the main survey are explained. Lastly, the methods of statistical analysis are provided.

#### **Preliminary Result**

Until recently, few studies have examined the specific emotions related to luxury consumption. A preliminary qualitative study was conducted in a city in Southeastern U.S. to investigate emotions consumers experience before, during, and after luxury consumption and specifically, the existence of envy. Considering that the area of emotions research on luxury consumers is limited, this study employed qualitative in-depth interviews to study the topic. Participants were selected using purposive sampling, through which information-rich cases were selected for in-depth study (Patton, 2002). After IRB approval, a total of six American (i.e., Caucasian, African American, Asian American) female consumers residing in the U.S. and who have previously purchased luxury products were selected and contacted through the researcher's contacts and referrals. One-on-one interviews were conducted in person, which ranged from 30 to

45 minutes each. Main interview questions included the following: 1) What emotion(s) motivate you to purchase luxury products? 2) Do you feel any negative or positive feelings when you buy luxury product(s)? Why? 3) How do you feel after you purchase the luxury product(s)? How do you deal with negative feelings, if any? All interviews were transcribed for data analysis. Researchers conducted a thematic analysis, wherein patterns in the data were identified and compared based on similarities and differences in an iterative manner (Spiggle, 1994). Emotions including pride and envy were found to be motivators for luxury consumption whereas happiness was found to be mainly an emotion felt during consumption. Emotions after consumption were not strong and were not particularly expressed by the participants. A prominent emotion found in the interviews was envy. Participants expressed envy in two ways: either they were envious of other people's purchases or concerned that others will envy their own luxury products.

### **Overall Research Design**

For this study, data for both the pre-test and the experimental studies were collected using online surveys from Amazon's Mechanical Turk (MTurk). Online surveys offer appropriate fit for wide audiences, cost-effectiveness, and convenience (Dillman, Smyth, & Christian, 2009). Most importantly, they allowed us to randomize stimuli images for the experimental studies.

## **Respondents**

American female participants aged 18 or older were recruited through MTurk for the pre-test and experimental studies: 100 for the pre-test and 640 for the experimental studies. First, women have been shown to purchase luxury products more frequently than men, accounting for an average of 60% of sales shares for luxury brands internationally (Statista, 2016). Second, participants aged 18 or older were selected to reach a wide age range of participants. Although the age demographics of 50-54 and 55-59 are two of the largest segments of the population with incomes averaging at least 150,001 USD, the luxury market has recently shifted toward the younger population, specifically the millennial generation (ages 18 to 34) (Euromonitor, 2016). For this reason, we must examine different age ranges to gather the comprehensive scope needed for our study.

## **Stimuli Development**

We selected Instagram as the social media micro-blog because of its popularity with luxury brands. Louis Vuitton was chosen to represent the stimulus because it has a strong social media presence, ranking second among fashion luxury brands in terms of Instagram followers as of October 2016 (Statista, 2016). Chanel, which was ranked number one most followers on Instagram was not chosen because it only sold selective products online (i.e., skincare, fragrance, makeup products) and had limited social media presence (Table 1). The Louis Vuitton Cabas Piano handbag (see in Table 4) was selected for the study's stimulus since it has produced enormous sales in the luxury market (Euromonitor, 2016) and its design prominently displays the Louis Vuitton monogram, facilitating participants' recognition of the brand.

Study 1 followed 1x2, 1x2, and 1x4 designs, examining two levels of people content (group versus single), two levels of background content (lifestyle centric versus product centric), and four levels of combination content (single with lifestyle centric background, single with product centric background, group with lifestyle centric background, and group with product centric background). Study 2 examined congruence between audience and blogger race and congruence between audience and brand image using four stimuli images. All stimuli used in the experimental studies were in the form of Instagram image posts (Tables 4 and 5)

For the first experiment, we have developed a stimulus depicting a single person carrying the Louis Vuitton handbag. Her back deliberately faces the audience to preclude biases that may arise from perceiving specific facial features or expressions (Table 4). For the second (i.e., group setting) and third stimuli (i.e., lifestyle centric background), a manipulation check was conducted, the images of which are shown in Table 6. We sought to ensure that groups of two, three, or four people in the images were truly perceived to represent group settings (see Table 6). In the images, only one woman among the group is carrying a Louis Vuitton Capas Piano bag, since most advertisements tend to limit the number of luxury products shown. Next to the image, we asked participants the following: “Would you agree that this image reflects a ‘group’ of people?” A seven-point Likert scale (1=strongly disagree, 7=strongly agree) was used to measure the response (see Appendix B).

For the third stimulus (i.e., lifestyle centric background), we used three images (i.e., NYC, Paris, and a jet) relevant to metropolitan and travel destination settings, since



luxury brand advertisements often include background settings that promote lifestyles in the city or traveling the world. We selected New York to represent the metropolitan lifestyle, Paris to signify the travel destination, and a jet to embody the luxurious lifestyle. We then asked participants the following: “Would you agree that this picture reflects a lifestyle of luxury brand users?” A seven-point Likert scale (1=strongly disagree, 7=strongly agree) was used to measure the response. Appendix B presents the survey questionnaire used for this manipulation check.

We conducted the manipulation checks by creating a request on Mturk for 50 respondents to answer an online questionnaire (linked to Qualtrics), with the incentive of 0.25 USD per person. Only respondents that finished the survey and entered the randomly-generated code at the end of the survey would be compensated. Respondents that did not pass the screening questions were guided to the end of the survey and did not receive a code. The screening questions used for the manipulation check, as well as for the preliminary test, pre-test, and main study, included the following: 1) Are you 18-years-old or older? 2) Are you female? 3) Do you live in the U.S.? 4) Is your annual income level 50,000 USD and up? 5) Are you familiar with the brand Louis Vuitton? 6) Do you use any types of social media? (Facebook, Instagram, Twitter, Pinterest)? Afterwards, respondents were shown two images: one with a group setting and the other with a background setting (see Table 6). The images emulated the form of an Instagram post, with the following description preceding them: “Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).”

Table 4

Summary of Stimuli Used for Hypotheses Testing: Study 1


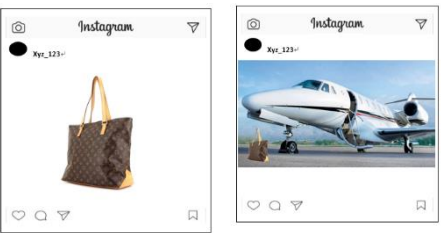
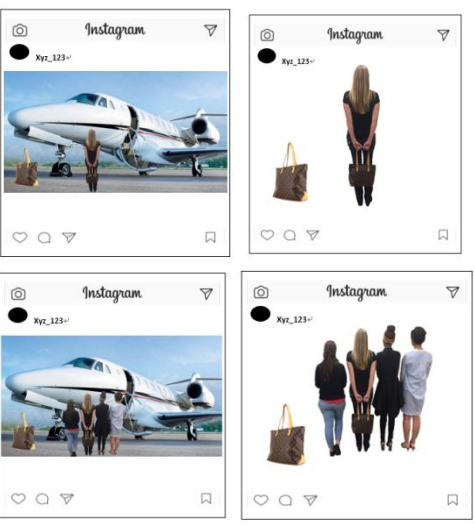

	Image Stimuli	Hypothesis
<b>Study 1</b>	<p style="text-align: center;"><b>People Content</b> (Single setting vs. Group setting)</p> 	<p><b>Testing:</b> H1, H4a, and H5a</p>
	<p style="text-align: center;"><b>Background Content</b> (Product Centric vs. Lifestyle Centric)</p> 	<p><b>Testing:</b> H2, H4b, and H5b</p>
	<p style="text-align: center;"><b>Combination Content</b></p> 	<p><b>Testing:</b> H3 and H4c</p>

Table 5

Summary of Stimuli Used for Hypotheses Testing: Study 2

Blogger Race & Brand Image <sup>a</sup>	
<b>Study 2</b>	

**Testing:**  
H6-H8, H9a, H9b, H9c,  
H10a, and H10b

<sup>a</sup>: One of these four images was randomly assigned to a respondent. For H6, respondents were asked their race congruence with the blogger. For H7, respondents were asked their self-image congruence with the Louis Vuitton brand image. For H8, both congruence levels were asked.

Qualtrics randomized the images and presented them as evenly as possible. A total of 168 participants attempted to answer the survey, out of which 50 people qualified and finished. The results of the manipulation checks showed that the four-person image had the highest mean score (5.5) among the three group setting images. Among the three background setting images, the jet image had the highest mean score (5.88). Detailed results for the manipulation check are shown in Table 7.

Table 6

Images for Manipulation Check







Manipulation Check	Setting	Images	Purpose
<b>Group Setting</b>	2 people		To select an image that best reflects a group setting
	3 people		
	4 people		
<b>Background Setting</b>	NYC		To select an image that best reflects a lifestyle for luxury consumers
	Paris		
	Jet		

Table 7

Results of Manipulation Check

	Manipulation Checks	Mean Score
<b>Group Setting</b>	2	3.67
	3	5.06
	4	5.5
<b>Background Setting</b>	NYC	4.73
	Paris	5.28
	Jet	5.88

Note: measured on a seven-point Likert scale (1=strongly disagree, 7=strongly agree)

For the second experiment, in order to test how the congruence between the race of audience and blogger influences envy (H6) and congruence between audience and brand image (H7), we used four famous bloggers perceived to be of Caucasian, Asian, African-American, and Hispanic descent, respectively. By searching magazines, conducting Internet searches, and tracking social media followers, the top fashion bloggers within each racial category were chosen. Julia Engel, Wendy Nguyen, and Julie Sarinana were selected to represent Caucasian, Asian, and Hispanic bloggers, respectively, based on an article introducing famous bloggers in *Women's Wear Daily* (2016). However, the article did not report any African-American bloggers, so we conducted an Internet search of top African-American fashion bloggers and chose Claire Sulmers since she has one of the most-followed African American Instagram account with one million followers, similar in number to some of the other bloggers used in the study. We did not conduct a manipulation check to confirm which blogger best represented each racial group because our study sought to assess the level of congruency between bloggers and their respondents, not actual race. Since H6 assumes that respondents feel more envious of bloggers with highly congruent races when they carry luxury items, the Louis Vuitton Cabas Piano bag were placed on each blogger by the researcher using Photoshop. The same images were used for H7 and H8 since the bloggers were already carrying the handbag, which we also asked respondents about their general perception of its image.

Table 4 and Table 5 summarize the two proposed experimental studies, including the stimuli thumbnail images to be used. Actual pictures can be seen in Appendix D.

## Measurements

The measurement scale for envy developed by Appel et al. (2015) was used to test the proposed hypotheses 1-10. Although many measures of envy have been used in emotions and psychology research, this scale was deemed appropriate due to its use in examining envy under a social media context. It was based on features of envy found in the literature (Parrott & Smith, 1993; Smith & Kim, 2007) and was first utilized by Appel et al. (2015) to analyze Facebook's influence on envy. The original scale consists of seven items that each use a seven-point Likert scale (1= not at all, 7=perfectly) to indicate how envious, inferior, bitter, or disadvantaged participants felt upon seeing a Facebook profile. The questions were modified to fit the specific context of our study (i.e., Instagram).

The dependent variable of purchase intention was measured using Putrevu and Lord's (1994) scale, which has a Cronbach  $\alpha$  reliability coefficient of 0.91. Although many purchase intention scales exist, we selected this one because it measures future purchase intention, not purchase intention for re-purchase. Furthermore, this scale was developed to analyze purchase intention relevant to advertisement, a context similar to that of our study. This scale consists of three items shown in Table 8, each using a seven-point Likert scale (1=very low, 7= very high).

