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Delineating the antecedents of electronic word-of-mouth-seeking intentions on social media: The case of the Saudi Arabian fashion industry (YouTube Vloggers)

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DECLARATION

I certify that except where due acknowledgement has been made, the work is that of the author alone; the work has not been submitted previously, in whole or in part, to qualify for any other academic award; the content of the thesis is the result of work which has been carried out since the official commencement date of the approved research program; any editorial work, paid or unpaid, carried out by a third party is acknowledged; and, ethics procedures and guidelines have been followed.

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DEDICATION

Mum & Dad

For their prayers that blessed my life and PhD. Journey

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LIST OF ABBREVIATIONS

Name of variables	Abbreviation
Utilitarian Motivations	UT
Convenience	CV
Availability of Information	INF
Utilitarian Purchase Intention	UPI
Hedonic Motivation	HE
Socialising	SO
Innate Qualities	IQ
Hedonic Purchase Intention	HE
eWOM Seeking Intention	e

ABSTRACT

Electronic word-of-mouth (eWOM) delivered by vloggers on social media sites (SMSs) has a more powerful influence on consumer product decisions than traditional advertisements. Nevertheless, using SMSs to stimulate vloggers use of eWOMs efficiently remains challenging. Researchers and managers need a more in-depth understanding of the individual factors that influence SMS users' seeker intentions. There is a dearth of literature examining the impact of cultural and social elements and the visual evidence (videos) on YouTube. Existing studies suggest that Saudi females represent the largest group of fashion vloggers and eWOM seekers on YouTube fashion channels. Therefore, this study aims to investigate the factors that influence Saudi female eWOM-seeking intentions on vlogger fashion YouTube channels. This study uses the theory of utilitarian and hedonic motivations to explore factors related to the social and cultural elements that influence eWOM-seeking intentions by adopting a two-phase mixed method approach.

First, the study implements a qualitative observation 'netnography' method to monitor 300 users' comments on YouTube videos reviewing the fashion industry in Saudi Arabia. The findings of the netnography, in conjunction with findings from literature review, were used to develop a conceptual framework. The conceptual framework includes utilitarian motivations evidence from convenience, availability of information and utilitarian purchase intention. Hedonic motivations were generated through trend discovery, socialising, hedonic purchase intention and innate qualities. Secondly, an online questionnaire tests the relations among variables in the study's conceptual framework. The data was collected in January and February 2017. A total of 210 usable responses were received. The data were analysed using a partial least squares analysis.

The results indicate user purchase intentions prompted by utilitarian motivations had the most influence on eWOM-seeking intentions. Although trend discovery is determined in the netnographic study, the quantitative results show trend discovery as not being statistically significant in relation to hedonic motivation. Saudi females don't see religion or language as a priority in endorsing vloggers. This study presents an eWOM-seeking intention framework to help managers design digital marketing strategies based on their target societies and SMSs. Managers should pay more

attention to utilitarian motivational aspects. Future research could apply the framework used in this study to other industries and other social media users.

CHAPTER 1: INTRODUCTION

1. Introduction

This chapter provides an overview of the study background, the problem statement, the research objectives and research questions, the justification and significance of the study and an overview of the methodology.

1.1 The study background

Electronic word-of-mouth (eWOM) refers to consumer-to-consumer interactions about product and service experiences and evaluations via new media (Kimmel & Kitchen 2014; Yang 2013). The importance of eWOM is well recognised by both scholars and practitioners, where eWOM is frequently used in digital marketing strategies (Lui et al. 2015; Lui & Xie 2015; Gautam 2017). SMS's such as Twitter, Facebook, and YouTube allow consumers to share recommendations about products or services in large social networks (Berger & Iyengar 2013).

Consumer-to-consumer communications on SMSs have given rise to the phenomenon of blogging and, in turn, vloggers (Rofianto 2017). The word 'vlogger' refers to an individual who generates video content on video-sharing websites, such as YouTube (Hill et al. 2017). With the transformation of business strategies globally, vlogging is playing a significant role in marketing and engaging the customer community (Malon 2017). With the help of vlogger eWOMs, companies develop a sustainable relationship by providing customers with a chance to engage in an advertising strategy wherein they choose to see a product rather than being forced to witness it (Malon 2017).

This phenomenon is prevalent in various industries, including technology, education and, especially, fashion (Riquelme & Saeid 2014; Wolny & Mueller 2013). E-Commerce has helped the fashion industry to flourish globally and led to the increased use of SMSs for online market growth. Heuer et al. (2015) reported that with increasing competition in the fashion industry, it has become crucial to adopt e-commerce and SMSs for companies to remain competitive. SMSs have enabled the fashion industry to become more affordable and accessible (Dasgupta & Kothari 2018), especially in Saudi Arabia, where growth in the number of consumers who

trust vloggers' eWOM on YouTube is driven by Saudi females (Saudi Arabian Bloggers 2017). Existing studies focus on text-based information conveyed through eWOM communications on Twitter (Thurau, Wiertz & Feldhaus 2014) and Facebook (Meuter, McCabe & Curran 2013). However, studies examining the impact of visual eWOMs, such as those on YouTube, are limited (King et al. 2014; Wang et al. 2016).

As the number of Saudi females seeking eWOM through YouTube has grown, firms have begun to use vloggers' eWOM as part of their digital marketing strategies. However, Saudi society is facing changes in their lifestyle that affects Saudi women. Saudi women are becoming more independent due to increased work opportunities and being able to support themselves and their families financially (Alzahrani 2017). They are now able to travel overseas for education and tourism, influencing their demand for products and services. Existing studies have utilised theories related to social and emotional aspects to understand user-seeking intentions of products on SMSs (Bizri 2015; Samara 2017; Sheikh 2016). However, these concepts are not sufficient to understand the changes that influence consumer demand for products (Basco 2017; Mikalef et al. 2013; Welsh & Raven 2006). As such, there is a need for a deeper understanding of the utilitarian values that explain consumers' 'rational and goal-oriented' purchasing intentions (Mikalef et al. 2013).

1.2 Problem statement

The revenue growth from sales on digital marketing advertisements for fashion products in the form of videos on SMSs such as YouTube has decreased (Statists 2017). This is due to the need for a well-defined strategy for each SMS that highlights the aspects users perceive to be essential purchasing motivators (Moctezuma & Rajagopal 2016). To fully address these motivational needs, researchers and managers need a more in-depth understanding of the factors that influence SMS-seeker intentions for each SMS (Akram et al. 2017). Recent research indicates that some businesses using SMSs were unsuccessful, especially fashion firms in Saudi Arabia, where sales actually decreased after using vloggers' eWOM to promote products (Statista, 2017). In addition, firms are facing challenges created by recent social developments (Arabian Business 2017), especially those affecting Saudi women.

1.3 Research objectives

The study aims to present an eWOM-seeking intentions model to assist managers and marketers to understand the factors that provide better value to consumers seeking eWOM information about products on vloggers' YouTube channels. The study model was implemented in the Saudi Arabian fashion market context to present a unique contribution by identifying factors linked to utilitarian and hedonic motivations. The study shows how these two motivational categories can explain the value delivered to a target market seeking vloggers' eWOM on SMSs. That is, the model can account for all the social and cultural issues of the contemporary Saudi female lifestyle. As a result, the factors in the model will provide valuable information concerning the effectiveness of SMSs for eWOM seekers. For example, lifestyle is one of the factors used to understand the hedonic motivations for seeking eWOM on vloggers' YouTube channels. The objectives of the study are as follows:

i. To identify the factors that impact consumers' eWOM-seeking intentions in SMSs.

ii. To provide an in-depth understanding of eWOM seeking intentions of consumer-seeking intentions in eWOM by YouTube vloggers.

1.4 Research gap

Consumer interactions on SMSs are an important source of information as they reflect individual perspectives and influence the need for products (Wang et al. 2016). Currently, there is a dearth of literature examining the impact of visual evidence on YouTube, where vloggers have continuous interactions with SMS users (King et al. 2014). In addition, information about the influence of social and cultural elements on eWOM-seeking intentions is limited (Chao & Chen 2016). Hence, this study examines the factors related to how fashion vloggers' eWOM in YouTube postings influences female-Saudi SMS user-seeking intentions in in a different social and cultural perspective. To this end, the study is guided by the theory of utilitarian and hedonic motivations and explores the factors related to the social and cultural elements that influence eWOM-seeking intentions (Mikalef, Giannakos & Pateli 2013; Pöyry et al. 2012). More specifically, the study aims to address the following questions.

1.5 Primary research questions

What are the antecedents of eWOM Seeking Intentions on Vloggers' Youtube SMSs?

Sub-research Questions:

a. What are the relationships between the determinants of utilitarian motivations (i.e., convenience, availability of information and utilitarian purchase intention) and utilitarian motivations?

b. What are the relationships between the determinants of hedonic motivations (i.e., socialising, hedonic purchase intention and innate qualities) and hedonic motivations?

c. To what extent utilitarian motivation mediates the relationship between the determinants of utilitarian motivation and eWOM Seeking Intention?

d. To what extent the hedonic motivation mediates the relationship between the determinants of hedonic motivation and eWOM Seeking intention?

1.6 Justification for the study

Saudi Arabia is one of the largest fashion markets in the world, (Satista, 2017) however, there is a lack of understanding concerning female-Saudi online behaviour.Existing studies investigating factors related to utilitarian and hedonic value do not focus on the social and cultural aspects of the target online communities (Fong & Burton 2006; Pfeil, Zaphiris & Ang 2006; Sun & Wang 2010). Therefore, applying the theory of utilitarian and hedonic motivations is relevant to this study's objectives. These theories are often used by researchers to explain the influence of SMSs eWOM on consumer motivations in general (Mikalef et al. 2013). However, few studies have used these theories to understand eWOM on YouTube, and those are restricted to Western societies (Mikalef et al. 2013). Hence, this study will contribute to the existing research by evaluating the impacts of utilitarian motivation and hedonic motivation on the eWOMseeking intention in a different social cultural perspective by studying the behaviour of Saudi Female in the fashion industry.

1.7 Significance of the study

The study contributes to existing research by providing empirical evidence that demonstrates the factors effects on eWOM-seeking intentions on YouTube. The study extends the theory of utilitarian and hedonic motivations to consumers' eWOM-seeking intentions on YouTube. In so doing, it differs from other studies that apply the theory of utilitarian and hedonic motivations to SMSs in general (Mikalef, Giannakos & Pateli 2013; To, Liao & Lin 2007). The study adds new elements to the theory of utilitarian and hedonic motivations that are 'utilitarian purchase intentions,' 'hedonic purchase intentions' and 'innate qualities.' These new elements provide validated measurements to distinguish between the various influences of utilitarian and hedonic motivations. The study used SMS user interactions as this is one of the most important sources of information to understand consumers' needs and experiences of fashion products (Rofianto et al. 2017). The variables in the model are identified from real and current consumer interactions on SMSs that reflect contemporary behaviour. This approach validates the study model as most existing research is based on source data adopted from pervious literature (Mikalef et al. 2013; Ahmed 2015).

1.8 Overview of the methodology

Previous studies on motivations for eWOM-seeking behaviour on SMSs and their effects on consumer purchasing decisions have utilised experimental methods (such as interviews) and empirical approaches (online surveys) (Bilgihan, Okumus & Bujisic 2014; Lo, 2014; Park, Gu & Konana 2014). However, these studies do not focus on understanding consumer eWOM-seeking intentions (Kim & Ko 2012). According to Markham (2011), there is a lack of evidence based on physical contact (interviews) and interaction (discussions) with consumers. Nevertheless, SMSs facilitate a wide range of consumer interactions, such as text, images, and videos which can be directly observed to understand consumer intentions (Chang, Molesworth & Grigore 2015). Therefore, the methodology employed in this study observes participant behaviours and their communications via YouTube videos, particularly because there is a growing trend in the number of consumers posting videos of themselves on SMSs where they talk about their product opinions and

experiences (Statista, 2017, Sheikh 2016).

The research aims to explore new concepts and discuss relations among different variables (Jang, Kim & Jung 2016); therefore, it utilises a two-phase mixed methodology approach (Mertens 2010). The first phase involves a qualitative observation 'netnography' method comprising a review and analysis of 300 female-users' comments on YouTube videos reviewing fashion industry products in Saudi Arabia. The findings of the netnography method and the reviewed literature are then used to develop a conceptual framework. In the second phase, an online questionnaire designed using Qualtrics (https://www.qualtrics.com) tests the relations among the variables proposed by the study's conceptual framework. The data were collected between January and February 2017. A total of 210 usable responses were received.. The quantitative data are analysed by multivariate statistical method (Structured Equation Modelling) utilising the PLS-SEM (Partial Least Squares– Structured Equation Modelling) statistical software.

1.9 Thesis outline

Chapter 1: Introduction. This chapter provides an overview of the study background, the problem statement, the research objectives and research questions, the justification and significance of the study and an overview of the methodology.

Chapter 2: this chapter is a literature review that reveals gaps in current research relating to WOM and eWOM communication and shows that external factors such as cultural context and SMS user motivations are significant factors in constructing a viable theoretical model to explain eWOM- seeking intentions on SMSs.

Chapter 3: This chapter delineates the research methodology used in the study and the reasons for its applicability to achieve the research objectives. This chapter describes the mixed-method research approach including two phases: The first phase involves a qualitative observation 'netnography' method and the second phase comprises the quantitative method. This chapter explains the process of the first phase of the study (netnographic study), including theselection of the sample, data collection, and analysis.

Chapter 4: This chapter presents the findings of the qualitative methodology. This analysis gathered information and evidence to support an understanding of how and why Saudi women seek eWOM information on SMSs, such as fashion YouTube channels. This chapter presents the hypothesis development and the measurements for the constructs employed in the study framework.

Chapter 5: This chapter describes the quantitative methods used in the research including the survey method, questionnaire development, pre-testing of the survey and a pilot study. The chapter also explains data collection, analysis procedures, and the preliminary results.

Chapter 6: This chapter describes the online questionnaire data used to examine the study hypotheses described in chapter 4. This chapter provides demographic data and a PLS analysis of the study model variables.

Chapter 7: This chapter provides the conclusion and a discussion of the overall study including the qualitative and quantitative findings of the final model of eWOM-seeking intentions and its implications. The chapter demonstrates the study's theoretical contributions and managerial implications as well as the limitations of the study and opportunities for future research.

CHAPTER 2: LITERATURE REVIEW AND THEORETICAL UNDERPINNINGS

2.1 Introduction

This chapter highlights several aspects of eWOM communications and motivations for seeking customer interactions on SMSs. The first section reviews the general literature on word-of-mouth (WOM) communication. The second section discusses the role of eWOM communication in digital markets. The third section identifies various types of SMSs and explains their influence on marketing decisions and consumer intentions. The fourth section describes the influence bloggers' eWOM on marketing strategy. The fifth section clarifies the influence of e-Commerce on the usage of SMSs in the world and Saudi Arabia. Finally, the reasons for the selected theory of utilitarian and hedonic motivations in the study and the relevance of exploring the influence of cultural and social factors on the use of SMSs for the fashion industry in Saudi Arabia are explained.

2.2 Overview of word-of-mouth (WOM)

WOM is defined as 'all informal communications between a customer and others concerning evaluations of goods and services' (Hennig-Thurau & Walsh 2004, pp. 231-232). Prior research indicates that WOM is a primary source of information that influences consumer attitudes and intentions concerning purchasing behaviour (de Matos & Rossi 2008). It is one of the most powerful and oldest forms of consumer marketing communication that existed long enough before the invention of the printing press and the radio (Ghosh, Varshney & Venugopal 2014).Based on the above definitions, WOM involves face-to-face communication between consumers about their experiences with products or services which influences their attitudes and purchase behaviour positively or negatively more efficiently than conventional marketing approaches.

WOM is a powerful and credible communication source for consumers because of its informal and interpersonal nature (Casielles, Alvarez & del Río Lanza 2013). For example, Nestlé, Procter & Gamble, L'Oréal, Bosch, Microsoft, GlaxoSmithKline and Johnson & Johnson have all acknowledged that WOM communication is one of the most trustworthy, convincing and efficient tools of informal interactivity for initiating consumer engagement (Casielles, Alvarez & Lanza 2013; Nielsen 2009).

WOM research studies can be grouped into three main streams (Bruyn & Lilien 2008). The first focuses on WOM generators who actively spread WOM. The second focuses on seekers, who actively rely on WOM to make buying decisions. Finally, the third stream pertains to the nature of WOM and how it influences consumer-decision making. These streams can be described as follows.

In the first stream, factors that influence WOM generators are satisfaction or dissatisfaction related to purchasing goods or services (Brown et al. 2005; Heitmann, Lehmann & Hermann 2007); loyalty (Gounaris & Stathakopoulus 2004); trust (Ranaweera & Prabhu 2003; Sichtmann 2007); and commitment to the firm (Lacey, Suh & Morgan 2007).

The second stream focuses on understanding the influence of WOM on consumers and the impact of non-interpersonal factors on purchase decisions. Non-interpersonal factors include the receiver's loyalty, experience and perceived risk (Ghosh, Varshney & Venugopal 2014). Studies show that consumers seek WOM because they lack of experience with, but high involvement in the purchase of a product or service (Sweeney, Soutar & Mazzarol 2008).In addition, Brown, Broderick and Lee (2007) state that high-risk perception in the decision-making process leads consumers to seek WOM from their family, friends and colleagues.

The third stream concentrates on the influence of interpersonal factors on the WOM receiver's behaviour. Interpersonal factors are social aspects that significantly affect the decision of the consumer (Chu & Kim 2011). Interpersonal factors include the experience and strength of the expressions of WOM generators and the strength of the personal ties between the WOM generator and receiver (Ghosh, Varshney & Venugopal 2014). For example, a study by Vázquez-Casielles, Suarez-Alvarez and del Río-Lanza (2013) indicated that strong ties between WOM generators and receivers motivated receivers to seek WOM information.

Developments in the Web 2.0 environment have allowed consumers to use the Internet to gain information about products and services from purchasers with prior experience (O'Reilly & Marx 2011). Consumers' online communication has created a new form of WOM called eWOM (Huamei 2013). The next section reviews existing eWOM literature.

2.3 Overview of electronic word-of-mouth (eWOM)

eWOM is defined as 'any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet' (Hennig-Thurau et al. 2004, p 39). Moreover, other researchers have defined eWOM as 'World Wide Web-based WOM that is directed at multiple individuals, is anonymous, and is available at any time' (Jeong & Jang 2011 p 357). More recently, Yang (2013) argued that eWOM is communication created and spread through a variety of technological media.

Based on the above definitions, eWOM represents consumer-to-consumer interactions about experiences and evaluations of products or services via new media that significantly influences consumer purchasing decisions. The concept of eWOM is divided into three steps of communication (Kimmel & Kitchen 2014). The first step includes the eWOM generator (blogger) and refers to those individuals who transmit information regarding a product or service on the Internet to influence choice (Watts & Dodds 2007). The second step involves eWOM seekers, that is, the 'eWOM receivers' who seek or receive recommendations about products and services on SMSs such as Twitter, Facebook, and YouTube (King, Racherla & Bush 2014). The last step, eWOM outcome, refers to the influence of eWOM on an individual's respective purchase decision (Lo 2014). Table 2.1 illustrates the existing literature concerning each major area of eWOM.

Table2. 1Summary of eWOM literature

Factors affecting eWOM generators	Factors affecting eWOM seekers	Reference
Self-enhancement	X	Angelis et al. (2011); Wojnicki & Godes (2008)
Innovativeness and opinion leadership	X	Sun et al. (2006)
Social Ties	X	Steffes & Burgee (2009)
Ability and self-efficacy	X	Gruen, Osmonbekov & Czaplewski (2006); Huang, Lin & Lin (2009)
Altruism	X	Dellarocas & Narayan (2007); Hennig-Thurau & Walsh (2004)
X	Avoiding risk	O'Reilly & Marx (2011)

X	Reducing search/evaluation efforts/perceived risk	Sweeney, Soutar & Mazzarol (2012); Kim, Barjasteh, Liu & Radha (2014); Shi & Xu (2014); Mattila & Baloglu (2011)
X	X	Bailey (2005); Cheung & Thadani (2012)
X	X	Hsu, Lin & Chiang (2013)
X	X	Cheung, Luo, Sia & Chen (2009); Pihl & Sandtrom (2013)

Note: 'X' denotes that the researchers did not investigate these areas of eWOM.

Table 2.1 shows that researchers and marketers have focused on understanding the motivations of bloggers to generate eWOM behaviour (Angelis et al. 2011; Gruen, Osmonbekov & Czaplewski 2006; Huang, Lin & Lin 2009; Sun et al. 2006; Wojnicki & Godes 2008). For example, Steffes and Burgee (2009, p. 42) stated that consumers create eWOM due to social ties, defined as 'the level of intensity of the social relationships between consumers or the degree of overlap of two individuals' friendship that varies greatly across a consumer's social network.' Other researchers have investigated the motivations for generating eWOM, such as self-enhancement (Angelis et al. 2011; Fiske 2002; Wojnicki & Godes 2008), innovativeness and opinion leadership (Sun et al. 2006); and self-efficacy (Gruen, Osmonbekov & Czaplewski 2006; Huang, Lin & Lin 2009).

However, Table 2.1 shows that less attention has been paid to understanding the motivations of eWOM-seeking intentions through SMSs (Barjasteh, Liu & Radha 2014; Shi & Xu 2014). Existing studies have investigated the motivations for seeking eWOM on online platforms, such as online communities and forums, but these are not related to SMSs (Riquelme & Saeid 2014). For example, O'Reilly and Marx (2011) stated that the motivation for consumers seeking eWOM on online platforms, such as forums, is mainly to avoid risks related to product quality and to obtain the best competitive prices.

2.4 eWOM-seeking intentions and marketing

Studies show that eWOM has more influence on consumer purchase decisions than traditional WOM (Cheung & Thadani 2012). In addition, eWOM influences the consumer at all stages of the purchase decision-making process, that is, from basic problem recognition to post-purchase cognition or dissonance (Bailey 2005). Furthermore, because of its credibility, eWOM has a greater impact on the consumer

purchase decisions than company promotional material (Hsu, Lin & Chiang 2013). eWOM generators as 'bloggers' transmit positive or negative information about products based on their experiences; this contrasts with firms' promotional messages which take a company-biased positive perspective (King, Racherla & Bush 2014). Research studies estimate that 90 percent of WOM conversations transmitted offline are based on opinions derived from eWOM discussions (Mikalef, Pateli & Giannakos 2013).

eWOM communications are available on four types of online platforms: consumer review sites, online discussion forums, online brand shopping sites and SMSs (Blázquez 2014). The characteristics that have bolstered the use of online platforms are as follows:

- The anonymity and confidentiality of the online campaign where consumers do not have to reveal their real names when searching or generating advice (Ku, Wei & Hsiao 2012)
- The distinctive asynchronous and interactive nature of the Internet which allows it to offer consumers unlimited access to information and the ability to compare prices and product quality more than offline sources (Fang 2014)
- The availability of information that consumers can share online anytime and anywhere (King, Racherla & Bush 2014).

Although eWOM has become a powerful communication tool, empirical studies on key issues relating to eWOM are lacking. These include determining the antecedents of eWOM-seeking intentions on SMSs (Kimmel & Kitchen 2014). The following sections review the existing literature on eWOM and SMSs.

2.5 Type of social media sites and eWOM

Social media sites are defined as online tools and applications that facilitate communication over the Internet and allow people to participate and collaborate on issues and topics of interest (Newson, Houghton & Patten 2008). SMSs are powerful marketing tools used by firms to promote their products and educate consumers (Hsu & Tsou 2011). They have benefited firms by providing immediate access to mass-consumer audiences (Meuter et al. 2013). Moreover, SMSs, enabled by search-engine capabilities, allow marketers to precisely target specific demographics or interest groups (Kimmel & Kitchen 2014).

SMSs also allow consumers to share product or service recommendations with larger social networks (Berger & Iyengar 2013). Consumer communications on SMSs are considered a form of eWOM (Hennig-Thurau, Wiertz & Feldhaus 2014). This new form of communication has created a phenomenon called 'bloggers,' a term that refers to individuals who review products on their SMSs (Blázquez 2014). Bloggers' eWOM influences consumer attitudes and purchase intentions due to its usefulness and credibility (Hsu, Lin & Chiang 2013). Therefore, bloggers' eWOM is sometimes used as a component of a marketing strategy to increase sales (Riquelme & Saeid 2014).

SMSs are categorised into three distinct modes, namely microblogging (i.e., Twitter), social networking sites (i.e., Facebook) and community content sites (i.e., YouTube). The following subsections explain the role of eWOM in each type of SMS.

2.5.1 Microblogging

Microblogging is defined as 'a new form of communication in which users can describe things of interest and express attitudes they are willing to share with others in a short post' (Gregurec, Tomaš & Ćorić 2011 p229). Twitter is the most popular microblogging application where users communicate with each other through short posts limited to 140 characters known as 'tweets' and 'follow', essentially, subscribe to the updates of other users' posts (Jansen et al. 2009). Twitter was launched in 2006.

Twitter is a form of eWOM communication which has a key role in businesses success because it can influence consumer purchase behaviours (Gregurec, Tomaš & Ćorić 2011). Twitter helps firms to instantly understand customers' attitudes toward their brand and those of their competitors (Berger & Iyengar 2013). Additionally, Twitter allows firms to connect directly with consumers on a real-time basis which builds and enhances customer relationships (Thurau, Wiertz & Feldhaus 2014).

Twitter has been a major channel for companies to market their goods since its inception, and this applies to several countries globally. For instance, in December 2013, Poncho8, a Mexican food hub in London known for its burritos, tweeted 'Who said Salads had to be boring? Chicken and chorizo salad'. This tweet was focused on marketing a new salad launched by Poncho8; the company also shared a photo of the

salad to make the tweet more attractive (poncho8 2015). A study by Serrano and Iglesias (2016) demonstrated that marketers worldwide use a strategy called agent-based social simulation (ABSS) that improves the marketing process and validates the viral marketing procedures using Twitter. ABSS allows marketers to test of a large variety of possible strategies at negligible cost, predicts the effects of these strategies for evaluation, and, most importantly, provides an increased understanding of the market and strategy enhancement design by continually asking and testing what-if scenarios.

VanSlette (2013) mentions the use of Twitter to support a major US marketing campaign. A sentence about the campaign was tweeted, including @ing (linking) a celebrity wherever appropriate. The strategy assumed that if the celebrity considers the campaign worthy enough to retweet it, this will initiate a chain reaction among followers. The fashion industry market is highly influenced by celebrity Twitter accounts worldwide (Thurau, Wiertz & Feldhaus 2014). For example, H&M utilised one of the most celebrity Twitter accounts in US, @Beyoncé, to market its fashion products. Twitter played a huge part in this campaign, and H&M knows how to use social platforms to make the most of its SMS following (H&M 2015). H&M's fashion and non-celebrity-related tweets often fetch around 100-300 retweets and favourites, whereas announcements like the Beyoncé summer campaign can produce thousands of retweets and favourites.

Al-Husain and Mirza (2015) reported that Twitter helped small entrepreneurs in Saudi Arabia to market their businesses. Their study showed that the mobile industry and other information technology (IT) sectors in the country had benefited significantly from the use of Twitter to market products, and this effect was even greater when it came to virtual shopping. It was also reported that tourism agencies and fashion firms use Twitter to market their ideas and packages and that Twitter has also strengthened their customer relations.

2.5.2 Social networks
Social networks are sites that connect groups and individuals with each other to interact using visual identities such as Facebook (Ellison et al. 2014). Facebook has the highest growth of users on social networking sites (Thesocialmediahat.com 2015). Facebook users interact with each other by updating their 'status'; writing comments on other members' Facebook pages, known as 'walls'; sending messages to other

users; creating and joining interest groups; 'liking' pages; importing and searching for contacts; and uploading photos and videos (Ellison et al. 2014).

Users' communications on Facebook are considered a form of eWOM that greatly influences consumer attitudes and purchase decisions (Meuter, McCabe & Curran 2013). Facebook users rely more on eWOM from members of their own networks (i.e., family and friends) rather than experts, the mainstream media and mass advertising (Meuter, McCabe & Curran 2013; Pai et al. 2013, Quan-Haase & Young 2010).

Facebook is one of the most frequently used websites globally because of its scope and ease of use. The platform is also used by firms to market goods and services. For example, Qatar Airways sponsored a soccer team that played in the US. The Qatar Facebook page is interactive, and the company highlighted their sponsorship by posting pictures of the players to attract fans; this resulted in increased comments and likes, thereby supporting the marketing campaign (Carter & Levy 2011). Mariani et al. (2016) reported that in Italy, Facebook is one of the most powerful tourism industry tools for marketing packages and destinations including regional tourism organisations. It was reported that posting frequency showed a strong correlation with marketing activities, while the length of the post also had a significant effect on customer-engagement levels; that is, higher-frequency and longer posts have a greater chance of attracting customers rather than infrequent and shorter posts.

Concerning the fashion industry, Nike has one of the strongest and most creative marketing techniques, driven by its Facebook page. The company posts pictures and other product details to stimulate consumer interest; this keeps the company engaged with consumer demand, and thereby, boosts sales (Treadaway & Smith 2010). In Saudi Arabia, a large Facebook marketing group called Yadonia provides services to various companies across the country. Customers include Jordan Data Systems, the Jordan Computer Society, Crocs, Kamandor, 360 Solutions Middle East, the Saudi Ministry of Culture, the National Aid Fund, the Ahli Microfinance Company, fashion industry firms and many others (Yadonia 2016).

2.5.3 Community content

Community content site is enabling users to create personal profiles including channel subscriptions, recent activity, friends, comments and favourite videos

such as YouTube (Hansen, Lee & Lee 2014). These characteristics of YouTube enable different forms of visual eWOM communications (King, Racherla & Bush 2014).The characteristics of YouTube described in the above section enable different forms of visual eWOM communications (King, Racherla & Bush 2014). As Baek et al. (2014) indicated, YouTube has greatly influenced business because it includes characteristics of both mass media and interpersonal communication. Mass media is considered one of the fastest and most efficient means to disseminate perception and knowledge in the form of audio and video (Warren 2015). Interpersonal communication is an efficient means of influencing others to embrace new ideas, and this plays an important role in individual decision making (Kalogeropoulos et al. 2015).

Like Twitter and Facebook, YouTube is also one of the most influential Internet marketing channels frequently used by companies, groups and individuals to market their goods, services and talents. Hiller (2016) analysed the marketing techniques of Warner Music and shed light on how YouTube streaming affected its marketing in the US. It was reported that higher levels YouTube streaming helped market less famous songs and music videos, but the effects of video streaming for famous artists and best-selling music affected sales negatively. Smith et al. (2012) reported that each SM website (e.g., YouTube, Facebook and Twitter) affects product marketing and sales differently. For instance, the famous athletic wear company, Lulu Lemon, uses interactive YouTube videos as a marketing tool that affects the company's user-generated content sentiment positively (Lulu Lemon 2015).

