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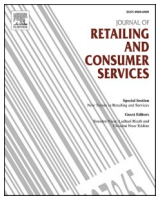

What drives higher active customer engagement in luxury brands' social media? Measurement and contingencies

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ABSTRACT

This study investigates customer engagement behaviors related to luxury brands on social media, focusing on the motives driving active and passive engagement. Applying a sequential mixed methods approach, drawing on netnographic and survey data analyses, the study identifies 10 emergent themes across intrinsic and extrinsic motives that shape overall motivation for social media engagement with luxury brands. Findings from the netnographic analysis provide empirical insights into customer motivations, which inform the development of hypotheses tested through quantitative analysis. The results highlight the roles of intrinsic motivations, such as entertainment, authenticity, gratitude, experience sharing, nostalgia, aesthetics, and lifestyle inspiration. Further, extrinsic motivations such as social support, utilitarian rewards, and social status seeking are revealed to influence customers' attitudes and behaviors toward luxury brands on social media. The findings regarding the necessary condition and importance-performance matrix analyses provide additional nuanced insights into the necessity and importance of intrinsic and extrinsic motivations for active and passive engagement on social media by customers. The study also clarifies the moderating effects of customers' value for money orientation and brand identification on the relationship between overall motivation and engagement behaviors. The findings provide a granular understanding of luxury customer behavior on social media, offering valuable insights for luxury brand managers aiming to foster stronger customer–brand relationships.

1. Introduction

Social media marketing (SMM) has revolutionized customer–brand interactions. With over 3.6 billion social media users globally—a number expected to grow to 4.41 billion by 2025—brands are harnessing SMM to actively engage customers (Carlson et al., 2019; Sprout Social, 2021). The impetus for integrating digital SMM within a broader omnichannel strategy has intensified (Deloitte, 2021, 2022; Gartner, 2021; Muthaffar and Vilches-Montero, 2023), and luxury brands are expected to witness a major shift wherein one-third of all sales are projected to occur online by 2025 (D'Arpizio et al., 2021).

Scholars have begun to address the need for frameworks that leverage SMM for luxury brands (Bazi et al., 2020; Pentina et al., 2018; Wong, 2023). Yet, there is a gap in understanding the specific antecedents of "active" customer engagement, marked by direct interactions by customers such as likes, comments, and shares that create a visible presence on social media. This differs from "passive" engagement, which is characterized by viewing content without direct interaction (Bazi et al., 2020; Pentina et al., 2018). Active engagement is particularly vital for luxury brands because it contributes to community building and brand advocacy. To this end, this study addresses the following three research questions.

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1. What intrinsic and extrinsic motives influence luxury customers' engagement behaviors on social media brand pages, and how do these motives integrate to form luxury customers' overall motivation for engagement?
2. How does customers' overall motivation to engage with luxury brands on social media influence their active engagement behaviors?
3. What intrinsic and extrinsic motives are necessary for active or passive engagement to appear in a brand's social media community?

We address these research questions by conceptualizing and empirically validating a multidimensional framework grounded in self-determination theory (SDT), delineating a specific set of intrinsic and extrinsic motives that combine into a hierarchical model. This conceptualization (i.e., a reflective-formative hierarchical model) contributes new insights to the literature and offers a granular understanding of the drivers of active engagement behaviors on luxury brand social media pages. Further, it presents a hierarchical approach to explaining the relevance of motivations as drivers of varied engagement behaviors (Jarvis et al., 2003; Ryan and Deci, 2017). Our findings identify key intrinsic and extrinsic motives and their impacts on active engagement behaviors, conditional on customers' value for money orientation and brand identification. For practitioners, this study informs strategies that meet customer needs and equips marketers with insights to encourage active participation in social media.

Methodologically, this study represents a contribution to the application of PLS-SEM in retail literature, to uncover the intricate conditions for customer engagement in social media contexts. Employing necessary condition analysis (NCA; Richter et al., 2023; Richter and Hauff, 2022) in combination with importance-performance matrix analysis (IPMA; Ringle and Sarstedt, 2016; Hair et al., 2024, Chapter 4), the study enhances understanding of customer behavior in SMM in the customer engagement behavior (CEB) context, providing a model that is both explanatory and predictive—a duality essential for contemporary marketing research and practice.

The subsequent sections begin with a literature review that assesses the role of CEBs in SMM, especially for luxury brands. The review identifies gaps in understanding active engagement—a crucial aspect for marketers—and proposes a new framework. We explain our sequential mixed methods approach, combining qualitative netnographic with quantitative survey-based research, to explore and assess the motives behind customers' engagement with luxury brands on social media. Next, we present our findings. Then, we discuss theoretical contributions and implications for marketing researchers and managers. We conclude by acknowledging the study's limitations and suggesting future research directions.

2. Theoretical background and research approach

2.1. Luxury brands and their social media activities

Fionda and Moore (2009) note that luxury is identified in terms of its function as a status symbol and psychological value, while luxury has also been associated with features such as durability, high performance, and unique design (Brun and Castelli, 2013). Luxury brands, in turn, provide more benefits than non-luxury products because they offer more than functional advantages (Heine and Phan, 2011). For instance, luxury brands offer customers extended emotional and psychological benefits, through the actual consumption of luxury products or services (Yoo and Park, 2016; Zhan and He, 2012), but can also provide social benefits such as signaling wealth and social status (Nelissen and Meijers, 2011). Social media platforms are a powerful tool for luxury brand promotion, storytelling, engagement, and communication with their target audience to maintain an exclusive and desirable image (Deloitte, 2021). Brands are increasingly integrating e-commerce features into their social media platforms, allowing followers to seamlessly make purchases directly from such social media pages (Deloitte, 2021).

2.2. Active and passive customer engagements in social media

Active engagement or participation, described in the SMM context as the generation of online content by customers on the social media platform, is a key dimension of CEB. It includes customer behaviors such as posting comments, likes, shares, and any (brand-related) online content resulting in further interaction (Makri and Schlegelmilch, 2017). Active engagement is considered an essential CEB dimension regarding brands on social media since it often requires greater effort and time (Pagani and Malacarne, 2017).