To measure the congruence between the self-image of respondents and the Louis Vuitton brand image, we first needed to conduct a preliminary test to determine which image dimensions to use in our study. Malhotra (1981) suggested that items being judged should be relevant to the concept of the study. Thus, we conducted a preliminary test

using Graeff’s (1997) 50 bi-polar image adjectives to measure which items were most relevant to measuring Louis Vuitton’s brand image. This preliminary test with 50 image dimensions is shown in Appendix A. It was conducted together with the manipulation checks through MTurk; thus, its procedure was identical to those explained previously about stimuli development describing the manipulation check. A total of fifty respondents were recruited, as suggested by Graeff (1997). The actual survey asked, “how relevant do you think the words describe the personality of the typical consumer of Louis Vuitton?” using a 7-point semantic differential scale to rate each adjective. We selected a total of eight items to conduct the actual test for Study 2, based on the selection criteria of previous studies (Graeff, 1996, 1997)—that is, selecting items with mean scores higher than 4.5. Table 8 shows the selected eight-image items with mean scores of 4.5 and above. For the actual study, participants were asked to evaluate their own self-image and their perception of Louis Vuitton’s brand image using the selected eight items. The congruence level was calculated using a formula suggested by Sirgy (1982) (see data analysis section in this chapter).

Table 8  
Preliminary Results for Image Dimensions for Brand Image

<b>Image Adjectives</b>	<b>Mean Score</b>
<b>Modest- Vain</b>	5.32
<b>Thrifty- Indulgent</b>	5.86
<b>Simple- Complex</b>	4.54
<b>Sporty- Businesslike</b>	5.04
<b>Rugged- Delicate</b>	4.70
<b>Masculine- Feminine</b>	5.54
<b>Athletic- Not Athletic</b>	4.60
<b>Plain- Ornate</b>	4.92

To measure the congruence in perceived race between the audience and the blogger, we adapted the question used in Malhotra's (1981) study on congruence between self-image and product image. Respondents were asked how they identify with the blogger in terms of race in the Instagram content (see Table 9). Physical Attractiveness was controlled for study 2, thus, Ohanian's (1990) physical attractiveness scale was used to rate the bloggers' physical attractiveness using the words attractive/unattractive, classy/not classy, beautiful/ugly, elegant/plain, and sexy/not sexy. Lastly, questions on demographics and on luxury consumption behavior and social media usage were included (see Appendix D).



Table 9

## Measurement Scales

Scale	Source/# of Items	Items	Scale
Envy	Appel, Crusius, & Gerlach (2015)/ Seven items	1. I felt envious when I saw the Instagram post.	Likert Scale (1= Not at all, 7= Perfectly)
		2. I felt inferior when I saw the Instagram post.	
		3. I felt bitter when I saw the Instagram post.	
		4. I felt disadvantaged when I saw the Instagram post.	
		5. To what extent do you want to change roles with the blogger?	
		6. To what extent do you wish to be liked by the blogger?	
		7. To what extent do you feel inspired by the blogger?	
Purchase Intention	Putrevu & Lord (1994)/ 3 Items	1. It is very likely that I will buy this brand.	Likert Scale (1=Strongly disagree, 7= Strongly agree)
		2. I will purchase this brand the next time I need a handbag.	
		3. I will definitely try this brand.	
Brand Image	Adapted from Malhotra (1981) /8 items	Think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.	Semantic differential scale (7 point)
Blogger Race	Adapted from Malhotra (1981)/ 1 item	Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.	Likert Scale (1= Not at all, 7= Perfectly)
Physical Attractiveness	Adapted from Ohanian (1990)	Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.	Semantic differential scale (7 point)
Demographics	Author	Age, education level, income level, location	
Consumption Behavior/Social Media Usage	Author	Luxury handbag purchase behavior, social media usage behavior, fashion blog usage behavior	

### **Pre-test**

The purpose of conducting a pre-test is to validate measurement scales. One hundred participants were recruited through MTurk and given a link to a Qualtrics online survey. The survey was identical to the actual test that was conducted after this pre-test. Participants were randomly assigned to one of the twelve stimuli images, following the same procedures as those of the actual test. Participants were compensated at the end of the survey with a randomly generated code in Qualtrics. The results were to ensure that our stimuli were measuring what we intended to measure, providing us with face validity of the experiment studies. Furthermore, any unexpected problems in data collection from MTurk and survey design issues were identified and rectified before the actual survey was released.

### **Data Collection**

After IRB approval, participants were recruited through MTurk. This data collection method was selected for its capacity to reach the target group of female consumers aged 18 and older (Smith, Roster, Golden, & Albaum, 2016). In addition, it is cost-efficient and quick compared to other similar online panels (Paolacci, Chandler, & Ipeirotis, 2010). Specifically, for the purposes of our study, it achieves more diversity than do typical American college samples (Buhrmester, Kwang, & Gosling, 2011). We aimed to recruit 480 participants to meet the minimum suggested by Hair, Black, Babin, and Anderson (2010) of 30 participants per cell. Ideally, we would recruit more than the general minimum to avoid lacking sufficient data after screening out unusable responses. Thus, we aimed to have 40 participants per stimulus image for a total of 640 participants,

each of whom were provided with compensation based on the price calculated on MTurk. They received access to the online survey after being asked screening questions on if they use any social media sites such as Facebook, Instagram, Twitter, or Pinterest. Other screening questions included: 1) Are you age 18 or older? 2) Are you female? 3) Do you live in the U.S.? 4) Is your annual income level 50,000 USD and up? 5) Are you familiar with the brand Louis Vuitton? In the online survey, the 640 participants were randomly assigned to one of the stimuli images in study 1 or study 2 (i.e., 40 for each image stimulus) to answer a questionnaire that includes measurement scales, demographics questions, luxury consumption behavior, and social media usage questions. All eight settings of study 1 and three settings of study 2 are shown in Appendix D. For example, in Study 1, a participant was exposed to an Instagram image depicting a group setting, a single-person setting, or a combination setting and asked about their degree of envy (see Table 4). Afterwards, they answered questions regarding envy, purchase intention, demographics questions, luxury consumption behavior, and social media usage questions (see Table 9 for detailed questions).

For Study 2, to test the congruence in race between audience and blogger, the participants were shown a famous Caucasian, Asian, African-American, or Hispanic fashion blogger carrying a Louis Vuitton Cabas Piano handbag in an Instagram post. Then, they were asked about the congruence between their race and that of the blogger (see Table 9 for detailed questions). To test the congruence between audience and brand image, participants were exposed to the same image as the survey regarding perception about race, and the eight image dimensions extracted from the 50 initial image

dimensions (Table 8) were used to ask participants about their perceptions of Louis Vuitton's image on a semantic differential scale. Then, the same questions on image dimension were asked, this time focusing on the perception of their own self-image in order to test the congruence between self-image and brand image. Further, to test the combination effect of congruence in race and brand image between audience and blogger/product, the same image was used as previously, then questions regarding both perception about race and brand image were asked in sequence. In addition, questions about envy, purchase intention, physical attractiveness, demographics, luxury consumption behavior, and social media usage were asked in the survey.

### **Data Analysis**

To test H1, H2, H3, H6, H7, and H8, we used between subjects ANOVA to evaluate the main effects and interaction effects on envy. Between subject ANOVA is commonly used in experimental designs to test treatments using the different participants, allowing researchers to avoid boredom of long surveys and to know differences of the dependent variable between each participant (Howitt & Cramer, 2010). Regression analyses will then be used to test six hypotheses examining the effect of envy on purchase intention (H4a-H4c for Study 1 and H9a-H9c for Study 2). To analyze the level of racial congruence between bloggers and their respondents, we need to first calculate the mean score of all the respondents' answers, after which we can determine if the congruence level is high or low by using the mean as the cut-off point. To calculate the image congruence level between respondents' self-image and Louis Vuitton brand image, we will use the Euclidean distance model suggested by Sirgy (1982).

It is calculated as following:

$$D = \sqrt{\sum_{i=1}^n (P_i - S_i)^2}$$

$D$  = overall difference score reflecting degree of congruence between self and brand image.

$i$  = a particular self-image dimension.

$P_i$  = perception of the Louis Vuitton brand on image dimension  $i$ .

$S_i$  = perception of respondents' self-image on image dimension  $i$ .

After calculating the overall difference score reflecting the degree of congruence between self-image and brand image, high congruence and low congruence groups will be determined based on mean score. Furthermore, we will test the mediating effect of envy using the following three steps of regression analysis (Baron & Kenny, 1986): 1) Regress the dependent variable on the independent variable, 2) regress the mediator on the independent variable, and 3) regress the dependent variable on both the independent variable and the mediator. Internal validity can be ensured through the randomization of stimuli images in our study (Cook & Campbell, 1979). Outliers and normality of variables will be assessed before further data analysis. A Cronbach's  $\alpha$  reliability test will be conducted to evaluate the measurements used in the study (Hair et al., 2010).

## CHAPTER IV

### DATA ANALYSIS

In this chapter, pre-test analyses and results, data collection, results of hypothesis testing, and summary of results are reported. First, pre-test results are examined for any possible errors in the framework. Data collection is explained in detail, including preliminary analyses before hypothesis testing. Following this, hypothesis testing for H1-H10, including the method for data analysis, is provided. A summary of all hypothesis testing is provided at the end of this chapter.

#### **Pre-test Analyses and Results**

For the pre-test, a total of 100 participants were analyzed. All the participants were female, ages 18 years and older, and recruited from MTurk. All measurement scales were found to be acceptable with good reliability ranging from .76 to .95 (Table 10). Pre-test findings largely supported the hypothesized relationships. In particular, it was evident that envy had a direct influence on purchase intention and acted as a partial mediator. Compared to the effects of envy, the influence of manipulated factors on envy was less convincing, which was not deemed to be a major issue considering that the sample size was only six or seven per manipulation. Therefore, the two proposed experimental studies were tested with a larger sample. The findings of the pre-test are summarized in appendix C.

Table 10

## Pre-Test: Reliability Test for Scales

<i>Study</i>	<i>Scale</i>	<i>Cronbach's <math>\alpha</math></i>	<i>Items</i>
1	Envy	.94	7
	Purchase Intention	.94	3
2	Brand Image (LV)	.76	8
	Self-Image	.79	8
	Envy	.88	7
	Physical Attractiveness	.82	5
	Purchase Intention	.95	3

N=100

## Results of Experiments

### Preliminary Analyses

#### *Descriptive Statistics*

For the actual experiments, a total of 640 responses were collected from MTurk with a link to a Qualtrics survey. A total of 320 participants for each study were recruited (Table 11). Before beginning the Qualtrics survey, all respondents passed screening questions, confirming that they are 18 years or older, female, living in the U.S., have an income level of 50,000 USD or higher, familiar with Louis Vuitton, and use social media such as Facebook, Instagram, Twitter, or Pinterest. Among the 640 responses, 48 were unusable due to incompleteness (missing data) or inattentiveness (e.g., 1, 1, 1, 1, 1, ... ) because such responses can influence the normality of results for data analysis purposes (Dillman et al., 2008). Thus, after deletion of unusable data, Table 11 details data collection results from each study. For each group, a range of 69 to 159 responses were collected, a number higher than the recommended minimum of 30 responses per group by Hair et al. (2010). The total usable response rate was 92.5%.