Regarding Saudi Arabia, Smith (2013) reported that the Saudi YouTube channel U-TURN has more than 8 million followers, and the number is rapidly increasing. The channel is used to market innovative, intellectual and entertaining ideas, and dramas and reality shows have also used the tool to stream videos.

The above literature review indicates increasing use of SMSs by firms and consumers. However, there has been less attention to the influence of YouTube on consumer seeking- intentions than other SMSs. This is shown in Table 2.2.

Table2. 2Summary of the literature review on SMSs

SM sites	The role of eWOM in SMSs	Reference
Twitter	Consumers' posts on Twitter illustrated their attitudes toward products and services	Jansen et al. (2009)
Twitter and Facebook	Makes communications between firms and customers faster and easier Influences consumer behaviour	Gregurec, Tomaš & Ćorić (2011)
Twitter	Understands customers' attitudes toward their brand and competitors' brands	Berger & Iyengar (2013)
Twitter	Enhances customer relationships	Thurau, Wiertz & Feldhaus (2014)
Facebook	Influences consumers' attitudes and purchase decisions	Meuter, McCabe & Curran (2013)
Facebook	Provides effective eWOM communication between family members and friends	Pai et al. (2013)
Facebook	Fulfils user needs for product information	Quan-Haase & Young (2010)
YouTube	Has a significant impact on business	Baek et al. (2014)
YouTube	Provides a new type of eWOM: visual eWOM	King, Racherla & Bush (2014)

Importantly, the literature review summarised in Table 2.2. shows that previous studies have mainly focused on text-based information concerning eWOM communications on Twitter (Thurau, Wiertz & Feldhaus 2014) and Facebook (Meuter, McCabe & Curran 2013). However, studies examining the impact of visual eWOM, such as on YouTube, are limited (King, Racherla & Bush 2014). Particularly, little attention has been paid to investigating factors motivating consumer intentions to seek eWOM information from bloggers' SMSs (Oztamur & Karakadilar 2014). The following subsections explain this marketing strategy.

2.6 Marketing strategy and bloggers' (vloggers') eWOM.

According to Oztamur and Karakadilar (2014), companies use bloggers' SMSs to promote their goods and services. People rely more on blogs and reviews written about various products, and their behaviour toward the product is altered by these SMSs tools. SMSs are more useful for small and medium-sized enterprises (SMEs) because they have limited marketing resources.

Singh et al. (2008) found that with the transformation of business strategies worldwide, blogging plays a key role in marketing and engaging customer communities. They argued that with the help of blogging, companies develop a sustainable relationship with their existing franchise and attract the attention of new customers. Through blogging, companies provide the customers with a chance to engage in an advertising strategy that they can choose to see rather than being forced to witness. Companies also increase interaction by customising their advertisements.

Onishi and Manchanda (2012) stated that there are more than 184 million blogs on the Internet, and companies use blogging to promote their inbound links. In the US, half of all Internet users use blogs and form their buying patterns with the help of blogging. For instance, websites like Amazon and Yandex use blogs to increase their sales; other products like movies and video albums have also doubled their sales by blog marketing (Onishi and Manchanda (2012).

Hansen, Lee and Lee's (2014) study showed that 'vloggers' prefer using YouTube to review products because it has both visual and audio capabilities. Thus, YouTube provides a multi-media opportunity to interact with the customer community. As noted in chapter 1, bloggers who use YouTube for blogging are called 'vloggers' (derived from 'video blog'). Vloggers post videos about travel, fashion and other areas to promote a product or service. For instance, Shirley Eniang is a vlogger who posts videos about fashion, beauty and style, and has more than 752,000 subscribers due to her interesting videos and unique way of interacting with the viewer community (YouTube 2018). Bethany Mota, who blogs about fashion purchases, has more than 10 million subscribers. Her vlogs provide an interesting insight into fashion, and she uses a non-conventional approach by talking about fashion and beauty purchases unlike those of other vloggers (Samuelson 2014).

Aran et al. (2013) reported that vlogging styles vary according to the type of vlog. With the increasing popularity of fashion and makeup and innovative vlogging styles, vlogging has become more popular in this industry compared to other sectors. Sysomos (2010) reported that fashion and beauty are among the most famous vlog categories; moreover, most fashion vlogs are owned by young women. A famous fashion blog on YouTube, Fashion Bloggers TV, has more than 9000 subscribers. This vlog works as a platform for fashion vloggers in Australia and helps promote fashion by multiple vloggers (Wood 2016). In contrast, travel, food, politics, religion

and other vlogs are less viewed than fashion vlogs; for example, Bookers Travel has 2000 subscribers, and Pamela Ziemann (a food magazine reviewer) has only 741 subscribers (Hodson 2012).

YouTube channels provide benefits to eWOM seekers by enabling options for searchable terms that assist in gaining information before purchase (King, Racherla & Bush 2014). Hence, this study will focus on understanding consumer's motivations to seek eWOM on YouTube and their eWOM-seeking intentions. The growth of eWOM on SMSs has influenced the fashion industry, particularly in Saudi Arabia (Saudi Arabian Bloggers 2015). The following sections explain the reasons for the increased use of SMSs to seek eWOM information about products, and the influence of YouTube on the fashion industry in Saudi Arabia.

2.7 e-Commerce and usage of SMSs in the world

Lee and Phang (2015) reported that over the last several years, the growth of e-commerce had increased the use of SMSs worldwide because improved customer-firm relations have increased sales. In China alone, more than 300 million customers depend on SMSs in deciding whether to buy a product (Lee & Phang 2015). It has also been reported that more than 40 percent of customers search SMSs for information about products of interest. Due to the increasing use of SMSs, countries face increasing competition to attract more customers by using this media. Figure 2.1 shows the predicted increase in e-commerce worldwide.

Figure2. 1e-commerce usage increase and forecast around the world
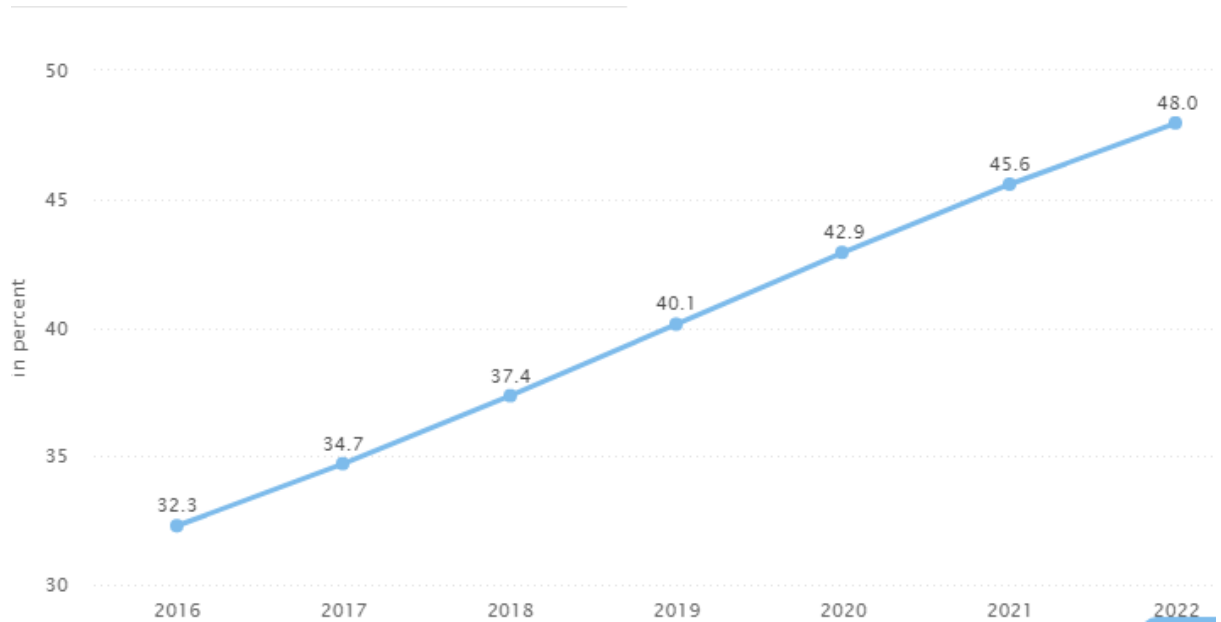
However, although Figure 2.1 shows an overall increasing using of e-commerce, the forecast revenue growth is predicted to decline. Figure 2.2 shows the industry-specific analysis forecast for the similar period.

Figure2. 2e-commerce revenue growth forecast for various industries

Source: Statista (2017) https://www.statista.com/outlook/243/100/ecommerce/worldwide#
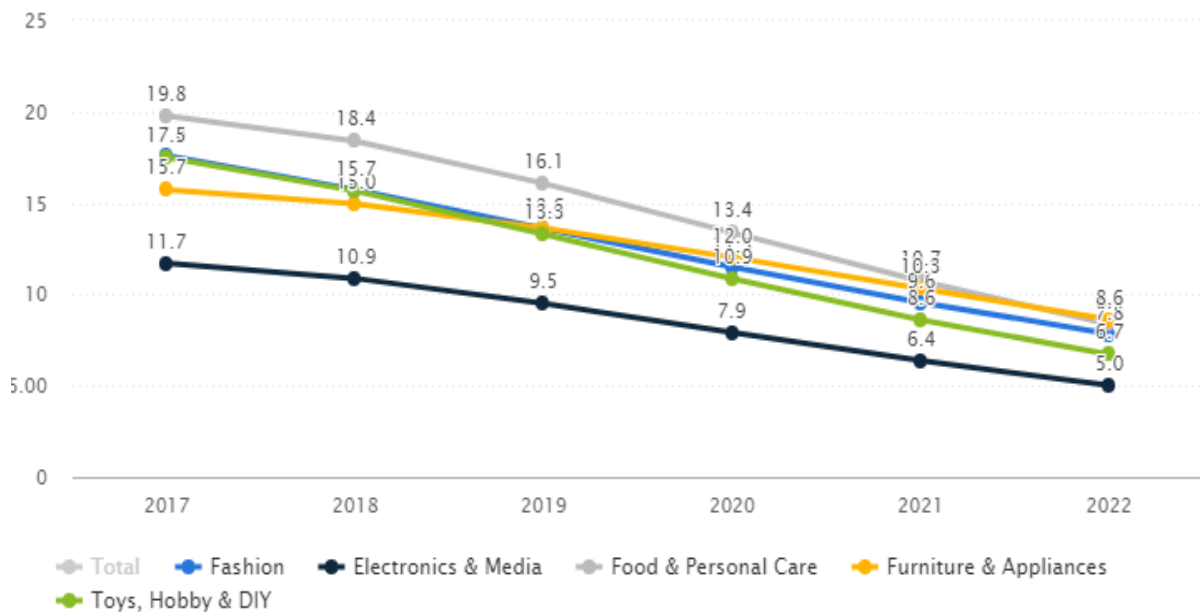
Firms use bloggers' eWOM to market their products internationally. As the number of consumers seeking eWOM through SMSs has grown, particularly on YouTube, SMEs have started to use bloggers' eWOM as part of their digital-marketing strategies. However, some firms have failed to see any return on their investments in bloggers' SMSs (Statista 2017); and, as such, there is a need for a well-defined strategy to address this impediment. Therefore, managers need a more in-depth understanding of the factors that influence eWOM seekers' intentions for each type of SMS. There is a dearth of literature examining the impact of cultural and social factors, and the visual evidence provided by YouTube.

Regarding Saudi Arabia, Alfahad (2012) reported that the use of IT and SMSs have been increasing significantly. From a study conducted among a sample of 400 Saudi females, it was reported that 72 percent of participants shopped online, while 65.8 percent used SMSs for blogging. Moreover, 88.6 percent used email or SMSs like Facebook, YouTube and Twitter to communicate with others. Al-Somali et al. (2009) reported that e-commerce has started to become more popular in Saudi Arabia. This, in turn, led to increased use of SMSs for consumer interactions and other uses. Simsim (2011) states that Saudi people now prefer using the Internet and staying

connected with the world and SMSs are an initial step. Although the use of SMSs in Saudi Arabia is more widespread in the younger generation, older people also use the Internet and sign up for SMSs. The following section explains more about SMSs usage and the fashion industry in Saudi Arabia.

2.8 Context of the Study Saudi Fashion Industry

Fashion includes 'high involvement products that are either expensive, linked to personal identity, or carry high risks' (Gu, Park & Konana 2012, p.13). It comprises clothing, footwear, accessories, makeup and furniture. Since this sector is a high-involvement industry, SMSs users often share information related to fashion styles with other users to receive feedback about their stylistic selections (Lin, Lu & Wu 2012). Heuer et al. (2015) report that with increasing competition in the fashion industry, it is crucial that companies adopt e-commerce and SMSs to remain competitive. As fashion is expensive and can have high-end retail costs, e-commerce and the use of SMSs provide marketing approaches that are more cost-effective than conventional methods. After analysing the top ten fashions brands in Europe with more than 3.3 million observations provided by a leading European e-commerce company, it was concluded that SMS use had affected the fashion industry to a major extent but had also increased the competition (Heuer et al. 2015).

The Saudi fashion industry is a bidding sector that is a reflection of the advancements in culture and marketing. While this industry has grown in terms of revenue and branding, there has also been a high level of growth in the amount of jobs and opportunities for artists, bloggers, and executives. An article by Khan discusses just how much the Saudi fashion industry has focused on creating jobs for Saudi women in this sector. The Jeddah Chamber of Commerce and Industry says that the designer clothes industry in Saudi Arabia has attracted upwards of $4 billion USD (Khan 2017). With this industry having such massive potential for growth and development, the Saudi fashion industry needs to have a plan in place to maintain this growth and figure out how to market to the consumers who have already figured out how to contribute to this industry's current status. According to Khan, many of the businesses in this sector are single-person enterprises that are having a difficult time

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penetrating the industry with their own resources. So, when considering the fact that industry-based Saudi organizations are focused on creating opportunities for employees and business owners, the next thing to focus on would be marketing.

The Saudi market has recognised an excessive tendency of consumption in recent years, with some of the most prominent examples being in fashion products. Saudi consumers have been found to spend 10% of their income to purchase fashion products (UBA 2006). In Arab country such as Saudi Arabia, the cultural and contextual factors have a significant impact in the consumers' purchase behaviour (Marinov 2007; Busnaina 2010).

In Saudi Arabia, the design of marketing programs aimed at the country need to be based on a good understanding of purchase behaviour in this culture (Marinov 2007; Busnaina 2010). Saudi Arabia is the only GCC market where 72% of the population is local. Therefore, the fashion retailers are required satisfying the desires of the local consumer. In January 2016, Dolce & Gabbana announced its line of abayas and hijabs. Similarly, Carolina Herrera presented its Islamic clothing line in the spring of 2017. In addition, Nike has introduced a sports hijab in 2017.

Along with the need to increase the diversity and cultural sensitivity of their marketing strategies, international fashion marketers and brands should take advantage of the recent advancements in Saudi culture. Namely the ability for women in the country to lead and create their own major events, brands, and companies of their own. Recently, in April of 2018, a group of Arab fashion designers from various countries collaborated to create a fashion show that spotlighted all of the new designs and styles that Arab women could use when they did not have to dress a certain way around men (Northam 2018). The fashion show had some issues before it could get started, but it still ended up being a major success for all of the parties involved. When considering the success, effort, and sacrifice that these designers went through to create their own fashion show, international marketers should take note about how these artists can positively affect the productivity and sales of their brands. While using the designers as ambassadors would probably be a strong and effective marketing tactic, it may not be the best option going forward. Instead of using these

professionals as marketing tools, international marketers should collaborate with them.

With a significant part of the country actively using SMSs, Saudi Arabia's fashion industry has been transformed. Maryam et al. (2015) reported that the country has an increased number of SMSs users for new fashion trends. SMSs work as a social influence to promote the fashion industry in Saudi Arabia, where 49 percent of the population uses the Internet, and most users rely on SMSs for fashion-related information. Figure 2.3 shows the predicted growth of e-commerce SMSs users in the fashion industry for the period 2015 to 2020 (Statista 2017).

Figure2. 3 User penetration in the fashion market in Saudi Arabia

Source: Statista (2017): https://www.statista.com/outlook/216/110/digital-advertising/saudi-arabia
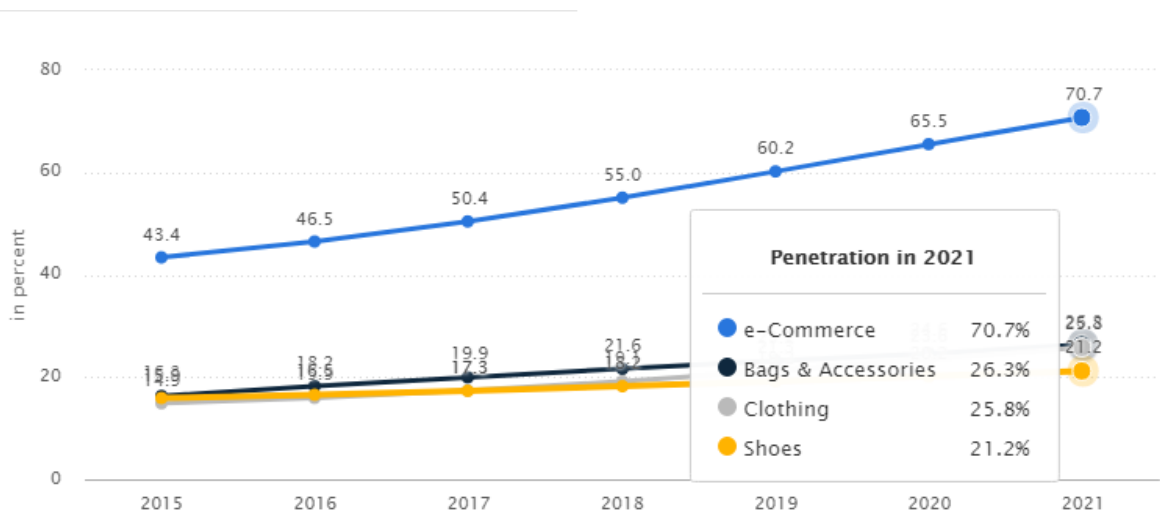
As shown in Figure 2.3the number of e-commerce users increased from 43 percent in 2015 to 50.4 percent in 2017 and growth is expected to increase to 70.7 percent in 2021. Some of the most popular fashion SMSs pages are Saudi-trends, Creamjeddah, Craze-Official and Fozaza. A famous Saudi fashion brand, Fyunka, was developed and promoted with the help of SMSs, and it is growing across the country with a concomitant dependency on SMS usage (Lee 2014).

2.8.1The influcne of Saudi Fashion Vloggers

Wolny and Mueller (2013) indicate that the fashion industry is highly influenced by the growth of eWOM-seeking intentions on SMSs. Studies have shown that consumers review bloggers on SMSs as part of their purchase decision-making process (Riquelme & Saeid 2014), particularly on YouTube (Hansen, Lee & Lee 2014). As shown in Figure 2.7, the Saudi Arabian market has the highest rates of SMS usage (Statista 2017).

Figure2. 4Social Media Users in Saudi Arabia 2016
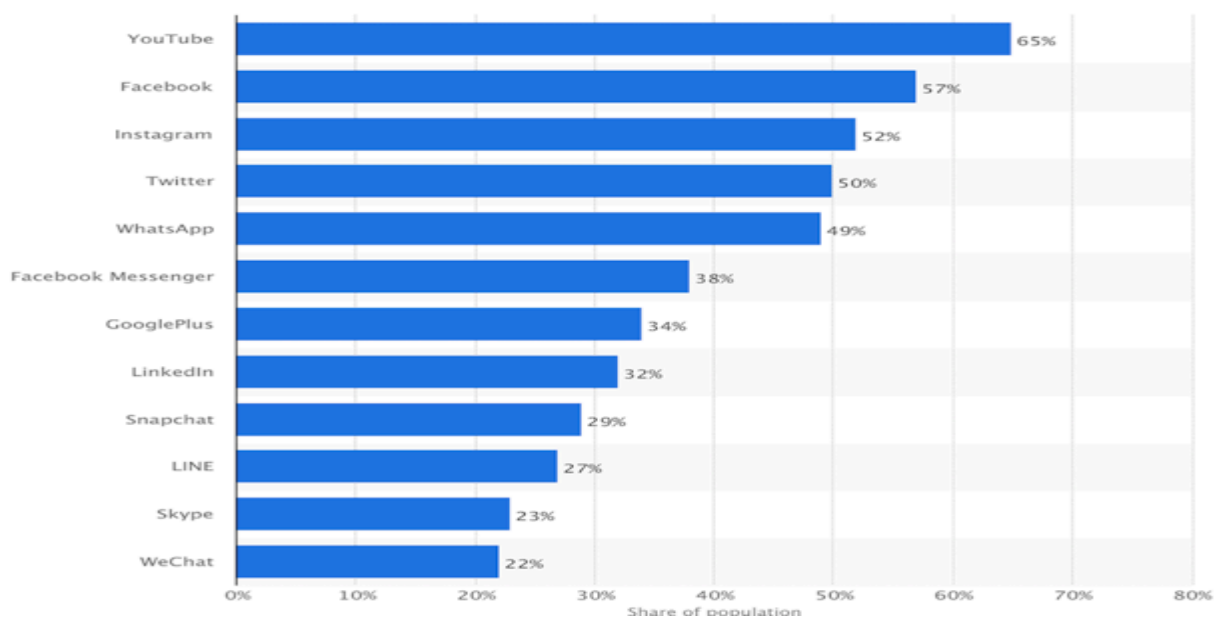
Figure 2.4 shows that in Saudi Arabia, YouTube has the highest number of users with 65 percent, followed by Facebook, 57 percent and Instagram 52 percent.

Vloggers provide the main source of information for seekers to gain more knowledge about products, thereby assisting their purchase decisions. As such, the number of fashion vloggers on SMSs has increased in the Saudi Arabian fashion industry (Saudi Arabian Bloggers 2015). Figure 2.5 presents a typical vloggers' fashion YouTube channel.

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Figure2. 5 A bloggers' fashion YouTube channel

Based on existing studies of the fashion industry and SMSs, it can be stated that Saudi females represent the largest number of fashion bloggers and eWOM seekers on SMSs, particularly on YouTube fashion channels throughout Arabic countries. For example, in Saudi Arabia, 75 percent of people trust bloggers' recommendations (eWOM) on SMSs, and most are female (Saudi Arabian Bloggers 2015). Hence, fashion firms send products to female-Saudi vloggers to review on their social media channels, particularly YouTube (Saudi Arabian Bloggers 2015).

However, as noted in recent statistics predict a decrease in the revenue growth of digital marketing for the fashion industry through video promotions in SMSs such as YouTube in Saudi Arabia, as shown in Figure 2.6

Figure2. 6 Digital advertising revenue growth of video advertising for the fashion
industry in Saudi Arabia
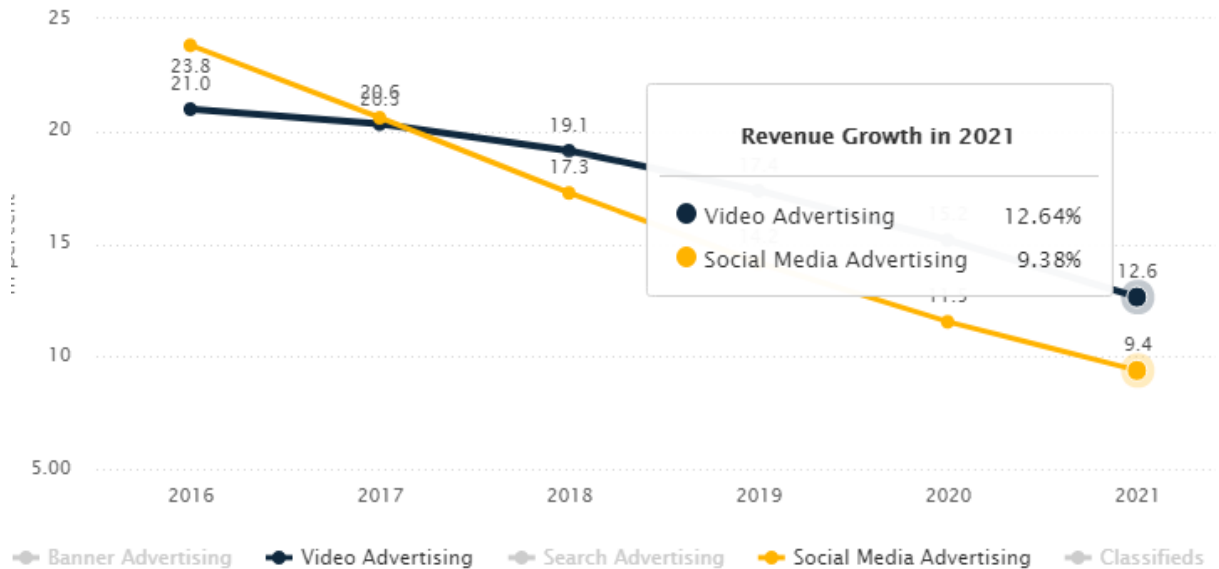
As shown in Figure 2.6, the revenue growth of digital marketing in the fashion
industry through video promotion on SMSs such as YouTube in Saudi Arabia
declined from 23.8 percent in 2016 to 20.6 percent in 2017. This trend is
expected to continue and drop to 9.4 percent in 2021. . According to a
Euromonitor (2018) report, Saudi Arabia offers excellent business opportunities for
international brands; however, in 2017, most top fashion international brands
announced a significant decline in performance when compared to the previous year.
The negative impact came to pass because of the change of consumer purchasing
patterns for fashion industry. Abed et al. (2016) inspected 60 SMEs in Saudi Arabia
from the lens of e-commerce through SMSs. Abed et al. (2016) stated that SMEs in
Saudi Arabia have not grown to understand the full potential of using SMSs for e-
commerce.

One of the main reasons for the income decline is that firms such as small and
medium-sized enterprises (SMEs) have limited marketing knowledge and

international experience (Hånell and Ghauri, 2016). In addition, some firms focus on basic issues in designing a SMSs marketing strategy, such as reaching a large number of consumers in a short time and utilising a general strategy for SMSs (Jelfs and Thomson, 2016). Saudi consumers have begun to focus on the opinions and analysis of fashion vloggers and bloggers who are a part of the Saudi culture and know about its many nuances. An article by Farra (2018) discusses how fashion shows that in Saudi Arabia have women in attendance can portray and display different fashions worn by women that they cannot wear about men. At these types of events, and others, fashion vloggers and bloggers give their takes on these fashions that may positively affect the Saudi beauty and fashion scene. Along with their opinions and analysis, Saudi vloggers and bloggers also create new makeup and accessory trends that members of the Saudi fashion community can use to enhance their own outfits (Branded Girl 2017). This ability to influence trends and consumer behaviour makes Saudi fashion vloggers and bloggers a very important part of the fashion and beauty sector. Therefore, marketers and researchers need a well-defined strategy for each SMSs especially for videos promotions in YouTube and highlighting the aspects that consumers perceive to be essential (Moctezuma and Rajagopal, 2016). Given Saudi women's dominance as YouTube fashion users, the current study focuses on understanding Saudi female motivations that influence eWOM-seeker intentions on YouTube.

2.8.1 Cultural and social factors influencing Saudi females and SMS usage.

Saudi Arabia has started to accept the use of SMSs and IT (Ohsan 2010). The increased use of the Internet is not limited to young males using Twitter or Facebook; the use of SMSs by women has also increased to a major extent (Ohsan 2010). After analysing data from 1190 individuals, Ohsan (2010) found that Internet and SMS usage was highest among women aged 18-40 years who were seeking information about fashion; this may be due to new fashion trends and exposure to modernisation (Ohsan 2010). The Table 2.3 below explains with more details about how the Saudi females' internet usage has changed over years.

Table2. 3The Timeline and Reasons for Saudi female habit changes of using internet and SMSs

Year	Reasons for Saudi female to using internet	Reference
2001	Use the internet via university's website for educational purposes including:Academic library.Email, chat and general browsing	Shaheen (2001) AI-Hajery (2003), Goblan (2003)
2003	Seek information as the internet offered the up to date information, and saved significant amount of time because search engines such as Yahoo, Google provided them with quicker results	Al-Dobaiyyn (2003)
2005	Females use more online communications to their preference of interpersonal connections	Oshan 2007
2011	Females use internet to communicate with their male counterparts at work	According to Lily (2011),
2015	Females become more independent and use SMSs to explore and share information such lifestyle, fashion, and travel	Alzahrani 2017
2017	The use of SMSs increased due to development in the country and the females got more freedom to express themselves via SMSs.	Toronto Sun 2018

As shown in table 2.3 the Saudi females started using the Internet for the first time through the academic institutions and long before the internet was available to the public (Shaheen 2001; AI-Hajery 2003; Goblan 2003). In 2003, the internet was available for the public use (Al-Dobaiyyn 2003). Hence the

Saudi females accessed the internet seeking general information and benefitted as the internet offered the up to date information, and helped them save time as search engines such as Yahoo and Google provided quick search results(Al-Dobaiyyn 2003). In 2005, Females started using more online communications to their preference of interpersonal connections as females had the opportunity to travel and live overseas. Therefore, they needed to use online platform to communicate with families and friends (Oshan 2007).

According to Lily (2011), most people in Saudi Arabia still do not support women interacting with men in the business sector; therefore, women prefer to use Internet where physical contact does not take place. However, modernisation, including the Internet, has liberated women to some extent. Saudi females have more opportunities to work with men in different sectors (Toronto Sun 2018). They are more independent since they can travel alone for work or educational purposes (Alzahrani 2017); and, in 2017, Saudi women were no longer prohibited to drive (Toronto Sun 2018).

Simsim (2011) reported that 89 percent of the content in female-dominated categories on YouTube channels concerned cosmetics and fashion trends, with nail and skin care, weight loss and related topics comprising the rest. In the age range of 18-24 years, about 40 percent of women subscribe to fashion YouTube channels worldwide, while for Saudi Arabia, this rate is almost 50 percent and is also increasing. Saudi Arabia accounts for 25 percent of Internet usage and has the highest per capita views of YouTube videos; moreover, since women are more exposed to global technological integration, this rate is expected to increase rapidly (Simsim 2011). This study will examine the effects of these and other cultural and social factors that may impact the motivations of eWOM-seeking intentions by female-Saudi consumers. The next section provides background and justification regarding the theories used in the conceptual framework to capture these effects.