Passive engagement or participation is another aspect of CEB related to luxury customers engaging with their favorite luxury brands on social media. It refers to how customers interact with brands without conducting any physical activity; for example, reading comments and watching or listening to videos posted on social media platforms (Gerson et al., 2017). In this sense, passive engagement entails minimal or no behavioral action from the customer, and focuses more on the consumption of content than its creation.

2.3. Constituting motives of customer engagement in luxury brands' social media

Extant literature lacks a clear and overarching framework to clarify why and how luxury customers are increasingly using social media to connect with luxury brands. While prior empirical work has examined the role of social capital in building online advocacy in social media communities of luxury brands (Wong, 2023), luxury brand managers lack empirical insights into how they can appeal to customers' motives to participate in CEBs on social media. While luxury brand managers must manage and deploy compelling customer experiences in traditional channels (e.g., magazines and TV), failure to provide optimal digitally based experiences on social media that meet customers' needs is a priority, particularly among emerging digitally oriented customers. Empirical and theoretical evidence is lacking on the range of intrinsic and extrinsic (luxury) customer motives for engaging with social media and their behavioral outcomes. Likewise, there is no evidence on the influence of intrinsic and extrinsic motives on luxury customers' attitudes and behaviors toward luxury brands, and little on how customer characteristics and situational variables affect the relationship between customer motives and behaviors toward the brand.

To address these shortcomings, this study conceptualizes luxury customers' motives to participate in social media communities and to assess the impacts of these motives on customer behavior outcomes. We draw on SDT to explain and predict a person's engagement in a specific behavior (Deci and Ryan, 1985, 2000). SDT distinguishes intrinsic and extrinsic motives based on the degree to which they reflect internal or external sources of regulation for behavior. Individuals who are intrinsically motivated are driven by personal interest, curiosity, or the inherent value of the task, while extrinsic motivation involves engaging in an activity to attain a separate outcome or reward, distinct from the activity itself. Prior studies show that both intrinsic and extrinsic motivations are important in explaining and predicting a customer's attitude and behavioral intention (Cassia and Magno, 2024; Tandon et al., 2020), including in social media brand communities (Buzeta et al., 2020; Cheung et al., 2021). This study further clarifies the particular intrinsic and extrinsic mechanisms through which customers are motivated to actively participate in these communities and their necessity for CEB.

2.4. Research design

To address our research questions, this study adopted a sequential mixed methods approach encompassing both qualitative and quantitative research methodologies. This approach was chosen because it offers a deep and rigorous understanding of the phenomenon under study and incorporates both exploratory and confirmatory research inquiries

(Creswell and Clark, 2017). The qualitative research in our pre-study focused on identifying critical customer motives for participation in social media luxury brand communities. Netnographic analysis was deemed an appropriate method for the pre-study, owing to its established effectiveness in gaining insights into customer motives for customer engagement in luxury brand social media consumption contexts. This method involved evaluating customers' expressed motives regarding their interactions with luxury brand social media content, such as posts and stories.

Findings from the pre-study, combined with an analysis of applicable theories and literature on social media brand communities, then informed the development of the hierarchical model for measuring the overall motivation to engage with luxury brands' social media construct. This construct served as the foundation for constructing hypotheses and a theoretical model, which we subsequently assessed in the quantitative research phase (main study).

3. Hypotheses development

To develop hypotheses and construct our conceptual model, we followed an abductive research approach (Hurley et al., 2021), synthesizing insights from a netnography pre-study with relevant theoretical and conceptual understanding reported in the literature.

3.1. Netnographic pre-study

In accordance with Kozinets's (2010) netnography guidelines, this research gathered data from luxury brand Facebook (the world's largest social media platform) pages. Data were manually extracted for 11 international luxury brands—Mercedes-Benz, BMW, Land Rover, Louis Vuitton, Dior, Chanel, Gucci, Tiffany & Co., Rolex, IWC, and Omega—between 2009, 2021. This resulted in the collation of 280,000 comments (see supporting information Table A.2, Figure A.1, and Figure A.2 in Appendix A) and an assessment of quantitative user engagement metrics across video views (i.e., reels and video), post likes, and number of comments (Wang et al., 2020). Findings were classified into two categories: (1) type of post and associated engagement metrics and (2) qualitative comment data available on the posts.

Thematic analysis was conducted using open coding processes to analyze the data (Corbin and Strauss, 2008). Open coding involves fracturing data and considering all possibilities therein by defining and labeling dimensions relating to customer motives to engage in social media pages of luxury brands (Corbin and Strauss, 2008). This abductive approach represented an iterative process of going back and forth between the extant literature, data, and emerging theory (Danneels, 2003). Employing the NVivo 12 software, the study identified and categorized themes for various customer motives inductively from the raw data, and deductively from the literature analysis on customer motives in a social media brand community consumption context. Leximancer, a lexicographic semantic analysis tool, was further used to explore the most common themes within the comments using a Bayesian theory–based machine learning technique. The tool provides complex graphical maps representing concepts or nodes and their relationship with each other. The size of each concept represents the prevalence of those concepts in the analyzed comments. Connections between each of the concepts show how they overlap and connect in the comments, and the relative proximity of their co-occurrence in the dataset. Appendix 1 details the relevance of key concepts and their actual count in the dataset across the 11 luxury brands examined.

Results of the two-phased netnographic analysis reveal 10 emergent themes across intrinsic and extrinsic motives that form the overall motivation to engage in social media pages of luxury brands; these themes are consistent with extant literature. Seven intrinsic customer motives were found: entertainment seeking, brand authenticity seeking, brand gratitude seeking, brand experience sharing, brand nostalgia seeking, product aesthetic seeking, and lifestyle inspiration seeking. Meanwhile, three extrinsic motives emerged: social support seeking, utilitarian reward seeking, and social status seeking.

3.2. Conceptualizing overall motivation: a hierarchical approach

According to SDT, customer motivation is a hierarchical construct, integrating both intrinsic and extrinsic motivations to form their overall motivation to engage in a specific activity (Deci and Ryan, 1985). Building on this, we take intrinsic motives to engage in social media pages of luxury brands as customers' internal desire to perform an action based on inherent needs, resulting in pleasure from or interest in using the luxury brand page. We define extrinsic customer motivations as the customer's internal desire to participate in a luxury brand's social media pages in pursuit of an external reward or benefit, rather than for the inherent enjoyment.