Table 11

## Data Collection Results of Experiments

<i>Study</i>	<i>Group</i>	<i>Collected</i>	<i>Unusable</i>	<i>Usable</i>
Study 1	People	80	3	77
	Background	80	10	70
	Combination <sup>1</sup>	160	1	159
Study 2	Race	80	8	72
	Brand Image	80	11	69
	Combination <sup>2</sup>	160	15	145
Total	All Participants	640	48	592

Note: Total Usable Response Rate:  $592/640= 92.5\%$

1: Combination images of people content and background content

2: Combination effects from congruences in race and brand image

Study 2 tests two congruence levels on envy: 1) race congruence between blogger and respondents and 2) image congruence between respondents' self-image and brand image featured in the blog. For this, the congruence level of race between respondents and bloggers (low vs. high) was determined using the mean score of respondents' answers with the cut-off of 3.9. Scores below 3.9 were classified as low congruent and above 3.9 as high congruent. Results indicated low congruence among 33 respondents (45.8%) and high congruence among 39 (54.2%) (Table 12).

Second, to calculate the image congruence level between respondents' self-image and Louis Vuitton brand image, the Euclidean distance model suggested by Sirgy (1982) was used.



Congruence level was calculated according to the following equation:

$$D = \sqrt{\sum_{i=1}^n (P_i - S_i)^2}$$

$D$  = overall difference score reflecting degree of congruence between self and brand image.

$i$  = a particular self-image dimension.

$P_i$  = perception of the Louis Vuitton brand on image dimension  $i$ .

$S_i$  = perception of respondents' self-image on image dimension  $i$ .

After calculation of all congruence scores, the level (low vs. high) was determined using the mean score of all congruence scores with the cut-off point of 9.3. Thus, congruence scores below 9.3 were considered as low congruent and above 9.3 as high congruent. As shown in Table 12, 40 (58%) respondents were classified as low congruent and 29 (42%) as high congruent. For the combination effect of observing congruence scores from the same survey, congruence had a mean of 3.5 for race and 9.7 for brand image. Applying those cut-off points, 79 (54.5%) respondents were grouped as low congruent in race and 66 (45.5%) as high congruent. For brand image, 61 (42.1%) respondents were classified as low congruent while 84 (57.9%) respondents as high congruent (Table 12).

Table 12

## Descriptive Statistics for Study 2

<i>Congruence Level</i>		<i>N</i>	<i>Frequency %</i>
<b><i>Congruence of Audience and Blogger Race</i></b>			
	Low (below 3.9)	33	45.8
	High (above 3.9)	39	54.2
<b><i>Congruence of Audience and Brand Image</i></b>			
	Low (below 9.3)	40	58.0
	High (above 9.3)	29	42.0
<b><i>Combination Effect</i></b>			
<i>Race</i>	Low (below 3.5)	79	54.5
	High (above 3.5)	66	45.5
<i>Brand Image</i>	Low (below 9.7)	61	42.1
	High (above 9.7)	84	57.9

Table 13 summarizes the demographics of study 1. In terms of age, most participants were in the range of 26-33 years across three groups (people content (37.7%), background content (26.6%), and combination (50.9%)). Most respondents were university graduates (people content (48.1%), background content (26.6%), and combination (35.2%)). Most respondents earned 50,000 to 74,999 USD (people content (64.9%), background content (59.6%), and combination (65.4%)).

Table 14 presents the demographics of study 2. Age, education level, and income of participants in this study resembled those in study 1. Most participants were in the age range of 26 to 33 years in congruence levels of audience and blogger race (27.8%), congruence levels of audience and brand image (11.6%), and the combination effect of

both (46.2%). Like study 1, most of the respondents were university graduates (race (55.6%), brand image (44.9%), and combination (42.8%)). Most respondents earned 50,000 to 74,999 USD (race (59.7%), brand image (60.9%), and combination (70.3%)).

In addition to demographics, respondents were asked about their luxury bag purchase behavior, social media usage, and blog usage as relevant to consumption behavior. As Table 15 indicates, 55.7% of respondents own one to three authentic luxury bags, and 39.2% sometimes purchase luxury bags. Results also show that almost half of respondents do not purchase their luxury bag online (54.1%). More than 80% of respondents do not purchase through links on social media (81.6%).

We further examined respondents' social media usage to better understand their behavior. Table 16 shows that 31.9% respondents use social media often, and 40.7% sometimes use social media to look for fashion inspiration or information about fashion. With respect to fashion blogs, 44.4% indicated that they sometimes use these sites.

Table 13

## Descriptive Statistics of Participants: Study 1

<i>Group</i>	<i>N</i>	<i>Age</i>		<i>Education</i>		<i>Income</i>	
		<i>Range</i>	<i>Frequency (%)</i>	<i>Degree</i>	<i>Frequency (%)</i>	<i>Range</i>	<i>Frequency (%)</i>
<b>People Content</b>	77	18-25	25(32.5)	High school	5(6.5)	\$50k-\$74,999	50(64.9)
		26-33	29(37.7)	Some college	20(26.0)	\$75k-\$99,999	18(23.4)
		34-41	14(18.2)	University	37(48.1)	\$100k-\$124,999	7(9.1)
		42-49	5(6.5)	Graduate	15(19.5)	\$125k-\$149,999	2(2.6)
		50-57	3(3.9)	Doctoral	0(0)	\$150k-\$174,999	0(0)
		58 & up	1(1.3)	Professional	0(0)	\$175k & up	0(0)
<b>Background Content</b>	70	18-25	16(17.0)	High school	5(5.3)	\$50k-\$74,999	56(59.6)
		26-33	25(26.6)	Some college	25(26.6)	\$75k-\$99,999	12(12.8)
		34-41	15(16.0)	University	20(21.3)	\$100k-\$124,999	2(2.1)
		42-49	9(9.6)	Graduate	19(20.2)	\$125k-\$149,999	0(0)
		50-57	5(5.3)	Doctoral	0(0)	\$150k-\$174,999	0(0)
		58 & up	0(0)	Professional	1(1.1)	\$175k & up	0(0)
<b>Combination</b>	159	18-25	28(17.6)	High school	8(5)	\$50k-\$74,999	104(65.4)
		26-33	81(50.9)	Some college	38(23.9)	\$75k-\$99,999	37(23.3)
		34-41	23(14.5)	University	56(35.2)	\$100k-\$124,999	12(7.5)
		42-49	16(10.1)	Graduate	44(27.7)	\$125k-\$149,999	3(1.9)
		50-57	6(3.8)	Doctoral	9(5.7)	\$150k-\$174,999	1(0.6)
		58 & up	5(3.1)	Professional	4(2.5)	\$175k & up	2(1.3)

Table 14

## Descriptive Statistics of Participants: Study 2

<i>Group</i>	<i>N</i>	<i>Age</i>		<i>Education</i>		<i>Income</i>	
		<i>Range</i>	<i>Frequency (%)</i>	<i>Degree</i>	<i>Frequency (%)</i>	<i>Range</i>	<i>Frequency (%)</i>
<b>Race</b>	72	18-25	15(20.8)	High school	1(1.4)	\$50k-\$74,999	43(59.7)
		26-33	20(27.8)	Some college	12(16.7)	\$75k-\$99,999	19(26.4)
		34-41	26(36.1)	University	40(55.6)	\$100k-\$124,999	5(6.9)
		42-49	9(12.5)	Graduate	13(18.1)	\$125k-\$149,999	2(2.8)
		50-57	1(1.4)	Doctoral	2(2.8)	\$150k-\$174,999	2(2.8)
		58 & up	1(1.4)	Professional	4(5.6)	\$175k & up	1(1.4)
<b>Brand Image</b>	69	18-25	17(24.6)	High school	3(4.3)	\$50k-\$74,999	42(60.9)
		26-33	8(11.6)	Some college	17(24.6)	\$75k-\$99,999	17(24.6)
		34-41	22(31.9)	University	31(44.9)	\$100k-\$124,999	6(8.7)
		42-49	19(27.5)	Graduate	16(23.2)	\$125k-\$149,999	1(1.4)
		50-57	2(2.9)	Doctoral	1(1.4)	\$150k-\$174,999	2(2.9)
		58 & up	1(1.4)	Professional	1(1.4)	\$175k & up	1(1.4)
<b>Combination</b>	145	18-25	43(29.7)	High school	8(5.5)	\$50k-\$74,999	102(70.3)
		26-33	67(46.2)	Some college	42(29.0)	\$75k-\$99,999	30(20.7)
		34-41	8(5.5)	University	62(42.8)	\$100k-\$124,999	14(9.7)
		42-49	20(13.8)	Graduate	28(19.3)	\$125k-\$149,999	1(.7)
		50-57	4(2.8)	Doctoral	3(2.0)	\$150k-\$174,999	1(.7)
		58 & up	3(2.1)	Professional	2(1.4)	\$175k & up	0(0)

Table 15

## Purchase Behavior of Luxury Bags

	<i>Number</i>	<i>Frequency</i>	<i>%</i>
Number of luxury bags owned	None	79	13.3
	1-3	330	55.7
	4-6	130	21.9
	7-9	32	5.4
	10 and up	21	3.5
	<i>Frequency of Purchase</i>	<i>Frequency</i>	<i>%</i>
Frequency of luxury bag purchase	Never	72	12.2
	Rarely	223	37.7
	Sometimes	232	39.2
	Often	51	8.6
	Always	14	2.4
	<i>Response</i>	<i>Frequency</i>	<i>%</i>
Purchased bags online	Yes	272	45.9
	No	320	54.1
Purchased bags through social media	Yes	109	18.4
	No	483	81.6

Table 16

## Social Media Behavior of Respondents

	<i>Frequency of Usage</i>	<i>Frequency</i>	<i>%</i>
Frequency of social media usage	Never	0	0
	Rarely	20	3.4
	Sometime	65	11.0
	Often	203	34.3
	Always	304	51.4
Fashion inspiration from social media	Never	19	3.2
	Rarely	69	11.6
	Sometimes	241	40.7
	Often	189	31.9
	Always	74	12.5
	<i>Frequency of Usage</i>	<i>Frequency</i>	<i>%</i>
Frequency of fashion blog usage	Never	72	12.2
	Rarely	117	19.8
	Sometimes	263	44.4
	Often	121	20.4
	Always	19	3.2

### *Outliers and Normality*

Before conducting data analyses, we screened the data for outliers and confirmed normality to ensure that the data is representative of the sample (Hair et al., 2010).

Examinations of box-plots, scatterplots, extreme values, and skewness revealed all data to be normally distributed with no outliers detected.

### *Evaluations of the Measures*

Reliability for all measurement scales for studies 1 and 2 were examined before testing the hypotheses. As shown in Table 17, Cronbach's  $\alpha$  ranged from .72 to .95, indicating that reliability results of measurement scales were acceptable.

Table 17

Results of Reliability Test for Scales

<i>Study</i>	<i>Scale (Items)</i>	<i>Mean</i>	<i>SD</i>	<i>Cronbach's <math>\alpha</math></i>
1	Envy (7)	2.42	1.28	.91
	Purchase Intention (3)	3.94	1.80	.95
2	Envy (7)	2.63	1.37	.91
	Purchase Intention (3)	3.93	1.79	.95
	Physical Attractiveness (5)	5.18	1.38	.90
	LV Brand Image (8)	5.12	0.97	.79
	Self-Image (8)	4.09	1.02	.72

Note: LV=Louis Vuitton

Discriminant validity of the constructs in the two studies were tested to ensure that constructs were unrelated. The correlation coefficient of any two constructs should be below .80 to substantiate discriminant validity (Hair et al., 2010). Tables 18 and 19 display the mean, standard deviation, and Pearson correlations among the constructs in studies 1 and 2. As shown, all correlations between any two constructs were below .80, establishing discriminant validity. Pearson’s product correlations were also used to test for multicollinearity, which if present would indicate that an outcome variable could be explained by other variables in the analysis and as such would decrease accuracy in predicting the dependent variable. Potential multicollinearity was tested by examining if correlations were below +/- .90 (Hair et al., 2010). The correlations among measures in studies 1 and 2 ranged from .008 to .358, indicating that multicollinearity was not present.