2.8 Theoretical underpinnings

Previous studies on eWOM seekers have used multiple theories to explore the various relevant factors. The most commonly used approaches to observe the impact of

eWOM communication on online users are the Elaboration Likelihood Model (ELM) (Chu & Kamal (2008); Cheung, Lee & Rabjohn (2008), and secondly, The Heuristic-Systematic Model (HSM) (Zhang &Watts 2008). Moreover, a significant number of studies have been conducted on the primary features and credibility of WOM sources to understand how these factors might the influence eWOM seekers (Cheung & Thadani 2012; Hsu, Lin & Chiang 2013). Research has also been conducted to analyse the effects of eWOM information and the presence of interpersonal influences on the purchasing decisions of consumers (Cheung et al. 2009). Table 2.3 provides a summary of previous eWOM theoretical studies

Table2. 4 Theoretical foundations of eWOM studies

Researchers	Theories	Research focus
Chu & Kamal (2008); Cheung, Lee & Rabjohn (2008); Zhang & Watts (2008)	Elaboration Likelihood Model (ELM) The Heuristic-Systematic Model (HSM)	The impacts of eWOM communications
Cheung, Luo, Sia & Chen (2009) Huang & Chen (2006)	Interpersonal Theory	The impacts of eWOM on consumer purchases Decision-making using the perspective of interpersonal influence
Lee & Youn (2009)	Attribution theory	How eWOM platforms influence consumer product judgments
Steffes & Burgee (2009)	Social Ties	Social ties and WOM communication are relevant to eWOM information

Although these studies are focused on the entire process of seeking eWOM information, there is little emphasis on factors like external influences, moderator issues and the outcomes of the process. Cheung and Thadani (2012) conducted a systematic review of eWOM research to summarise and categorise the significance of these additional influences.

Cheung and Thadani (2012) identified key factors related to the elements of social communication to clarify the influence of eWOM communications on consumer

behaviour. The social elements include 'Stimuli' as external factors; 'Receivers' and 'Contextual factors' as internal factors; 'Responses' as outcomes related to eWOM communications; and 'Communicators' as moderating factors. Table 2.4 summarises Cheung and Thadani's (2012) social communication constructs.

Table2. 5Constructs of social communication by Cheung and Thadani (2012)

External factors		
	Description	**Related factors**
Stimuli	The stimulus refers to the message transmitted by the communicator	Argument quality Relevance Timeliness Accuracy
Internal factors		
Receivers	The receiver is the individual who responds to the communication	Prior knowledge Involvement Motivation to process information
Contextual factors	The nature of the review platform relates to eWOM adoption	The credibility of website /platform The trustworthiness of information on different platforms.
Moderating factors		
Communicators	The 'communicator' is the person who transmits the communication	Source credibility Source type Social ties

Cheung and Thadani (2012) show that existing studies focus on one or two elements of eWOM communications and neglect context and motivating factors. However, other studies have confirmed that consumer behaviour is an on-going process that occurs before, during and after the actual purchase (Ling, Chai & Piew 2010; Solomon, Marshall & Stuart 2011). In addition, this current study has also analysed existing literature related to eWOM communication and social media in section 2.3 above. That analysis shows that few studies focus on the influence of vloggers on

eWOM and SMSs. Therefore, this research employs theories and factors to create an in-depth understanding of the motivating influences of vloggers' eWOMs on SMSs users eWOM-seeking intentions and its related outcomes.

2.8.1 Consumer Motivations

Consumer motivation is created by needs and perceived value (Zhang 2016). SMS-user needs can be categorised as emotional, cognitive, and social (Mikalef et al. 2013). Existing studies have linked the use of SMSs to social and emotional needs (Chu and Kim 2011). Consumer values are based on interactions between each other and products and brands (Schau, Mũniz Jr & Arnould 2009). As SMSs only allow users to interact virtually online, actual user intentions are generally unknown, and it is difficult to interpret how and why users react to different types of content (Park, Gu & Konana 2014). Hence, this study explores how utilitarian and hedonic motivations are facilitated on SMSs and what factors influence these motivations. In addition,, the study focuses on the cultural and social factors affecting eWOM-seeking intentions through YouTube in the context of Saudi females.

The Theory of utilitarian and hedonic motivations. The theory of utilitarian and hedonic motivations is used by researchers to explain the motivations influencing consumers' eWOM-seeking intentions (Babin et al. 1994; Batra & Ahtola 1991; Hirschman and Holbrook 1982). Babin, Darden and Griffin (1994) defined utilitarian motivation as 'rational and goal-oriented'. Regarding eWOM-seeking intentions, the utilitarian consumer looks for functional, instrumental and practical benefits (Brown, Broderick & Lee 2007). The hedonic approach, in contrast, requires users to maximise their pleasure and search for tasks that relate to emotions, such as happiness, enjoyment, and fantasy, rather than maximising the utility of the purchased product (Mikalef, Giannakos & Pateli 2013).Chu and Kim (2011) argue that consumers seek information because they need the product and to fulfil their hedonic motivational needs of experience and emotion.

The Theory of utilitarian and hedonic motivations has been used to explore the link between these practical and emotional factors and eWOM-seeking intentions on online platforms, such as consumer review sites (Pöyry et al. 2012), online shopping forums (Mikalef, Giannakos & Pateli 2013) and fashion blogs (Blázquez 2014). However, few studies have used utilitarian and hedonic motivations to understand

eWOM-seeking intentions on SMSs sites like Facebook, Twitter or YouTube (Bilgihan, Okumus & Bujisic 2014).

Utilitarian motivations. Utilitarian motivations consider factors that drive consumers to engage in the purchasing process (To, Liao & Lin 2007). Existing studies advocate that users of an online platform, such as online shopping forums, with a high utilitarian motivation will both browse and purchase items that they are looking for (To, Liao & Lin 2007). Furthermore, research shows that utilitarian motivations have an influence on consumers' purchase intentions and their interactions with peers in WOM (Jones, Reynolds & Arnold 2006). Similarly, in an online community, utilitarian motivations influence consumers' eWOM-seeking behaviour regarding information available about a product and their purchase intentions on SMSs (Mikalef, Giannakos & Pateli 2013).

Research studies have recognised factors that influence this category of motivation concerning consumer purchase decisions (Babin, Darden & Griffin 1994). The present study uses the categorisation approach, which includes convenience and information availability (Mikalef, Giannakos & Pateli 2013; Wolfinbarger & Gilly 2001). The literature review has illustrated the importance of the factors categorised as part of the utilitarian motivation, particularly when it comes to SMs (To, Liao & Lin 2007). Utilitarian motivation factors are considered in this study because they are in accordance with the characteristics of SMs, and research has indicated that these factors affect the motivations for seeking information on SMs and influence purchase decisions in more than one context. However, the drawbacks of the use of these factors are the exclusion of other factors affecting utilitarian motivation to employ SMs. This research, however, has tried to limit the impact of these drawbacks by incorporating new factors that may emerge during data collection.

- **Convenience**

Convenience is the degree of ease that SM sites offer for eWOM users to search for a product or service (Burke 1997; Mikalef, Giannakos & Pateli 2013; To, Liao & Lin 2007). Research studies have approved that social media sites have played essential roles in consumer's decision-making process because of its convenience by providing eWOM information about products (Lui & Xie 2015). Gillin and Moore (2009) indicated that microblogs have offered instant response services with short comments

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to allow interaction between consumers and marketers. The ease, immediacy, and ability to share personal opinions are the principal reasons why consumers use microblogs to seek eWOM information about products (Gillin & Moore 2009; Liu, Xie & Jia 2015; Sun et al. 2006).

Another research study by Milkalef, Giannakos and Pateli (2013) focussed on exposing how specific characteristics of SM websites influence users' intentions to browse products and the effect on the purchasing and information-sharing intention of the consumers. This study has used utilitarian and hedonic motivation theory, which provides the theoretical background on factors that contribute to product browsing on SM websites. The study uses data obtained from 165 social media users, including users of Facebook, Twitter and Blogspot. The outcomes indicate that convenience is a utilitarian motivation that highly influences user intention to browse products on SMs. Moreover, browsing intention is positively influenced by customers' purchasing and WOM intention (Mikalef, Giannakos & Pateli 2013).

The past studies have indicated that the convenience of using SM on websites is found to be the most important contributor in explaining why consumers seek eWOM information on SMs. These studies have used convenience as a factor that influenced eWOM behaviour and purchase intentions of microblog and social network users.

- **Information Availability**

Online platforms, such as online shopping blogs, social networks, microblogging and community content sites, are the largest and most efficient source of information acquisition for products or services (Giannakos & Pateli 2013). Utilitarian value can be derived from the successful collection of information on a product or service from various sources (Babin et al. 1994). Similarly, researchers have indicated that SMs allow users to easily find all of the information they may need with only a few clicks (Bilgihan, Okumus & Bujisic 2014). Therefore, there is a growing number of users seeking eWOM information about products through SMs (Duffy 2015).

Information availability is the amount of available information regarding products or services on SMs (Fishbein & Ajzen 2005; Mikalef, Giannakos & Pateli 2013; To, Liao & Lin 2007; Wolfinbarger & Gilly 2001). The information available about a product remains important from source selection to obtain information to making the final purchase decision (Heijden 2004).

A few research studies have focussed on the influence of information availability on consumers' motivations to seek eWOM information about products on SMs, particularly on YouTube. The next section reviews existing literature on information availability dimensions and their influence on consumer's utilitarian motivations for seeking eWOM and purchase behaviour.

Pöyry et al. (2012) explored the utilitarian motivations that influence consumers to seek eWOM about travel plans on review sites, such as TripAdvisor and Screen Holiday. The study collected data from a survey of 1660 customers of two travel agencies in Finland. The results showed that consumers seek eWOM information on hotel review sites because information is available from all over the world. Moreover, this study found that the relevant eWOM information that is available on hotel review sites causes consumers to rely on these websites for information and makes their purchase decisions easier (Hung & Li 2007; Poyry et al. 2012). Furthermore, this research also indicated that consumers engage in utilitarian information searches to ensure that their purchase decisions are rational and well prepared.

Recently, there has been a rise in the trend of people posting photographs and videos on YouTube, sharing adventures on Facebook and updating followers on Twitter, which has had a huge impact on the travel industry (Duffy 2015). Consequently, it has become essential for companies to use SMs to maintain a competitive edge through gathering data, engaging with travellers and building SMs on their websites (Bilgihan, Okumus & Bujisic 2014; Jones, Reynolds & Arnold 2006; Sanchez-Franzo & Rondan-Cataluna 2010). Similarly, the fashion industry has been influenced by eWOM information that is generated by fashion bloggers on fashion blogs, Facebook, Twitter and YouTube (Gregurec, Tomas & Coric 2011).

Pihl and Sandtrom (2013) investigated the dimensions of information availability that affect consumer's intention of seeking eWOM information regarding fashion products on 18 of Sweden's top fashion blogs. The findings suggest that bloggers provide authentic and reliable information on these websites, which allows them to increase their value. The high credibility of fashion bloggers provides consumers with dependable information to enable them to choose. The availability of private and commercial content on fashion blogs not only differentiates them from other marketing channels but also creates customer intimacy, as bloggers tend to have closer relationships with customers as compared to fashion firms. Pihl and Sandtrom

(2013) suggested that management of the blogosphere is an emerging source of competitive advantage for fashion firms.

Chueng, Lee and Rabjohn (2008) also conducted a study to investigate the different dimensions of information availability. These researchers concluded that eWOM information is a powerful communication tool because of its rapid diffusion, easy accessibility, credibility and other notable qualities.

Although some studies have focussed on the influence of information availability on consumer eWOM-seeking behaviour in social networks or virtual communities, little research has been done to capture the effect in YouTube sites (Chu and Kim 2011; Jansen et al. 2009) or virtual communities (Hennig-Thurau et al. 2004; Hung & Li 2007; Sun et al. 2006). As shown in Figure 5 at the beginning of this literature review, there has been an increase in eWOM on YouTube. Therefore, this research examines the influence of information availability on consumer eWOM-seeking intention on YouTube.

Hedonic motivations. Although a marketers' focus is to provide an online platform that fulfils all necessary functional requirements, they also encourage the inclusion of elements like pleasure which have a greater influence in promoting user participation (Bilgihan, Okumus & Bujisic 2014). The incorporation of elements that are essentially enjoyable facilitates users' eWOM-seeking intentions on online platforms, such as online shopping forums (Mikalef, Giannakos & Pateli 2013). Hence, this study can assume that the same principle applies to SMSs such as YouTube.

Online platform users with hedonic motives are inclined to engage in the process of eWOM seeking to find information about products and make purchase for particular reasons. A few of the most frequently noted hedonic motivations are socialising (Dawon, Bloch & Ridway 1990; Mikalef, Giannakos & Pateli 2013; To, Liao & Lin 2007; Woflinbarger & Gilly 2001) and trend discovery (Arnold & Reynolds 2003; Mikalef, Giannakos & Pateli 2013; To, Liao & Lin 2007). This research has selected these two factors to understand what motivates consumers to seek eWOM on SMs, particularly YouTube. Moreover, this research takes into consideration the selected fit with characteristics of SMs that are mentioned above in this literature review. The research considers all new aspects related to hedonic motivation that emerged during data collection of this study.

- **Trend Discovery**

The concept of Trend discovery refers to the effectiveness of SMs in offering up-to-date information about the latest trends and fashion (Arnold & Reynolds 2003; Mikalef, Giannakos & Pateli 2013; To, Liao & Lin 2007). The trend discovery process gives pleasure to consumers, thereby allowing them to gain hedonic value (Gillin & Moore 2009). According to To, Liao and Lin (2007), trend discovery is the primary motivation for people like Internet shoppers. The process involving the discovery of popular products is exploration-oriented in nature (Gregurec, Tomas & Coric 2011). The presence of various sources and the renewal of product-related information to keep up with the trends on SMS sites make the process of product exploration easy (Giannakos & Pateli 2013).

- **Socialising**

Socialising is the capability to engage in a conversation with fellow peers while seeking eWOM information about products on SMs (Duffy 2015; Fishbein & Ajzen 2005; Gillin & Moore 2009; Wolfinbarger & Gilly, 2001). Engaging in online conversations while seeking eWOM information increases the users' perceived hedonic value, and motivates the users to make future purchases (Heijden, 2004; Wolfinbarger & Gilly, 2001). The interaction between individuals with similar preferences enhances the value of eWOM, affects consumers' purchasing decisions and promotes WOM (Duffy 2015). This eWOM results in additional purchases, thereby showing that these two concepts are interlinked (Duffy 2015).

Utilitarian and hedonic motivations in the Arabic culture and social perspectives. Existing studies have shown that social communications impact a society's cultural orientations (Fong & Burton 2006; Singelis 1994). However, few studies have investigated whether consumer- seeking intentions in online communities, such as SMSs, are shaped by cultural and social factors that impact individual consumers (Fong & Burton 2006; Pfeil, Zaphiris & Ang 2006; Sun & Wang 2010). Changes in the social environment can impact customers' cognitive, emotional and behavioural states (Brodie et al. 2013), and societal elements are at the core of SMSs consumer interactions (Yu et al. 2013). As noted previously, in the

context of contemporary Saudi females, they now have more opportunities to work with men in various industry sectors (Alzahrani 2017) and are now permitted to drive cars (Toronto Sun, 2018). The fact that Saudi females are currently experiencing changes to their lifestyle, such as being more independent and living in foreign countries, is, therefore, worth exploring (Alzahrani 2017).

eWOM-seeking intentions. Search behaviour can be classified as either goal-oriented or exploration-oriented (Jamiszewski 1998). Consumers displaying goal-oriented search behaviour seek information about the products they wish to buy. Such 'rational and goal-oriented' behaviour is considered a utilitarian purchasing motivation (Akram et al. 2017). In contrast, consumers displaying exploration-oriented search behaviour have no clear purchasing plans; rather, they seek products to fulfil their emotional desires. A consumer with emotional needs is categorised as having a hedonic purchasing motivation (Akram et al. 2017). According to the theory of reasoned action, an individual's intentions determine their actions, and these intentions depend on subjective norms and approaches to a behaviour (Fishbein & Ajzen 2005; Reichelt, Sievert & Jacob 2014). For example, the interpretation of behaviour as positive by an individual (attitude) and the judgement that the behaviour is encouraged by other people (norm) would increase the likelihood that the individual concerned would perform that behaviour (Fishbein & Ajzen 2005). Likewise, this research focuses on understanding an SMS users' eWOM-seeking intention toward SMS use rather than understanding their intention toward the product perse.

After reviewing the literature, this study adopted the utilitarian and hedonic motivations theory because it provides the theoretical background for the factors affecting consumers' intention about seeking eWOM on SMSs. This study has developed conceptual model from the theory of utilitarian and hedonic motivations (Babin, Darden & Griffin 1994). The conceptual framework comprises two elements that include factors affecting utilitarian and hedonic motivations, and constructs of consumer's eWOM-seeking intention on SMSs. This conceptual framework is implemented in the context of vlogger (Video Blogger) fashion YouTube channels in Saudi Arabia. In light of the above discussion, the conceptual framework for this

thesis is illustrated in Figure 2.7. The flow and direction of each construct in the conceptual model is explained below.

Figure 2.7. The conceptual framework for this study
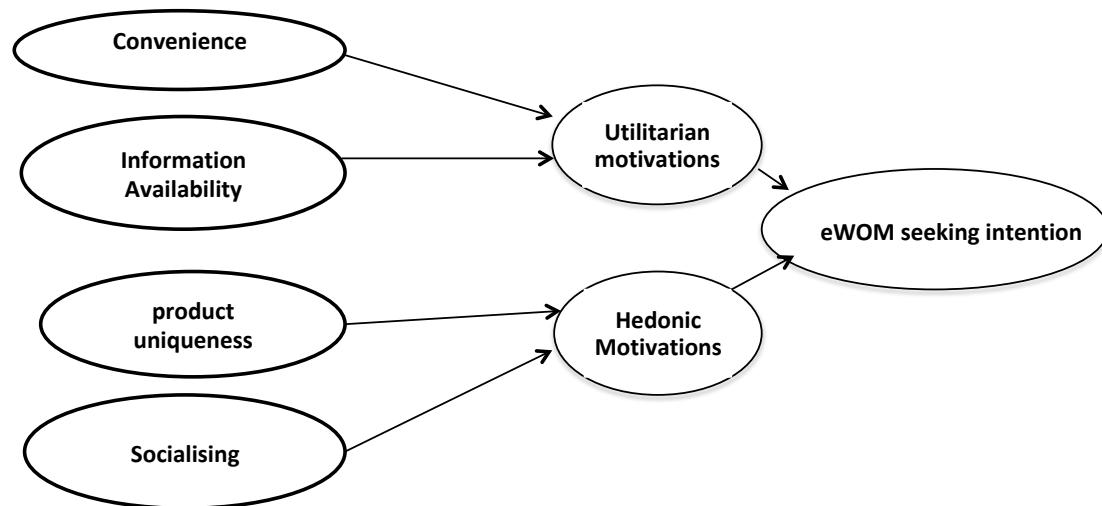
The first element incorporates constructs that shape the perceived hedonic and utilitarian value of seeking eWOM on SMSs. Convenience and information availability are the factors proposed to test for utilitarian value (Burke 1997; To, Liao & Lin 2007). In terms of hedonic motivation, trend discovery and socialising are proposed (Dawon, Bloch & Ridway 1990; To, Liao & Lin 2007; Woflinbarger & Gilly 2001). The second element, to capture the extent of the influence of these factors, two mediating constructs are proposed, namely utilitarian and hedonic motivation. Existing studies have indicated that distinguishing between hedonic and utilitarian motivation is essential, as consumer behaviour differs accordingly (Chu & Kim 2011; Lui & Xie 2015; O'Reilly & Marx 2011; To, Liao & Lin 2007). Therefore, the framework is proposed to determine whether SMSs users seek eWOM for products based on utilitarian, hedonic or both types of motivations. This study aims to observe and then test consumers' interactions on YouTube channels of Saudi fashion video bloggers to identify the selected factors and also, new factors related to utilitarian and hedonic motivations.

The second element includes consumer's eWOM-seeking intention. This part examines the relationship between consumers' utilitarian and hedonic motivations

and their intentions to seek eWOM on SMSs. The relationship between these two constructs will be tested in the context of Youtube channels of fashion video bloggers in Saudi Arabia. It is anticipated that the visual eWOM on YouTube (Bilgihan, Okumus & Bujisic 2014) may have a different influence on consumers' eWOM-seeking intention.

2.9 Conclusion

This chapter reviewed research studies related to important aspects assists to how to explore the vloggers' eWOM influence on seeking eWOM on fashion YouTube channels. The literature review has exposed the WOM communications, eWOM impact on digital marketing and vloggers role on SMS. The literature review confirmed that understanding eWOM seeking intention in YouTube is limited. After reviewing the relevant literature, this study has adopted the theory of utilitarian and hedonic motivations as the conceptual foundation for the research model because it provides the ability to explain factors affecting consumers' intentions to seek eWOM on YouTube. Moreover, the chapter explored the relevant culture and social factors. The purpose of the literature review was to provide the basis of the methodology used in the study which is explained in chapter 3.

CHAPTER 3: RESEARCH METHODOLOGY

3.1. Introduction

The previous chapter defined the main research problem and provided an overview of the research process. This chapter describes the mixed-method research approach adopted for this study and, based on previous studies and established a practice, the reasons for choosing it. The mixed-method is including two phases: The first phase involves a qualitative observation 'netnography' method and the second phase comprises the quantitative method. This chapter explains the process of the first phase of the study (netnographic study) including the selection of the sample, data collection, analysis and conclusion. In addition, this chapter describes the quantitative methods used in the research including the survey method, questionnaire development, pre-testing the survey and the pilot study. Finally, the chapter explains quantitative data collection and analysis procedures and the preliminary results.

3.2. Research design

To establish the validity of the mixed-research method approach, this section reviews three possible research approaches identified by Creswell (2013) as exploratory, conclusive and descriptive methods.

- Exploratory research is used to understand new concepts and ideas not available in the literature (Maxwell 2012). The aim is to build new ideas and research hypothesis for an area previously lacking attention (Creswell 2013; ; Bryman 2015). The advantages of exploratory research are that it is relatively unstructured and encourages informal approaches to gather and analysing data (Frels & Onwuegbuzie 2013); and since it concerns areas that lack established data, typically uses qualitative rather than quantitative approaches (Ross & Onwuegbuzie 2011).

- Conclusive research is used to conduct studies important for decision-making processes (Parasuraman, Grewal & Krishnan 2006) and falls into two categories. Some studies are causal, where the purpose is to understand cause-and-effect relations (Wiid & Diggines 2010). For instance, if A comes before B, then causal research considers evidence to determine whether A caused B. The other variety is descriptive when the goal is to

understand any concept, idea or situation in depth using different analytical techniques and measures (Wiid & Diggines 2010). The effectiveness of both varieties depends on the purpose and research question investigated. Conclusive research requires quantitative data because the results are employed to make key decisions for business outcomes (Parasuraman, Grewal & Krishnan 2006).

- Descriptive research examines information regarding a situation, such as a particular market or another context, in more detail (Wiid & Diggines 2010). As such, it blurs the distinction between quantitative or qualitative methodologies and can employ both approaches in the same study (Frels & Onwuegbuzie 2013).

Creswell's (2013) categories show that the objectives of the study determine the method chosen. As discussed in chapter 2, this study attempts to observe and investigate factors that influence utilitarian and hedonic motivations for seeking eWOM information from consumers who are regular users of SMs. Furthermore, the research aims to test the influence of these factors on intention to seek eWOM on SMSs. Thus, the research will need to explore some new concepts and discuss the relations between variables (Jang, Kim & Jung 2016). Therefore, a mixed-methods approach of exploratory (qualitative) and causal research (quantitative) will suit the objectives of the study. A mixed approach is defined by Stange et al. 2006 p. 1) as 'integrating quantitative and qualitative approaches to generate new knowledge and can involve either concurrent or sequential use of these two classes of methods to follow a line of inquiry'(Stange et al. 2006 p. 1)). Moreover, Creswell et al. (2003) stated that a mixed approach integrates 'quantitative and qualitative data collection and analysis in a single study or a program of inquiry' (Creswell et al. (2003) p. 211).

The mixed-methods research approach used in this study is shown in Figure 3.1 as follows:

Figure3. 1The mixed-methods process for this study Teddlie and Yu (2007)


```
┌─────────────────────────────────────────┐
│           Research Approach               │
├─────────────────────────────────────────┤
│      Phase 1: qualitative methodology     │
├─────────────────────────────────────────┤
│ Netnographic study➔ collect data/ design framework │
├─────────────────────────────────────────┤
│      Phase 2: Quantitative  Methodology   │
├─────────────────────────────────────────┤
│              Online Survey                │
├─────────────────────────────────────────┤
│         Final Findings/ PLS Model         │
└─────────────────────────────────────────┘
```
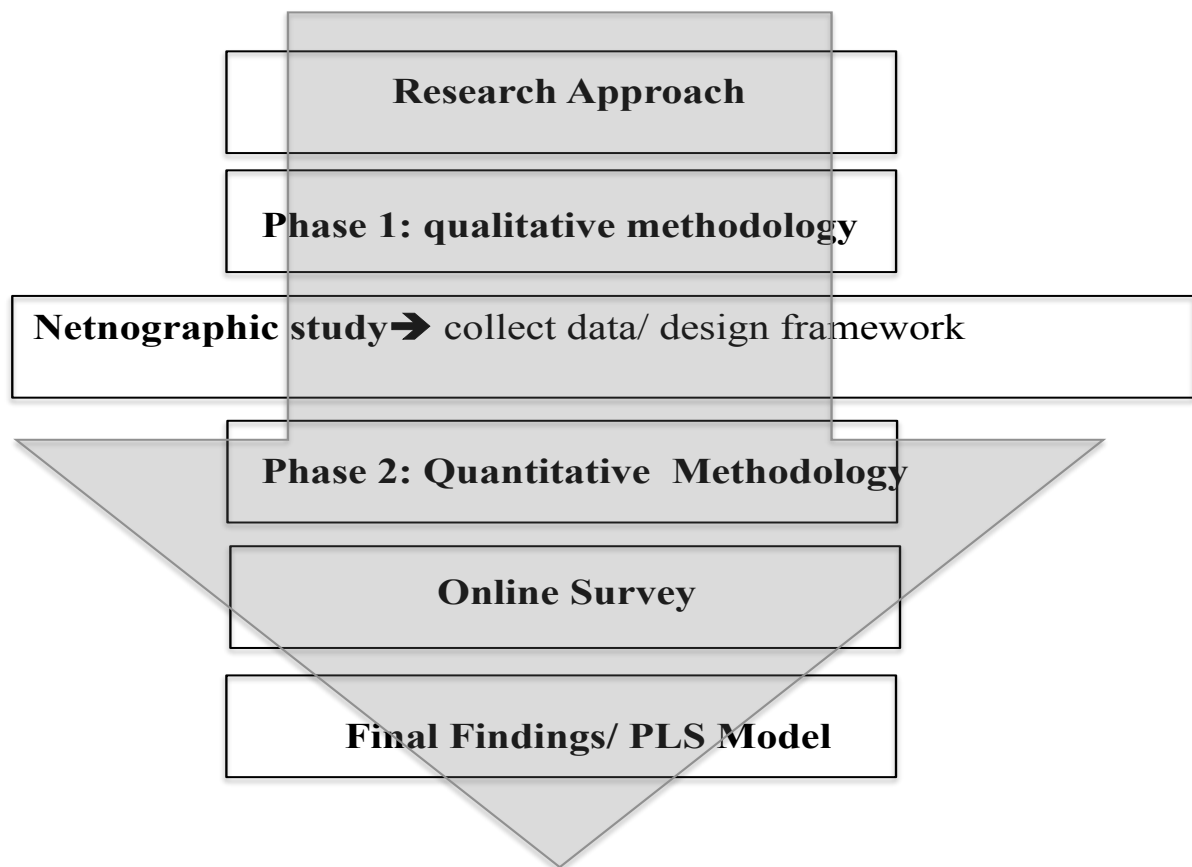
The mixed-method process shown in Figure 3.1 was selected because as Lui, Mitchell and Weale (2011) argue, it maximises the insights available by using both quantitative and qualitative data and overcomes the limitations of using a single approach. Moreover, a mixed-methods approach can identify solutions that include factual data and how these phenomena are affected by changes in different variables (Creswell 2013).

Previous studies on user-motivations for seeking eWOM on SMSs and its effects on consumer intentions used experimental approaches (Bilgihan, Okumus & Bujisic 2014;; Park, Gu & Konana 2014). These studies examined website and SMS users to determine whether different platforms affected their seeking intentions. However, the study presented in this thesis combines concepts from exploratory and causal research methods (Huan-Niemi 2016) because it requires extant data not fully explored by previous research.

As shown in Figure 3.1 above, the study proceeds in two stages. In the first stage, an online observation method called 'netnography'—a type of qualitative method (Kozinets 2010)—is conducted to explore the unique characteristics of communication and community interaction on YouTube videos that review women's fashion industry products in Saudi Arabia. Netnography was employed to confirm that the constructs were relevant to key motives underlying eWOM seeker intentions on SMs and provide a better understanding of eWOM communications. As shown in Figure 3.2 below and discussed in section 3.2.1., the netnography methodology is less obtrusive than interviews or surveys because it provides the opportunity for unbiased observation of target behaviour without being influenced by researcher opinion and perspectives (Kim & Ko 2012). Netnography collects data online to study how different internet participants use information for personal use. The approach is qualitative because individual SMSs behaviour differs. The approach is also inductive (Williamson 2007).

The second stage of the research adopts a quantitative approach. Respondent surveys are the most common technique for collecting quantitative data (Neuman 2006). This involves a representative sample population in which participants are provided with a specifically developed questionnaire.

In addition to being more cost-effective compared with in-depth interviews, surveys also permit the researcher to obtain large quantities of easily analysed data for compilation into tabular form (Wright 2005). Furthermore, surveys are also beneficial because respondents can remain anonymous and, hence, may freely disclose more information than interviews. Surveys can be undertaken using person-to-person interviews and can either be computer-assisted or self-administered according to the research requirements (Schatz 2012).

The selection of the survey method is dependent on the research topic and available resources (Schatz 2012). Person-to-person interviews are time-consuming and can be less informative because a large sample is not always achievable (Neuman 2006). Keeping this in mind, the current study used an online survey questionnaire because of the high-levels of internet usage in Saudi Arabia (Statista, 2017). Respondents using SMSs could simply log in and answer the questions online. This approach assisted in the collection of significant quantities of data not otherwise available for

analysis because of resourcing issues. The online data collection instrument was designed based on netnographic findings in the qualitative stage and sent to selected female YouTube fashion channel users. Section 3.2.2 below explains the questionnaire design.

3.2.1 The qualitative method: Online netnography

Online netnography is 'a qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that are emerging through computer-mediated communication' (Kozinets 2002, p. 62). Netnography comprises participant behaviour and communications in online contexts (Kulmala 2011). This method provides deeper insights into consumer motivations, opinion and the culture of online communities (Kim & Ko 2012). Netnography can assist marketers in several ways (Cooke 2008; Kim & Ko 2012; Xun & Reynolds 2010), some of which are as follows:

- The most important advantage is that respondents are more willing to share information on online platforms because they can be anonymous (Cooke 2008). This is an advantage because, on many occasions, an individual will be more forthcoming when hidden behind a computer screen; and, when the same information is being asked face-to-face, the same person may hesitate. Netnographic research also gives researcher access to a larger pool of participants, allowing them to access different user perspectives (Xun & Reynolds 2010)

- Because netnography it is based on technology, geography and location are not an issue (Hamilton & Hewer 2009). Even if a research participant moves location, he or she can still participate in the research process by logging into the usual SMs platform and maintain contact

- Netnography is also useful when the goal is to create an analysis using current and past behaviour and trends. In almost all social media platforms, such as blogs, forums, YouTube, Facebook pages among others, platforms can archive old information and retrieve it when needed. If the researcher is interested in conducting an in-depth study that requires earlier data, they can simply access the archives for the related platform (Kim & Ko 2012).