From a hierarchical construct viewpoint (Sarstedt et al., 2019), we take overall motivation to engage with luxury brands on social media as a higher-order construct comprising customers' intrinsic and extrinsic motives as underlying subdimensions, collectively acting as mechanisms to trigger customer behavior. In doing so, our study aligns with the extant literature by acknowledging the multidimensional nature of customer motivations (Buzeta et al., 2020; Cheung et al., 2021).

Therefore, we conceptualize a hierarchical model for the overall motivation to engage with luxury brands on social media in Fig. 1 as a Type II multidimensional third-order index (reflective-formative type; Jarvis et al., 2003). As discussed in the next two subsections, we posit that all 10 identified motives (i.e., first-order dimensions) have an impact on the 2 s-order latent constructs (intrinsic motivation and extrinsic motivation), which in turn have an impact on the third-order latent overall motivation construct. Therefore, the second- and third-order constructs are "formative," whereas the items used to measure each of the 10 first-order dimensions (e.g., motive items) are influenced by their corresponding dimensions and are hence "reflective."

Based on the above, we posit the following hypotheses.

H1. Intrinsic motivation to engage with luxury brands' social media directly contributes to overall motivation to engage with luxury brands' social media.

H2. Extrinsic motivation to engage with luxury brands' social media directly contributes to overall motivation to engage with luxury brands' social media.

3.3. Intrinsic motivation to engage with luxury brands' social media

Using the findings of the netnographic pre-study and building on the principles of SDT, the research advances that intrinsic motivation to engage with the social media pages of luxury brands comprises seven intrinsic motives: (a) entertainment, (b) brand authenticity seeking, (c) brand gratitude, (d) brand experience sharing, (e) brand nostalgia, (f) product aesthetic seeking, and (g) lifestyle inspiration seeking.

a) *Entertainment:* The motive to seek entertainment has been identified as an intrinsic motivator in many consumption settings. Empirical studies on social media brand communities demonstrate that entertainment is a fundamental form of activity that gives pleasure and delight to users consuming content, images, videos, and news about the brand (e.g., Carlson et al., 2019; Cheung et al., 2021). Our netnographic pre-study lends support to this notion. For example, we found that BMW's Facebook page has over 20,622,529 users who watch entertaining BMW sport videos, games, and events. The netnographic analysis further identified the presence of entertainment through the availability of online games, events, exhibitions, competitions, and social interactions among community followers that appeal to the motives of enjoyment and fun (please see Table A.1 in our Web Appendix A). Thus, entertainment was identified both

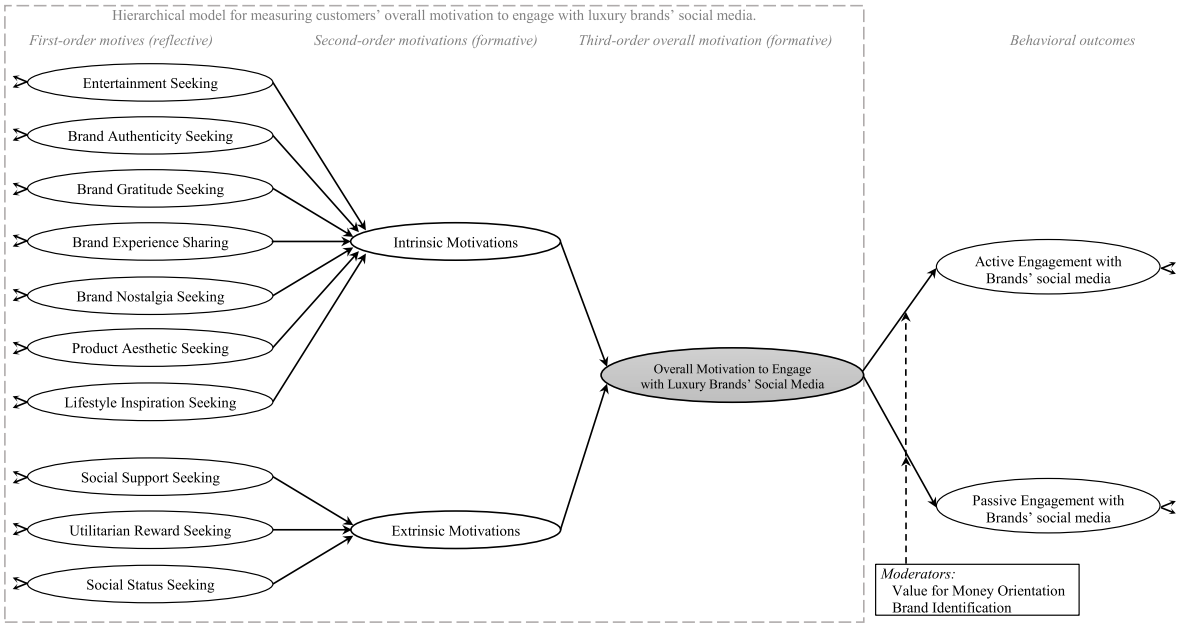


Fig. 1. Framework for assessing the impact of customer engagement motives in luxury brands' social media resulting from this study.

through the literature review and netnographic pre-study, and is advanced as a critical dimension in the intrinsic motivation construct.

b) *Brand authenticity seeking:* The literature demonstrates that customers may develop strong attachments to authentic brands when they seek to belong and express their authentic self (Guèvremont and Grohmann, 2016). Authentic brands are perceived as genuine, trustworthy, and meaningful (Gilmore and Pine, 2007), and authenticity is increasingly recognized as a desirable brand characteristic (Morhart et al., 2015). Authentic brands carry symbolic meaning that helps customers define who they are, such that they then develop an emotional attachment to the brand (Morhart et al., 2015). Hence, brand authenticity positively affects the formation of strong customer–brand connections. In relation to this, the netnographic pre-study identified traces of brand authenticity seeking behaviors, supporting our expectation that customers may seek to engage with authentic luxury brands across social media platforms to authenticate and define their personal self (please see Table A.2 in Web Appendix A). Therefore, we hypothesize that seeking authentic brands is a key intrinsic motive for luxury brand customers.