Table 18

Study 1: Means, Standard Deviations, and Pearson Correlations among the Variables used in Hypotheses Testing

<i>Variables</i>	<i>Mean</i>	<i>SD</i>	<i>Correlation</i>	
			1	2
Envy	2.42	1.29	1.00	
PI	3.94	1.80	.358**	1.00

Note: \*\*p<.01, PI= Purchase intention



Table 19

Study 2: Means, Standard Deviations, and Pearson Correlations among the Variables used in Hypotheses Testing

<i>Variables</i>	<i>Mean</i>	<i>SD</i>	<i>Correlation</i>					
			1	2	3	4	5	
Envy	2.63	1.37	1.00					
PA	5.18	1.38	.140*	1.00				
PI	3.93	1.79	.151*	.316**	1.00			
LV BI	5.12	.97	-.259**	-.017	.158	1.00		
Self-Image	4.09	1.02	.135	.008	-.161	.292**	1.00	

Note: \* $p < .05$ , \*\* $p < .01$ , PI= Purchase intention, PA=Physical attractiveness, LV= Louis Vuitton, BI= Brand image

### ***Manipulation Check***

Manipulation checks are necessary to ensure that manipulations are perceived the way they were meant to be. In study 1, people content (single vs. group) and background content (product centric image vs. lifestyle centric image) were manipulated. For people content, respondents were asked to rate how much they agree that the image shown to them reflects a “group of people” on a 7-point Likert scale (1=strongly disagree, 7=strongly agree). For background content, respondents were asked to rate how much they agree that the image shown to them reflects a luxury lifestyle, also on a 7-point Likert scale (1=strongly disagree, 7=strongly agree). Table 20 shows the mean score for each manipulation. For people content, group setting (3.90) was higher than single setting (2.16), which confirms our intent when manipulating people content. Mean scores of

background content indicated that lifestyle centric (5.83) images convey a higher luxury lifestyle than product centric (5.14), which also was the intended purpose.

Table 20

Mean Value to Access Manipulations in Study 1

	<i>Manipulated Variables</i>	<i>Mean</i>
People Content	Single	2.16
	Group	3.90
Background Content	Product Centric	5.14
	Lifestyle Centric	5.83

### **Results of Hypothesis Testing**

ANOVA (Analysis of Variance) tests were utilized in study 1 to test H1, H2, and H3. Regression analyses were used to test if 1) envy predicts purchase intention (H4a, H4b, and H4c) and 2) envy has a mediating effect in study 1 (H5a, H5b). Similarly, for study 2, ANOVA tests were used to test H6, H7, and H8. Regression analyses were employed to examine envy's influence on purchase intention (H9a, H9b, H9c) and its mediating effect (H10a, H10b). Throughout the ANOVA tests, there appeared no issue of violating ANOVA's assumption of homogeneity of variances since Levene's test results revealed p values to be greater than .05.

#### ***Study 1***

In study 1, H1 hypothesized that micro-blog posts in group setting would elicit more envy than in single setting. Results of data indicated significant differences in envy between group setting and single setting ( $M_{group}=2.14$ ,  $M_{single}=1.62$ ,  $F(1,75)= 5.02$ ,  $p=.03$ ) and the mean value for group setting was higher than single setting (Table 21). H1 was

supported with the moderate effect size of .26. H2 hypothesized that micro-blog posts with lifestyle background images will elicit higher envy than with product centric images. However, there were no significant differences in envy between lifestyle centric background and product centric background ( $M_{lifestyle}=2.87$ ,  $M_{product}=2.75$ ,  $F(1,68)=.19$ ,  $p=.66$ ), failing to support H2. H3 compared the differences among four combination images (single with lifestyle background, single with product centric background, group with lifestyle background, and group with product centric background). Among these four groups, it was hypothesized that group images with lifestyle centric backgrounds would elicit the most envy. As indicated by results in Table 21, significant differences were found in envy among the four combination contents ( $M_{singleLife}=2.51$ ,  $M_{singleProd}=2.32$ ,  $M_{groupLife}=3.22$ ,  $M_{groupProd}=2.01$ ,  $F(3,155)=6.26$ ,  $p=.00$ ). The highest mean was found in the combination content of group with lifestyle background ( $M=3.22$ ), as hypothesized. A post hoc Tukey test (Table 22) showed that there were significant differences in 1) group setting with lifestyle centric backgrounds and single setting with product centric backgrounds ( $p=.01$ ) and 2) group setting with lifestyle centric background and group settings with product centric background ( $p=.00$ ). In addition, the effect size for H3 was moderate (.46), supporting H3.

Table 21

## Study 1: ANOVA Results Testing H1, H2, and H3

<i>Hypothesis</i>		<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>p</i>	<i>η<sup>2</sup></i>
<b><i>People content</i></b>						
H1	Group	2.14	1.24	5.02	.03*	.26
	Single	1.62	.69			
<b><i>Background content</i></b>						
H2	Lifestyle centric	2.87	1.11	.19	.66	.06
	Product centric	2.75	1.05			
<b><i>Combination effect</i></b>						
H3	Single/Lifestyle	2.51	1.51	6.26	.00***	.46
	Single/Product	2.23	1.19			
	Group/Lifestyle	3.22	1.38			
	Group/Product	2.01	1.19			

Dependent variable: Envy, \* p<.05, \*\*p<.01, \*\*\*p<.001

Table 22

## Post Hoc Comparisons for Study 1 Individual Group Differences on Envy

<i>Dependent Variable</i>	<i>Groups to be Compared</i>		<i>Mean Differences Between Groups</i>		<i>Significance</i>
			<i>Mean Differences</i>	<i>Standard Error</i>	
Envy	Single/Lifestyle	Single/Product	.28	.30	.78
		Group/Lifestyle	-.71	.30	.08
		Group/Product	.49	.30	.35
	Single/Product	Single/Lifestyle	-.28	.30	.78
		Group/Lifestyle	.99	.30	.01*
		Group/Product	.24	.30	.89
	Group/Lifestyle	Single/Lifestyle	.71	.30	.08
		Single/Product	-.99	.30	.01*
		Group/Product	1.21	.30	.00*
	Group/Product	Single/Lifestyle	-.49	.30	.35
		Single/Product	-.24	.30	.89
		Group/Lifestyle	-1.21	.30	.00*

Regression analyses revealed that all paths of envy significantly predicted envy in study 1 (H4a, H4b, and H4c) (Table 23). The regression indicated that 7% of the variance ( $R^2=.07$ ,  $F(1,75)=5.10$ ) was explained people content. Envy elicited from people content significantly predicted purchase intention ( $\beta = .25$ ,  $p=.03$ ), supporting H4a. Similarly, background content (H4b) accounted for 8% of the variance ( $R^2=.08$ ,  $F(1,68)=5.68$ ). Respondents' envy resulting from background content also significantly predicted purchase intention ( $\beta = .28$ ,  $p=.02$ ), supporting H4b. Lastly, the combination of people and background content explained 23% of the variance ( $R^2=.23$ ,  $F(3,155)=46.52$ ). Envy from the combination of people and background content significantly predicted purchase intention ( $\beta = .48$ ,  $p=.00$ ), supporting H4c.

Table 23

Study 1: Effects of Envy on Purchase Intention: Results of Regression Analyses

	<i>Hypothesis</i>	$R^2$	<i>F value</i>	$\beta$	<i>p</i>
H4a	Envy from people content	.07	5.10	.25	.03*
H4b	Envy from background content	.08	5.68	.28	.02*
H4c	Envy from combined content	.23	46.52	.48	.00***

Dependent variable: Purchase intention

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

To test for mediating effects, Baron and Kenny's (1986) three-step analysis was adopted. The steps are as follows: 1) regress the mediator on the independent variable, 2) regress the dependent variable on the independent variable, and 3) regress the dependent variable on both the independent variable and the mediator. Three conditions must hold

to establish mediation, meaning all the three steps must be significant. To establish perfect mediation effect, the independent variable must have zero effect when the mediator is controlled. When the effect of the third step is less than the second, a partial mediation effect is established.

Study 1 hypothesized that envy has a mediating effect on people content and purchase intention (H5a). All three steps of testing for mediating effects were significant ( $\beta = .25, p=.03$ ) ( $\beta = .23, p=.04$ ) ( $\beta = .21, p=.03$ ). In addition, the total effect of the third path (when envy was controlled) (.21) was smaller than the effect of the second path (direct effect of people content to purchase intention) (.23) (Figure 4). Table 24 summarizes the procedure for testing mediation. In Model 1, purchase intention was regressed only on people content. In Model 2, purchase intention was regressed on both people content and envy, in which envy was the controlled variable. Compared to Model 1, the effects of people content in Model 2 still showed significant results. In addition, a Sobel test statistic was calculated and was found to be significant (Sobel test statistic 2.00,  $p<.05$ ). Thus, it was concluded that envy serves as a partial mediator between people content and purchase intention, which partially supports H5a.

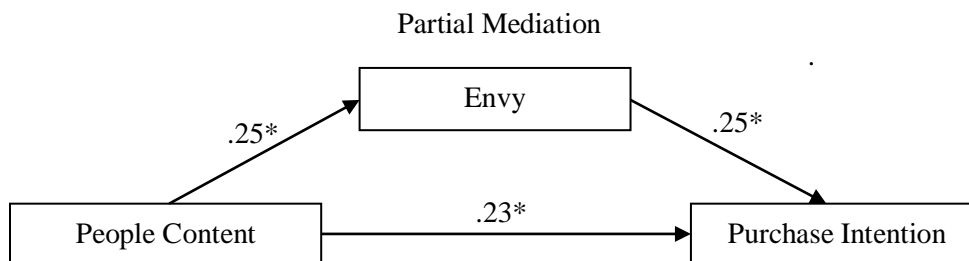


Figure 4. Partial Mediation Model for People Content (H5a)  
\* $p<.05$

Table 24

## Regression Estimation of the Mediating Role of Envy: H5a

	<i>Mediating Model 1 Purchase Intention</i>	<i>Mediating Model 2 Purchase Intention</i>
People Content	.23 (2.03)*	.21 (1.82)*
Envy		.25 (2.26)*
Model Estimation	$F= 4.12$ $R^2=.05$ $Adj. R^2=.04$	$F= 3.78$ $R^2=.10$ $Adj. R^2=.07$

Note: \* $p < .05$

For H5b, since the first path (background content to purchase intention) was non-significant (Table 21), no further steps were needed to test for mediating effects.

### ***Study 2***

In study 2, four images (four different races) of bloggers were randomly assigned to each participant to observe the congruence levels of race and brand image. In H6, high congruence between respondent and blogger race was hypothesized to elicit more envy than low congruence. Table 25 reveals significant differences in envy between high and low congruence level of audience and blogger's race ( $M_{lowRace} = 2.04$ ,  $M_{highRace} = 2.79$ ,  $F(1,69) = 4.60$ ,  $p = .04$ ). Effect size for H6 was .38, a moderate effect that supports H6. H7 hypothesized that high congruence level between respondents' self-image and brand image would elicit higher envy than low congruence. As indicated by Table 25, there were no significant differences in envy between high and low congruence level of respondent self-image and brand image ( $M_{lowBI} = 2.66$ ,  $M_{highBI} = 2.59$ ,  $F(1,66) = .03$ ,  $p = .86$ ), failing to provide support for H7.