- There are additional advantages related to the textual aspect of the research.

In face-to-face interviews, it can be difficult for the researcher to accurately record all the information and responses. In comparison, online users write their views and opinions on relevant topics (Kaplan & Haenlein 2010). These texts can be used for analysis and, if required, provide evidence and actual citations for a more comprehensive understanding of the topic (Biklen 2010).

In sum, netnography is a valuable research tool because it can add to data already available on the subject and facilitate effective causal research. Since netnography is a relatively new concept, as evident by its focus on technology and the internet, several issues can also arise. Some of these are as follows:

- The most significant issue researchers face when talking to others online is that of authenticity. Most forum participants on use virtual identities or false profiles (Wu & Pearce 2014). It becomes difficult for researchers to determine which participants are providing them with accurate and complete information. Researchers cannot be sure whether they are communicating with a robotic simulation or avatar

- If the netnography is conducted using software that has not been validated to see whether it can gather and analyse the required information, it may be useless for research purposes (Rourke & Kanuka 2007). Instead of purchasing off-the-shelf solutions, the researcher must determine the suitability of the software for the project

- It is also possible that the data studied are not properly ordered, formatted or available in the format required for the research. This happens because most of the information and discussion is written as part of a dialogue, so relevant information may not be available in one location but dispersed over different sections. To accurately interpret the meaning of the written discourse, careful analysis must be conducted using the actual context in which comments were made.

The next section discusses the selection sample method used in the research.

3.2.2 Sample for netnography method

The netnography method used in this study investigated factors influencing female consumer eWOM-seeking intentions on Saudi YouTube vlogger fashion channels.

YouTube was the SMSs used in this study. YouTube provides audio and video content, and viewers can leave their responses in the form of comments. The site also displays the number of viewers and 'like' or 'dislike' responses to video and audio style and content; hence, the site is a rich data source concerning product or service feedback from consumers, and their values, beliefs and consumption practices (Smith, Fischer & Yongjian 2012).

To establish the validity of a research study with YouTube user content, appropriate research criteria must be applied (Kim & Johnson 2016). For instance, it needs to be determined that the content being discussed in the community is related to the research topic (Sin, Nor, & Agaga 2012). Another aspect that needs to be checked is whether the community has active users that share information frequently (Wu & Pearce 2014). For this study, the selected YouTube channels have content provided by Saudi female fashion vloggers. This approach allowed targeting the appropriate population for data relevant to the research topic. Only participants who had subscribed to fashion channels were selected, and this was confirmed by visiting their individual YouTube profiles (Gunawan & Huarng 2015). The next section explains the steps used in the netnographic study.

3.2.3 The Netnographic research process

The three-stage process used in the netnography method is shown in Figure 3.2, and each stage is discussed below.

Figure3. 2 The netnographic research process
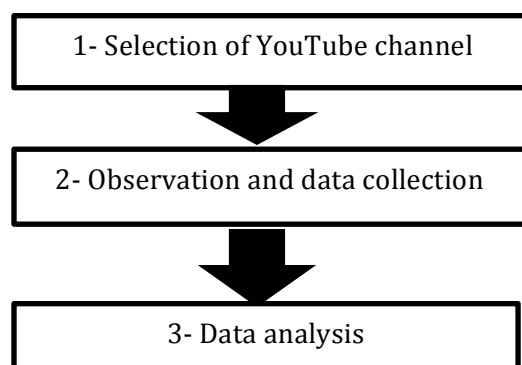
(adapted from Kozinets 2010)

Selection of YouTube channels. The study employed Kozinets' (2010, p. 89) criteria to evaluate appropriate YouTube channels. First, the content of the YouTube

channel must be related to the research focus and questions, and second, the number of views, comments, subscriptions, and shares seen on the channel by users and participants must be determined. These research criteria are appropriate for the current research because of their systematic approach. Moreover, several other studies have applied the same criteria to discuss research topics related to photography, human studies, personality traits and other qualitative research (Chang, Molesworth & Grigore 2015; Dehghani et al. 2016; Mkono & Markwell 2014). The various implications of the criteria for the current study are as follows.

The first criterion required that the research should be relevant to the objectives and research questions. For this project, the study focused on female bloggers who discussed fashion topics and the women's fashion industry in Saudi Arabia. Hence, the study used appropriate keywords in a Google search to find content concerning Saudi Arabian female fashion vloggers. The Saudi Beauty Blog (saudibeautyblog.com) website was also visited to identify female fashion YouTube channels. Figure 3.3 below shows how the search was carried out to maintain the Kozinets' (2010) first criterion.

Figure3. 3 Steps for selecting YouTube channels

1- Google search- using keywords: Saudi female fashion vloggers

2- Observe vloggers' profiles

3-Select YouTube channels
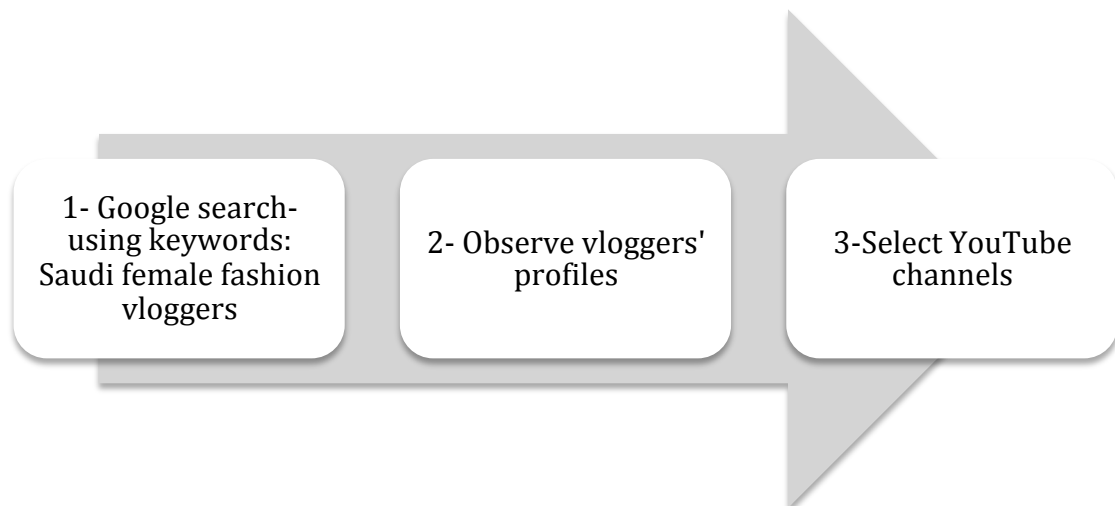
As noted above, the first step was to conduct a Google search with terms related to fashion, vloggers and Saudi Arabia. Then, the researcher searched fashion-blogger websites where their profiles and related YouTube channels were studied. After

visiting the YouTube channels, the second criterion was applied where the goal was to determine how many views, comments, subscriptions, and shares were seen on the channel by users and participants. This was done to differentiate channels with low-user activity from those with relatively more active users. Figure 3.4 shows one of the samples where significant views, shares, and subscriptions are displayed.

Figure3. 4 Viewer statistics for YouTube fashion channel VogaCloset video
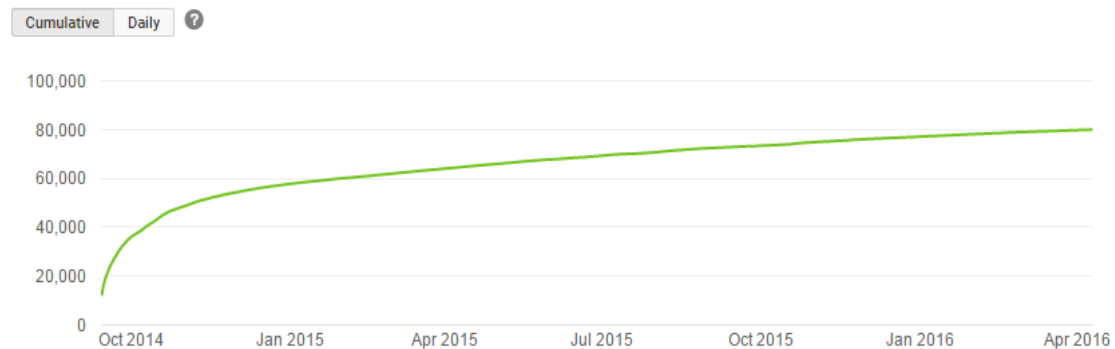
Figure 4.4 indicates that the number of viewers on the fashion channel VogaCloset video gradually increased from 15,000 in 2014 to 80,901 in 2016. Moreover, other data also showed that the video continued to retain a high-degree of popularity with visitors, with an average of 85% likes. Channels used in the research were chosen based on subscriptions to content with more frequent views of videos, content sharing, and comments. Figure 4.4 shows that a consistent increase in the number of views for the VogaCloset video is a clear indication of the effect that this type of content has on the attitudes of visitors to the site (Kozinets 2010; Mimoun, Garnier & Depledt 2015). That is, the fact that so many visitors expressed a 'like' for this data over a prolonged period illustrates that they liked the content and took the time and trouble to indicate their individual preferences for this type of information. Although expressing a 'like' for a particular piece of SMS data merely involves clicking a button, the fact that users selected 'like' as opposed to 'dislike' demonstrates the value of this video channel for users.

Data **collection.** Netnography uses a similar inductive and iterative approach to SMS research (Kulmala 2011). Since all SMS platforms are readily available for research purposes, information access is an important advantage, leveraged by recent technological advances. For instance, automated software and data analytic tools allow the researcher to again insights from the SMSs communications. However,

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researchers must also realise that, in themselves, these tools may not add new knowledge unless properly analysed and interpreted (Fattah 2015). Therefore, the current study utilised Excel to collect and analyse the data. Figure 3.4 presents the three-step data collection method for selected YouTube channels used in this study.

Figure3. 4 Netnographic data collection flow chart
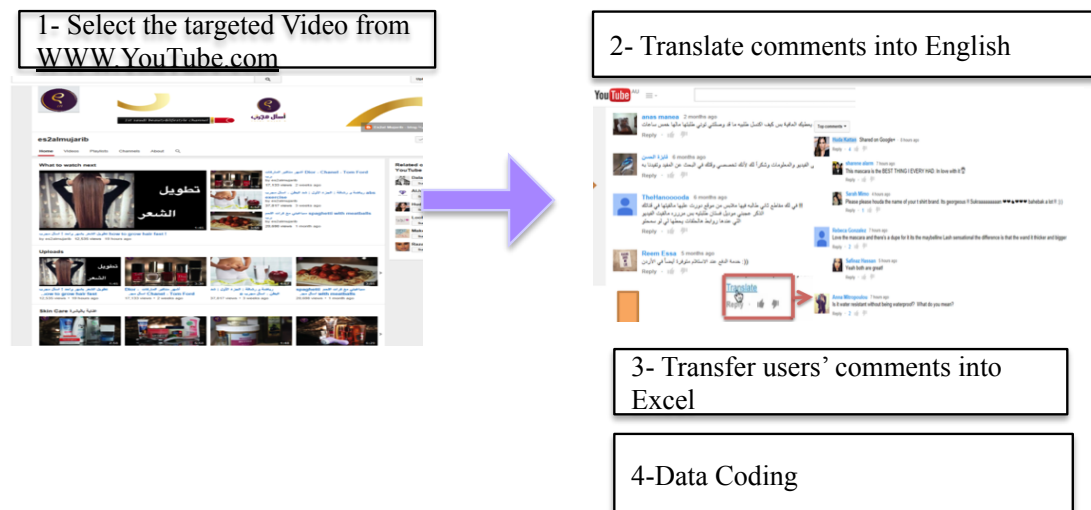
Step 1: Selecting the target video. Each video selected was assessed for its popularity and currency. The popularity of the video was examined by looking at the number of views recorded. From the five channels which are es2almujarib, JaySajer, Milky way, Nuha Style and WalaHearts considered, a total of ten videos were selected using the criteria described. All videos were published between 2014 and 2015 and had a high number of views. The videos were studied by considering viewer comments and 'likes' and 'dislikes'. The relevance of these videos was also kept in focus by ensuring that the video titles and content suited the research topic and questions. All information was recorded in Excel format;

Step 2: Translating comments into English. Since the videos were aimed at an Arabic-speaking audience, the comments provided were in Arabic then translated into English for record-keeping purposes before being converted to Excel. The study collected 300 comments from the ten selected videos. The previous chapter defined the main research problem and provided some of the

overviews regarding the overall research process which was carried out for this research. This chapter provides the research methodology used in this study selected YouTube channels

Step 3: Transferring user comments to Excel. This step required comments and related data to be transferred to Excel format, and the comments on each of the ten videos were recorded on separate Excel sheets. The Excel sheets also contained other data related to the video title, such as views, likes, and dislikes, on the video.

Step 4: Data Coding. Coding was required because a large amount of data required comparable units that could be grouped and symbolised. User identities were hidden using Qualtrics, which assigned a numeric code to each user comment and also excluded personal information not relevant to the research objectives.

Data analysis. This study used content, and thematic analysis to group collected data into themes and topics. During the data collection the researcher read the text comments line by line to identify the theme that classified into three different types:

• Original themes which were identified from previous research as shown in table 4.2 in chapter 4. These themes based on existing utilitarian and hedonic motivations illustrated in chapter 2.

• The emergent theme which shows utilitarian and hedonic motivations influenced Saudi females' eWOM seeking intention.

• A related theme which describes factors linked indirectly to the utilitarian and hedonic motivations influenced Saudi females' eWOM seeking intention.

The final collected data were coded in two levels:

Level one: To identify the main contract such as 'Availability of Information'

Level two: To identify the sub-themes that used to explain different dimensions of the main theme.

Table 4.2 in chapter 4, shows the constructs identified from the study of Saudi fashion YouTube channels. In addition, each video was classified under a relevant category to increase the research focus. Both archived data and field notes were recorded. All data related to the research were selected on various occasions so that diverse opinions could be collected. The emphasis of most comments was on fashion and clothing, but users also discussed other topics. For example, some users discussed aspects related to the vlogger's lifestyle, sport and health, which were not directly related to fashion and clothing. To focus the research, only comments related to the fashion industry in Saudi Arabia were considered important. A written analysis was used to describe the various visual features of YouTube videos, but a visual record was not kept.

All collected data was sorted in Excel. Each category had to be differentiated based on individual comments related to an aspect of the research; i.e., user comments and attitudes on seeking eWOM on YouTube were analysed based on utilitarian and hedonic motivations. Field notes were also prepared for each category and comments were recorded.

Once the data was collected and filed, all entries were studied to extract the main point, and coding was completed. The entries for every video included information on vlogger texts and comments by viewers and subscribers. This part of the data collection and analysis refined and categorised the data according to the aims of the first phase of the study.

3.3 Quantitative Methodology

3.3.1 Survey method

An online questionnaire was developed to test the relations between the variables proposed in the conceptual framework. This helps to measure the motivations for seeking eWOM on SMSs based on information gleaned from the literature review, as well as information gathered at the qualitative stage of the study. The next section explains the steps in designing the online questionnaire.

3.3.2 Questionnaire development

The online questionnaire was developed from the preliminary findings of the

netnographic analysis and existing literature. A pilot study was also undertaken to examine the operational adequacy of the questionnaire. As discussed in chapter 4 section 4.2, the results of the netnographic study contributed two factors to the design of the research instruments for the online questionnaire:

Factor 1: Utilitarian and hedonic motivations that influence social media users seeking eWOM on YouTube channels

Factor 2: Factors related to utilitarian motivations including convenience and information availability, and hedonic motivations including socialising, innate qualities and trend discovery.

As noted, the netnographic study helped to develop the online questionnaire for one element of the proposed conceptual model, but other related factors might have been omitted. Therefore to enhance the veracity of the components that comprise the proposed conceptual model, some elements were adopted from existing studies and measured by applying a 7-point Likert scale for each construct. The 7-point Likert scale indicated that 1 presents strongly disagree and 7 presents strongly agree.The online questionnaire was divided into four sections. The first aimed to gather information about SMSs and eWOM usage, while the second section was designed to measure the utilitarian and hedonic motivational constructs. The third section was designed to measure the influence of these motivations on eWOM intentions to seek eWOM on fashion YouTube channels. Finally, the fourth section aimed to collect demographic information about the sample. The survey questionnaire is shown in Appendix 1.

3.3.3 Survey translation

As noted, the study focused on Saudi Arabian female SMSs users who use the Arabic language for their online communications; as such, the questionnaire was translated into Arabic and back-translated into English using the following three steps (Epstein, Santo & Guillemin 2015; Miyabe & Yoshino 2015):

Step 1. Translate the questionnaire into Arabic. All survey questions were originally written in English and translated into the Arabic version.

Step 2. Back-translation. To ensure that the translation was accurate, a back-translation method was utilised. The study employed an assistant fluent in both English and Arabic to translate the Arabic version questionnaire back into

English

Step 3. Pre-test the items. The translation was written in the appropriate idiom spoken by the Saudi Arabian population at the time, and the survey wording was confirmed by a team comprising two academics, one from marketing and the other from IT, plus two doctoral marketing students. The academics and students were requested to report words that did not translate well, were ambiguous or could be improved. As a result of this consultation, some survey items were modified.

The following explains this process in more detail.

An academic review of the survey. The academics consulted agreed that translating some survey constructs into the Arabic language was challenging because each word has different synonyms and every synonym is used in a specific context. This factor may cause redundancies. Therefore, careful consideration was required to avoid ambiguity when translating important survey constructs. Moreover, the academic consultants asserted the need to explain the re-defined constructs after translation so that respondents could distinguish between the constructs. For example, if the researcher did not define each translated construct, respondents could not differentiate between 'excitement' and 'enjoyment' that are different measurement dimensions of the single construct, Hedonic Motivation. The consultants agreed that the length of the Arabic version of the questionnaire was reasonable, was representative of the English intended, and easily understandable.

Student review of the survey. According to students consulted, the survey questions should focus on extracting important demographic information in detail. Additionally, in-depth insights could be extracted by adding more meaningful variables, such as educational levels, occupation, income, among other factors. They advised that respondents would not understand the term 'blogger' as they thought this word would represent celebrities, such singers, and actors. To avoid this possible confusion, a concise and clear definition of the term was included at the beginning of the survey. A clear majority of students consulted had no difficulty in understanding the purpose and meaning of each question.

3.2.4 Pilot study

An online pilot study was conducted to test the online questionnaire using a small sample of 15 participants comprising Saudi friends and acquaintances of the investigator. In addition, the respondents were asked to point out items that they found confusing, inapplicable or ambiguous. Most participants in the pilot study reported that they understood the survey questions and that the researcher had explained the purpose and meaning of the survey items.

3.2.5 Reliability test

Reliability is identified as the level of dependability of an instrument according to internal equivalence, consistency and stability (Neuman 2012). The reliability analysis conducted via SPSS software assists in reducing errors during the analysis of the survey responses. Hence, this study assessed the reliability of survey items after the pilot study. The internal consistency of seven Likert scales was measured by checking Cronbach's Alpha coefficient which should exceed 0.7 to be acceptable (Kaplan & Saccuzzo, 2009; Mertler & Vannatta, 2005). The results are shown in Table 3.1

Table3. 1Reliability of variables

No	Variable	No. of items	Mean	Likert scale type	Cronbach Alpha
1	Convenience	4	4.733	Seven-point	0.769
2	Availability of Information	5	5.800	Seven-point	0.893
3	Utilitarian Purchase Intention	3	5.044	Seven-point	0.871
4	Hedonic Purchase Intention	3	5.133	Seven-point	0.887
5	Trend Discovery	4	4.517	Seven-point	0.757
6	Socialising	3	5.022	Seven-point	0.989
7	Innate Qualities	3	5.417	Seven-point	0.821
8	Utilitarian Motivation	3	6.000	Seven-point	0.969
9	Hedonic Motivation	4	6.100	Seven-point	0.979
10	eWOM Seeking Intention	4	6.000	Seven-point	0.957

3.2.5 Data collection method: Online survey

The online survey was designed using Qualtrics (https://www.qualtrics.com/). The survey was advertised via a video vlogger's (hereafter, 'vlogger') YouTube channel named (es2almujarib). a link to the survey on her respective SMSs related to female fashion products for the Saudi Arabian market with a request to female viewers/users/subscribers to participate in the study. To insure the participants are females, the vlogger checked her SMSs demographic and confirmed that the channles subscribers are females. Data from January to February 2017 were collated. The questionnaire contained a participant information and consent form addressing RMIT University ethics requirements for research involving human participants (see Appendix 2). The study used the online survey after considering the following advantages:

- Online surveys help to avoid errors during the data entry and coding because results collection is automatic (Zwaanswijk & Dulmen 2014)

- Online surveys help to collect more respondents per day than postal questionnaires. Furthermore, web-based questionnaires facilitate administration, as many individuals can answer the survey simultaneously (Aerny-Perreten et al. 2015).

- Online surveys allow investigators to keep and transfer data in multiple formats. Therefore, statistical analysis is less prone to human error when using various formats (McPeake et al. 2014)

- Online surveys are more environmentally friendly than postal questionnaires, e.g., by using less paper

- Participants can have easy access to the survey through links distributed via social media sites (McPeake et al. 2014)

- Online surveys can include well-defined instructions on how to answer each question

Respondent criteria. The sample selected for this research comprised female users of selected YouTube channels in Saudi Arabia. As noted, the survey was advertised via the YouTube channel (es2almujarib). There are two reasons for selecting users of target YouTube channels in this study. First, existing research shows that YouTube has the highest number of users seeking eWOM information about fashion products (Kozinets' (2010). Second, this sample will help to understand the antecedents of

seeking eWOM on social media sites found from the netnographic study and related literature. The sample size comprised 250 female participants. As explained below (survey feedback), the sample size was gathered during the period allowed by the timeline of this research. The age of the targeted respondents was 18 and 60. This is consistent with previous research studies of females using social media sites for fashion purposes in Saudi Arabia (Ohsan 2010; Lily 2011).

Survey feedback. It was difficult to receive all responses in the time allowed for completing data collection in this study using SMSs of vlogger named (es2almujarib). To facilitate data collection, Whatsapp, a mobile phone social network messaging application was also used to advertise the survey link. The survey link was distributed to Saudi female groups via colleagues and Saudi business women. This additional distribution method was very effective as it produced 400 responses in a single month. However, there were some technical issues in answering the survey questions as follows:

i. Some respondents could not complete the survey due to a poor internet connection

ii. Some respondents could not access the survey link due to technical issues in copying and pasting the survey from Whatsapp

Data analysis. The quantitative statistical analysis Structural Equation Modelling (SEM) is used to validate the causal relations among variables in the research model (Hair et al. 2014). SEM is an advanced form of multivariate data analysis (Statsoft 2013).Market researchers can use this information for a variety of purposes including better resource allocation, informed customer insights and enhanced customer service (Wong 2013). SEM allows the researcher to visualise latent variables that can solve complex business research problems. Latent variables are underlying variables that cannot be observed directly; they are also known as 'constructs' or 'factors' (Wong 2013).As shown in Figure 3.4 below SEM comprises inner and outer measurement models (Wong 2013).

Figure3. 5 Inner versus outer models in an SEM diagram
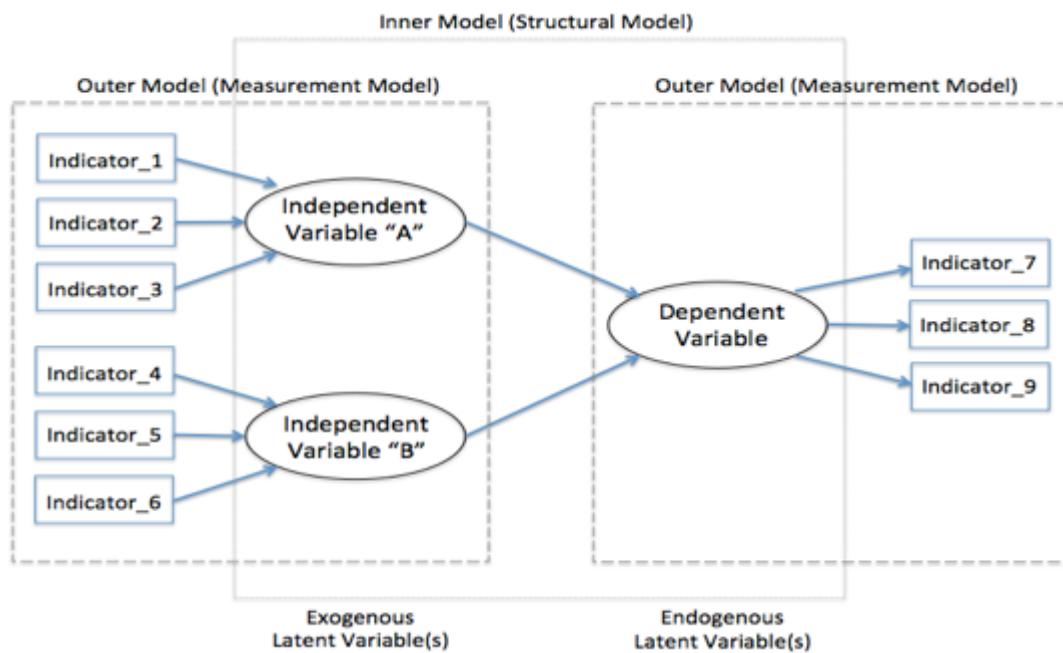
Adopted from Hair et al.(2014) & Wong (2013).

The inner model explains possible associations between independent and dependent latent variables. The outer model explains the association between observed indicators and latent variables. There are also endogenous or exogenous variables identified by SEM (Hair et al. 2014). Endogenous variables have minimum one path that leads towards it and shows the possible effect of other understudy variables. However, in the case of exogenous constructs that act as independent variables have no an arrow directing to them.

Approaches to structural equation modelling (SEM). There are various approaches to conducting SEM. The most popular is Covariance-based SEM (CB-SEM). CB-SEM aims to validate theories by defining its modelling capabilities to estimate a covariance matrix of the sample data (Hair et al. 2011). After CB-SEM, the most widely used SEM technique is the Partial Least Square technique (PLS). PLS is an SEM technique that maximises the illuminated variance of endogenous constructs (Fornell & Bookstein 1982). PLS-SEM analysis operates in a similar way to multiple-regression analysis; and therefore, PLS-SEM is more valuable for exploratory research purposes than CB-SEM (Hair et al. 2011).

PLS-SEM has made a significant contribution in various fields of research including

organisation behaviour (Sosik et al. 2009), marketing (Hair et al. 2012) and behavioural sciences (e.g., Bass et al., 2003). The increasing use PLS-SEM is due to its capability to address routinely occurring problems in social- science modelling including unusual data characteristics (e.g., non-normal data) and highly complex models (Hair et al. 2011).

Moreover, PLS-SEM is not based on any assumptions about data distribution (Vinzi et al. 2010); and hence, is more appropriate than CB-SEM when following research conditions are fulfilled (Hair et al. 2014):

- The sample The sample size of the study survey is affected by the parameter estimates, model fit, and statistical power of SEM (Wong 2013). However, PLS-SEM can analyse data for small sample sizes with highly complex models (Marcoulides & Saunders 2006). Nevertheless, the researcher should follow guidelines described in the section on sample size below when using the PLS-SEM technique.

    - Research in the social sciences frequently fails to follow a multivariate normal distribution of data collection (Hair et al. 2014). The advantage of using of PLS-SEM for non-normal data is that the PLS converts it in accordance with the central limit hypothesis (Cassel et al. 1999). Moreover, CB-SEM using non-normal data underestimates standard errors and overestimated goodness-of-fit measures (Wong 2010).

    - The measurements scales in SEM are categorised as formative or reflective. According Wong (2013) formative indicators trigger the latent variable and are not interchangeable. The formative indicators cause the construct (i.e., the arrows point from the indicators to the construct). The reflective indicators are highly correlated and interchangeable (Hair et al. 2013). The construct triggers the reflective indicators (i.e., the arrows point from the construct to the indicators). The evaluation of formative indicators is different from reflective indicators (Haenlein & Kaplan 2004).

The study checked the validity and reliably of the data, and this explained in Chapter 6. The model that based on reflective measurement and the subsequent topics in about the above will deliberate: Target endogenous variable variance, Inner model path

coefficient sizes, and significance, Outer model loadings and significance, indicator reliability, Internal consistency reliability, Convergent validity, Discriminant validity, Structural Path Significance in Bootstrapping.

However, if the formative measurement utilised in the model, the following must be explained: Explanation of target endogenous variable variance, Inner model path coefficient sizes and significance, Outer model weight and significance, Convergent validity, and Collinearity among indicators.

Although PLS-SEM approach has advantages for selective statistical analyses, it is important to understand the weaknesses and limitations of the approach (Hair et al. 2013):

- The approach may result in large mean square errors when estimating path coefficient loading
- The approach may lack adequate consistency in latent variable scoring. Consequently, results might reflect biased path coefficients, loadings, and component estimations
- Inefficient handling of data might raise issues of multicollinearity
- In cases of small sample sizes, the analysis requires high-valued structural path coefficients
- Unidirectional correlation cannot be modelled since arrows are single headed.

Despite these disadvantages, various researchers consider the PLS-SEM a useful technique in marketing and applied research projects. The technique is particularly useful when research involves a limited number of participants, and data distribution is skewed. Based on previous research studies Hair et al. (2013), this study chose the PLS-SEM approach as the most suitable technique to accomplish the research objectives, and as suggested by Henseler and Dijkstra (2005), it employed ADANCO,

Sample size. Studies contend that effectiveness of SEM relies on sample sizes which effect statistical power, model, fit, and parameter estimation (Shah and Goldstein 2006). However, the selection of sample size also involves various considerations

that include the background of the conceptual model, comprehending the variables' psychometric properties and strength of their relations, and data distribution characteristics. According to Hair et al. (2013), various factors drive the sample size in SEM design, including statistical power, the significance level, lowest determination of coefficient values and, in the model, the highest number of arrows pointing to a latent variable.

Researchers suggest that marketing research studies typically have a 5 percent significance level, 0.25 percent R^2 values and 80 percent statistical power (Marcoulides and Saunders 2006). These parameters can be used to determine the minimum sample size. Marcoulides and Saunders (2006) offer useful guidelines in this regard. However, sample size determination should also be based on the maximum arrows pointing towards a latent variable (Hair et al. 2014). Table 3.2 shows the minimum sample size according to the total number of arrows pointing at a latent variable in the model:

Table3. 2Typical sample size for a marketing research study

The minimum sample size required	Maximum # of arrows pointing at a latent variable in the model
52	2
59	3
65	4
70	5
75	6
80	7
84	8
88	9
91	10

Adopted from Hair et al.(2014)

As noted, PLS-SEM is popular for its effective handling of small sample sizes.