c) *Brand gratitude:* Brand gratitude, where customers feel grateful toward a brand that produces a high-quality product, is an important element in the offline brand setting (Hasan et al., 2014; Simon and Tossan, 2018). Gratitude research in non-social media contexts confirms that brand gratitude influences purchase intentions, word-of-mouth recommendations, and behavioral loyalty (Huang, 2015). Previous empirical studies investigating Facebook brand pages of non-luxury brands show that brand gratitude is an important element in customer behavior (Simon and Tossan, 2018). In addition to the insights extracted from the extant research, the findings of the netnographic pre-study identified the presence of brand gratitude in the form of customers' desire to provide emotional appreciation for the benefits received from the luxury brand (see Table A.3 of the Web Appendix A). Brand gratitude was therefore included as a critical dimension in the intrinsic motivation construct.

d) *Brand experience sharing:* The literature defines brand experience sharing as the desire of the customer to share brand-related information or consumption experiences (Wang et al., 2020). Sharing information and stories of brand experiences has been shown in the branding literature to enable customers to feel they are a part of a certain community (Taylor et al., 2022). Customers may advocate for their brands, thereby working as brand ambassadors for whom experience sharing becomes easy via social media networking (Wang et al., 2020). Luxury customers may become engaged with luxury brands to share information and personal stories about their brand experiences (Kim and Lee, 2019). Our netnographic pre-study identified the presence of brand experience sharing in the subjects' comments, lending support to the notion that social media pages are used as platforms for sharing experiences with luxury brands (see Table A.4 in the Web Appendix A). Experience sharing was therefore included in the intrinsic motivation construct.

e) *Brand nostalgia:* Brand nostalgia can be triggered by exposure to brand-related multimedia stimuli such as pictures, music, or colors that provide customers with cues to recall past experiences, feelings, and thoughts (Youn and Dodoo, 2021). Hudson et al. (2016) describe the nostalgia motivation as "nostalgic attachment," which refers to sentimental feelings for the brand, the brand reminding customers of particular phases of their lives, or thoughts of the brand containing personal memories. Prior branding studies demonstrate that customers are motivated to engage with brands because they are interested in the feelings of nostalgia communicated by the brands (Simon and Tossan, 2018). Please see Table A.5 for a summary of the findings from our netnographic pre-study concerning brand nostalgia. Thus, we argue that luxury customers engage with the social media pages of luxury brands in search of feelings of nostalgia.

f) *Product aesthetics seeking:* Offline luxury brand research demonstrates that aesthetics influence customer behavior in luxury brand settings (Holmqvist et al., 2020). Aesthetic appeal has been referred to as the desire of the customer to seek luxury products that look beautiful, stunning, and attractive (Bazi et al., 2020); for example, customers might admire the products' styling, colors, design, and uniqueness (Kim and Lee, 2019). Bazi et al. (2020) posit that aesthetic motives can trigger luxury customers to engage with brands on social media. As such, we expect that luxury customers engage with luxury brands on Facebook because they are motivated by the aesthetic appeal of their products. This view is supported by our netnographic pre-study (as shown in Table A.6 of the Web Appendix A). Therefore, we predict that, within the social media context of luxury brands, seeking aesthetic products is a key intrinsic motive for customer participation.

g) *Lifestyle inspiration seeking:* Thrash and Elliot (2003) argue that three core characteristics are necessary and collectively sufficient to define the inspiration construct. First, inspiration is characterized by transcendence, whereby the individual gains awareness of new or better possibilities. This aspect of inspiration is reflected in vision metaphors such as illumination, revelation, insight, and "seeing" new possibilities. Second, inspiration is characterized by evocation, as one must be inspired by something specifically. Finally, inspiration involves approach motivation, such that one feels compelled to bring a new vision into reality. Thus, inspiration requires an elicitor object associated with the process of being inspired *by*, and a motivational object associated with the process of being inspired *to*. Thrash and Elliot (2004) suggest that the process of being inspired by relates to elicitors such as elevation, admiration, or awe. Thus, elicitors of the inspired by process awaken the individual to a source of perceived intrinsic value. When inspired by, the individual visualizes how things ought to be—a mindset that leads to the process of being inspired to an impulse to transmit.

Drawing on the inspiration literature and findings from our netnographic pre-study, we expect luxury brands to inspire customers through storytelling, celebrity advertising, and aesthetic value, eliciting emotions of admiration and awe. Since social media is a visual storytelling, celebrity influencer, and visual aesthetics platform, the link is a natural fit. Therefore, we predict that customers engage with luxury brands on social media as they search for sources of inspiration that will lead them to visualize new ways of enhancing and realizing their ideal lifestyles through the consumption of luxury products.

Based on the above arguments, we posit the following.

H2a–g. Intrinsic motivation to engage with luxury brands' social media is directly influenced by customers' intrinsic motives related to (a) entertainment seeking, (b) brand authenticity seeking, (c) brand gratitude seeking, (d) brand experience sharing, (e) brand nostalgia, (f) product aesthetic seeking, and (g) lifestyle inspiration seeking.

3.4. Extrinsic motivation to engage with luxury brands via social media

We further advance three extrinsic motivations that are expected to be relevant to our customer engagement model: a) utilitarian rewards, b) social support seeking, and c) self-status seeking.