Table 25

## Study 2: ANOVA Results Testing H6 and H7

<i>Hypothesis</i>		<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>p</i>	<i>η<sup>2</sup></i>
<b><i>Congruence between audience and blogger race</i></b>						
H6	Low	2.04	1.03	4.60	.04*	.38
	High	2.79	1.49			
<b><i>Congruence between audience and brand image</i></b>						
H7	Low	2.66	1.40	.03	.86	.04
	High	2.59	1.34			
<b><i>Combination effect of both congruence (blogger race and brand image)</i></b>						
H8	Low Race/Low BI	2.71	1.33	See Table 26		
	Low Race/High BI	1.97	1.10			
	High Race/Low BI	3.33	1.27			
	High Race/High BI	2.91	1.42			

Dependent variable: Envy, \* $p < .05$

BI= Brand Image

Note: Physical attractiveness of the blogger was controlled in testing H6, H7, and H8

In H8, the combination effects of congruence of race and brand image were tested for differences in envy in a two-way ANOVA. Results revealed that the main effect of congruence in race on envy ( $F(1,142) = 7.75, p = .01$ ) was significant. Similarly, the main effect of congruence in brand image on envy ( $F(1,142) = 11.68, p = .00$ ) was also significant. Thus, respondents that were categorized as high congruent in race ( $M_{highRace} = 3.16$ ) had significantly higher envy than those categorized as low congruent ( $M_{lowRace} = 2.29$ ). Similarly, respondents that were categorized as high congruent in brand image ( $M_{highBI} = 3.24$ ) had significantly higher envy than those categorized as low congruent



( $M_{lowBI} = 2.18$ ). Results from the main effect of brand image were not consistent with results from H7 because different samples were used. The interaction effect was not significant ( $F(1,142) = .45, p = .50$ ), as shown in Table 26. In addition, as indicated by the parallel lines in Figure 5, congruence levels of race did not depend on congruence levels of brand image. Thus, H8 was not supported. Figure 5 also shows that high congruence of race in conjunction with either high or low congruence of brand image elicited higher envy than low congruence of race.

Table 26

Results of Two-Way ANOVA of Combination Effect in Study 2 on Envy (H8)

<i>Variables</i>	<i>Sum of Square</i>	<i>Mean Square</i>	<i>F</i>	<i>p</i>	$\eta^2$
Congruence of Race	12.54	12.54	7.75	.01*	.09
Congruence of Brand Image (BI)	18.91	18.91	11.68	.00**	.15
Congruence of Race $\times$ BI	.73	.73	.45	.50	.08

Note: Physical attractiveness of the blogger was controlled in testing H8  
 \* $p < .05$ , \*\* $p < .01$

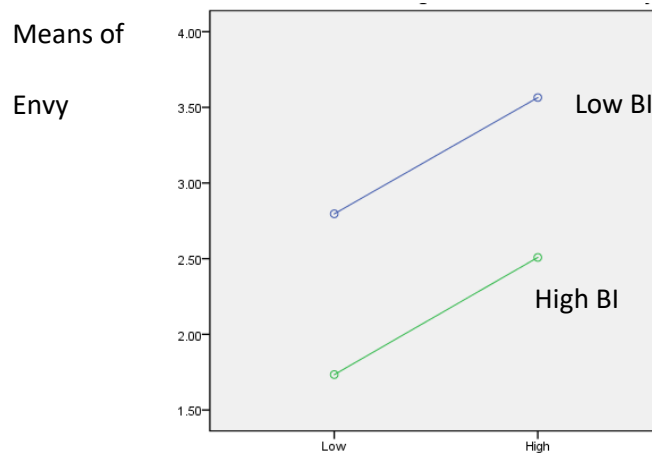


Figure 5. Results of Testing Race and Brand Image Congruence Level Interaction Effect

Regression analyses were used to test if envy predicts purchase intention (H9a, H9b, and H9c). It was hypothesized that envy elicited from respondents' race congruent with blogger race predicts purchase intention (H9a), envy elicited from respondents' self-image congruent with brand image predicts purchase intention (H9b), and envy elicited from congruence of the combination effect predicts purchase intention (H9c). For H9a, it was found that envy elicited from congruence between audience and blogger race increased purchase intention of luxury handbags ( $\beta = .29, p=.00$ ), explaining 17% of the variance ( $R^2=.17, F(2,69)=7.61$ ) (Table 27) and supporting H9a. Similarly, envy from congruence between respondents' self-image and brand image also predicted purchase intention ( $\beta = .46, p=.00$ ) (Table 27), thus supporting H9b. Respondents' envy elicited from the combined effect of race and brand image congruence showed that envy significantly predicted purchase intention ( $\beta = .41, p=.00$ ), supporting H9c.

Table 27

## Study 2: Effects of Envy on Purchase Intention: Results of Regression Analyses

<i>Hypothesis</i>	<i>R<sup>2</sup></i>	<i>F value</i>	<i>β</i>	<i>p</i>
H9a Envy from race congruence	.17	7.16	.29	.00**
H9b Envy from image congruence	.25	11.26	.46	.00***
H9c Envy from combined effect	.28	27.56	.41	.00***

\*\*p<.01, \*\*\*p<.001

Note: Physical attractiveness of the blogger was controlled in testing H9a, H9b, and H9c

To test mediating effects in study 2, we used the same steps applied in study 1. In testing H10a (mediating effect of envy from race congruence and purchase intention), all three paths were significant ( $\beta = .24, p=.00$ ) ( $\beta = -.03, p=.03$ ) ( $\beta = .00, p=.00$ ). Next, we examined if the third path (when envy is controlled) was smaller than the second path (direct effect). Results indicated that absolute value of the third path (.00) was smaller than the second path (-.03) (Figure 6). In addition, Table 28 compares the models before and after controlling for envy and demonstrates that after controlling for envy, model 2 was still significant, suggesting the presence of the partial mediating effect. To verify this, a Sobel test was calculated and found to be significant (Sobel test statistics=2.62,  $p<.05$ ), thus partially supporting H10a. For H10b, since the first path (envy level differences between high and low race congruence) was non-significant (Table 26), the mediating effect test on H10b could not be established.

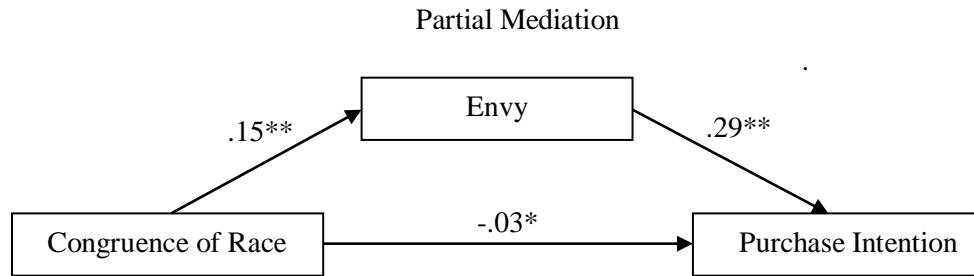


Figure 6. Partial Mediation Model for Congruence Level of Race (H10a)  
 \*P<.05, \*\*P<.01, \*\*\*P <.001

Table 28

Regression Estimation of the Mediating Role of Envy: H10a

	<i>Mediating Model 1 Purchase Intention</i>	<i>Mediating Model 2 Purchase Intention</i>
Congruence in Race	-.03 (-.25)*	.00 (-.91)**
Envy		.29 (2.50)**
Model Estimation	<i>F</i> = 3.73 <i>R</i> <sup>2</sup> =.10 <i>Adj. R</i> <sup>2</sup> =.07	<i>F</i> = 5.04 <i>R</i> <sup>2</sup> =.18 <i>Adj. R</i> <sup>2</sup> = .14

Note: \*p<.05, \*\*p<.01

Physical attractiveness of the blogger was controlled in testing H10a

### Summary of Results for Hypotheses

In summary, for study 1, all hypotheses, except H2 and H5b, were supported in our analyses. Likewise, all hypotheses, except H7, H8, and H10b, proposed in study 2 were supported. Figure 9 summarizes the results of these analyses.

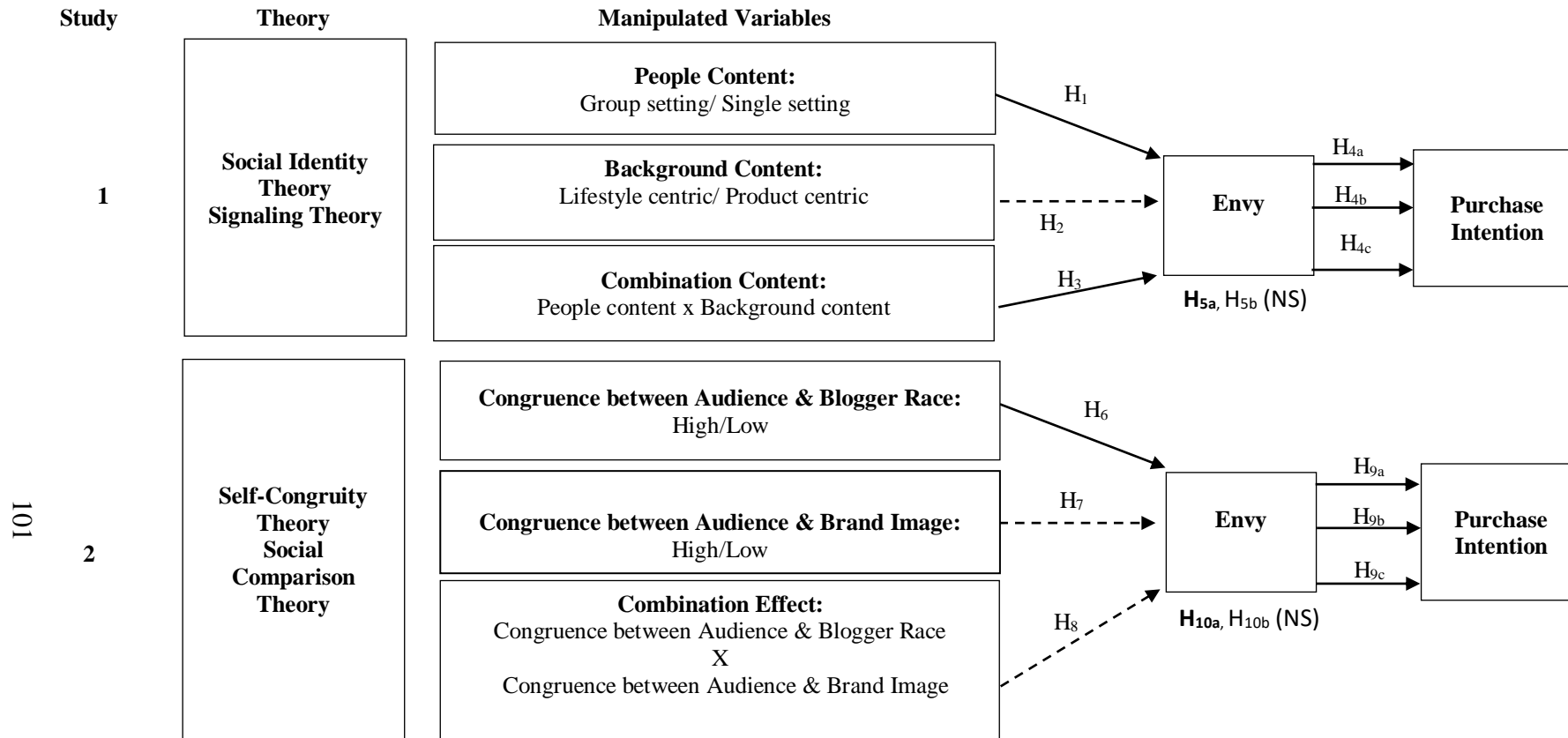


Figure 7. Summary of Hypotheses Testing  
 Note: ----- Not significant, NS=Not significant

## CHAPTER V

### CONCLUSIONS

This chapter discusses the findings of study 1 and study 2 in detail with relevant theories and literature. This is followed by managerial and theoretical implications derived from these findings. The chapter concludes with limitations and suggestions for future studies.