However, small sample size is not necessarily an effective representation of the population. On average, a sample of 100 to 200 is considered adequate in quantitative research; particularly for successful path modelling execution (Hair et al. 2013). Moreover, if research study aims to explore low-value factor intercorrelations with low-quality indicators, large sample size is required. In the current study, there are eight arrows in framework model as shown in figure 4.8. Hence, a 250-sample size was selected according to guidelines suggested by Hair et al. (2014) and Nunnally (1978) and effectively represents the whole population. The Hair's Sample guideline has been used in different research studies that approved its validity to generate representative data of the target audience (Streukens et al. 2010; Henseler et al. 2015).

Primary evolution. To conduct the primary evolution, the study collected 390 responses from Saudi female respondents using an 8-page survey document. Due to its extensive length, 186 of total respondents only completed the first three pages of the survey, and these were excluded from the analysis. The research inclusion criteria suggested rejecting responses that contained more than 20 percent of unanswered items (Allison 2002). Hence, out of 390 total responses, only 204 fulfilled inclusion criteria, amounting to an 85 percent response rate of answered items.

Royston (2004) argues that retaining responses with less than 20 percent unanswered questions is sufficient for analysis quality without affecting the overall result. However, (Acock 2005) states that valid research results should include responses with no more than 5 percent missing values. In the current study, of the 204 respondents, there was no evidence of missing values above 5 percent per respondent. This indicates that the collected data is sufficiently reliable and the missing values do not affect the study findings.

The study employed the Expectation-Maximization (EM) research method to handle the missing data. The method replaced the missing values and offered significant advantages (Royston 2004; Acock 2004). This technique involves an iterative process that employs all variables relevant to the underlying construct to forecast the missing values (Allison 2002). Previous research indicates that the EM method is highly accurate and consistent in forecasting parameter estimates compared to other statistical techniques such as means substitution and list-wise deletion (Do and

Batzoglou 2008).

3.3 Conclusion

This chapter described the qualitative method (netnographic study) data collection process. The study used the netnographic study to provide deeper perceptions into consumer motivations and the culture of targeted online communities. The required research criteria applied to select the vloggers' YouTube channels to collect the data were explained. This chapter described the qualitative data analysis techniques used in the study including content, and thematic analysis. Inaddition, this chapter discussed the quantitative methodology utilised in this study.   The chapter explained the development of the questionnaire that used to test the study hypothesis.   The study questionnaire was distributed through an online survey. In addition, the chapter explained the respondent's selection criteria for the online survey. The evolution of the collected data from Saudi female's users of fashion YouTube channels was clarified. The study used PLS-SEM approach to analyse the findings. This chapter described the essential PLS-SEM taste of the study model items and the Sample-size requirements. The next chapter deliberates the results of the qualitative study.

CHAPTER 4: FINDINGS OF THE QUALITATIVE STUDY: NETNOGRAPHIC ANALYSIS

4.1 Introduction

This chapter presents the findings of the qualitative methodology. This analysis gathered information and evidence to support an understanding of how and why Saudi women seek eWOM information on SMSs, such as fashion YouTube channels. This chapter presents the hypothesis development and the measurements for the constructs employed in the study framework.

4.1.1 Evaluation of the data collected

This section presents a qualitative analysis and evaluation of data collected from five fashion YouTube channels. In total, 300 Saudi female user comments comprise the data for the analysis. A profile of the five fashion YouTube channels selected for this project are shown in Table 4.1

Table4. 1Video profiles from selected YouTube fashion channels

YouTube channel in Saudi Arabia	Number of selected videos	Number of views in 12 months 2014 to 2015			Number of likes	Number of dislikes
		Quarter				
		1	2	3		
Channel 1	1	60 000	75 000	80 901	71 726	0
	2	36 000	48 000	63 322	52 676	0
Channel 2	3	72 000	96 000	118 171	4067	228
	4	80 000	120 000	206 981	3487	358
	5	5000	17 000	24 740	797	96
	6	60 000	80 000	88 937	2131	77
Channel 3	7	10 000	15 000	22 494	200	18
	8	6000	9000	13 839	546	14
Channel 4	9	6000	1000	15 914	576	57
Channel 5	10	2400	7200	10 970	142	14

The number of likes and user views on the selected videos in the 12 months ending (2014 to 2015) is shown Table 4.1. The selected videos had a high number of views and likes and few dislikes. The videos continued to be viewed up to the commencement of the research project on 22th Jun 2015. Moreover, the data also show that the videos retained a high-degree of popularity with visitors. The consistent increase in the number of views for the videos is a clear indication of the effect that this type of content has on the attitudes of visitors to a site (Kozinets 2010; Mimoun, Garnier & Depledt 2015).

An analysis of the various motivations for individuals to seek eWOM information is provided in the following sections.

4.1.2 Utilitarian motivations

Convenience. The qualitative data indicated that users of fashion YouTube channels seek eWOM information from fashion vloggers because the medium gives them easy access to information. For example, one user commented:

> *Thank you. The video is very useful. I have the ability to easily see what I like at* any *time without going out to a shopping centre.*

This indicates that the ease, immediacy, and ability to share opinions are the primary reasons consumers use SMSs to seek eWOM product information. Figure 4.1 presents the dimensions that emphasise the notion of convenience.

Figure4. 1 Dimensions for measuring convenience
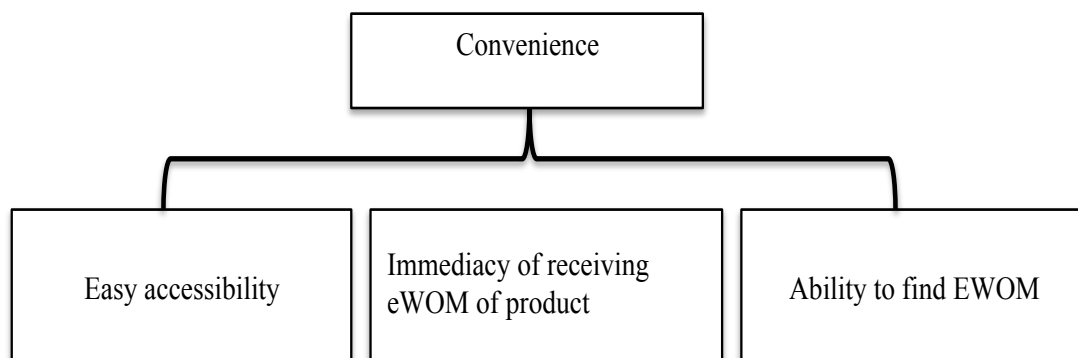
The findings confirmed that seeking eWOM on YouTube is a convenient method for female Saudis to make purchasing decisions. They emphasise the degree of convenience provided to SMSs users which is of utilitarian value; that is, eWOM

provides users with the opportunity to save time and effort when seeking information about products of interest (Wagner, Schramm-Klein & Steinmann, 2016).

Availability of information. The data illustrate that individuals seek eWOM on YouTube because it can provide large volumes of useful information about the fashion industry. For example, one user commented:

I like the video. It's useful and has much information. Thank you.

Another user added the following comment seeking help from the vlogger:

I would like to buy a dress from Chinese site, but the problem is I don't take .. English language…can you help me please.. don't ignore my message.

Based on these findings, the dimensions for measuring information availability in the netnographic study are illustrated by Figure 4.2.

Figure4. 2 Dimensions for measuring information availability
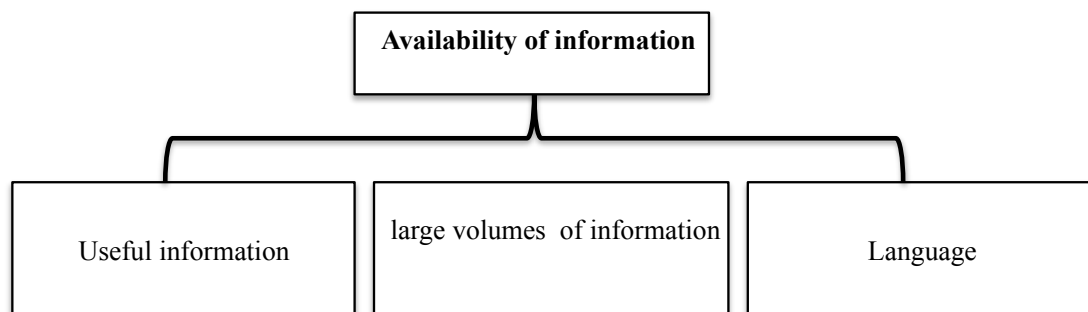
Mikalef et al. (2013) and To et al. (2007) found that large volumes of useful information are an influential factor for individuals seeking eWOM on SMSs, and this is perceived as a utilitarian product. Regarding Saudi females, it seems that vloggers help them to translate the content of online shopping sites from English to Arabic so that they can seek and purchase products of interest. In other words, vlogger eWOMs are an important source of information that individuals seek to help them make the best purchasing decision or seek products that are of personal benefit. In the context of this research project, the utilitarian motivations of these individuals reinforced the findings of previous studies which showed that social media users prefer the accessibility of site comments pages, such as YouTube, when seeking

information (Bilgihan, Okumus & Bujisic 2014). In addition, vloggers who speak the same language as the target market is an important marketing element that fashion firms must incorporate in their eWOM strategies.

4.1.3 Hedonic motivations

Trend discovery. The data indicate that YouTube users employ eWOM information provided by fashion vloggers to discover trends and become aware of new clothing styles, as demonstrated by the following user comment:

> *I love the video, and I wish you would give us ideas for the Krupp Top. I love it, but I do not know what to match it with. Thank you in advance.*

Moreover, YouTube visitors frequently request information from channel owners regarding educational issues, such as how to style Hijab fashion products, as evident from the following user comment:

> *Can you film a Hijab tutorial for us please....Thanks in advance xoxo*

Based on these findings, Figure 4.3 below shows the dimensions for measuring trend discovery in the netnographic study.

Figure4. 3 Dimensions for measuring trend discovery
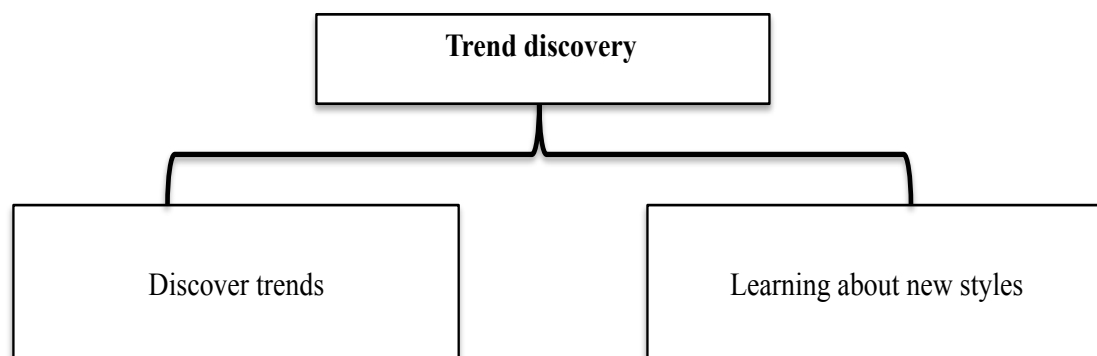
These findings suggest that ordinary consumers may not be receiving enough information from fashion companies regarding clothing styles. This is especially true for Saudi females, who seek clothing styles that suit their culture, such as different Hijab requirements. The findings also illustrate the concept of trend discovery, which depicts the influence of a perceived hedonic motivation on consumers (To & Sung 2015). Trend discovery also refers to the efficiency of SMS's in providing

contemporary and up-to-the-minute information about the latest consumer trends and fashions (Mikalef et al. 2013; To et al. 2007; To & Sung 2015). The data in this study suggest that trend discovery is a significant factor that influences the hedonic motivations of consumers who seek eWOM on SMSs, particularly visual eWOMs on YouTube. YouTube allows vloggers to post videos with a duration range of 1 minute to an hour or more. This gives vloggers the opportunity to explain styling in detail. Visitor comments thereby demonstrate that discovering trends and learning about new fashion styles from bloggers' eWOM on YouTube channels represents an important forum in which individuals can learn about various fashion styles and how to use these products in a way that suits their culture and personality.

Socialising. The data indicate that a majority of users of fashion YouTube channels interact and actively engage with vloggers in ways that go far beyond mere chitchat: for example, individuals made comments about the personality of YouTube channel owners and the way in which vloggers present in the videos; for example:

> *Sweetie, a million thanks. You are distinctive and choose interesting topics, and I like the simplicity of your way of talking. Love you.*

Based on these findings, Figure 4.4 below shows the dimensions of measuring the socialising motivation in the netnographic study:

Figure4. 4 Dimensions for measuring socialising
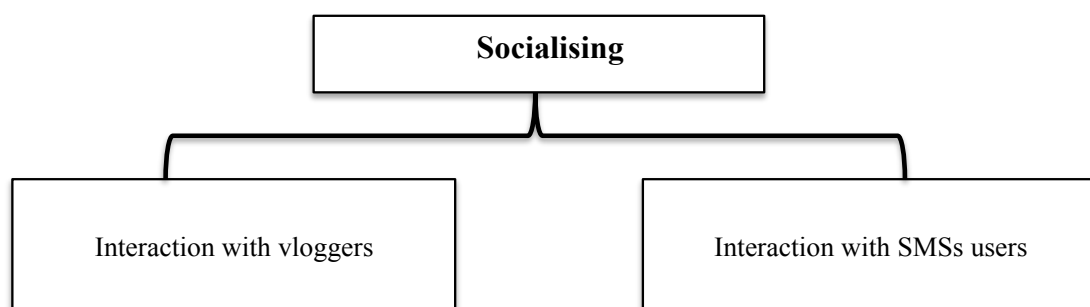
In this respect, SMSs have developed into a form of socialising as evident from user comments seeking eWOM product information. This increase in personal interactions between SMSs users while seeking eWOM information results in an increase in an individual's perceived hedonic value, previously observed by Wolfinbarger and Gilly (2001) and Heijden (2004). Regarding Saudi females, their interactions with female

vloggers through YouTube add more value to their purchase decision because they cannot interact and enjoy shopping and purchase decisions with males due to familial and societal conflicts. Therefore, the socialising incentive to seek out eWOM product information by using SMSs is heightened when a demonstrable interaction is part of the data-seeking process (Chu 2013).

4.1.4 Additional utilitarian and hedonic motivations

The comments made by users revealed some additional utilitarian and hedonic motivations. These are explained as follows.

Purchase intentions. The data illustrate that a majority of users seek eWOM information on YouTube channels because the information facilitates product purchase intentions. For example, one user made the following comment:

> *Thank you for the review. I had been browsing their website a long time ago, and I was confused about whether to buy from them or not. I think I will go back to them and order. I am interested in pants, particularly fur. Thank you for this important information that will help me, God willing. God help you.*

These comments illustrate how users attempt to obtain owner information from the YouTube channel, as well as advice about how to use online shopping sites to make clothing purchases. In addition, eWOM information on fashion YouTube channels stimulates consumer purchasing choices. For instance, one user had added the comment:

> *I wish you had a promotional code.*

Figure 4.5 presents the dimensions of purchasing dimensions revealed by the netnographic study.

Figure4. 5 Dimensions for measuring purchase intentions

```
        ┌─────────────────────────────────┐
        │  Utilitarian Purchase intentions │
        └─────────────────────────────────┘
                  ┌──────────┴──────────┐
    ┌─────────────────────┐   ┌─────────────────────┐
    │   Ease of purchase   │   │ Stimulation purchase │
    └─────────────────────┘   └─────────────────────┘
```
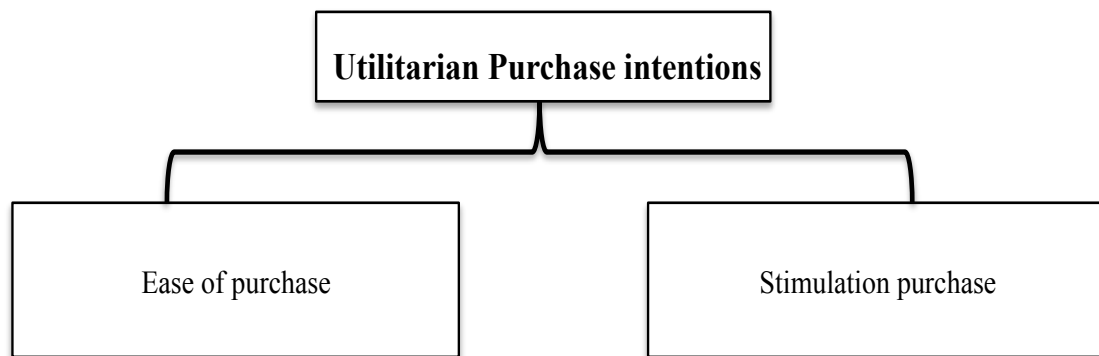
These comments illustrate that YouTube users were seeking eWOM information that stimulated purchase intentions, such as retrieving promotional codes from YouTube channel owners as well as finding the product price before they began their online shopping. As a result, ease of purchase and purchase stimulation are presented here as new motivational constructs which can be linked to purchase intentions and categorised within the framework of utilitarian motivations. Existing research supports the claim that ease of purchase and purchase stimulation are elements of purchase intentions (Moon & Lee 2015). Purchase intentions are influenced by numerous factors and contingencies, such as product price and discount level (Atilgan & Kara 2015). According to Brown, Broderick, and Lee (2007), consumers with utilitarian motivations seek out functional, instrumental and practical benefits, such as product prices.

Moreover, the findings demonstrate that users intend to purchase products because they enjoy watching related videos; for example, one user commented:

My love, I enjoyed watching the video, and I will order from them.

Figure 4.6 presents the dimensions for measuring purchase intentions influenced by the enjoyment of watching videos in the netnographic study.

Figure4. 6 Dimensions for measuring purchase intentions in hedonic motivations

```
┌─────────────────────────────────────┐
│                                      │
│      Hedonic Purchase intentions     │
│                                      │
└─────────────────────────────────────┘

┌─────────────────────────────────────────────┐
│                                             │
│        I enjoyed watching the video         │
│                                             │
└─────────────────────────────────────────────┘
```
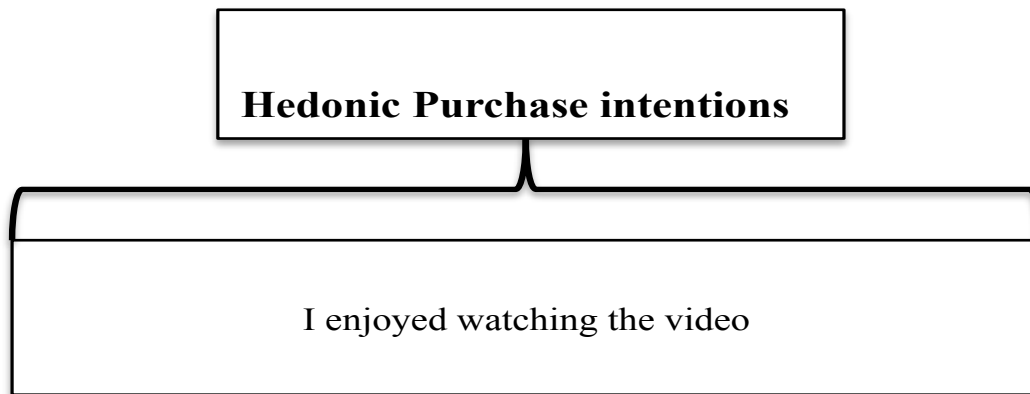
The findings indicate that users' intentions to purchase products were heightened by emotions engendered by eWOM on YouTube channels. Thus, users were driven by hedonic motivations rather than maximising the utility of the purchased product (Mikalef et al. 2013). Therefore, the data demonstrate that the consumer purchase intentions can frequently be related to their hedonic motivations.

Innate qualities. The qualitative findings show that interactions with bloggers who share the same lifestyle, religion, and personality positively influence SMSs users. For example, one user had the following comment on a video:

I am happy that we have … Arab channels such as this concerned with the mix and match of clothing that fits with our culture and sees more than a *look and thanks you for your taste in style clothes. I see it* [as] an *art in itself.*

Another user added the following comment:

Thank you Jojo for e*very thing you do. I like your personality and everything shown in the video.*

Figure 4.7 presents the dimensions for measuring innate qualities in the netnographic study.

Figure4. 7 Dimensions for measuring innate qualities
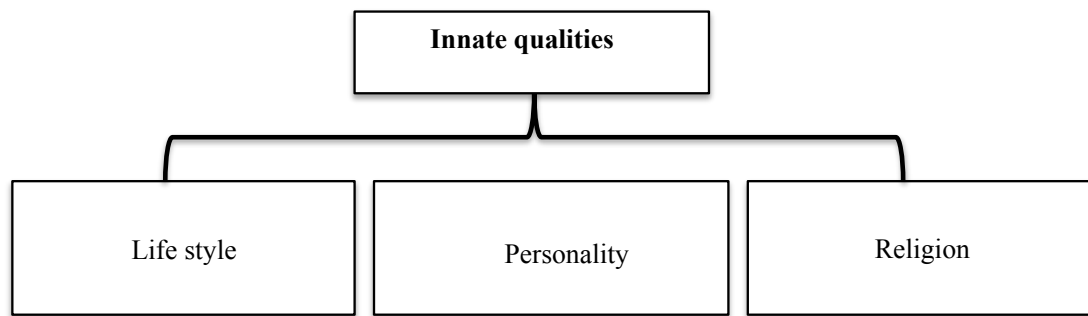
Brown and Reingen (1987) suggest that consumers with high-levels of innate qualities would have more contact with peers who serve as models and possible WOM partners. As a consequence, innate qualities are linked to hedonic motivation because of lifestyle, religion and personality influence emotions. Similarly, Saudi females in this study indicated that they prefer seeking eWOM from vloggers who find empathy with their lifestyle, religion, and personality.

4.1.5 Constructs revealed by the netnographic study

The use of online observations in this study helped to identify the driving factors in the first of the proposed conceptual framework, as explained above. However, other related factors were not identified in this study, such SMSs users intentions to seek eWOM on SMSs. This will be addressed in the quantitative stage discussed in chapter 3.

Other motivational factors from existing literature in the field will be added to the structural framework of this study as explained in the following section.

Table4. 2 Constructs produced from a thematic analysis of motivations

Exiting theory	Constructs	Indicative themes	Indicative quotes	Reference
Utilitarian motivations	Convenience	Easy to accessibility The immediacy of receiving product eWOM Ability to find eWOM	Ease, immediacy and the ability to share opinions are factors affecting consumer use of SMSs to seek eWOM product information eWOM offers SMSs users with the chance to save time and effort when seeking vloggers recomendations about products of interest	Mikalef, Giannakos & Pateli (2013); Sun et al. (2006); To, Liao & Lin (2007)
	Availability of information	Useful information Large volumes of information Same language	Users seek eWOM information about products through YouTube because it provides them with useful information, access to large volumes of product information and gets help to translate the content of online shopping sites. vlogger eWOMs are an essential source of information that SMSs users seek to help them make the best purchasing decision of products that meet their personal benefit.	Duffy (2015); Feather (2001); Heijden (2004); Hung & Li (2007); Pihl & Sandtrom (2013);
	Utilitarian purchase intentions	Ease of purchase Stimulating purchase	Ease of purchase and stimulating purchase are new motivational constructions which can be linked to purchase intentions and categorised within the framework for utilitarian motivations SMSs users inform	Atilgan & Kara (2015); Brown, Broderick & Lee (2007);

			thier intention to purchase product offline and use SMSs to receive tangible benefits such as discounts through vloggers	
Hedonic motivations	Socialising	User interaction with bloggers	User interaction with YouTube channel owners and other users is associated with a socialising function which helps to stimulate hedonic motivations. Regarding Saudi females, their communications with female vloggers via YouTube adds enriched value to their purchase decisions as Saudi females cannot interact and enjoy their purchases with males in the shopping experience.	Duffy (2015); Fishbein & Ajzen (2005); Gillin & Moore (2009); Heijden (2004); Wolfinbarger & Gilly (2001)
	Trend discovery	Discovering trends Learning new styles	Users of YouTube channels use eWOM information from fashion vloggers to discover trends and become aware of new clothing styles Saudi females using vloggers eWOM to seek clothing styles that suit their culture, such as different Hijab requirements.	Dawon, Bloch & Ridway (1990); Giannakos & Pateli (2013); Gillin & Moore (2009); Gregurec, Tomas & Coric (2011)
	Hedonic purchase intentions	Enjoyed watching videos on YouTube	Users may intend to purchase products because they enjoyed watching YouTube channel videos users' intentions to purchase products	Anderson et al. 2014; Close & Kukar-Kinney (2010); Pihl & Sandtrom (2013)

			were heightened by emotions engendered by eWOM on YouTube channels.	
	Innate qualities	Life style personality religion	Seeking eWOM from vloggers who understand their life style, sharing allied with their personality lifestyle and religion Saudi females indicated that they desire seeking eWOM from vloggers who understand with their lifestyle, religion, and personality.	Fong & Burton, (2006); Sun & Wang (2010)

4.2 Construct development and research contributions

The first phase of this study aimed to establish the following factors:

- Factor One: The influence of utilitarian and hedonic motivations on SMS user intentions to seek eWOM on YouTube channels

- Factor Two: Factors related to utilitarian motivations, including convenience and availability of information. This phase also identified hedonic motivations, including socialising and trend discovery. The research also identified new motivations related to both utilitarian and hedonic categories. The findings of this phase showed the domains for each construct.

- The netnographic study served to develop a research instrument (online questionnaire) as one element in the conceptual model proposed in this study, as explained in section 4.1. above. However, there may be other related factors not identified by the netnographic study. Therefore, for a more comprehensive understanding of all three elements of the proposed

conceptual model (defined in section 4.4 below), items were adapted from existing research and subsequently tested by applying a 7-point Likert scale for each construct in the quantitative stage. As shown in Table 4.3 in the following section, the relations between constructs and dimensions in the netnographic study are consistent with previous literature.

4.3 Hypothesis development

Table 4.3 below presents the final survey measurement items and hypotheses developed from existing research studies and the thematic analysis of utilitarian motivations from the netnographic study (where the relevant items in the table are highlighted in blue text). This framework of hypotheses will answer the following research question: What are consumers' utilitarian motivational factors that influence eWOM-seeking-intentions?

Table4. 3Measurement items from existing research and analysis of utilitarian motivations

Hypothesis	Constructs	Measurement item	Reference
H1 The utilitarian motivations of SM users have a positive impact on eWOM-seeking intentions	Utilitarian Motivations	1. Seeking eWOM of products through YouTube is not helpful	Bilgihan, Okumus & Bujisic (2014); Brown, Broderick & Lee (2007); Jones, Reynolds & Arnold (2006); Lui & Xie (2015)
		2. Seeking eWOM of products through YouTube is practical	
		3. Seeking eWOM of products through YouTube is helpful	
H1.1 Convenience has a positive relation with utilitarian motivations	Convenience	1. Seeking eWOM of products through YouTube is convenient because I can do it whenever I want	Mikalef, Giannakos & Pateli (2013); Sun et al. (2006); To, Liao & Lin (2007)
		2. It is convenient to seek eWOM about products through YouTube because I can do so without going out	
		3. YouTube offers easy access to product eWOM	
		4. Seeking product eWOM through YouTube is not convenient	
H1.2 Information availability has a positive relation with the utilitarian motivations	Availability of Information	1. YouTube provides access to large volumes of information about products	Duffy (2015); Feather (2001); Heijden (2004); Hung & Li (2007); Pihl & Sandtrom (2013);
		2. It is not easy to acquire product information via YouTube	
		3. I can collect useful product information through	

		YouTube	
		4. YouTube users offer comments about products of interest	
		5. I do not use YouTube to seek information about products	
		6. I seek eWOM from vloggers who speak the same language as me	
H1.3 Purchase intentions have a positive relation with utilitarian motivations	Purchase Intention	1. Some of my recent purchases were based on helpful information I found on YouTube	Atilgan & Kara (2015); Brown, Broderick & Lee (2007);
		2. I would like to purchase a product that I found on YouTube because there is a special promotion	
		3. I seek eWOM on YouTube before I purchase products because I am curious about the price	

Table 5.4 below illustrates survey measurement items developed from existing studies and the thematic analysis of hedonic motivations derived from the netnographic study (highlighted in blue text). These hypotheses will answer the following research question: What are consumers' hedonic motivational factors that influence eWOM-seeking intentions?

Table4. 4Measurement items from existing studies and analysis of hedonic motivations

Hypothesis	Constructs	Measurement items	Reference
H2. Hedonic motivations of SM users have a positive impact on eWOM-seeking intentions	Hedonic Motivation	1. Seeking eWOM of products through YouTube is enjoyable	Chu & Kim (2011); Dawon, Bloch & Ridway (1990)
		2. Seeking eWOM of products through YouTube is not enjoyable	
		3. Seeking eWOM of products through YouTube is exciting	
H2.1 Trend discovery has a positive impact on hedonic motivation	Trend Discovery	1. By watching YouTube, I cannot discover new trends	Dawon, Bloch & Ridway (1990); Giannakos & Pateli (2013); Gillin & Moore (2009); Gregurec, Tomas & Coric (2011)
		2. By watching YouTube, I can keep up with new trends	
		3. By watching YouTube, I can discover new products	
		4. I can learn about new styles through YouTube	
H2.2 Socialising has a positive impact on hedonic motivation	Socialising	1. I can communicate with other YouTube users	Duffy (2015); Fishbein & Ajzen (2005); Gillin & Moore (2009); Heijden (2004); Wolfinbarger & Gilly (2001)
		2. I can interact with vloggers through YouTube	
		3. I can exchange experiences of a newly purchased	

		product through YouTube	
		4. I would never post a comment on YouTube	
H2.3 Purchase intention has a positive impact on hedonic motivation	Purchase Intention	1. I have purchased one or more products seen on YouTube	Anderson et al. 2014; Close & Kukar-Kinney (2010); Pihl & Sandtrom (2013)
		2. I would buy one or more products from videos which I enjoyed watching on YouTube	
		3. I buy products I see on YouTube through e-shops.	
H2.4 Innate qualities have a positive impact on hedonic motivations	Innate Qualities	1. I seek eWOM from vloggers who can understand my lifestyle	Fong & Burton, (2006); Sun & Wang (2010)
		2. I seek eWOM from vloggers who have same religion as I do	
		3. I seek eWOM from vloggers with the same personality as me	

Table 4.5 illustrates the survey measurement items on eWOM-seeking intentions from existing studies and the netnographic study. These hypotheses will answer the following research question: How do vlogger eWOMs on YouTube influence consumer-seeking intentions?