a) *Seeking utilitarian rewards:* This extrinsic motivation is defined as participating in an action to receive external benefits, such as discounts, gifts, incentives, or free samples (Deci and Ryan, 1985; Tsai and Men, 2013). Utilitarian rewards have a significant impact on customer behavior because the motive to do so prompts customers to feel attracted to the brand (Grover and Kar, 2020; Kamboj et al., 2018). Buzeta et al. (2020) examine the role of utilitarian rewards in the context of social media and confirm that rewards are a key motive for customers to interact with brands using social media. Findings from our netnographic pre-study reveal that customers can be encouraged by the motive of utilitarian rewards to use the Facebook pages of luxury brands (see Table A.9 in the Web Appendix A). For example, many luxury customers request a "sample" or "test drive," while others use words such as "receive." Therefore, seeking utilitarian rewards in this study refers to luxury customers seeking to receive a variety of economic incentives.
b) *Social support seeking:* Based on our netnographic pre-study, seeking social support or assistance from other online users is viewed as a significant extrinsic purpose that motivates luxury customers to engage with luxury brands on Facebook pages. Seeking social support is described as "the degree to which a community member wants to receive help from fellow community members who share their knowledge and experience" (Baldus et al., 2015, p. 981). Baldus et al. (2015) confirm that the motive to seek assistance is common among online customers. On Facebook pages of luxury brands, customers receive feedback quickly from others because this platform enables customers to share their opinions and experiences regarding luxury products and services with a multitude of other customers (see Table A.8 of the Web Appendix A for supporting findings from our netnographic pre-study). Consequently, seeking help is taken as an extrinsic motive because it represents an action aiming to receive external feedback or help (Ryan and Deci, 2017).
c) *Self-status seeking:* Our netnographic pre-study revealed that self-status seeking is a major drive that motivates luxury customers to engage with their favorite luxury brands on Facebook pages (see Table A.10 of the Web Appendix A). The findings suggest that luxury customers who are motivated by "self-status seeking" post images (photographs) of themselves with their luxury products on Facebook pages for luxury brands of tangible products. Moreover, self-status seeking is defined as any action designed by people to feel important, appear trendy, or impress others (Khan, 2016). Self-status seeking is considered an extrinsic motive because individuals' end goal is to receive greater respect—a form of external reward (Marwick, 2013). Nelissen and Meijers (2011) note a strong relationship between luxury and signals of wealth and status due to the symbolic value of luxury products.

Based on the above arguments, we predict that.

H4a–c. Extrinsic motivation to engage with luxury brands' social media platforms is directly influenced by customers' extrinsic motives related to (a) utilitarian reward seeking, (b) social support seeking, and (b) social status seeking.

3.5. The outcomes of overall motivation to engage with luxury brands' social media

SDT posits that the desire to gratify various motives determines consequent customer behaviors (Ryan and Deci, 2017). Therefore, if luxury brands satisfy the intrinsic and extrinsic needs of luxury customers, they will be more likely to undertake passive and active engagement behaviors (Gerson et al., 2017; Kefi and Maar, 2020).

Muntinga et al. (2011) advance three types of online engagement behavior with brands, depending on the level of customer participation and effort: creation, which considers the most active behaviors (e.g., creating posts and blogs); contribution, which considers moderately active behaviors (e.g., adding brand-related videos to favorites); and consumption, which considers the least active behaviors (e.g., listening to brand-related audio messages). Therefore, active engagement is reflected in contribution and creation behaviors, while passive engagement is reflected in consumption behaviors.

The increasing sophistication of social media brand pages enables brands to transform passive observers into active participants and collaborators who display a range of brand engagement behaviors (Carlson et al., 2019; Hollebeek et al., 2019). Moreover, the literature reports the presence of both active and passive engagement behaviors in the context of luxury brands across Facebook, Instagram, and Twitter (Kefi and Maar, 2020). Based on this, we expect that high levels of overall motivation to engage with luxury brands positively influence both active and passive engagement behaviors across social media platforms. Conversely, lower levels of overall motivation lead to lower levels of both engagement behaviors. Therefore, we predict that.

H5. Customers' overall motivation to engage with luxury brands' social media has a positive effect on their active engagement with luxury brands' social media.

H6. Customers' overall motivation to engage with luxury brands' social media has a positive effect on their passive engagement with luxury brands' social media.

3.6. Necessary motives

While the above specified motives influence customers' desire to engage with luxury brands, some motives are likely essential; that is, if they are not in place, the engagement will not occur (Richter and Hauff, 2022). Moreover, the presence of one necessary motive may not compensate for the lack of another, such that its absence may still prevent customer engagement from occurring (Bokrantz and Dul, 2022).

However, to the best of our knowledge, prior studies have not yet explicitly evaluated whether intrinsic and extrinsic motivations are necessary conditions for active or passive engagement in a brand's social media community. In support, SDT implies that both intrinsic and extrinsic motivations represent necessary conditions for, in our context, engagement behavior (Ryan and Deci, 2017). Indeed, previous marketing research applying SDT in different contexts has identified the necessity of extrinsic motivations (e.g., Tran et al., 2023), intrinsic motivations (e.g., Gilal et al., 2019; Kim and Lee, 2019), or both (e.g., Sun et al., 2021; Tandon et al., 2020) to obtaining a target attitude or behavior. Following this line of logic, we reason that at least some—but likely not all—components of both intrinsic and extrinsic motivations are necessary for active and also passive customer participation in social media luxury brand communities due to their role in fostering meaningful and sustained engagement.

In the context of luxury brands on social media, customers may prioritize other intrinsic motives over nostalgia. For example, if a brand's appeal lies more in innovation or modernity, nostalgia may not be a necessary condition for active and passive participation (Leckie, et al., 2018; Lim and Rasul, 2022). Likewise, for some luxury customers, the primary motivation for engaging with a luxury brand's social media might be the products themselves, such as design, craftsmanship, or technological innovation, and their engagement would focus on the product rather than sharing personal brand experiences on social media (Olsen et al., 2021; Ostovan and Nasr, 2022). In highly transactional luxury markets, where customers prioritize and expect superior product quality and performance (Ostovan and Nasr, 2022), expressing gratitude may be less of a driving force for active and passive engagement compared with other intrinsic motives.

In terms of extrinsic motivation in luxury markets, where scarcity and conspicuousness are commonplace, customers may participate for the product aesthetics and brand experience rather than seeking utilitarian rewards (Ostovan and Nasr, 2022). Likewise, if a luxury brand places a higher emphasis on exclusivity and conspicuousness rather than social status, customers may engage more for the unique properties of the products and experiences offered rather than the desire to enhance their social standing (Ostovan and Nasr, 2022). Further, some customers may actively engage owing to the alignment of the brand with their lifestyle and personal values, or the social support that is received to enhance these personal values and lifestyles (Prentice and Loureiro, 2018) rather than in direct pursuit of elevated social status.

Therefore, we posit that the intrinsic motives of entertainment, brand authenticity seeking, product aesthetic seeking, and lifestyle inspiration seeking and the extrinsic motive of social support seeking are essential because they tap into fundamental human needs and desires, creating a multifaceted, emotionally resonant environment on social media. They not only attract customers but also encourage them to actively and passively participate, contributing to the creation of a vibrant and engaged luxury brand community online.