#### **Summary of Findings**

The purpose of the study was to understand the influence of micro-blog content on intention to purchase luxury brands, with envy as a possible emotion elicited in this process. In study 1, blog presentations (people content and background content) were manipulated to test consumers' envy and purchase intention. Study 2 examined how envy and purchase intention are related to respondents' congruence with bloggers' race and featured brand image. Envy was tested for mediating effects in both studies. Based on social identity theory, signaling theory, self-congruity theory, social comparison theory, and other relevant literature, a total of 16 hypotheses were developed for studies 1 and 2 (H1-H10).

A total of 592 usable responses were collected from females ages 18 years or older through MTurk. Approximately 300 respondents were randomly assigned to each study. Findings of study 1 revealed that group content (H1) and the combination content of group and lifestyle background (H3) elicited envy as predicted. In the people content

manipulation, envy had partial mediating effects leading to purchase intention (H5a). In study 2, high congruence in race between respondents and blogger elicited envy (H6), and envy served as a partial mediator for congruence levels in blogger race leading to purchase intention (H10a). Regardless of the source of envy, all envy elicited in study 1 (H4a, H4b, and H4c) and study 2 (H9a, H9b, and H9c) positively influenced purchase intention.

### **Discussion of Findings**

This section details findings from the two studies with reference to corresponding theories and relevant literature.

#### **Discussion of Study 1**

Study 1 found evidence that blog presentation in micro-blog posts is connected to envy and purchase intention of luxury products. Regarding people content (H1), it was found that respondents felt more envious after seeing a blog post with a group of people than a post with a single person. This is parallel to a Hsu and Lin (2008) study conducted in general blog context, which found that audiences gravitate toward groups of people in blog posts because these settings convey more about the blogger's life and make the audience feel more connected the blogger. As Rocamora (2011) found in fashion blogs, posts displaying a group of people enabled audiences to learn about the bloggers' personal life and relationships, an awareness much more difficult to achieve in posts with only one person. This study found the same results in micro-blogs for luxury brands. The findings also coincide with social identity theory, which states that people tend to define themselves by identifying with a group of people. In this process, people are likely to

compare themselves with others in the group to improve themselves and better follow group norms (Tajfel & Turner, 1986). The comparison process often elicits envy, an emotion that arises when individuals compare with themselves others who are similar or slightly superior to them (Ackerman et al., 2000). Results from testing H1, therefore, provided evidence to support social identity theory in a micro-blog context.

H2 compared two background images (lifestyle centric vs. product centric) in eliciting envy. Signaling theory (Spence, 1973) posits that people tend to look for signals to inform them about what they seek to learn when they face asymmetrical information. Based on this theory, H2 posited that a background containing a lifestyle centric image would provide audiences with more information than an image of only a product, which in turn would make them feel envious. However, results showed no significant differences between the two background images. That is, audiences felt envious after seeing both lifestyle centric images and product centric images. This indicates that product centric images also inform audiences of a luxury lifestyle. It may be because the product featured was a Louis Vuitton luxury handbag. Signaling theory is assumed to be most effective when consumers have not previously purchased the brand or product and with new products when information is not readily accessible (Kirmani, 1997; Kirmani & Akshay, 2000). Since Louis Vuitton handbags are well-known globally, seeing the picture of such a handbag is enough to elicit envy among participants.



Thus, emotions elicited from a lifestyle centric image, which also contains an image of Louis Vuitton handbag, were not significantly greater than emotions elicited from the picture of Louis Vuitton handbag alone. However, if the product were not known, the findings may have been different, a possibility that should be investigated in future studies.

H3, which hypothesized that the images combining group settings and lifestyle backgrounds would elicit more envy than a single person with product image alone, was supported. This supports previous research on fashion blogs that have found that audiences tend to feel more connected to posts conveying lifestyles through visual story-telling (Engholm & Hansen-Hansen, 2014), which includes both people and background to communicate a complete picture of the lifestyle. Story-telling is much more difficult to achieve through an image when using only the product as the background. The results of this study confirmed this, showing that less envy was elicited when the product was the background with either a single person or group of people than when a lifestyle image was the background. This finding also coincides with social identity theory, which posits that people categorize themselves into groups and compare themselves with others in the group to adhere to group norms (Tajfel, 1959, 1981). Moreover, in the comparison process as defined by social comparison theory (Festinger, 1954), people are likely to feel envious because they are comparing their own lifestyle with others with similar or aspired lifestyle. Thus, findings were consistent with existing theories and prior research.

This study found that envy provoked by luxury brand micro-blogs contributes to respondents' purchase intention. This positive effect was found in all three conditions in which envy was elicited: people content, background content, and combination content (H4a, H4b, and H4c). This finding is consistent with past research examining envy among consumers. For instance, in Van de Ven et al.'s (2011) study, they found envy to motivate consumption behavior and willingness to pay premium prices for smartphones. The results also supported Belk's (2008) suggestion that consumers' envy leads to the desire purchase products. Results from this study not only indicate that envy contributes to purchase intention but also validates this in a micro-blog context.

#### ***Mediating Effect of Envy***

Envy was found to partially mediate relationships between people content and purchase intention (H5a). That is, people content directly influences purchase intention and indirectly influences purchase intention through envy. This finding implies that the existence of envy is not critical as long as respondents are exposed to people content in micro-blog settings. This is not consistent with our assumption of full mediation—that people content indirectly influences purchase intention via envy. This may be because many fashion brands have already been using fashion bloggers to promote their brands (Engholm & Hansen-Hansen, 2014), and as such, consumers are bombarded with advertisement blog posts every day that they do not necessary go through an emotional process (e.g., envy) before desiring to buy a product. Instead, they may go through an emotional process selectively for certain products.

The direct effect results coincide with current trends for luxury brand social media strategies, which explains people's attraction to fashion bloggers. Consumers' purchase intentions are likely to be motivated by images in fashion blogs because the bloggers are civilians, not celebrities, so they feel that they can trust the bloggers' product suggestions, thus influencing their purchase behavior (Stankeviciute, 2013). On the other hand, when envy existed, the findings align with the notion that people often feel envious when comparing themselves to others on social media sites (Chou & Edge, 2012), and envy often leads to purchase behavior for self-improvement or desire to achieve a certain lifestyle (Belk, 2008). Thus, the direct and indirect influences of purchase intention in study 1 correspond with current social media trends as well as prior studies.

## **Discussion of Study 2**

Guided by self-congruity theory (Sirgy, 1982) and social comparison theory (Festinger, 1954), study 2 examined the influence of blogger race (H6), brand image (H7), and the combination effect of both (H8) on envy. In addition, it examined the influence of envy on purchase intention (H9a, H9b, B9c) and the mediating effect of envy (H10a, H10b, H10c).

Findings from H6 revealed that respondents felt more envious when they saw a blogger of a similar race than a blogger of a different race. This coincides with self-congruity theory, which states that people tend to match their own image to that of the brand/product (Sirgy, 1982), and social comparison theory, which posits that people like to compare themselves with others who are similar to themselves (Festinger, 1954), a comparison process that often leads to envious emotions (Van de Ven et al., 2011).

These results correspond with prior research that have found envy to be present when individuals compare themselves with others with similar characteristics. For example, Krasnova et al. (2015) found that the more similar an individual is to another person, the more intense the envy that individual is expected to feel if the other person is better off. Furthermore, the result of H6 provides support for the proposal to consider fashion bloggers' race when trying to reach a specific audience, as has often been suggested for fashion models (Pham, 2011, 2013).

Contrary to H7, which postulated that congruence between featured brand image and respondents' self-image would elicit more envy, the results revealed that there were no differences by congruence level. This result is similar to the findings of H2, which suggested that the image of Louis Vuitton handbag may have influenced the result, given its status as a well-known, global brand. This suggests that the Louis Vuitton brand by itself is enough to elicit envy, and as such, the similarity of the Louis Vuitton image to respondents' self-image did not play a decisive role.

Findings of the analysis of H8 refuted our assumption that high congruence between audience and blogger race, accompanied with high congruence between audience and brand image, would create more envy than low congruence in such relationships. That is, when respondents look at a micro-blog post, they do not necessary need to identify with both the blogger's race and the featured brand image to feel more envy. Moreover, findings suggest that high congruence between respondent and blogger race elicited more envy when accompanied with either high or low congruence levels of brand image than low congruence in race.

This indicates that consumers feel stronger emotions when the blogger's race is similar to their own, despite their self-image congruency with the featured brand image. This aligns with the notion discussed in H2 that Louis Vuitton is globally well-known, consequently eliciting envy even if the brand image does not resemble the consumers' self-image. If the same hypothesis is tested with a less familiar luxury brand, congruent self-image of respondents with the brand may interact with and heighten the effect of race congruency.

The next three sets of hypotheses (H9a, H9b, and H9c), which postulated the relationship between envy and purchase intention, were supported. That is, envy elicited from three observed sources impacted purchase intention. Similar to H4a-H4c, results from study 2 aligns with the phenomenon found as “keeping-up-with-the-Joneses” (Frank, 1999), which explains respondents' desire to purchase a Louis Vuitton handbag after feeling envious of a blogger of the same race carrying the bag. The same pattern applies to congruence regarding brand image and combination effect. These results correspond with Van de Ven, et al.'s (2011) study that found consumers willing to pay a premium price for smartphones when envy was present. This study found the same relationship between envy and purchase intention relationship to be valid in the micro-blog context.

### ***Mediating Effect of Envy***

As with study 1, envy was also found to be a partial mediator. That is, congruence level between respondent and blogger race directly influenced purchase intention, and indirectly influenced purchase intention through envy (H10a). Findings from study 2 regarding mediating effect refutes our assumptions of full mediation—that envy needed to exist in order to motivate purchase intention. Results from the direct effect align with

prior research applying self-congruity theory (Sirgy, 1982) to explain purchase behavior (Belch & Landon, 1977; Ericksen, 1996; Landon, 1974)—that purchase behavior is influenced by people’s tendency to gravitate toward an image similar to their own. This is also consistent with prior findings on luxury consumption—that an individual is likely to choose to purchase a brand/product that is similar to their own self-image (Hosany & Martin, 2012; Vigneron & Johnson, 2004), which in this study was blogger race, a prominent part of one’s appearance.

The finding that race congruence impacted purchase intention via envy is consistent with our assumption based on self-congruity theory (Sirgy, 1982) and social comparison theory (Festinger, 1954), which explains that when the consumer feels a shared sense of identity as a result of the blogger’s race, envious feelings are likely to arise due to an upward comparison that provokes desire to possess material items that others have (Van de Ven et al., 2011). In this case, the blogger of a similar race to respondents, as opposed one of a different race, is a target of envy because more comparison occurs among people with greater similarities.