Table4. 5Measurement items from existing studies and analysis of eWOM-seeking intentions

Constructs	Measurement item	Reference
Intention	1. I share products that I like with my friends via YouTube	Anderson et al. (2014); Cheung et al. (2009); Hung & Yuen (2010); Pihl & Sandtrom (2013); To, Liao & Lin (2007)
	2. When I find a product I like on a YouTube, I use a 'Like' function to illustrate my appreciation	
	3. When I watch a product I don't like on a YouTube I use a 'Dislike' function to show my opinion	
	4. 20. I would write positive comments on YouTube about products I prefer	
	5. I will continue seeking eWOM information about products on YouTube in the future	

4.4 Conceptual framework for the study and conclusion

This chapter presents the netnographic findings collected from Saudi fashion YouTube channels. Figure 4.8 below presents the conceptual framework developed from the related literature and the findings of the netnographic study method in this research. The conceptual framework comprises three elements. The first incorporates constructs that influence consumers to seek eWOM on SMSs. The second includes constructs that shape the perceived hedonic and utilitarian value of seeking eWOM on SMSs. The third element includes constructs of consumer eWOM-seeking intentions. Three constructs were identified in the netnographic study, namely utilitarian purchase intentions, hedonic purchase intentions and innate qualities. In addition, the netnographic study has identified measurements dimensions for convenience, availability of information, utilitarian purchase intentions, socialising, trends, hedonic purchase intentions, and innate qualities. The constructs and the hypotheses in this conceptual framework are tested in the second stage of this

research using an online questionnaire.

Figure4. 8 Conceptual framework for the study
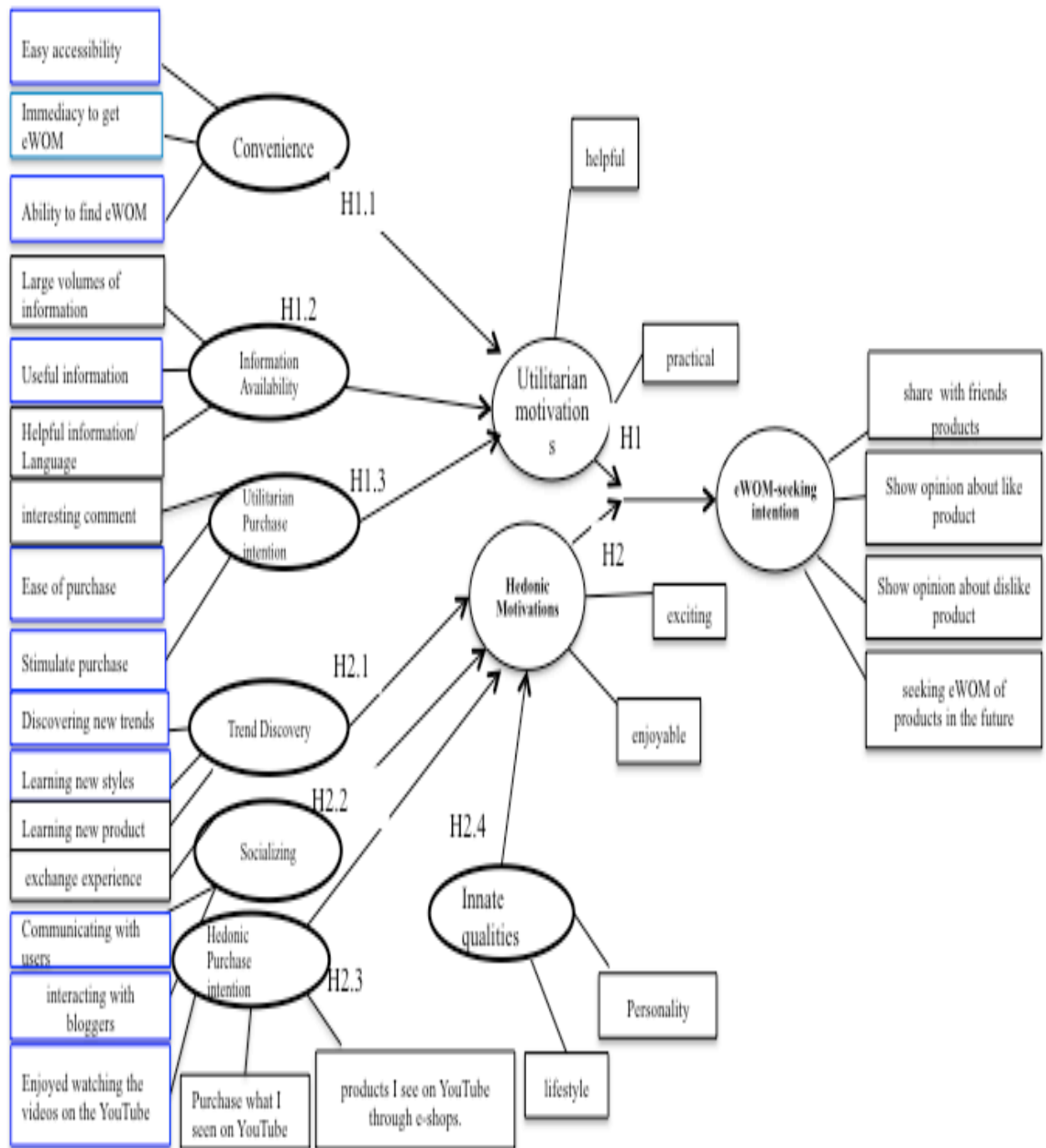
CHAPTER 5: FINDINGS OF THE QUANTITATIVE STUDY: ANALYSIS OF ONLINE SURVEY

5.1 Introduction

This chapter presents the quantitative results of the data analysis including descriptive analysis, measurement of model validation, structural modelling and assessment of hypotheses, including mediation analyses, a summary of major hypotheses and their implications, and a conclusion.

5.2 Descriptive analysis

Table 6.1 describes demographics of the participant age, education, employment and annual income. The results show that 11.8 percent of respondents were aged 18-25; 8.3percent were 26-30; 29.9 percent were 31-35; 27.9 percent were 36-40; 14.2 percent were 41-45; 2.9 percent were 46-50; 3.9 percent were 51-55, and 1 percent were 56-60 Overall, the majority (56 percent) of respondents were aged 31-40, whereas only 5 percent respondents were above 50 years.

Table 5. 1Demographics

Age	% of total	Education level	% of total	Job	% of total	Annual income (SAR)	% of total
18-25	11.8	Primary	4.4	No formal employment	19.6	60,000-65,000 SAR	46.6
26-30	8.3	Secondary	19.1	Fully employed	45.6	66 000-70,000 SAR	11.3
31-35	29.9	Bachelor degree	65.2	Part-time employed	15.7	71,000-75,000 SAR	5.9
36-40	27.9	Other	11	Students	12.7	76,000 - 80,000 SAR	5.4
41-45	14.2			Retired	3.4	81,000-85,000 SAR	2.5
46-50	2.9			Other option	2.9	86,000-90,000 SAR	6.9
5-55	3.9					91-000-95 000 SAR	1.0
56-60	1.0						

| | | | | 96,000-100,000 SAR | 3.9 |
| | | | | +100,000 SAR | 16.7 |

Note: 1 Saudi Arabian Riyal (SAR) = 0.36 AUD.

Respondent education levels, 4.4 percent had a maximum level of primary education, 19.1 percent had secondary education, and 65.2 percent had a Bachelor's degree. In addition, 11 percent had other degrees such as a Master or Doctorate degrees. Most respondents had at least Bachelor degree.

The descriptive analysis for respondent employment shows that 19.6 percent did not have any formal employment. However, 45.6 percent of participants were fully-employed, and 15.7 percent were employed part-time. Of the remaining participants, 12.7 percent were students, and 3.4 percent were retired, while 2.9 percent marked other options such as self-employed. Overall, most respondents (45.6 percent) were fully-employed, and 3.4 percent were retired.

Finally, respondent yearly income indicates that most respondents (46.6 percent) had an average income of 60,000-65,000 SAR, 16.7 percent exceeded 100,000 SAR, and only 11.3 percent had an income of 66,000-70,000 SAR. The remainder of respondents (47.7 percent) reported income of 71000-100000 SAR.

5.1.1 YouTube usage

Figure 7.1 shows respondent reports regarding how many years they had used YouTube for eWOM.

Figure5. 1 YouTube usage of Saudi females
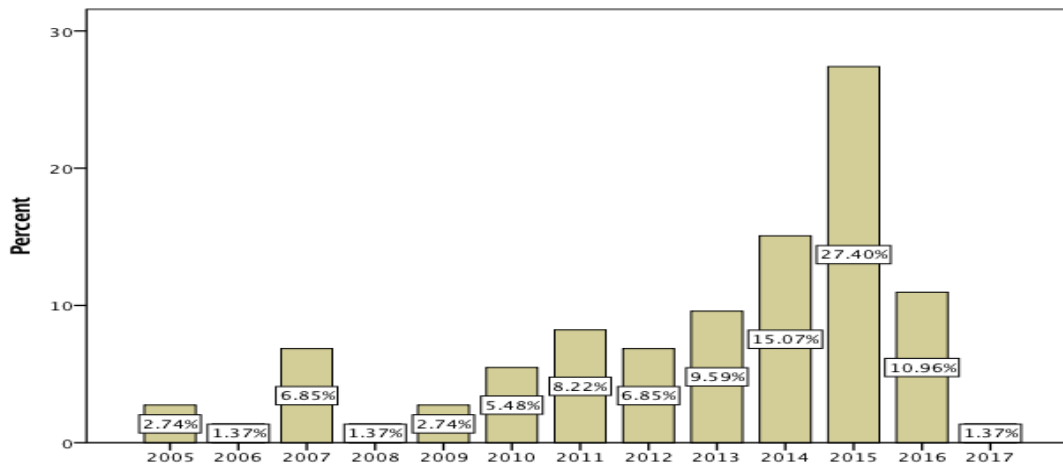
As shown in Figure 5.1, most respondents (27.40%) had used You Tube since 2015, followed by 15.7%, since 2014, 10.96% since 2016, and 1.37% in 2017. The results show that approximately 2.8% percent of the participants started using YouTube when it launched in 2005. These findings support studies showing that Saudi females are among the most frequent users of YouTube fashion channels in the Arab world (Saudi Arabian Bloggers 2015; Mimoun 2015).

5.2 Measurement of model validation

5.2.1 Item reliability

Determining the reliability of the latent variables is an essential step in validating a structural model. The reliability of the survey items was conducted by testing item loadings higher than 0.7 (Hair et al. 2014). Previous research suggests that loading of 0.5 or 0.6 is acceptable at the beginning of the scale development (Hair et al. 2014). Hulland (1999) argues that even if items with critically low loadings are based on a strong theoretical rationale, in the majority of cases, items with loadings lower than 0.4 or 0.5 should be excluded.

This study used 38 items in the analysis, but as listed in Table 5.2 below, only 28 items were above 0.7, and consistent with Hulland (1999), the study dropped all items below 0.5.Table 6.2 shows that the loadings ranged between 0.983and 0.845, and as

such, has reliable indicators. Table 5.2 matches loadings with the framework constructs, composite reliability scores (CR) and average variance explained (AVE) used in the study. All items were also validated using the following tests.

Table 5. 2Measurement indicators of reflective constructs, composite reliability & average variance extracted

Constructs	Item measurements	Loading	Composite reliability	AVE
Convenience	1. Seeking eWOM of products through YouTube is convenient because I can do it whenever I want	0.929	0.892	0.805
	2.YouTube offers easy accessibility to product eWOM	0.865		
Availability of Information	3. YouTube provides access to large volume of information about products	0.976	0.9747	0.951
	4. I seek eWOM from vloggers who speak the same language as me	0.974		
Utilitarian	5. Some of my recent purchases were based on useful	0.968	0.982	0.946

Purchase Intention	information I found on YouTube			
	6. I would like to purchase products I find on YouTube because of special promotions	0.974		
	7. I seek eWOM on YouTube before I purchase a product because I am curious about the price	0.977		
Socialising	8. I can communicate with other YouTube users	0.916	0.8736	0.7759
	9. I can exchange experiences of a newly purchased product through YouTube	0.845		
Hedonic Purchase Intention	10. I have purchased products I have seen on YouTube	0.981	0.9816	0.9639
	11. I would purchase products when I enjoyed watching videos about them on the YouTube	0.983		
Innate Qualities	12. I seek eWOM from vloggers who understand my lifestyle	0.974	0.9816	0.9468

	13. I seek eWOM from vloggers who have the same religion as me	0.966		
	14. I seek eWOM from vloggers who share the same personality as me	0.979		
Utilitarian Motivation	15. Seeking product eWOM through YouTube is practical	0.949	0.9345	0.8771
	16.Seeking product eWOM through YouTube is helpful	0.924		
Hedonic Motivation	17.Seeking product eWOM through YouTube is enjoyable	0.943	0.9278	0.8654
	18.Seeking product eWOM through YouTube is exciting	0.917		
eWOM Seeking Intention	19.I share products that I like via YouTube with my friends	0.978	0.9862	0.9598
	20.When I find a product that I like on a YouTube, I use a 'Like' function to illustrate my appreciation	0.982		
	21. I would write positive comments on YouTube about products I prefer	0.978		

5.2.2 Internal Consistency Reliability

As the constructs of the research are reflective, composite reliability was used to evaluate the internal consistency of the construct measures instead of Cronbach's Alpha (Cronbach 1955). There are two reasons for this (Bagozzi & Yi 1988; Hair et al., 2014). First, in contrast to Cronbach's Alpha, composite reliability does not assume the equality of all indicator loadings in the population, which is the same assumption as the operational norm of the PLS-SEM algorithm. During the PLS-SEM evaluation of the model, indicators are selected based on their reliability. Second, Cronbach's Alpha is also dependent on some items in the scale; therefore, it may downgrade the reliability of internal consistency. Application of a composite reliability test in the PLS-SEM can adjust varying indicator reliabilities and helps prevent mistakes in calculations related to Cronbach's Alpha.

Bagozzi and Yi (1988) argue that, for exploratory research, a 0.6 or higher composite reliability score is preferable. As demonstrated by Table 7.2, all composite reliability assessments varied from Socialising at 0.874 to eWOM Seeking Intention at 0.9862. Overall, the composite reliabilities were above 0.7. This means the reliability levels of internal consistency are highly demonstrated between all reflective latent variables this study.

5.2.3 Convergent validity

The evaluation of reflective indicators, or the assessment of validity, is taken into consideration during the PLS-SEM analysis. Validity is assessed by observing the convergent and discriminant validity of a construct (Hair et al. 2014). Convergent validity has solid background evidence provided that each item's loadings are higher than 0.70 and each construct's average variance extracted (AVE) is equal or higher than 0.50. The AVE is the grand mean value of the squared loadings of a set of indicators (Hair et al. 2014), that have the same meaning and is equal to the communality of a construct. In other words, an AVE of 0.50 shows the extent to which the construct can explain the variance of its indicators (Hair et al. 2014). Table 7.3 shows that all AVE items larger than 0.5 and vary from Socialising at 0.7759 to Hedonic Purchase Intention at 0.9639.

5.2.4 Discriminant validity

Discriminant validity explains the level to which one construct empirically differs from another; that is all relevant measures are only associated with a particular construct.

Correlations and average variance extracted. The most common technique for determining the presence of discriminant validity is the known as the Fornell and Larcker (1981) criterion. This technique assesses the construct regarding the variance between its indicators and any other construct. To test this, the AVE of each construct should have an excess highest squared correlation with any other construct. Table 5.3 lists the discriminant validity for constructs in the study model using Fornell and Larcker's (1981) criterion.

Table 5. 3Correlations and average variance extracted (Diagonal)

Construct	eWOM Seeking Intention	Convenience	Avalibality of Information	Util Purchase Intention	Socialising	Hedonic Puch Intention	Innate Qualities	Utilitarian Motivation	Hedonic Motivation
eWOM Seeking Intention	**0.9598**								
Convenience	0.7464	**0.8054**							
Avalibality of Information	0.8844	0.7996	**0.9507**						
Util Purchase Intention	0.8463	0.7282	0.8920	**0.9465**					
Socializing	0.7255	0.6502	0.7557	0.7496	**0.7759**				
Hedonic Puch Intention	0.8374	0.6940	0.8703	0.8930	0.7269	**0.9639**			
Innate Qualities	0.8922	0.7904	0.9416	0.8707	0.7395	0.8428	**0.9468**		
Utilitarian Motivation	0.8251	0.7647	0.8623	0.8530	0.7078	0.8186	0.8453	**0.8771**	
Hedonic Motivation	0.8071	0.7815	0.8568	0.8306	0.7526	0.8268	0.8289	0.7971	**0.8654**

Squared correlations; AVE in the diagonal.

Table 5.3 lists the correlations between construct scores and the square root of the AVE. The diagonal highlighted in red colour values are calculated as the square roots of AVE values. The square roots of the AVE values must exceed the inter-construct correlations, a condition that ensures the presence of discriminant validity. As illustrated in Table 5.3, all the square roots of the AVE values exceeded the inter-construct correlations; this means that the constructs in the model are distinct and met the requirements of discriminant validity.

Based on the evaluation of model validation provided above, the PLS-SEM model offers the required accuracy and clarity for extrapolation of the results and further discussion of the findings. During the study, the reliability and validity of all items were proved and effectively used. The analysis excluded all items where the evidence regarding accuracy was compromised.

5.3 Structure modelling and assessment of hypotheses validation

For the inner model evaluation, hypothesised relations were assessed using various steps once the validity and reliability of the outer models were established. The assessment of model quality relies on its capability to predict the endogenous constructs. These criteria, such as coefficient of determination (R^2), the effect size (f^2) and path coefficients were used to facilitate the assessment (Henseler & Hubona, 2016).

5.3.1 Coefficient of determination: R-Squared

The R-Squared (R^2) or the coefficient of determination measures the accuracy of the model's predictions or represents the exogenous variables' joint effect on the endogenous variables. The effect varies from 0 to 1 where 1 denotes complete predictive accuracy. Since R^2 is applicable in various fields, scholars have depended on a rough rule of thumb concerning its approval for acceptable modelling (Hair et al. 2014). Even though R^2 is a valuable instrument for a PLS model quality assessment, its overreliance is problematic. For example, by relying on R^2, researchers are more likely to choose a less efficient model as they attempt to compare models with varied specifications of the same endogenous constructs (Hair et al. 2014). Furthermore, challenges are also associated with the increase of R^2 even when a non-significant but slightly linked construct is added to the framework. In these cases, the only way a researcher can improve R^2 is by adding extra exogenous constructs even if the relations are non-significant. Research has established that the selection of a model should be based on the adjusted coefficient of determination that controls increasing model complexity by minimising R^2 when extra constructs are introduced into the model (Hair et al. 2014). The decision for a model should be based on the three key dependent constructs of R^2 predictions greater than the standardised value of 0.10 (Hair et al. 2014). In this study, the three constructs are eWOM Seeking Intention 86.2%, Utilitarian Motivation, 89.05% and Hedonic Motivation 87.6%. This is shown in Table 5.4.

Table 5. 4Coefficient of determination -R-Squared (R^2)

Construct	Coefficient of determination (R^2)	Adjusted R^2
eWOM Seeking Intention	0.8628	0.8621
Utilitarian Motivation	0.8905	0.8897
Hedonic Motivation	0.8761	0.8753

5.3.2 Path coefficients

Path coefficients estimations are essential after running a PLS-SEM model. These paths denote the hypothesised relations linking the constructs. Their values are standards in the range of ±1, whereas the coefficients close to +1 signify strong positive relations and values closer to -1 denote strong negative relations. Helm et al. (2010) discovered that even though values close to +1 or -1 are mostly statistically significant, bootstrapping test is always a standard error while testing for the significance. After ascertaining the relationship significance, the researcher should consider the positive correlation (Hair et al., 2014). The significance and meaningfulness of the size of structural coefficients have been questioned since many studies overlook the step and just rely on the effects of significance (Hair et al., 2014). The omission of the size-evaluation step can lead to a significant relation that is too small to merit generalisable consideration. Table 5.5 provides the output of dependent variables (DV) against the independent (IV).

Table 5. 5Path coefficients

Independent variable (IV)	Dependent variable (DV)		
	eWOM Seeking Intention	Utilitarian Motivation	Hedonic Motivation
Convenience		0.2020	
Availability of Information		0.3566	
Utilitarian Purchase Intention		0.4143	
Socialising			0.2344
Hedonic Purchase Intention			0.3734
Innate Qualities			0.3661
Utilitarian Motivation	0.5239		
Hedonic Motivation	0.4307		

As shown in Table 5.6, the first three IV variables, Availability of Information, and Utilitarian Purchase Intention had lager effect on Utilitarian Motivation with β = 0.3566 and 0.4143 respectively. However, Convenience had less effect on Utilitarian Motivation with β = 0.2020.

The subsequent IVs, Hedonic Purchase Intentions, and Innate Qualities had larger effect on Hedonic Motivation with β = 0.3734, and 0.3661, respectively. Howerver, Socialising had less effect on Hedonic Motivation with β = 0.2344. Finally, Utilitarian Motivation and Hedonic Motivation IVs had significant effect on eWOM-Seeking-Intention with β = 0.5239 and 0.4307 respectively. Since the current study concerns eWOM seeking intentions, the table confirms that utilitarian and hedonic motivations have strong positive relations with eWOM seeking intentions. The results show that utilitarian motivations had stronger positive relations with eWOM seeking intentions.

5.3.3 Goodness of model fit

The goodness of model fit at first- and second-order levels were also approximated and evaluated through the standardised root mean square residual (SRMR). The SRMR concerns the implied-model and the empirical correlation matrix, such as the Euclidean gap between the two matrices. Byrne (2008) explains that an SRMR at value 0 denotes a perfect fit while values below 0.05 denote an acceptable fit. According to Henseler et al. (2015), the most recent simulation experiment reveals that even a correctly specified framework can yield SRMR values of 0.06 and above. Consequently, Hu and Bentlers' (1998) proposed the cut-off value of 0.08 seems to be adequate for most PLS path models. In summary, SRMR is an evaluation tool for approximate model fit executed in an ADANCO application and is a recommended estimation tool.

For the current study, an adequate overall model fit is attained since SRMR values of the first and second step are below the standardised threshold of 0.08. Table 5.6 provides the actual values of the first and second steps.

Table 5. 6The goodness-of-fit for the proposed model

Model fit assessments	Criteria	SRMR values	Criterion satisfied
Level 1: Approximate model fit	SRMR < 0.08	0.0755	Yes
Level 2: Approximate model fit	SRMR < 0.08	0.0788	Yes

Table 5.6 shows that both levels 1 and 2 returned SRMR values that correspond with the recommended value of 0.08; if the two values (0.0755 and 0.0788) are rounded off to 2 decimal places, both result in 0.08. All the criteria are satisfied, and goodness-of-fit is attained.

5.3.4 Final PLS-SEM model

Figure5. 2 Structural path model
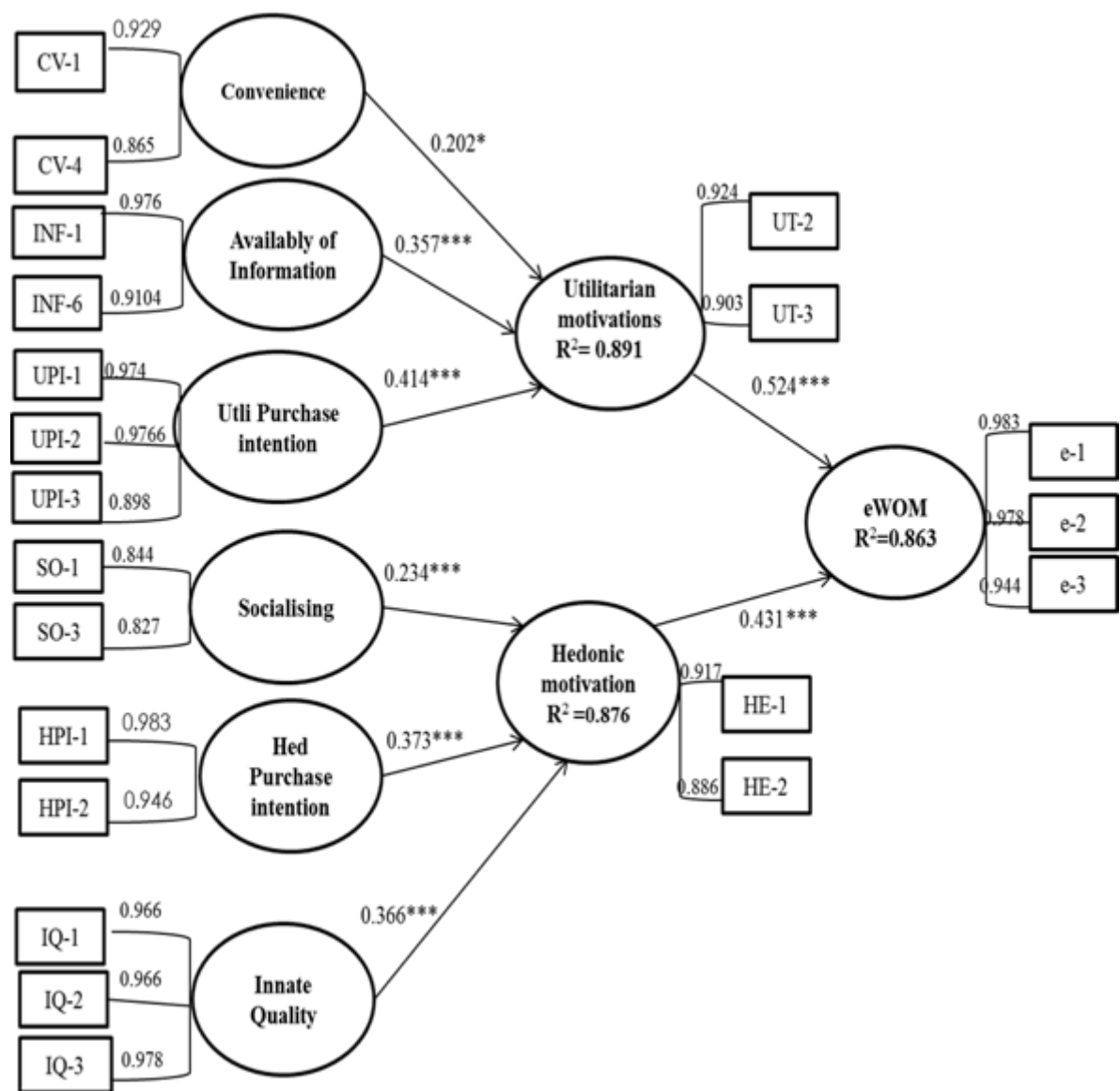
The following explains the variables and constructs utilised in the final PLS-SEM

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model after running the data analysis:

- The independent variable Convenience refers to the degree of convenience SMSs offer when seeking eWOM regarding a product or service
- The independent variable Availability of Information refers to the amount of information regarding products or services available on SMSs
- The independent variable Utilitarian Purchase Intention refers to SMS users' intentions to purchase products due to their functional, instrumental and practical benefits (e.g., product price)
- The dependent variable Utilitarian Motivations refers to motivations that are rational and goal-oriented. In eWOM-seeking behaviours, a utilitarian consumer seeks functional, instrumental and practical benefits
- The independent variable Socialising refers to the capability to be involved in a conversation with fellow peers while seeking product eWOM on SMSs
- The independent variable Hedonic Purchase Intention refers to SMS users' intentions to purchase products due to enjoyment of seeking eWOM on SMSs
- The independent variable Innate Qualities refers to eWOM seeking from a vlogger who shares a user's culture, personality and religion
- The dependent variable Hedonic Motivation refers to motivations that drive users to maximise their pleasure and search for tasks related to emotions (e.g., happiness, enjoyment and fantasy), rather than maximising the utility of the purchased product
- The main construct is eWOM Seeking Intention; this is the outcome of the study model

5.3.5 Effect size (Cohen's f2)

The size effect is a significant point of discussion in any research since it determines the general contribution of a study (Hair et al. 2014).The relevant literature explains that the effect size evaluates the strength of the correlation between latent variables (Hair et al. 2014). According to Chin, Marcolin, and Newsted (1996), a researcher should not concentrate on showing a significant relation between the variables but acknowledge and report the effect size between variables. Cohen (1988) introduced the effect size, f^2 which reveals the effect of an exogenous latent variable on the R^2 value of an endogenous latent variable (Henseler & Fassott 2010). f^2 values above 0.35, 0.15, and 0.02 can respectively be regarded as strong, moderate, and weak. Table 5.7 shows the f^2 of the constructs in this study.

Table 5. 7Effect size of constructs (f^2)

Effect	Utilitarian Motivation		Effect size
	Beta	Cohen's f^2	
Convenience	0.2020	0.0744	Weak
Information Availability	0.3566	0.0921	Weak
Utilitarian Purchase Intention	0.4143	0.1687	Moderate
Socialising	0.2344	0.1043	Weak
Hedonic Purchase Intention	0.3734	0.1597	Moderate
Innate Qualities	0.3661	0.1465	Moderate
eWOM Seeking Intention			
Utilitarian Motivation	0.5239	0.4058	Strong
Hedonic Motivation	0.4307	0.2743	Moderate

Note: The values of effect size (f^2) above 0.35, 0.15, and 0.02 can respectively be regarded as strong, moderate and weak (Cohen 1988)

Table 5.7 shows that Convenience, Information Availability, Utilitarian Purchase Intention had significant positive effect on Utilitarian Motivation with weak to moderate effect size, $f^2 = 0.0744$, $f^2 = 0.0921$, $f^2 = 0.1687$ respectively. Furthermore, Table 5.8 shows that Socialising , Hedonic Purchase Intention, Innate Qualities had significant positive effect on Hedonic Motivation with weak to moderate effect size, $f^2 = 0.1043$, $f^2 = 0.1597$, $f^2 = 0.1465$ respectively.

The current study focuses on the variable eWOM Seeking Intention. The result shows that the Utilitarian Motivation has a strong effect size (f^2 = 0.4058) and strong positive relation with eWOM Seeking Intention. Strong effect size denotes that the results represent the general population's reactions towards seeking intentions. On the other hand, the effect size for Hedonic Motivations (f^2 = 0.2743) is moderate meaning it partially represents the general populations' reactions. In general, the results of the two effects provided a positive attribution for the study.

5.3.6 Structural coefficient: Hypotheses testing relations

In the case of generalisability, path coefficients must be assessed for significance. The path coefficient is assessed using the path coefficient, b t-statistics >2.58 are significant at p<0.01***, t-statistics >1.96 are significant at p<0.05**, t-statistic >1.645 are significant at the 0.10*. Table 5.8 below provides the values of direct relations between the key constructs of the research model.