H7. The intrinsic motives of entertainment, brand authenticity seeking, product aesthetic seeking, and lifestyle inspiration seeking are necessary conditions for (a) active engagement and (b) passive engagement with luxury brands' social media.

H8. The extrinsic motive of social support seeking is a necessary condition for (a) active engagement and (b) passive engagement with luxury brands' social media.

3.7. Moderators of the relationships between overall motivation and customers' engagement with luxury brands' social media

We identify two moderators of the relationship between overall motivation to engage with luxury brands on social media and customers' engagement behaviors: customers' money orientation (i.e., value for money) and brand identification.

Literature on the psychology of money posits that transferring money through purchases can trigger strong emotional reactions that in turn affect behavior (Jiang et al., 2014). For example, monetary incentives influence motivations to act (Chan et al., 2021) and the thought of money can trigger emotional responses and utilitarianism (Malcman, et al., 2015). Money orientations influence self-enhancing behaviors such as individualism (Jiang et al., 2014), need for uniqueness (Ma et al., 2017), self-focus, and independence (Reutner and Wänke, 2013). Flynn et al. (2016) posit that money-oriented customers have higher consumption of noticeable brands, frequently paying more attention to advertising to acquire new product information and obtain other people's attention. Within the social media environment, we predict that luxury customers with a higher money orientation engage in self-enhancing behaviors through interacting with both other followers and the social media content of luxury brands. Compared with less money-oriented individuals, highly money-oriented luxury customers are expected to feel more attracted to social media platforms to identify new sources of self-enhancement through the consumption of luxury brands. Therefore.

H9a–b. For customers with a greater value for money orientation, (a) the positive effect of overall motivation to actively engage with luxury brands' social media is strengthened and (b) the positive effect of overall motivation to passively engage with luxury brands' social media is strengthened.

Finally, we propose brand identification as a moderator in our model. The literature proposes that customers form connections with brands in the form of customer–brand identification (Stokburger-Sauer et al., 2012). We take brand identification as the extent to which the customer cognitively perceives a connection between their own identity and the brand's identity (Stokburger-Sauer and Teichmann, 2013). According to Becerra and Badrinarayanan (2013), "when consumers sense that a brand reflects characteristics which are central to their identity, they develop a cognitive connection and perceived oneness with a brand and are likely to work instinctively towards the benefits of the brand" (p. 372). On this basis, customers select brands that help them enhance their self-identity, which they subsequently signal to their reference groups through brand consumption. Relevantly, customers with high brand identification report higher product use and word-of-mouth communication (Bagozzi and Dholakia, 2006).

Drawing on brand identification research, we predict that brand identification moderates the effects of overall motivation to engage with luxury brands via active and passive engagement behaviors, whereby stronger luxury brand identification increases both active and passive engagement. Rationale for this is that luxury customers who more strongly identify with the luxury brand are more motivated to enact connectedness and oneness with the brand through social media platforms, using them to translate cognitive identification into experiential connectedness. As a result, luxury customers with higher brand identification display more active and passive engagement behaviors. We therefore advance that.

H10a–b. For customers with greater brand identification, (a) the positive effect of overall motivation to engage with luxury brands' social media on active engagement is strengthened and (b) the positive effect of overall motivation to engage with luxury brands' social media on passive engagement is strengthened.

4. Main study and empirical assessment of hypotheses

4.1. Sample and data collection

Prior to data collection, we conducted a power analysis to determine the minimum sample size required to test our hypotheses in the subsequent analysis (Hair et al., 2019). We applied an a priori sample size calculation to ascertain the necessary number of participants needed to detect the anticipated effect size for the structural equation model before data collection (Cohen, 1987; Soper, 2023). To obtain a small (d = 0.2), moderate (d = 0.5), and large (d = 0.8) effect size with the number of latent variables and indicators in the proposed framework, the recommended minimum sample sizes are 425, 200, and 200, respectively. Accordingly, we collected a robust sample size of 500 to enhance the statistical power and generalizability of our findings.

Our sample, as detailed in Web Appendix B Table B.1, reflects varied demographics and behaviors of luxury brand customers on social media, thus offering a broad representation of age, gender, geographic location, and income levels and ensuring suitable representativeness of our sample such that our findings are applicable across different customer segments. The robustness of our sample size, coupled with statistical measures such as confidence intervals and effect size calculations, reinforces the reliability and generalizability of our results to the broader population.

4.2. Measurement of variables

To measure the variables of our model, 32 items were used. Items were modified to reflect the nature of the study context of luxury brand customers precisely. Specifically, entertainment seeking drew on de Vries et al., brand authenticity seeking adapted items from Kumar and Kaushal (2021) and Park et al. (2023), brand gratitude seeking adapted items from Simon & Tossan (2018), brand experience sharing drew on Baldus et al. (2015) and Wang et al. (2020), brand nostalgia seeking adapted items Veloutsou et al. (2020), product aesthetic seeking adapted items from Berghman & Hekkert (2017), and lifestyle inspiration seeking drew items from Kamboj et al. (2018). Regarding extrinsic motivation, social support seeking was adopted from Yahia et al. (2018) and Zhu et al. (2016), utilitarian reward seeking was adopted from Vries et al. (2017) and Munzel and H. Kunz (2014), and social status seeking was adopted from Khan (2016). Active Engagement was adopted from Makri and Schlegelmilch (2017) and passive engagement from Gerson et al. (2017). Additionally, value for money was adopted from Miller and Mills (2012), and brand identification from Stokburger-Sauer et al. (2012). All items were measured using a seven-point Agree–Disagree Likert scale.

4.3. Measurement model assessments

We applied the software package SmartPLS (version 4.0.9.9; Ringle et al., 2022) using partial least squares structural equation modelling (PLS-SEM) as the statistical method to assess the measurement model (Hair et al., 2021). PLS-SEM enables estimation of complex and formative measurement models using advanced analysis techniques; our framework contains a hierarchical model of overall motivation to engage in social media pages of luxury brands (OM), which is formed by two Type II reflective-formative constructs, intrinsic motivation (IM) and extrinsic motivation (EM). IM and EM are further formed by seven and three first-order reflective constructs respectively. Therefore, PLS-SEM offered the most suitable approach to assess the measurement model in this study.