The finding of envy as a partial mediator, as opposed to a full mediator, suggests that purchase intention is impacted directly by race congruence with bloggers and indirectly via envy. Respondents do not need to feel envy toward racially similar bloggers to have the desire to purchase a featured product. This is a notion new to micro-blog research as previous studies on social media have emphasized the importance of envy on purchase decision (Chou & Edge, 2012; Krasnova et al., 2015).

These findings suggest that envy is not required to impact purchase behavior. Instead, similarity to blogger race was found to be important in this process, leading to both envy and purchase intention.

### **Implications**

The findings of this study offer theoretical and practical implications and further suggestions for future research. Theoretical implications derived from this study provide meaningful contributions to advance knowledge in the luxury marketing domain as related to emotions and social media marketing. Additionally, for marketers and brand managers, these results shed light on effective micro-blog strategies for luxury brands.

#### **Theoretical Implications**

This study contributes to existing literature and theories in the luxury marketing domain, specifically social media strategies. First, it examines the specific contents (i.e., people and background) in micro-blog posts, blogger characteristics, and featured brand image. In doing so, the ‘why’ and ‘how’ of micro-blog strategies were identified. Past literature has been limited to describing fashion blogging behavior and investigating fashion bloggers’ identities (Pedroni, 2015) and have yet to explore the content of micro-blog posts. By filling this gap, this study suggests how micro-blogs of luxury fashion brands can be effectively presented to impact consumers’ purchase intention.

Second, the specific emotion of envy was examined in this study, which has been limitedly explored in previous studies on luxury marketing. Envy has been found in social media because of people’s tendency toward comparison (Krasnova et al., 2015). However, previous studies have not connected envy found in social media to

consumption behavior, which is especially relevant now that social media has become a dominant means of promoting fashion brands. This study set forth to connect envy with luxury marketing in social media. Thus, the study of emotions in fashion blogs is a new approach that contributes to the social media domain as well as luxury consumption behavior. In essence, this study reveals the position of envy in the social media strategies within the luxury marketing domain.

Third, envy was tested as a partial mediator in an experimental design. This suggests that envy is not an essential emotional path for blog presentations and blogger characteristics to influence purchase intention. Envy was indeed shown to be an important factor in micro-blog marketing strategies. However, beyond establishing envy as the only path to influencing purchase behavior, this study also points out how envy can be elicited in micro-blog contents. Additionally, knowledge of how envy leads to purchase intention in micro-blogs advances understanding regarding fashion blog strategies and how it connects to brand marketing.

Fourth, this study utilized a multi-theoretical approach to explain the relationship between micro-blog content with envy and purchase intention. Social identity theory and signaling theory were used to explain the influence of blog presentation on envy and purchase intention. Self-congruity theory and social comparison theory were applied when explaining how respondents' congruence with blogger race and self-image congruence with featured brand image elicit envy and consequently, impact purchase intention.



Based on these theories, findings from this study provide strong evidence that envy can be effectively managed by blog presentation and blogger characteristics (i.e., race). Using this multi-theoretical approach allowed us to provide theoretical explanations as to why certain presentations and blogger race are more effective in eliciting envy in the luxury marketing domain than others, specifically in social media marketing.

Lastly, the use of experimental design has unveiled an effective way to capture causal relationships to understand consumer emotion (i.e., envy) in social media marketing for luxury brands. Specifically, micro-blog contents are largely image-based. Thus, manipulating images can reveal show what consumers feel and how they respond to the images. Prior literature that have explored emotions in luxury marketing has mainly used qualitative approaches on their survey designs. Few studies have used the experiment design approach, which has shown to be effective in revealing emotions under different circumstances. This study demonstrates how micro-blog images trigger envy and describes how this relationship leads to purchase intention. This could not have been investigated accurately with other methods.

### **Managerial Implications**

Findings from this study reveal significant implications for luxury brands, specifically in designing their social media strategies. First, envy was found as an important emotion that can be utilized in social media strategy for luxury brands. Findings showed that 51.4% always use social media, but only 12.5% always use social media for fashion inspirations, revealing low percentage for fashion purposes.

Further, 45.9% of respondents are purchasing luxury bags from online channels, but only 18.4 % are purchasing through social media. This suggests that social media channels such as micro-blogs have the potential to capture a much larger portion of the market than it currently is. By utilizing effective ways to present micro-blogs in order to elicit envy, marketers may be able to motivate purchase desire through these sites. Results from our study suggest envy elicited from different micro-blog presentations can be used for effective marketing purposes. Thus, it is critical for luxury brand managers to utilize envy in micro-blogs to its full potential through creative means.

Secondly, findings from this study suggest that micro-blog presentation and blogger characteristic influence envy and purchase intention. It is important for luxury firms to be conscious to the impact of micro-blog content. For instance, this study found the number of people situated in the image, background, and blogger race to be important. However, in a micro-blog post, there are many other content factors that may influence consumers in addition to factors found in this study. In micro-blog sites such as Instagram, factors such as the style of the blog, the way people are positioned, the way products are displayed, and bloggers' style, image, and lifestyle often differ from post to post. Therefore, luxury brands should be creative in designing their micro-blog posts to cater to their target market.

Another finding of this study was that envy was elicited when people perceived the blogger's race to be similar to their own. This indicates that when brands are making decisions about selecting fashion bloggers, race is an important factor to consider.

Most luxury brands are operated internationally, which makes it crucial for brands to be conscious about the influences of blogger race. For instance, in Asia, an Asian fashion blogger may be more effective. However, in a country with great diversity such as the United States, using one race dominantly may not be as effective. Thus, in countries such as the U.S., luxury brands may feature bloggers of different races for their micro-blog sites.

Fourth, a story-based way of communicating through micro-blogs is suggested by results of this study. Current Instagram posts by luxury brands such as Louis Vuitton, Gucci, and Balenciaga are mainly posting pictures of the products alone, models with the product, or fashion shows. This may result in a disconnection with consumers, given that this study found that the highest level of envy was elicited when groups of people were featured with lifestyle images, which reflects that consumers hold strong emotions toward images telling a story about a lifestyle that they may have or aspire to have. This implies that luxury brand managers should first know about their target consumers' lifestyle or aspired lifestyle and utilize this information to connect with consumers through micro-blogs. Consumers' lifestyle can comprise of age, income, gender, hobbies, education level, and occupation. Different components of consumers' lifestyle can differ in their preference for micro-blog images. Further, this study found that people situated in micro-blog images are a major factor influencing consumers' emotions. Thus, fashion bloggers can substitute models to connect with consumers through lifestyle stories since it has previously been found that consumers connect with fashion bloggers through their images of social events, personal relationships, and lifestyles (Rocamora, 2011).

By knowing how to connect with consumers through lifestyle story-telling images, brands can maintain consumers' interest for the long-term.

Lastly, this study found that congruence with blogger race is more important than that of featured brand image in eliciting envy among blog audience. This implies that consumers focus mainly on connection with the blogger. This study tested race congruence with blogger race. However, other aspects of the blogger may have influence as well—such as the blogger's personal style, how the blogger's image matches the brand image, the blogger's nationality, or the blogger's lifestyle. A mismatch among the consumer and the blogger may result in loss of interest of the brand, thus leading to further damages such as brand loyalty loss (Pham, 2013). For example, the style of Julia Engel, famous fashion blogger, is classic, elegant, and feminine. She would be a good fit for brands such as Kate Spade or Ralph Lauren. However, if she appeared on an Instagram post of Dolce and Gabbana, which usually presents unconventional styles, this incongruence between the blogger and brand image may cause consumers to feel disconnected to the brand. Thus, it is critical for brand managers to examine congruence between the perception of their target consumers and the blogger appearing on their micro-blog posts.

### **Limitations and Suggestions for Future Studies**

The limitations of this study present opportunities for future studies on social media strategies for luxury marketing. First, envy was examined in this study due to its prevalence in luxury and status consumption, (Belk, 2008) and this study presented strong evidence for the existence of such emotion in micro-blog marketing among luxury

brands. However, other specific emotions such as pride or guilt have been found to influence luxury consumption as well (McFerran, et al., 2014; Wu et al., 2015).

Thus, we suggest that future studies explore these emotions in the social media marketing strategies and compare the relative roles of various other emotions.

Second, this study presents opportunities to investigate emotions of micro-blog contents in other fashion brand levels. This study focused solely on developing micro-blog strategy for luxury brands. However, the study of emotions in micro-blogs could be nuanced by comparing results with different brand levels such as fast fashion brands. Further, blog presentations and blogger characteristics may elicit emotions differently in other brand contexts. For instance, if a brand less well-known than Louis Vuitton (such as Helmut Lang) is tested, the extent of envy or other emotions may be different because consumers may be less influenced by such brand in comparison to well-known brands such as Louis Vuitton. Thus, we suggest that the findings of this study can be validated among different brand contexts or brand levels.

Third, participants for this study were limited to U.S. residents. However, results may change for participants in other countries and cultures with less diversity in race and culture. For example, the amount of envy elicited from group versus single content may differ based on respondents' level of individuality. Thus, testing the study in different countries would serve as an opportunity to identify similarities or differences based on cultural values.

Fourth, the manipulation variables naturally limit the study to examining micro-blogs from specific perspectives, which were all carefully selected based on previous literature. However, it does limit the study to certain aspects of micro-blogging behavior relevant to luxury purchase behavior. In addition, although envy was elicited from the manipulation variables, but results revealed relatively low scores for envy. Thus, for a fuller understanding of diverse sources of envy, future studies can expand findings by investigating in further detail aspects of the micro-blog images such as how the blogger is dressed or whether the logos are shown in posts. There are limitless possibilities of for research in this field of social media marketing, especially in the luxury branding domain.

Fifth, this study found that congruence between target consumers and the blogger to be important. Only one aspect of blogger characteristic (i.e., race) was examined in this study. For future studies, other blogger characteristics such as socio-economic status and lifestyle may be investigated since respondents may respond differently to other characteristics.

Lastly, this study collected samples from MTurk, which limits participants to people that use this site. Furthermore, most participants had income ranges from 50,000 to 74,999 USD, which may not be typical of luxury brand consumers. Thus, we suggest that future studies further broaden the sample selection.

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## APPENDIX A

### PRELIMINARY TEST FOR IMAGE DIMENSIONS

Dear Participants,

I am a doctoral student at the University of North Carolina at Greensboro (UNCG), Wendy Chou. This is my dissertation research guided by Dr. Byoung-ho Jin, the Putman and Hayes Distinguished professor at the UNCG. The purpose of the study is to understand consumers who use fashion micro blog. The respondent for this study is adults living in the U.S. aged 18 and above. The survey will take about 5-10 minutes to complete, and you will be compensated for your participation through MTurk. Your answers will be kept confidential at all times. Absolute confidentiality of data provided through the Internet cannot be guaranteed due to the limited protections of Internet access. Please be sure to close your browser when finished so no one will be able to see what you have been doing. We hope you answer every question carefully because incomplete responses cannot be used for further study purposes. If you have any questions on the survey, please contact Wendy Chou (336.541.4067, [h\\_chou@uncg.edu](mailto:h_chou@uncg.edu)). This study has been reviewed by IRB (Institutional Review Board), and if you have any questions about IRB you can contact the UNCG IRB office (336.256.1482, <http://compliance.uncg.edu/institutional-review-board/>). I greatly appreciate your participation.