Table 5. 8Structural Coefficient: Hypotheses Testing Relationship (Direct Effect)

Hypotheses	Path coefficients	β	Std. Error	T-value	Sig	Decision
H1	Utilitarian Motivation-> eWOM Seeking Intention	0.5239	0.0632	8.2825	0.0000	**Supported**
H1-1	Convenience -> Utilitarian Motivation	0.2020	0.0470	4.3006	0.0000	**Supported**
H1-2	Information -> Utilitarian Motivation	0.3566	0.0756	4.7190	0.0000	**Supported**
H1-3	Utilitarian Purchase Intention ->Utilitarian Motivation	0.4143	0.0629	6.5910	0.0000	**Supported**
H2	Hedonic Motivation -> eWOM Seeking Intention	0.4307	0.0614	7.0153	0.0000	**Supported**
H2-1	Socialising -> Hedonic Motivation	0.2344	0.0530	4.4230	0.0000	**Supported**
H2-2	Hedonic Purchase Intention ->	0.3734	0.0776	4.8118	0.0000	**Supported**

	Hedonic Motivation					
H2-3	Innate Qualities -> Hedonic Motivation	0.3661	0.0691	5.2969	0.0000	**Supported**

Note: β: path coefficient, t-statistics >2.58 are significant at p<0.01***, t-statistics >1.96 are significant at p<0.05**, t-statistic >1.645 are significant at the 0.10*.

The results in Table 5.8 show that the structural coefficient results support all the hypotheses. From these results, it is possible to deduce that the t-value t-statistics >2.58 are significant at p<0.01*** meaning the path coefficients provided a positive significance for the study.

5.3.7 Mediation analysis

Studies show that structural frameworks are subject to mediation effects which are typically disregarded by researchers during their PLS-SEM assessment (Hair et al. 2013). Instead of assessing and interpreting the findings of a complete mediation, some researchers merely indicate that the correlation between the two variables is non-significant (Hair et al. 2013). Consequently, they come to the erroneous conclusion that the structural model and the relation between the two latent variables is zero. Hair et al. (2012) suggest that researchers should routinely document or report total effects, such as the total of direct and indirect effects between two constructs. This type of reporting provides a clear picture of the mediating agent's role and offers practical findings concerning cause-effect relations. Furthermore, Henseler et al. (2016) state that formalised mediation analysis through a bootstrapping assessment is a valuable test after the formulation of corresponding hypotheses. The caution concerns the quality of measurement frameworks based on the mediation approach when utilising PLS-SEM.

Following Zhao et al. (2010), the current study utilised a mediation analysis to test the effects of Utilitarian Motivation and Hedonic Motivation with eWOM Intentions. The two hypotheses tested for mediating effects were:

1. Hedonic Motivation mediates the relationship between the determinants of hedonic motivation and eWOM Seeking Intentions;

2. Utilitarian Motivation mediates the relationship between the determinants of utilitarian motivation and eWOM Seeking Intentions

The mediation model image is based on the effect of the independent variable (X), mediating variable (M) indicated as 'a'. The independent variable Y, denoted as 'b,' is the effect of M on the dependent variable (Nitzl et al. 2016). The indirect effect is a total of (a x b), and the total effects of the dependent and independent variables' relations give a direct effect of X and Y denoted as 'c'. From these variable representations, Total Effect = (a x b) +c.

Figure5. 3 Simple cause-effect relations (adopted from Christian et al. (2016).
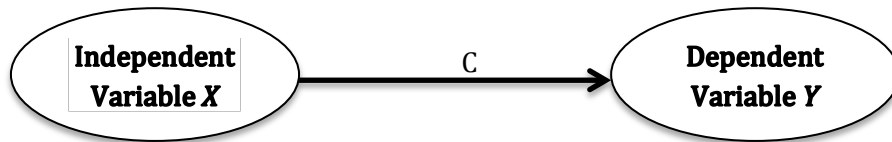
Figure5. 4 General mediation model (adopted from Christian et al. (2016)
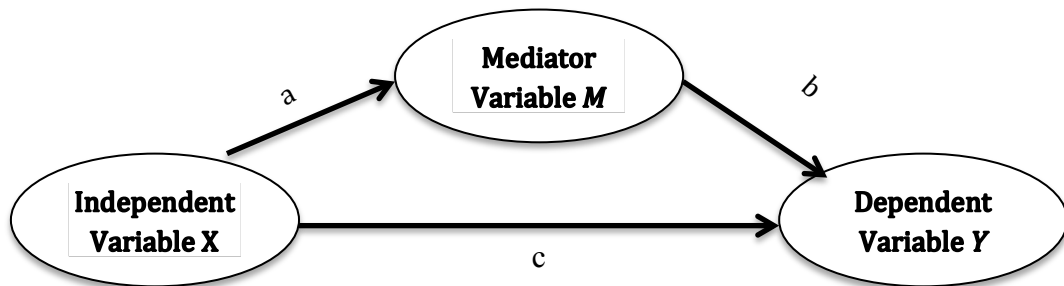
Zhao et al. (2010) recommend this tool for utilitarian motivation and hedonic motivation for investigating the mediating effects. The author highlights that the requirement for implementing mediation analysis is that (a x b) is significant in a non-recursive causal framework that surpasses the constraints of Baron and Kenny's (1986) principle to assess the mediation effect.

Therefore, researchers recommend that the indirect effect of (a x b) be adequate to implement a mediation assessment thus ignoring the prerequisite for the 'X-Y' test principle stipulated by Nitzl and Hirsch (2016).

The Baron and Kenny's (1986) standard prerequisite is that the 'X-Y' connect be significant. If the principle of a significant connect between 'X-Y' is unattainable, no further investigation of the mediating effect of a mediating variable is required.

There is a debate regarding the concept of a significant effect of 'c' not being an important precondition for examining mediation and analysing the change involving the significance of the X-Y correlation in testing the mediation effect (Edwards & Lambert 2007). The debate is based on the premise that (a x b) is equal to the variances between the sum and direct effect, and this misemployment of Baron and Kenny's strategy (1986) impedes theoretical development (Zhao et al. 2010). There are three criteria for mediation testing in PLS (Zhao et al. 2010).

1. Test the size of an indirect effect (a x b) to examine the power of the mediation effect

2. Determine the strength of (a x b) impact on the size of the mediation

3. Implement a bootstrap test to assess the significance of indirect effect (a x b).

The mediation analysis conducted in this study includes the two steps recommended by Zhao et al. (2010) as follows.

Step 1: Determining the significance of indirect effects. The significance of (a x b) with a determining if the process is a mediation category or non-mediation. The findings of path coefficients and indirect effects were 'c', and 'a', 'b' and their significance was established through the PLS output. ADANCO 2.0.1 provided all the information required for the mediation analysis. A new column was created for (a x b) for the calculations of indirect effects in table 6.10 and 6.11. The standard deviation (STDEV) was computed for the indirect effect. Subsequently, the t-value for (a x b) was found by the division of STDEV and (a x b). After determining the mediation or non-mediation effect, the significant correlation was determined.

Step 2: Determining the type of effect and/or mediation. The study used Zhao et al. (2010) classifications of mediation typology to establish the form of mediation or non-mediation as follows:

A. A full mediation appears when (a x b) has a significant correlation, but no significance of direct effect, which means an indirect effect through a mediator has occurred

B. A partial mediation appears if (a x b) and direct effect 'c' have a significant correlation. Two types of partial mediations can be distinguished:

Complementary partial mediation, where the indirect and direct effects both have a positive correlation and point in the same direction

Competitive partial mediation, where indirect and direct effects both have positive correlations and opposing directions. A negative $a \times b \times c'$ value shows the occurrence of competitive mediation

C. A direct effect appears when 'c' has a significant correlation, but no significant (a x b)

D. A no-effect, non-mediation surfaces when both the indirect effect (a x b) and direct 'c' have no significant correlation.

The study identified effects for non-mediation and the mediation types established. If complementary mediation exists, there is an occurrence of indirect-only and competitive mediation, and these findings support the study's proposed hypotheses. Therefore, it is accurate to say that the study proved its hypothesis since both complementary and competitive mediation were consistent. On the other hand, the indirect-only mediation shows that the mediator variable is dependable as conjectured. The occurrence of 'c' in direct-only non-mediation shows that mediator has not been identified. In conclusion, the no-effect, non-mediation result denotes no mediation effect (Zhao et al. 2010).

Mediation analysis takes equal account of partial mediation, and therefore, it would be beneficial to have supplementary information on the proportion of mediated strength. The approach for calculating the ratio of the indirect-to-total effect is known as the value of variance accounted for (VAF).The following section will explain the VAF value.

Size of mediating effects. The size of (a x b) was evaluated by computing the value of variance accounted for (VAF). Hair et al. (2016) explain that VAF shows the ratio of 'c' to the entire effect. Helm et al. (2010) recommend the following the formula to

calculate VAF:

$$\frac{(a \times b)}{(a \times b) + c} = \text{total effect.}$$

Hair et al. (2016) state that the rule of thumb for calculating the effect of VAF is as follows:

> If the VAF is less than 20 percent, one should conclude that nearly zero mediation occurs; a situation in which the VAF is larger than 20 percent and less than 80 percent could be characterized as a typical partial mediation, and a VAF above 80 percent indicates a full mediation. However, in this situation, the VAF may amount to, for example, only 60 percent, in which case researchers should not assume full mediation.

> The findings provided in Table 5.9 below show that both the indirect and direct effects of the variables have a positive coefficient. Hence, Convenience, Availability of Information and Utilitarian Purchase Intention are positively related to the Utilitarian Motivation. Furthermore, Utilitarian Motivation has a direct positive relationship with eWOM Seeking Intention. Finally, Utilitarian Motivation has a full mediation effect on the relationships between the determinants of Utilitarian Motivation (i.e., Convenience, Availability of Information and Utilitarian Purchase Intention) and eWOM Seeking Intention.

Table 5. 9Mediating effects of Utilitarian Motivation on eWOM Intentions

Indirect effect model						
Path coefficients	β (a x b)	Std. Error	T-value	Total effect ('c')	VAF	Type of mediation
Convenience -> eWOM Seeking Intention (X->Y) c	0.1058***	0.0251	4.2114	0.3078	0.3437	Full Mediation
Information -> eWOM Seeking Intention (X->Y) c	0.1868***	0.0487	3.8332	0.5434	0.3437	Full Mediation
Utilitarian Purchase Intention -> eWOM Seeking Intention (X->Y) c	0.2170***	0.0382	5.6762	0.6313	0.3437	Full Mediation
Direct effect model						
Utilitarian Motivation -> eWOM Seeking Intention (M→Y) or (b)	0.5239***	0.0632	8.2825			
Convenience -> Utilitarian Motivation (X→M) or (a)	0.2020***	0.0470	4.3006			

Information -> Utilitarian Motivation (X→M) or (a)	0.3566***	0.0756	4.7190
Utilitarian Purchase Intention -> Utilitarian Motivation (X→M) or (a)	0.4143***	0.0629	6.5910

Note: β: path coefficient, b t-statistics >2.58 are significant at p<0.01***, t-statistics >1.96 are significant at p<0.05**, t-statistic >1.645 are significant at the 0.10*.

The results in the above Table 5.9 show that there are significant influences of (M→Y) or (b), of Convenience (β=0.2020, p<0.001), Availably of Information (β=0.3566, p<0.001), Utilitarian Purchase Intention (β=0.356, p<0.001) and Utilitarian Purchase Intention (β=0.4143, p<0.001) on Utilitarian Motivation. Moreover, the indirect effect (X->Y) c is significant between Convenience at 0.1058 (t=4.212, p<0.001), Availably of Information at 0.1868 (t=3.8332, p<0.001) and Utilitarian Purchase Intention at 0.2170 (t=5.6762, p<0.001) on eWOM Seeking Intention. The VAF indicates the indirect effects of Utilitarian Motivation explained more than 34 percent of motivations of eWOM seekers on YouTube.

Findings provided in Table 5.10 below indicate that Solialising, Hedonic Purchase Intention and Innate Qualities are positively related to the Hedonic Motivation. Besides, Hedonic Motivation has a direct positive relationship with eWOM Seeking Intention. Lastly, Hedonic Motivation has a full mediation effect on the relationships between the determinants of Hedonic Motivation (i.e., Solialising, Hedonic Purchase Intention and Innate Qualities) and eWOM Seeking Intention.

Table 5. 10Mediating effects of Hedonic Motivations on eWOM Intentions

Indirect effect model						
Path coefficients	β (axb)	Std. Error	T-value	Total effect (c')	VAF	Type of mediation
Socialising -> eWOM Seeking Intention (X->Y) c	0.1009***	0.0230	4.3818	0.3353	0.3009	Full Mediation
Hedonic Purchase Intention -> eWOM Seeking Intention (X->Y) c	0.1608***	0.0423	3.7989	0.5342	0.3010	Full Mediation
Innate Qualities -> eWOM Seeking Intention (X->Y) c	0.1577***	0.0438	3.5986	0.15233	0.3011	Full Mediation
Direct effect model						
Hedonic Motivation -> eWOM Seeking Intention (M→Y) or (b)	0.4307***	0.0614	7.0153			
Socialising -> Hedonic Motivation(X→M) or (a)	0.2344***	0.0530	4.4230			
Hedonic Purchase Intention -> Hedonic Motivation(X→M) or (a)	0.3734***	0.0776	4.8118			
Innate Qualities -> Hedonic Motivation(X →M) or (a)	0.3661***	0.0691	5.2969			

Note: β: path coefficient, b t-statistics >2.58 are significant at p<0.01***, t-statistics >1.96 are significant at p<0.05**, t-statistic >1.645 are significant at the 0.10*.

Table 5.10 below illustrates that there are significant influences M→Y) or (b) of Socialising (β=0.4307, p<0.001), Hedonic Purchase Intention (β=0.2344, p<0.001), and Innate Qualities (β=0.356, p<0.001) on Hedonic Motivation. Additionally, the indirect effect (X->Y) c is significant between Socialising at 0.1009 (t=4.3818, p<0.001), Hedonic Purchase Intention at 0.1608 (t=.5434, p<0.001) and Innate Qualities at 0.1577 (t=3.5986, p<0.001) on eWOM Seeking Intention. The VAF indicates that the indirect effect of 'Hedonic Motivation' explained more than 30% of motivations of eWOM seekers on YouTube.

The results show that all constructs in the framework are significant, with path coefficients ranging from 0.2020 to 0.524. The results from the hypothesized testing indicate that utilitarian motivation and hedonic motivation have significant positive relationship with eWOM Seeking Intention. The results show that utilitarian and hedonic motivations explain 86.3% of eWOM-seeking intentions. The study indicates that eWOM seekers are influenced by visual eWOMs on YouTube, as measured by the flexibility of video length (since longer videos allow vloggers to explain products in more detail). The study results confirm that purchase intentions have more influence on eWOM-seeking intentions by users with utilitarian motivations.

Table 5. 11Summary of results for all hypothesised relations

Hypotheses	Results
H1.1. Convenience has a positive relation with utilitarian motivation	**Supported**
H1.2. Availability of information has a positive relation with utilitarian motivation	**Supported**
H1.3. Utilitarian Purchase intention has a positive relation with utilitarian motivation	**Supported**
H2.1. Trend discovery has a positive impact on hedonic motivation	**Not Supported**
H2.2. Socialising has a positive impact on the hedonic motivation	**Supported**
H2.3. Hedonic purchase intention has a positive impact on hedonic motivation	**Supported**
H2.4 Innate qualities have a positive impact on hedonic motivation	**Supported**
H1. The utilitarian motivations of SM users have a positive impact	**Supported**

on their eWOM-seeking intention	
H2. The hedonic motivations of SM users have a positive impact on their eWOM-seeking intention	**Supported**
Summary of results for hypothesised mediating effect	
Utilitarian Motivation mediates the relation between determinants of utilitarian motivations (Convenience, Availability of Information, Utilitarian Purchase Intention) and eWOM Seeking Intention	**Supported**
Hedonic Motivation mediates the relation between the determinants of hedonic motivations (Solialising, Hedonic Purchase Intention and Innate Qualities) and eWOM Seeking Intention.	**Supported**

5.5 Conclusion

This chapter illustrates the results of the data analysis of the final study model. The study used PLS-SEM path modelling to assess the impact of the utilitarian motivations (Convenience, Availability of information, and Utilitarian Purchase intention), the hedonic motivations (Socialising, Hedonic purchase intention and Innate qualities) on eWOM-seeking intentions. The sentence has been revised In addition to the evaluation of measurement model, the study has analysed and confirmed the structural modelling and assessment of hypotheses, including mediation analyses.

CHAPTER 6: DISCUSSION

6.1 Introduction

The chapter discusses the qualitative and quantitative findings. The chapter begins with a description of the overall study and a discussion of the final model of eWOM-seeking intentions in the context of the qualitative and quantitative findings.

6.2 The overall study

This study was motivated by the need to address users' motivational needs to develop a more in-depth understanding of the factors that influence eWOM seekers' intentions regarding particular SMSs (King et al. 2014). The literature suggests that there is a dearth of research regarding the impact of visual evidence on YouTube, where vloggers have consistent and ongoing interactions with SMS users (King et al., 2014). Additionally, there is limited research regarding the influences that social and cultural elements exert on eWOM-seeking intentions (Chao & Chen 2016; Xu & Zhou 2011). Existing research suggests that Saudi females comprise the largest group of fashion bloggers and eWOM seekers on YouTube fashion channels (Saudi Arabian Bloggers 2017). Consequently, this study examines the factors related to how fashion vloggers' eWOM influences female-Saudi SMS users' intentions in the specific context of the cultural and social elements found inYouTube postings. This study implements an eWOM-seeking intentions model within the context of the female-Saudi lifestyle which has seen several social and cultural changes in recent years in the areas of education, employment, and government regulations that permit women to drive. This study provides new theoretical and managerial implications through its eWOM-seeking intentions model. The findings have the potential to enhance managers' knowledge and support the creation and design of various digital marketing strategies that allow marketers to target societies, market segments and SMSs effectively. The following section will explain the factors of the PLS model provided in Figure 6.1.

Figure6. 1 Structural path model
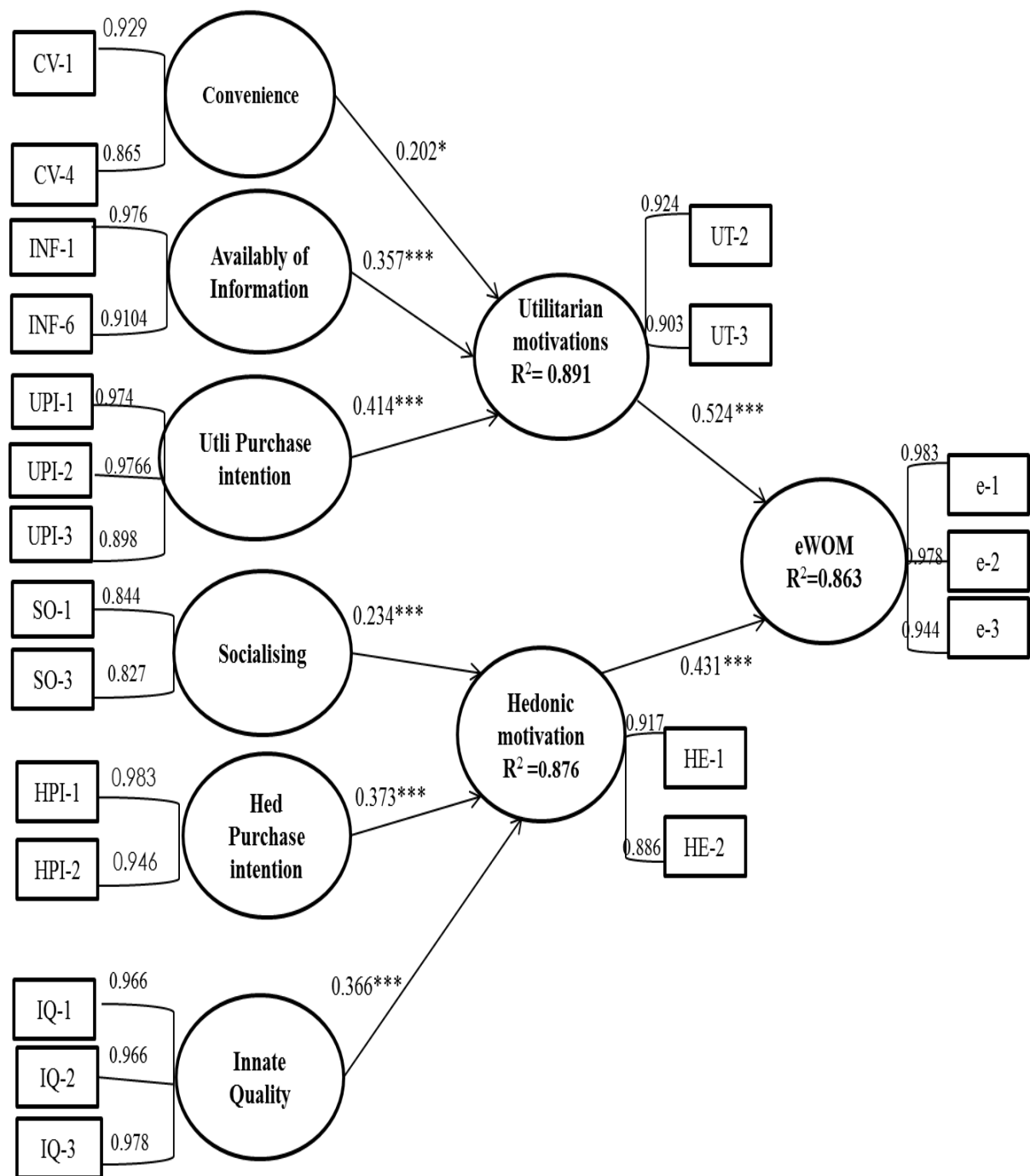
6.3 The final model of eWOM-seeking intentions

Figure 6.1 presents the final model developed from the related literature, the findings of the netnographic study and the quantitative results of this research. The framework explains how utilitarian and hedonic motivations are facilitated by YouTube and the features that trigger these motivations. Additionally, the study identifies constructs for the two motivations, taking into consideration the cultural and social factors affecting eWOM-seeking intentions through YouTube. These cultural and social factors are adopted from the context of female-Saudi SMS users of vloggers' fashion YouTube channels. The constructs of the final model are explained in the following subsections.

6.3.1 Convenience, Availability of Information,Utilitarian Purchase Intention and Utilitarian

This section discusses the qualitative and quantitative findings that answer the following

sub-research question: What are the relationships between the determinants of utilitarian motivations (i.e., convenience, availability of information and utilitarian purchase intention) and utilitarian motivations?

Figure 6.2 shows the results of the quantitative phase where the elements of 'convenience', 'availability of information' and 'utilitarian purchase intentions' explain 89.1 percent of utilitarian motivations.

Figure6. 2 Utilitarian motivational factors that influence consumers' eWOM-seeking intentions on vlogger YouTube channels
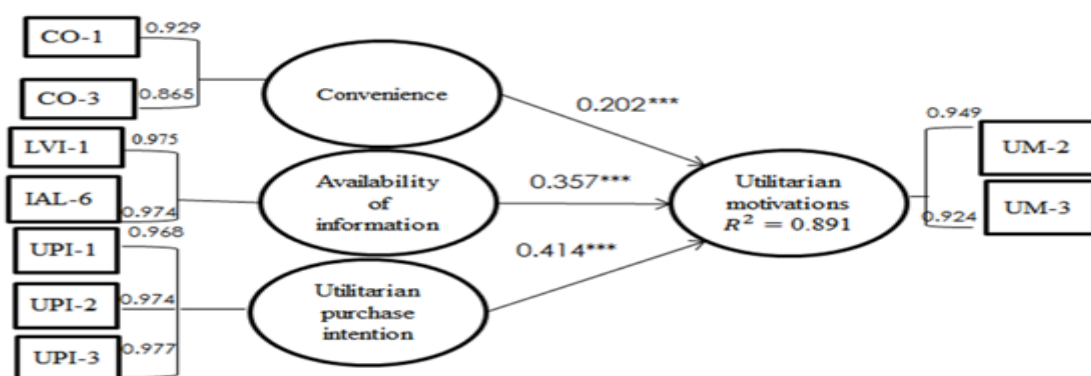
Convenience

The qualitative findings demonstrated that Saudi females who were consumers of YouTube fashion channels seek eWOM information from fashion vloggers because this medium provides ease-of-use, immediacy, and the ability to share opinions and reviews on fashion-related products. This reflects the importance of convenience which is a utilitarian value. The results of the quantitative phase are consistent with the qualitative phase. The quantitative findings show that the 'convenience' of using SMSs positively influences utilitarian motivations (B=0.2020 and T=4.3006). 'Easy accessibility' and 'Immediacy of receiving eWOM' regarding a product are both indicators that measuring 'convenience'; this suggests that the convenience of using YouTube is important in explaining why consumers seek eWOM products on SMSs, such as YouTube. The convenience dimensions are listed in Table 6.1 based on loading results.

Table6. 1 Indicators for Convenience

Convenience	Loadings
1. Seeking eWOM of products through YouTube is convenient because I can do it whenever I want	0.929
2.YouTube offers easy accessibility for eWOM of products	0.865

The findings of this study indicate that shoppers can engage in product-seeking much more easily via SMSs than via conventional stores (Wagner, Schramm-Klein & Steinmann 2016). These findings supported by Cheung and Thadani's (2012) research (refer to table 2.4 chapter 2) which indicated that 'Timeliness' refers to individual concerns of whether the eWOM is current and easy to reach via online platforms, and that it is one of most effective 'Stimuli' on eWOM communications on SMSs. 'Timeliness' is another form of stimulating indicators leading to a positive effect on 'Convenience' (Mikalef, Giannakos & Pateli 2013). In addition, these findings explained why there is an increase in number of Saudi females seeking vloggers' eWOM about fashion industry on SMSs as shown in figure 2.3 chapter 2 (Statista 2017). The study findings confirmed that Saudi females seeking eWOM on YouTube is a convenient method to make purchasing decisions.

Availability of information

The qualitative findings demonstrated that the availability of large volumes of useful information is an influencing factor. This availability is regarded as an utilitarian value that results in the fruitful gathering of useful information regarding a product on an SMS (Mikalef et al. 2013; To et al. 2007). Vloggers who speak the same language as the target market are an essential marketing component for eWOM seekers who want to find information about fashion products on vloggers' YouTube channels.

However, the findings of the quantitative phase show that only 'Useful information' and 'Language type' are indicators that measuring 'Availability of information' about fashion products on YouTube. Furthermore, 'availability of information' positively influences utilitarian motivations (B=0.3566 and T=4.7190). This indicates that vloggers help Saudi females translate the content of online shopping sites from English into Arabic so that they can purchase those products. In other words, vloggers' eWOM is an important source of information for individuals seeking to obtain data to help them make the best purchase decisions or seek products for personal benefit. The indicators for the Availability of information are listed in Table 6.2.

Table6.2 Indicators for Availability of Information

Availability of information	Loadings
1.YouTube provides access to large volume of information about products	0.976
2. I seek eWOM from vloggers who speak the same language as me	0.974

The study's findings concerning the utilitarian motivations of the participants reflect the findings of previous work which showed that SMSs users prefer the ease of comment pages on sites like YouTube when attempting to locate information (Gilgihan, Okumus & Bujisic 2014). This finding again positively confirms the arguments of Mikalef, Pateli and Giannakos (2013) which is illustrated in section 2.8 'theoretical underpinning'. Mikalef, Pateli and Giannakos (2013) indicate that there is a strong relationship between the utilitarian motivations of SMS users and their intention to seek useful information through SMSs. This study has added a deeper understanding to the work of Mikalef, Pateli and Giannakos (2013), as it demonstrates that vloggers who speak the same language as the target market represent a critical marketing element—one that fashion firms need to use in their eWOM strategies.

This finding supported by Gillian and Muzellec (2017), which states that the language is an important factor leading to an increased stimulus of eWOM as the SMSs users of the eWOM must be able to interpret and understand the message in the same manner as intended by the sender. In addition, Esch et al. (2017) stated that SMSs users tend to seek eWOM from reviewers from the same country using same language to review the product before they make their purchase decision. This finding explained why there is an increasing number of Saudi females seeking eWOM from Saudi fashion vloggers on YouTube as shown in section 2.7 in chapter 2: In Saudi Arabia, 75 percent of people trust vloggers' recommendations (eWOM) on SMSs, and most are female (Saudi Arabian Bloggers 2015). The findings of this study confirmed that The Saudi females find eWOM from fashion vloggers who speak Arabic language (the local language used in Saudi Arabia) to be more effective on their eWOM seeking intention.

Utilitarian purchase intentions
The qualitative findings demonstrate that Saudi females using YouTube were seeking eWOM information which influenced their purchase intentions, such as retrieving promotional codes from YouTube channel owners and identifying product price prior to their online shopping. As a result, 'ease of purchase' and 'purchase stimulation' are presented as good indicators for utilitarian purchase intentions. Table 6.3 shows the loading of respective indicators that measuring utilitarian purchase intention.

Table6. 3 Indicators for Utilitarian Purchase

Utilitarian purchase intentions	Loadings
1. Some of my recent purchases were based on helpful information that I found on YouTube	0.968
2. I would like to purchase products that I found on YouTube because there is a special promotion going on	0.974
3. I seek eWOM on YouTube before I purchase products because I am curious about the price	0.977

The findings show that purchase intentions have a strong positive influence on utilitarian motivations (B=0.4143 and T=6.5910) and are more influential than 'convenience' and 'availability of information.' This finding is supported by existing studies presented in

chapter 2 of this study. For example, according to Brown, Broderick and Lee (2007), consumers with utilitarian motivations seek out functional, instrumental, and practical benefits, such as best pricing. Furthermore, studies have identified 'purchase intentions' as an outcome of the eWOM-seeking process (Atilgan & Kara 2015; Moon & Lee 2015). This study indicates that purchase intentions represent one of the most important primary reasons for seeking eWOM on SMSs. To et al. (2007) have asserted that online retailers typically provide websites which fulfil all functional purchase requirements because of the sites' association and purpose of a method for purchasing. These findings supported by Close and Kukar-Kinney (2010) stated that consumers with utilitarian motivation have their purchase intention before getting into research seeking further information online. In addition, Nadeem (2012) indicated that consumers sometime have intention to purchase product offline but they use SMSs to receive tangible benefits such as discounts. Consumers in Saudi Arabia are changing from being depended mostly on the opinions of others to more-active contributors seeking the best financial deal in SMSs (Euromonitor 2018). The Saudi females having purchase intentions before seeking eWOM in SMSs may be explained as being price conscious which can be largely attributed to their independent lifestyles (Alzahrani 2017).Therefore, this study identifies several categories that influence 'purchase intentions', thus supporting an understanding of the best way to stimulate, exploit and enhance these factors.

6.3.2 Socialising, Hedonic Purchase Intention, Innate Qualities. and Hedonic Motivations

This section discusses the qualitative and quantitative findings that answer the following sub-research question: What are the relationships between the determinants of hedonic motivations (i.e., socialising, hedonic purchase intention and innate qualities) and hedonic motivations?

The quantitative results show that 'socialising', 'hedonic purchase intentions' and 'innate qualities' explain 86.3 percent of hedonic motivations.