4.3.1. Reflective measurement model assessment

We first assessed the reliability and validity of all the reflectively measured constructs, that is, active engagement with brands' social media (AEB), passive engagement with brands' social media (PEB), value for money (VM), brand identification (BI), and all the first-order dimensions of OM. Following a multi-item measurement approach, the reflectively measured constructs were measured by two to four items, respectively, which is an established practice that has been adopted in similar studies (Carlson et al., 2021; Rahman et al., 2022). This measurement approach considers the trade-off to maintain the contextual meaning of the construct and parsimony principles to minimize the measuring items, hence enabling us to achieve a good balance between the explanatory power of the constructs and operational relevance to practitioners (Baldus et al., 2015).

Confirmatory composite analysis (CCA) procedure was adopted to assess the reliability and validity of the reflectively measured constructs (Hair et al., 2020). First, the outer loadings of the indicators were assessed. The outer loading values of all indicators were between 0.83 and 0.95, and the *t*-statistic value was above 1.96, demonstrating that each indicator loaded significantly on its corresponding construct (Hair et al., 2011). Second, the squared value of the indicator loadings indicated sufficient shared variance between the items and their constructs, confirming the indicators' reliability. Third, the values of composite reliability (CR) and Cronbach's alpha (α) were well above the threshold of 0.70 (Hair et al., 2019), indicating internal consistency of the indicators, thereby establishing the construct reliability. Fourth, the average variance extracted (AVE) values between 0.72 and 0.89 confirmed the convergent validity of the constructs (Hair et al., 2020). Table 1 presents the reliability and validity testing results of the first-order dimension of OM, and Table 4 lists the testing results of AEB, PEB, BV, and BI. Lastly, the heterotrait–monotrait ratio of correlations (HTMT) among the constructs was below 0.90 (Table 2) and the upper bound of "confidence intervals bias corrected" of each HTMT estimate (HTMT bootstrap using 10,000 subsamples) is below the critical HTMT values; therefore, discriminate validity was confirmed. Overall, the reflective measurement models in our study were reliable and valid.

4.3.2. Hierarchical component model assessment and hypotheses testing: H1–H4

OM is a third-order construct formed by two Type II reflective-formative constructs, IM and EM. The benefit of configuring OM as a higher-order modelling technique is that it enabled capture of the rich meaning of an abstract concept during conceptualization. In our case, OM was formed by two lower-order components, IM and EM, which refer to the deep-rooted motivations influencing OM; IM and EM are explained by eight and three subdimensions of individual motivations, respectively. Moreover, the hierarchical model OM reduced the complexity of the overall path model while maintaining thoroughness during testing (Becker et al., 2023).

Following a two-stage approach to assessing the higher-order constructs (Becker et al., 2023), the first-order constructs forming OM were assessed (Table 1) which all met the reflective measurement model evaluation criteria. Hence, we proceeded to assess the reliability and validity of formatively measured second-order constructs IM and EM and the third-order construct OM (Hair et al., 2020). The convergent validity of IM and EM was confirmed since the path coefficient between the formatively measured and another single-item overall IM and EM measure was significant. The VIF value and path coefficient among the constructs in the hierarchical component model are presented in Table 3. VIF values below 3 indicate that multicollinearity is not likely to be a concern. The path coefficients between the lower and higher-level constructs were significant, with p-value <0.001 and t-values >1.96. Moreover, the correlation among all constructs in the model was above 0.78, which is well above the threshold of 0.50. Finally, we applied confirmatory tetrad analysis (CTA-PLS; Gudergan et al., 2008) to assess the appropriateness of the formative measurement model. Results indicate that more than one tetrad interval did not contain zero, confirming that IM should not be configured as a reflectively measured model. In summary, the CCA and CTA-PLS tests offered support that the third-order formative measurement model of OM was reliable and valid.

Table 1
The OMCE-Lux measurement model: Dimensions, definitions, items, and measurement properties of reflective constructs in main study.

Dimension	Operational definition	Item ID	Item: I am motivated to use XYZ's [social media] because …	Loadings	*t*-Values	α	CR	AVE
Intrinsic motivation (IM)								
Entertainment seeking	Refers to the desire of the customer to use the luxury brand's brand page for fun, relaxation, and enjoyment	IMET1	… It is exciting.	0.92	106.62	0.79	0.91	0.83
		IMET2	… It is entertaining.	0.91	85.42			
Brand authenticity seeking	Refers to the desire of the customer to experience the innovative, cutting-edge, and unique aspects of a luxury brand's offerings on the brand page (Kumar and Kaushal, 2021; Park et al., 2023)	IMAU1	… XYZ leads the development of the luxury brand industry.	0.91	80.19	0.76	0.89	0.81
		IMAU2	… XYZ is sincere.	0.89	87.38			
Brand gratitude seeking	Refers to the desire of the customer for emotional appreciation of the benefits received from the luxury brand on its brand page (Simon and Tossan, 2018)	IMGT1	… I feel grateful to XYZ.	0.94	120.15	0.86	0.93	0.87
		IMGT2	… I feel thankful to XYZ.	0.93	98.17			
Brand experience sharing	Refers to the desire of the customer to share brand-related information regarding prior consumption experiences with the luxury brand on its brand page (Baldus et al., 2015; Wang et al., 2020)	IMBX1	… I can share information about XYZ.	0.92	108.68	0.81	0.91	0.84
		IMBX2	… I can share my personal stories about the XYZ's products.	0.91	102.68			
Brand nostalgia seeking	Refers to the desire of the customer to reflect on memories, emotions and thoughts related to the customer's lived experiences with the luxury brand on the brand page (Veloutsou et al., 2020)	IMNS1	… it reminds me of things I have done, places I have been or people I have known.	0.92	116.11	0.79	0.91	0.83
		IMNS2	… it reminds me of a certain period of my life, e.g., weddings, birthdays, ceremonies etc.	0.91	98.24			
Product aesthetic seeking	Refers to the desire of the customer to seek luxury products on the brand page that look beautiful, stunning, or attractive (Berghman and Hekkert, 2017)	IMAS1	… the products of XYZ shown on [social media] are pleasing to see.	0.91	94.78	0.79	0.91	0.83
		IMAS2	… the design of the products shown on [social media] are beautiful.	0.91	85.11			
Lifestyle inspiration seeking	Refers to the customer's desire to take action, make purchases, or engage with a brand based on a deep emotional or aspirational connection (Pagani and Malacarne, 2017)	IMIS1	… it stimulates my thinking about a new lifestyle.	0.93	136.12	0.82	0.92	0.85
		IMIS2	… it makes me think of my life in new ways.	0.92	107.18			
Extrinsic motivation (EM)								
Social support seeking	Refers to the customer's desire to receive help from the luxury brand on its brand page from fellow customers of the brand who share their knowledge and expertise (Baldus et al., 2015)	EMSS1	… other users can provide their knowledge to help me learn more about XYZ.	0.94	130.49	0.85	0.93	0.87
		EMSS2	… I can receive help from others about XYZ's offerings.	0.93	127.34			
Utilitarian reward seeking	Refers to the customer's desire to participate in a luxury brand's brand page in the pursuit of external reward and benefits, rather than for the inherent enjoyment of using it	EMRS1	… I can receive special rewards.	0.93	129.92	0.85	0.93	0.87
		EMRS2	… I can receive incentives (e.g., coupons, free samples, etc.).	0.93	109.64			
Social status seeking	Refers to the customer's desire to impress other people and improve their social standing through consumption of the luxury brand's brand page (Khan, 2016)	EMST1	… I want to feel important when I post images/videos on XYZ's [social media].	0.95	194.13	0.88	0.95	0.89
		EMST2	… I want to look cool to others when I post images/videos on XYZ's [social media].	0.94	169.68			