Sincerely,

Wendy Chou

Think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Colorful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Colorless
Pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unpleasant
Contemporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Non Contemporary
Strong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Weak
Conservative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Liberal
Organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unorganized
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Graceful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Awkward
Popular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unpopular
Extravagant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economical
Successful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unsuccessful
Informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Uninformed
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dull
Conformist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unconformist
Modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Old fashioned
Hard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Soft
Sophisticated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unsophisticated
Bold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Shy
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Impulsive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Deliberate
Clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dirty
Changeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Stable
Urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rural
Formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Informal
Aggressive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Defensive
Honest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dishonest



Self-confident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Un self-confident
Enthusiastic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unenthusiastic
Intelligent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unintelligent
Competitive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cooperative
Friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unfriendly
Likeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not likeable
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Excitable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Calm
Comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Uncomfortable
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Dominating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Submissive
Emotional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rational
Youthful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mature
Formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Informal
Extrovert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Introvert
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Adventurous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timid
Leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Follower
Active	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Passive
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate
Confident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Apprehensive
Relaxed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tense

APPENDIX B  
MANIPULATION CHECK

Dear Participants,

I am a doctoral student at the University of North Carolina at Greensboro (UNCG), Wendy Chou. This is my dissertation research guided by Dr. ByoungHo Jin, the Putman and Hayes Distinguished professor at the UNCG. The purpose of the study is to understand consumers who use fashion micro blog. The respondent for this study is adults living in the U.S. aged 18 and above. The survey will take about 5 minutes to complete, and you will be compensated for your participation through MTurk. Your answers will be kept confidential at all times. Absolute confidentiality of data provided through the Internet cannot be guaranteed due to the limited protections of Internet access. Please be sure to close your browser when finished so no one will be able to see what you have been doing. We hope you answer every question carefully because incomplete responses cannot be used for further study purposes. If you have any questions on the survey, please contact Wendy Chou (336.541.4067, [h\\_chou@uncg.edu](mailto:h_chou@uncg.edu)). This study has been reviewed by IRB (Institutional Review Board), and if you have any questions about IRB you can contact the UNCG IRB office (336.256.1482, <http://compliance.uncg.edu/institutional-review-board/>). I greatly appreciate your participation.

Sincerely,  
Wendy Chou

## Manipulation Check

2 People

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Do you think this image reflects a “group of people?”

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Manipulation Check

3 People

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Do you think this image reflects a “group of people?”

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Manipulation Check

4 People

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Do you think this image reflects a “group of people?”

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Manipulation Check

Background: NYC

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



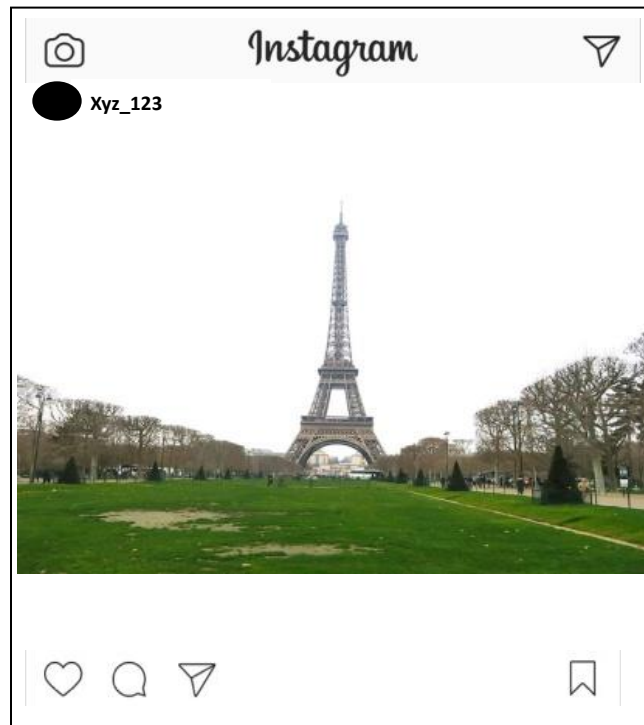
Does this picture reflect a lifestyle of luxury brand users?

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Manipulation Check

Background: Paris

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Does this picture reflect a lifestyle of luxury brand users?

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Manipulation Check

Background: Jet

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Does this picture reflect a lifestyle of luxury brand users?

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



APPENDIX C  
PRE-TEST RESULTS

*Study 1: ANOVA Results Testing H1, H2, and H3*

<i>Hypothesis</i>		<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>p</i>
<b><i>People content</i></b>					
H1	Group	2.73	1.90	.00	.96
	Single	2.69	1.36		
<b><i>Background content</i></b>					
H2	Lifestyle	3.59	1.69	8.25	.01*
	Product	1.83	1.33		
<b><i>Combination effect</i></b>					
H3	Single/Lifestyle	2.45	1.12	.26	.85
	Single/Product	2.62	1.62		
	Group/Lifestyle	2.02	1.04		
	Group/Product	2.62	1.51		

Dependent variable: Envy, \*= p<.05

*Study 1: Results of Regression Analyses on Purchase Intention*

<i>Hypothesis</i>	<i>R<sup>2</sup></i>	<i>F value</i>	<i>β</i>	<i>p</i>
H4a	.50	23.42	.79	.00**
H4b	.16	5.21	.33	.03*
H4c	.14	7.53	.35	.01*

\*=p<.05 \*\*=p<.01

*Study 1: Results of Mediating Effect H5b*

<i>Hypothesis</i>	<i>R<sup>2</sup></i>	<i>F value</i>	<i>β</i>	<i>p</i>	
H5b	X-M	.26	8.25	-.51	.01*
	X-Y	.19	5.42	-.44	.03*
(X and M)-Y	.54	5.21	.00	.03*	
M-Y	.16	5.17	.33	.03*	

\*=p<.05

X= Independent variable (Manipulated variable), M=Mediating variable (Envy),  
Y=Dependent variable (Purchase intention)

*Descriptive Statistics for Study 2*

<i>Congruence Level</i>	<i>N</i>	<i>Frequency %</i>
<b><i>Congruence of Audience and Blogger Race</i></b>		
Low	5	38%
High	8	62%
<b><i>Congruence of Audience and Brand Image</i></b>		
Low	5	42%
High	7	58%

*Study 2: ANOVA Results Testing H6, H7, and H8*

<i>Hypothesis</i>		<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>p</i>
<b><i>Congruence between audience and blogger race</i></b>					
H6	Low	2.57	.98	.53	.48
	High	3.27	1.62		
<b><i>Congruence between audience and brand image</i></b>					
H7	Low	2.91	1.49	.29	.60
	High	2.88	.08		
<b><i>Combination</i></b>					
H8	Low Race/Low BI	2.37	1.49	.12	.91
	Low Race/High BI	2.70	1.17		
	High Race/Low BI	3.02	1.72		
	High Race/High BI	3.05	1.23		

Dependent variable: Envy

BI= Brand Image

Note: Physical attractiveness of the blogger was controlled in testing H6, H7, and H8

*Study 2: Results of Regression Analyses for Purchase Intention*

<i>Hypothesis</i>	<i>R<sup>2</sup></i>	<i>F value</i>	<i>β</i>	<i>p</i>
H9a	.60	7.61	.48	.01*
H9b	.61	6.97	.82	.02*
H9c	.13	3.45	.17	.04*

\*= p<.05

Note: Physical attractiveness of the blogger was controlled in testing H9a, H9b, and H9c

## APPENDIX D

### SURVEY

Dear Participants,

I am a doctoral student at the University of North Carolina at Greensboro (UNCG), Wendy Chou. This is my dissertation research guided by Dr. ByoungHo Jin, the Putman and Hayes Distinguished professor at the UNCG. The purpose of the study is to understand consumers who use fashion micro blog. The respondent for this study is adults living in the U.S. aged 18 and above. The survey will take about 10-15 minutes to complete, and you will not be compensated for your participation through MTurk. Your answers will be kept confidential at all times. Absolute confidentiality of data provided through the Internet cannot be guaranteed due to the limited protections of Internet access. Please be sure to close your browser when finished so no one will be able to see what you have been doing. We hope you answer every question carefully because incomplete responses cannot be used for further study purposes. If you have any questions on the survey, please contact Wendy Chou (336.541.4067, [h\\_chou@uncg.edu](mailto:h_chou@uncg.edu)). This study has been reviewed by IRB (Institutional Review Board), and if you have any questions about IRB you can contact the UNCG IRB office (336.256.1482, <http://compliance.uncg.edu/institutional-review-board/>). I greatly appreciate your participation.

Sincerely,  
Wendy Chou

## Study 1 Questionnaire Single Setting

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Study 1 Questionnaire Group Setting

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 1 Questionnaire  
Lifestyle Centric Background

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Study 1 Questionnaire Product Centric Background

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 1 Questionnaire  
Combination of Single Person with Lifestyle Centric Background

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 1 Questionnaire  
Combination of Single Person with Product Centric Background

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 1 Questionnaire  
 Combination of Group of People with Lifestyle Centric Background

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Study 1 Questionnaire  
Combination of Group of People with Product Centric Background

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race Congruence: African American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race Congruence: Asian

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race Congruence: Caucasian

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race Congruence: Latin American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Brand Image Congruence: African American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Study 2 Questionnaire  
Brand Image Congruence: Asian American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Brand Image Congruence: Caucasian

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Brand Image Congruence: Latin American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race and Brand Image Congruence: African American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy



After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race and Brand Image Congruence: Asian American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race and Brand Image Congruence: Caucasian

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you look for fashion inspiration and/or information on social media?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever viewed fashion blogs?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If so, how often do you view them?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study 2 Questionnaire  
Race and Brand Image Congruence: Latin American

Imagine that you are currently browsing through Instagram posts to look for some fashion inspirations and you came across this Instagram post that is owned by (Xyz\_123).



Think about how you perceive your race. How would you describe your race? Then look at the blogger in the Instagram post, choose the degree to which you think your race is similar to that of the blogger.

Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the blogger, choose the degree to which you think her physical appearance can be described by the words.

Unattractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractive
Not Classy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classy
Ugly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautiful
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elegant
Not Sexy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sexy

After looking at the Instagram post, think about the image of a typical Louis Vuitton customer. Please choose the word that best reflects the image and the degree to which it fits the description.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Feminine
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate

Think about how you see yourself. What kind of person are you? Describe yourself as you actually are. On the following scale, choose the word that best represents how you see yourself.

Modest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vain
Thrifty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indulgent
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Sporty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Businesslike
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Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delicate
Athletic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Athletic
Plain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ornate



After seeing this post, how do you feel?

	Not at all	Very little	Little	Moderately	Much	Very much	Perfectly
1. I felt envious when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I felt inferior when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I felt bitter when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I felt disadvantaged when I saw the Instagram post.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To what extent do you want to change roles with the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To what extent do you wish to be liked by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To what extent do you feel inspired by the blogger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Look at the Louis Vuitton handbag in the picture to answer the following questions:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. It is very likely that I will buy this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will purchase this brand the next time I need a handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I will definitely try this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the following questions:

<b>Age</b>	18-25	26-33	34-41	42-49	50-57	58 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Education Level</b>	High school	Some college	University	Graduate	Doctoral degree	Professional Degree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Income Level</b>	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000-174,999	\$175,000 and up
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Location</b>	Pacific	Northwest	Southwest	Midwest	Southeast	Northeast
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many do you own authentic luxury handbags (Louis Vuitton, Prada, Gucci, Chanel, etc.) total? (Please calculate excluding counterfeit goods.)

None	1-3	4-6	7-9	10 and up
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you purchase luxury handbags?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags online?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Have you ever purchased luxury handbags through links from social media?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

How often do you use social media (e.g., Facebook, Instagram, Twitter, etc.)?

Never	Rarely	Sometimes	Often	Always
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Never	Rarely	Sometimes	Often	Always
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