Figure6. 3 The hedonic motivational factors that influence consumers' eWOM-seeking intentions on vlogger YouTube channels
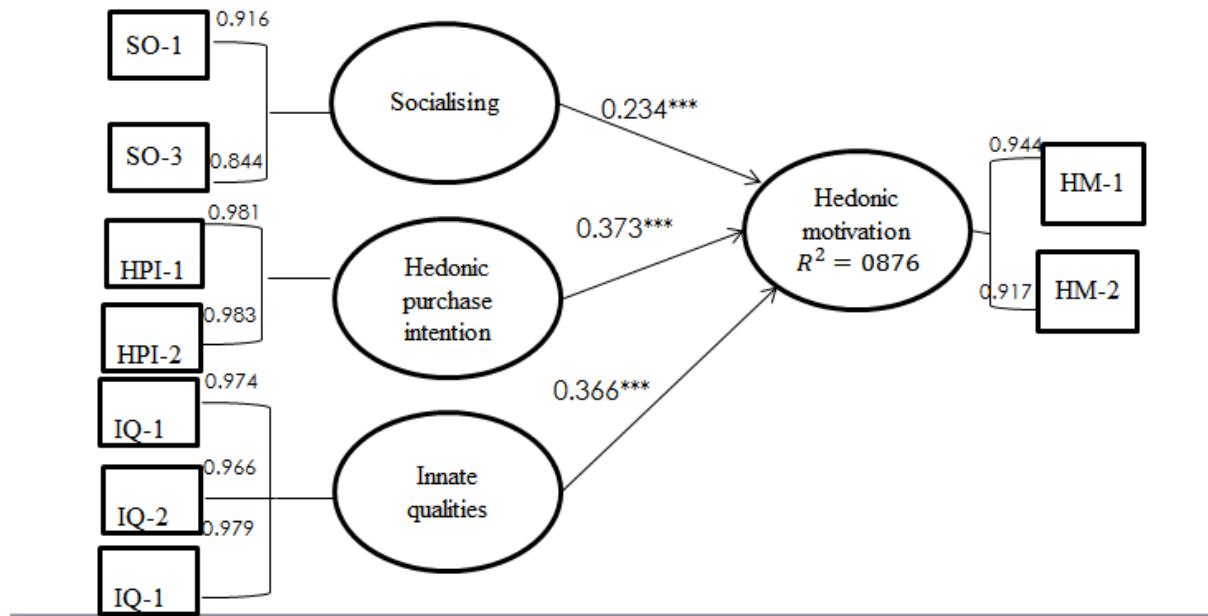
Socialising

The qualitative findings suggest that most users of fashion YouTube channels prefer to interact and actively engage with the vloggers in ways that go far beyond a casual conversation. In this regard, SMSs of this type have evolved into another form of socialising that can be categorised as hedonic motivation. The quantitative method shows that 'socialising' has a positive influence on hedonic motivations (B=0.2344 and T=4.4230). This indicates that female-Saudi interactions with vloggers via YouTube reduce familial and societal conflict since Saudi females cannot interact with and enjoy their purchases with males. Table 6.4 shows the loadings of socialising dimensions.

Table6. 4 Indicators for Socialising

Socialising	Loadings
1. I can communicate with other YouTube users	0.916
2. I can exchange experience of a newly purchased product through YouTube	0.845

This study also shows that in countries highly influenced by religion (i.e., Islam), SMS-users' hedonic value is influenced by their interactions on SMSs. This reflects the findings of

Wolfinbarger and Gilly (2001) and Heijden (2004), who suggest that increases in personal interactions between SMS users while seeking eWOM information leads to increases in the individual's perceived hedonic value. Regarding Saudi females, their interactions with female vloggers through YouTube adds enhanced value to their purchase decisions because, as noted, Saudi females cannot interact and enjoy their purchases with males in the shopping experience as a consequence of familial and societal practices and values. Consequently, the socialising incentive to seek out eWOM information on products by using SMSs is enhanced by meaningful interaction which can occur during the data-seeking process (Chu 2013). However, compared to the other constructs of 'hedonic purchase intentions' (B=0.3734 and T=4.8118) and 'innate qualities' (B=0.3661 and T=5.2969), 'Socialising' has less of an influence on hedonic motivations. Therefore, 'Socialising' is less important to SMS users than other supportive factors (i.e., 'Hedonic purchase intentions' and 'Innate qualities'), which is explained in the following section. This finding supported by existing studies state that consumers seek information for product evaluations and read experiences in SMSs to make efficient choice of product more than having social interactions with product users (Hernandez, Jim enez, & Martın, 2010; Sener, Babao ̧ gul, & Bugday, 2011; Vuylsteke, Wen, Baesens, & Poelmans, 2010). In addition, consumers seek to retrieve high-quality eWOM from SMS users that fit with their requirements and is suitable for their lifestyle (Liu and Park, 2015; Chu & Choi 2011). SMSs is important tool customer use to make their purchase decision more than having simple social interactions with other users (Esch et, al. 2017).

Hedonic purchase intentions

The qualitative findings suggest that users pursued certain products because they enjoyed and found value watching relevant videos on YouTube. The findings suggest that users' intentions to purchase certain products were influenced by emotions affected by eWOM from YouTube channels. The quantitative findings show that 'Purchase intentions' positively influences hedonic motivation (B=0.3734 and T=4.8118). Table 6.5 shows the loading of the respective indicators that measuring the hedonic purchase intentions.

Table6. 5 Indicators for Hedonic Purchase Intentions

Hedonic purchase intentions	Loadings
1. I have purchased products that I have seen on YouTube	0.981
2.I would purchase products if I enjoyed watching videos about them on YouTube	0.983

The result suggests that users 'Hedonic purchase intentions' were influenced by 'Hedonic motivations' and not a simple desire to maximise the product's utility (Mikalef, Pateli & Giannakos 2013). Hazari et al. 2016 perceived enjoyment as an important hedonic benefit provided through an online platform to stimulate product intention. Venkatesh et al., (2012) confirmed that consumers expect to experience enjoyment during product purchase decision. This finding echoes Chang, Molesworth, and Grigore (2015) who stated that YouTube promotion of products should be presented as a narrative that appeals to the SMS-users' enjoyment. Therefore, fashion companies should pay more attention to utilitarian motivational aspects and ensure that vloggers' eWOM on YouTube also lead to user enjoyment.

Innate qualities

The qualitative findings suggest that SMS-users' interactions with vloggers who share the users' lifestyle, religion and personality traits have a positive influence. The Saudi females in this study indicated that they prefer seeking eWOM from vloggers who understand their lifestyle, religion and personality traits (β=0. 3661 and T=5.296). The loading results of the respective indicators that measuring the innate qualities are listed in Table 6.6.

Table6. 6 Indicators for the Innate Qualities

Innate qualities	Loadings
1. I seek eWOM from vloggers who can understand my lifestyle	0.974
2. I seek eWOM from vloggers who have the same religion as me	0.966
3. I seek eWOM from vloggers who share the same personality as me	0.979

These findings supported by Alnaghaimshi and Pearson (2017) stated that Saudi females prefer to communicate with their SMSs users who share similar personality and lifestyle. In

addition, these findings echoed previous studies that demonstrated that lifestyle and social factors play significant roles in consumers' eWOM-seeking intentions on SMSs (Chu & Choi 2011). Brown and Reingen (1987) suggested that consumers with high innate qualities should pursue more contact with others who share those qualities and serve as models and/or WOM partners. The findings of this study demonstrates that Saudi females do not see religion as a priority when following or endorsing vloggers. This is reflected in the utilitarian findings of this study which suggests that religion is more of a utilitarian consideration than a hedonic one regarding eWOM for Saudi females.This may be attributed to recent developments in the country which affect Internet access and usage by Saudi females (Toronto Sun 2018). Furthermore, as noted, the Saudi government now allows females to work and support themselves (Alzahrani 2017).

Trend discovery and SMSs users' eWOM-seeking intentions

 The qualitative data suggested that trend discovery is a critical aspect influencing hedonic motivations of consumers seeking eWOM on SMSs, particularly with regard to eWOM on YouTube. These findings reflect other research on the concept of trend discovery which connects the influence of perceived hedonic motivation to consumer behaviour (To & Sung 2015). However, the quantitative results show that 'trend discovery' does not influence eWOM-seeking intentions in this study. The quantitative findings suggested that Saudi females were more interested in utilitarian than hedonic value including 'trend discovery'. This is supported by studies which show that Saudi women are becoming more independent because they have more opportunity to work and financially support themselves and their families (Alzahrani 2017; Toronto Sun 2018). As noted in previous chapters, currently, Saudi women are travelling overseas for education and tourism. These new opportunities may influence their need for products and services.

6.4 The Roles of Mediating Effects of Utilitarian Motivation and Hedonic Motivation

This section discusses the quantitative findings that answering the following two sub-research questions: (1) To what extent utilitarian motivation mediates the relationship between the determinants of utilitarian motivation and eWOM Seeking Intention? and (2) To what extent the hedonic motivation mediates the relationship between the determinants of hedonic motivation and eWOM Seeking Intention?;

The results demonstrate that all the relationships between the constructs that proposed in the conceptual framework are significant, with path coefficients ranging from 0.2020 to 0.524. Based on the assessment of the hypothesized relationships, both utilitarian and hedonic

motivations have significant positive relationships with eWOM Seeking Intentions. The results suggest that these motivations account for 86.3 percent of eWOM-seeking intentions. The findings also indicate that utilitarian motivation has a full mediation effect on the relationships between the determinants of utilitarian motivation (i.e., convenience, information availability, and utilitarian purchase intentions) and eWOM Seeking Intentions. The VAF indicates that the indirect effect of utilitarian motivation accounted for more than 34 percent of the motivations of eWOM seekers on YouTube. Besides, the findings also conclude that hedonic motivation has a full mediation effect on the relationships between the determinants of hedonic motivation (i.e., socialising, hedonic purchase intention, and innate qualities) and eWOM Seeking Intention. Hedonic motivations accounted for more than 30 percent of the motivations of eWOM seekers on YouTube.

CHAPTER 7: CONCLUSIONS AND IMPLICATIONS

7. Introduction

The chapter describes the study's theoretical contributions and managerial implications. Finally, the limitations of the study and recommendations for future research are discussed.

7.1 Theoretical contribution

The findings of this study present an eWOM-seeking intention model that contributes to the existing literature in the following ways.

The study extends the theory of utilitarian and hedonic motivations to consumers' eWOM-seeking intentions on YouTube. In so doing, it differs from other studies that apply the theory of utilitarian and hedonic motivations to SMSs in general (Mikalef, Giannakos & Pateli 2013; To, Liao & Lin 2007). The theoretical contributions are summarised in Table 7.1.

Table7. 1 Comparison between this study's findings and previous research

Findings of this research	The existing literature	Reference	Contribution of this study	
Focuses on all elements of eWOM-seeking behaviour	Focus on one or two elements of seeking eWOM	Cheung &Thadani(2012)	Managerial	✓
Emphasis on one social media site: YouTube	Emphasis on social media sites on general	Bilgihan, Okumus & Bujisic (2014) Pöyry et al.(2012)		
	Few investigations on eWOM from the consumers' perspective	Mikalef, Giannakos &	Theoretical	✓
			Future research	✓

		Pateli (2013)	
Investigate on eWOM from the consumers' perspective

Understanding vlogger visual eWOM | Limited understanding of visual eWOM | | |

Furthermore, The study adds new elements to the theory of utilitarian and hedonic motivations. These new elements provided validated measurements to distinguish the influences of utilitarian and hedonic motivations. For example, 'purchase intentions' is a new factor that has positive relations with both utilitarian and hedonic motivations. However, both elements influence purchase intentions and the degrees of their impacts differ. In addition, previous studies have found that Saudi consumers do not tend to think about saving money when it comes to actual purchases as the Saudi society is generally wealthy with strong purchasing power (Sheikh 2016). In contrast, the current study shows that the new independent lifestyles of Saudi females mean they are price conscious. The study results confirm that purchase intentions have more influence on eWOM-seeking intentions among users with utilitarian motivations.

Existing studies show that purchase intention is an outcome of the eWOM-seeking process (Cheung & Thadani 2012; Cheung, Luo, Sia & Chen 2009; Huang & Chen 2006). However, this study confirmed that purchase intention is one of the primary reasons for seeking eWOM on vlogger's YouTube. This finding indicated that purchase intention is a motivational factor simulated by utilitarian and hedonic needs.

The study contributes to existing research by providing empirical evidence demonstrating the effects of social and cultural elements on eWOM-seeking intentions on YouTube. Existing studies that investigated factors related to utilitarian and hedonic values failed to focus on the social and cultural aspects of their target online communities (Fong & Burton 2006; Pfeil, Zaphiris & Ang 2006; Sun & Wang 2010). Studies focused on consumer needs in Arabic countries, such as Saudi Arabia, have mainly looked at traditional social and cultural issues,

such a religion and social conflict (Alzahrani, 2017). This study, however, takes recent societal changes in Saudi Arabia into consideration.

7.2 Managerial implications

Existing studies have shown that some firms have failed to successfully leverage vloggers' eWOM in their marketing strategies (Moctezuma & Rajagopal 2016). Consequently, marketing products through vloggers' eWOM without revising existing digital marketing strategies may lead to mass consumer desire for marketed products. The various stages of marketing and SMS strategy designs require the involvement of the manager, copywriter, content co-creator and research development. This study provides managerial implications to assist in the design and marketing in all stages of social media strategies.

7.2.1 Managers

The findings of this study show that managers should market their products through vloggers who share the same lifestyle, languages, and interests as their target markets. For example, managers should consider vloggers' personalities and the style of their communication to users on their YouTube videos, since the findings show that both vloggers' personalities and communication styles are the key indicators of the vloggers' innate quality.

7.2.2 Copywriters and content co-creators

Copywriters and content co-creators refer to individuals who create and write the content on SMSs to promote products. The findings suggest that it is more important for copywriters and content co-creators to consider the utilitarian value of advertising content on vloggers' SMSs. In other words, they should focus on utilitarian aspects, such as providing vloggers with elements that stimulate consumer purchase intentions (e.g., promotional codes). The context of female-Saudi consumers showed that new developments in the country influenced their motivations to seek eWOM on SMSs, as shown in chapter 2. Saudi females want to receive utilitarian more the hedonic value because of their new independent lifestyle; for example, they have a job and support themselves financially; therefore, they seek best prices more than using SMSs for social interaction. This is confirmed by the study participants' demographic data, which revealed that most Saudi female SMS users are middle class with low yearly

salaries and bachelor's degrees. Such users require greater stimulation to develop their purchase intentions.

7.2.3 Research and development

Research and development are one of the most important roles for companies designing marketing and SMS strategies. The methods proposed in this study, including netnographic studies, may be useful for researchers seeking to collect and analyse current and past behaviours and trends on YouTube and other SMSs. The netnographic approach was very useful in this study by providing new aspects and insights that did not exist in previous studies. The data identified by the netnographic study were more consistent with the current lifestyles of Saudi females. Table 9.2 summarises the major hypotheses, analyses, findings, and implications of the study.

Table7. 2 The major hypotheses, analyses, findings and implications of the study

What are the antecedents of eWOM-seeking intentions on vloggers' YouTube SMSs?

Hypotheses	Findings	Theoretical	Managerial
• **Convenience, Information availability, and Purchase intention have a positive relation with the utilitarian motivation.** • **Utilitarian Motivation mediates the relation between determinants of utilitarian motivations and eWOM Seeking Intention**	The determinants of utilitarian motivations have impact 89.1% of utilitarian Motivation. **Inclduing:**'Utilitarian purchase intention' (B=0.4143, p<0.01***).'Availability of information' (B=0.3566, p<0.01***). 'Convenience' (B=0.2020, p<0.01***). Utilitarian motivation has a full mediation effect on the relationships between the determinants of utilitarian motivation (i.e., convenience, information availability, and utilitarian purchase intentions) and eWOM Seeking Intentions.	• Implement the theory of utilitarian and hedonic motivations to consumers' eWOM-seeking intentions on YouTube • The study adds new elements to the theory that applicable in a different social and cultural environment, particularly in the context of Arabic world.	• It is more important for managers to focus on utilitarian than hedonic aspects For example; SMSs users require greater stimulation to develop purchase intentions such as promotional codes • The study's methodology is useful for researchers seeking to collect information and analyse current and past behaviours and trends on SMSs • Managers should consider trends in contemporary society when designing SMS marketing strategies • For example, Managers should market their products through vloggers who share the same lifestyle and interests as their target markets
• **Socialising, Purchase intention and Innate qualities, have a positive impact on the hedonic motivation**	The determinants of hedonic motivations impact 87.6% Hedonic Motivation. **Including:** Socialising' (B=0.3734 p<0.01***), Purchase intention (B=0.3734 p<0.01***), 'Innate Qualities' (B=0.3661 p<0.01***). Hedonic motivation has a full mediation effect on		

• **Hedonic Motivation mediates the relation between the determinants of hedonic motivations and eWOM Seeking Intention.**	the relationships between the determinants of hedonic motivation (i.e., socialising, hedonic purchase intention, and innate qualities) and eWOM Seeking Intention.		
The utilitarian and hedonic motivations of SMSs users have a positive impact on their eWOM-seeking intentions	Utilitarian Motivation' and 'Hedonic Motivation' impact 86.3%, eWOM-seeking intention Utilitiran motivations (B=0.5239 p<0.01***) have larger influcne on eWOM-seeking intention than 'Hedonic Motivation' (B=0.4307 p<0.01***)		

7.3 Limitations and future research

The sample for this research comprised mainly female participants; therefore, the results are not representative of all SMS users. Future research could apply the model used in this study to other industries and other social media users. As the number of consumers seeking eWOM through SMSs has grown, particularly on YouTube, firms such as SMEs have begun to use vloggers' eWOM as part of their digital marketing strategies. Therefore, this study recommends future research to extend the motivations identified in the study to other contexts focusing on SMEs.

Vloggers visual eWOM is a new marketing tool used by firms to increase SMS e-commerce adoption by SMSs users. There is growth in consumer usage of vloggers visual eWOM on YouTube, Snapchat and Instagram. Studies show that understanding the factors that influence vloggers visual eWOMs on SMSs users to increase e-commerce adoption is still inadequate (King et al. 2014; Wang et al. 2016). Further studies could also compare the factors identified in this study across different SMSs to identify any SMS-specific influences on eWOM and, thereby, extend the model.

During the data collection from fashion vloggers' YouTube channels in this study, it was found that the fashion vlogger phenomenon has created a new business synergy between fashion firms and other industries such as tourism (Cantallops & Salvi 2014; Mimoun, Garnier & Depledt 2015). Fashion firms invited vloggers from other countries to review their products through bloggers' SMSs (Riquelme & Saeid 2014). The fashion industry collaborates with tourism companies to take vloggers on tour around the cities and landmarks while bloggers are visiting the fashion site (Azariah 2016; Wang et al. 2016). Accordingly, fashion vloggers give recommendations about these countries on their SMSs. The study recommends future research to implement the findings of this study in designing visual eWOM strategies to strengthen the collaboration between the tourism and fashion industries through fashion vloggers' SMSs.

7.4 Conclusion

eWOM delivered by vloggers on SMSs has a more powerful influence on consumer product decisions than traditional forms of promotion (advertisements). Firms use vloggers' eWOM to market their products internationally. However, Statistics from 2015 demonstrate that some marketing campaigns were unsuccessful using SMSs, especially in the fashion industry for females in Saudi Arabia. Therefore, this study objective to investigate the factors that influenced Saudi female eWOM-seeking intentions on vloggers' fashion YouTube channels. Therefore, the study aimed to answer these primary research questions:What are the antecedents of eWOM Seeking Intentions on Vloggers' Youtube SMSs?. The study used the theory of utilitarian and hedonic motivations and explored the factors related to social and cultural perspectives that influence eWOM-seeking intentions.

The study presents an eWOM seeking intention that will help research and managers to design an effective digital marketing strategy for their target audience. For example, the category of factors in the model including utilitarian and hedonic motivations will allow managers to choose the right stimulation for every factor. The following section will explain in more detail about how to stimulate the model factors and the findings for every sub-research question:

a. What are the relationships between the determinants of utilitarian motivations (i.e., convenience, availability of information and utilitarian purchase intention) and utilitarian motivations?

The study findings indicate that 'Availability of information', 'Convenience', 'Utilitarian purchase intentions' are factors that contributed to utilitarian motivation. In addition, 'Socialising', 'Hedonic purchase intention' and 'Innate qualities' are factors that contributed to hedonic motivation. The study confirmed that the utilitarian value of SMSs content has more influence on female-Saudi intentions to seek eWOM on YouTube. In particular, purchase intentions developed through utilitarian motivations had the most influence on eWOM-seeking intentions.

b. What are the relationships between the determinants of hedonic motivations (i.e., socialising, hedonic purchase intention and innate qualities) and hedonic motivations?

The study also revealed that the hedonic motivation has less influence on eWOM seeking intention than utilitarian motivation. Furthermore, the new self-determining lifestyles of Saudi females mean they pay more attention to product price than cultural aspects, such as religion.

c. To what extent utilitarian motivation mediates the relationship between the determinants of utilitarian motivation and eWOM Seeking Intention?

The findings based on sub-research question-(c) confirmed that utilitarian motivation has a full mediation effect on the relationships between the determinants of utilitarian motivation and eWOM Seeking Intentions. This is confirmed that the effects of convenience, information availability, and utilitarian purchase intentions are fully mediated by utilitarian motivation and eWOM Seeking Intentions. This finding supports the study model in figure 6.3 that shows utilitarian motivation as a mediating variable between the determinants of utilitarian motivation and eWOM Seeking Intentions on YouTube. Therefore, it can be stated that SMSs users' acess to convenience, information availability, and subsequently their utilitarian purchase intentions are influenced by factors related to utilitarian value such as practical and functional benefits.

a. To what extent the hedonic motivation mediates the relationship between the determinants of hedonic motivation and eWOM Seeking Intention?

The findings based on the sub-research question-(c determined that hedonic motivation has a full mediation effect on the relationships between the determinants of hedonic motivation and eWOM Seeking Intention. This is confirmed that the effects of socialising, hedonic purchase intention, and innate qualities mediate eWOM Seeking Intention on YouTube. This finding supports the study model in figure 6.3 that shows hedonic motivation as a mediating variable between the determinants of hedonic motivation and eWOM Seeking Intentions on YouTube. Therefore, it can be stated that SMSs users' such as socialising, hedonic purchase intention, and innate qualities are influenced by factors related to hedonic value such as emotion and enjoyment.

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The study used a mixed-methodological approach including a netnographic study and an online survey. This methodology was suitable for the study objective. The study presented an eWOM-seeking intention model to assist managers better design digital marketing strategies for their SMS target audiences. By using the netnography methodology, the study added new elements to the theory of utilitarian and hedonic motivations. This confirmed that consumer's comments on SMSs present a valuable source of information for researchers focusing on understanding the factors influencing consumer behaviour such as eWOM-seeking intentions on different SMS platforms.

The number of SMS users is growing, and as a result, there is increasing competition and challenges for firms to target consumers. Especially, the findings show that there is an increase in the number of firms such as SMEs using vlogger's eWOM to market their products. Therefore, there is a need for more emphasis on developing effective eWOM strategies for SMEs by using new methods as those used in the present study. In addition, a country like Saudi Arabia is facing changes in the next coming year such as females will be driving by Jun 2018. Hence, it is important to explore the influence of these and other social changes on SMS-users' seeking intentions.

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Appendix 1

The Survey questionnaire

- **Section 1**

Note: There are some concepts that might be helpful to illuminate before we start this survey.

- **Electronic word of mouth/online recommendations** represent any positive or negative statement made by customers about a product or company that is made available to a multitude of people and institutions via the Internet.
- **Bloggers/users of online recommendations** are those individuals who transmit information regarding a product or service on the Internet.

Q1.1 How long have you been seeking bloggers online recommendations on You Tube?

_____

- **Section 2**

- **The following questions will elucidate your reasons for seeking bloggers' online recommendations (eWOM) about fashion the industry on YouTube.**

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer						
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.3- Seeking eWOM of products through YouTube is convenient because I can do it whenever I want							
Q2.4- It is convenient to seek eWOM about products through YouTube because I can do so without going out.							
Q2.5- YouTube offers easy access to product eWOM							
Q2.6- Seeking product eWOM through YouTube is not convenient							

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer						
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.7- YouTube provides access to large volumes of information about products							
Q2.8-. It is not easy to acquire							

product information via YouTube							
Q2.9- I can collect useful product information through YouTube							
Q2.10- YouTube users offer comments about products of interest							
Q2.11- I do not use YouTube to seek information about products							
Q2.12- I seek eWOM from vloggers who speak the same language as me							

- For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.13-. Some of my recent purchases were based on helpful information I found on YouTube							
Q2.14- I would like to purchase product that I found on YouTube because there is a special promotion							
Q2.15- I seek eWOM on YouTube before I purchase products because I am curious about the price							

- For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.16- By watching YouTube, I cannot discover new trends							
Q2.17- By watching YouTube, I can keep up with new trends							
Q2.18- By watching YouTube, I can discover new products							
Q2.19- I can learn about new styles through YouTube							

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer							
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.20-. I can communicate with other YouTube users							
Q2.21- I can interact with vloggers through YouTube							
Q2.22- I can exchange experiences of a newly purchased product through YouTube							
Q2.23-. I would never post a comment on YouTube							

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer							
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.24- I have purchased one or more products that I have seen on YouTube.							
Q2.25- I would purchase products when I enjoyed watching videos about them on the YouTube.							
Q2.26- I buy products I see on YouTube through e-shops.							

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer							
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.27-. I seek eWOM from vloggers who can understand my lifestyle							
Q2.28- I seek eWOM from vloggers who have same religion as I do							
Q2.29- I seek eWOM from vloggers with the same personality as me							

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer							
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.30- Seeking eWOM of products through YouTube is not helpful							
Q2.31 Seeking eWOM of products through YouTube is practical							
Q2.32- Seeking eWOM of products through YouTube is helpful							

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer							
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.33-Seeking eWOM of products through YouTube is enjoyable							
Q2.34-Seeking eWOM of products through YouTube is not enjoyable							
Q2.35-Seeking eWOM of products through YouTube is exciting							

Section 3

• For each question below: Please read the following statements and tick one of the boxes in each line to reflect your answer							
	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Q2.36 I share products that I like with my friends via YouTube							
Q2.37- When I find a product I like on a YouTube, I use a 'Like' function to illustrate my appreciation							
Q2.38- When I watch a product I don't like on a YouTube I use a 'Dislike' function to show my opinion							
Q2.39- I would write positive							

comments on YouTube about products I prefer							
Q2.40- I will continue seeking eWOM information about products on YouTube in the future							

- **Section 4: Demographic information**

Please answer the following questions about yourself.

Q4.42: Which age group best describes for you (please tick)?

- o 18 to 25

- o 26 to 30

- o 31 to 35

- o 36 to 40

- o 41 to 45

- o 46 to 50

- o 51 to 55

- o 56 to 60

- o 61 +

Q4.43: Which level of education best describes for you (please tick)?

- o Primary education

- o Secondary education

- o Bachelor's degree

- o Other...........

Q4.44: What is your current employment status? (Multiple answers are accepted)

- o Do not have formal employment

- o Full time

- o Part time

- o Student

- o Retired

    o   Other

Q4.45: Which income group best describes your family income-yearly (please tick)?

- 60 00 SAR to 65 000 SAR
- 66 000 SAR to 70 000 SAR
- 71 000 SAR to 75 000 SAR
- 76 000 SAR to 80 000 SAR
- 81 000 SAR to 85 000 SAR
- 86 000 SAR to 90 000 SAR
- 91 000 SAR to 95 000 SAR
- 96 000 SAR to 100 000 SAR
- Over 10 000 SAR

Appendix 2

Participant Information and Consent Form (PICF)

INVITATION TO PARTICIPATE IN A RESEARCH PROJECT

PARTICIPANT INFORMATION

Researcher/project details

Project Title: Delineating the antecedents of electronic word-of-mouth-seeking intentions on social media: The case of the Saudi Arabian fashion industry (YouTube vloggers)

Investigators:

PhD Candidate

Miss Majdah AL Nefaie

Co-Senior Supervisor

DR. Shahadat Khan

Co- Senior Supervisor

Professor Siva Muthaly

Dear Participant,

You are invited to participate in a research project being conducted by RMIT University. This information sheet will provide you with an overview of the proposed research. Please read this sheet carefully and be confident that you understand its contents before deciding whether to participate. If you have any questions about the project, please ask one of the investigators identified above.

This research on *Delineating the antecedents of electronic word-of-mouth-seeking intentions on social media: The case of the Saudi Arabian fashion industry (YouTube vloggers)* is conducted by Miss Majdah ALNefaie research student in the Graduate School of Business and Law at RMIT University. This project is being conducted as a part of a PhD course. The supervisors of this project are DR. Shahadat Khan and

Professor Siva Muthaly. This research study has been approved by the RMIT Business College Human Ethics Advisory Network.

Research Aim

This research will investigate the motivations influencing electronic word-of-mouth (eWOM) seekers' intention on social media sites (SMSs) in the context to the vlogger's fashion YouTube channel in Saudi Arabia. eWOM is referred to as recommendations, ideas and experiences with products and services which are shared by people on SMs, such as Twitter, Facebook and YouTube. This research plans to achieve the following objectives:

- To identify the factors that impact consumers eWOM seeking intention in SMs;
- To ascertain consumer-seeking behaviour in visual eWOM on YouTube of vlogger;

Your Involvement

This research will involve an online survey conducted with 250 female participants who are users of the YouTube fashion channel in Saudi Arabia. The survey will require you to answer a questionnaire that will take no more than 30 minutes of your time.

Primary questions:

What are the antecedents of eWOM-seeking intentions on vloggers' YouTube SMSs??

Sub research questions:

I. What are consumers' utilitarian motivational factors that influence eWOM-seeking intention?

II. What are hedonic motivational factors that influence consumers' eWOM-seeking intention?

III. How does vloggers' eWOM on YouTube influence consumers' seeking intention?

Anticipated outcome

Your responses will contribute to understanding factors that influence consumers' attitudes in seeking eWOM in SMSs. The findings of this research will assist businesses with their digital marketing campaigns.

The possible risks or disadvantages

There are no risks or direct benefits associated with participation in this survey. If you are unduly concerned about your responses to any of the questions, or if you find participation in the project distressing, you should contact my supervisors. My supervisors will discuss your concern with you confidentially and suggest appropriate follow-up, if necessary.

Use of Information Provided

This study will not collect personal information from the participants. Thus, the participant will not be identified in any publication, conference presentations or in the PhD thesis. The results of this study and your personal data collected will be available upon your request.

To ensure that the collected data is secured, after this study is finished all hard data will be kept in a locked filing cabinet and soft data in a password protected computer in the office of the investigator at Graduate School of Business and Law at RMIT University. The research data will be kept securely at RMIT for five years after publication, before being destroyed.

My rights as a participant

Participation in this survey is on a voluntary basis based on the following rights:

- The right to withdraw from participation at any time;

- The right to request that any recording cease;

- The right to have any unprocessed data withdrawn and destroyed, provided it can be reliably identified, and provided that so doing does not increase the risk for the participant; and

- The right to have any questions answered at any time.

Thank you very much for your contribution to this study.

Yours sincerely,