Note. In the survey, "[social media]" was replaced with "Facebook brand page" and "XYZ" was replaced with the name of the luxury brand that respondents had mentioned. All PLS-SEM based estimates are significant at $p < 0.001$.

H1 and H2a–H2g suggest that IM directly contributes to OM, which in turn is directly influenced by seven subdimensions of intrinsic motivation. Also, H3 and H4a–H4c propose that EM directly contributes to OM and is influenced by three subdimensions of extrinsic motivation. The hypotheses were tested using 10,000 complete bootstraps, and the results of the standardized path coefficients (β values), 95% bias-corrected confidence interval (BCa), *t*-values and VIF values are presented in Table 3. Results reveal that all the path coefficients were positive and significant; hence, H1, H2a–H2g, H3 and H4a–H4c are all accepted.

4.3.3. Common method bias test

To assess the possibility of common method bias, we run several tests. Following Carlson et al. (2021), a marker variable method (Chin et al., 2013) was employed. A marker variable, annual income, was included in the data collection, and the test shows that the marker variable was not significantly related to other variables in the model. We also applied a full collinearity assessment approach to assess common method bias (Kock, 2015), and the VIF value obtained of less than 5 (Table 3) indicated that multicollinearity was not likely to have been an issue. Finally, we applied a random variable approach by introducing a random variable between 0 and 1 as the dependent variable (Gaskin, 2022; Kock, 2015), and the VIF value of below 5 indicated that common method bias was not detected (Hair et al., 2021). Together, our results suggest that common method bias was unlikely to have been an issue in this study.

4.4. Structural model assessment

We applied PLS-SEM to analyze the path model because it provides accurate estimates that contain a mix of reflective and formative measurement models (Sarstedt et al., 2019). Furthermore, PLS-SEM enables assessment of not only the explanatory power of the path model but also the predictive power using PLSpredict (Shmueli et al., 2016, 2019) and cross-validated predictive ability test (CVPAT; Liengaard et al., 2021; Sharma et al., 2023). Evaluating the model's predictive power has

Table 2
Heterotrait–monotrait ratio of correlations (HTMT) among constructs in main study.

	Active engagement	Passive engagement	Value for money	Brand identification	Entertainment seeking	Brand authenticity seeking	Brand gratitude seeking	Brand experience sharing	Brand nostalgia seeking	product aesthetic seeking	lifestyle inspiration seeking	Social support seeking	Utilitarian reward seeking
Passive engagement (PEB)	0.70												
Value for money (VM)	0.63	0.76											
Brand identification (BI)	0.67	0.74	0.89										
Overall motivation (OM)	0.79	0.77	0.75	0.80									
Intrinsic motivation (IM)	0.71	0.75	0.75	0.79									
Extrinsic motivation (EM)	0.88	0.72	0.68	0.71									
Entertainment seeking (ETS)	0.72	0.79	0.72	0.76									
Brand authenticity seeking (BAS)	0.68	0.71	0.73	0.79	0.75								
Brand gratitude seeking (BGS)	0.62	0.59	0.65	0.70	0.77	0.88							
Brand experience sharing (BES)	0.67	0.72	0.62	0.66	0.75	0.87	0.79						
Brand nostalgia seeking (BNS)	0.63	0.54	0.67	0.72	0.75	0.83	0.75	0.75					
Product aesthetic seeking (PAS)	0.38	0.68	0.63	0.57	0.68	0.76	0.65	0.73	0.59				
Lifestyle inspiration seeking (LIS)	0.75	0.66	0.66	0.74	0.85	0.87	0.89	0.81	0.89	0.60			
Social support seeking (SUS)	0.70	0.74	0.66	0.65	0.81	0.72	0.70	0.84	0.67	0.60	0.73		
Utilitarian reward seeking (URS)	0.72	0.53	0.52	0.53	0.68	0.60	0.63	0.58	0.59	0.33	0.70	0.69	
Social status seeking (STS)	0.86	0.59	0.58	0.66	0.79	0.65	0.63	0.64	0.64	0.39	0.78	0.65	0.73

Table 3
Assessment of the higher-order factor model in main study.

Path	Path coefficients	95% bias-corrected confidence interval (BCa)	*t*-values	VIF
Entertainment seeking→ Intrinsic motivation	0.15	[0.14, 0.15]	37.04	2.26
Brand authenticity seeking → Intrinsic motivation	0.15	[0.14, 0.15]	44.10	2.78
Brand gratitude seeking → Intrinsic motivation	0.15	[0.13, 0.15]	36.92	2.89
Brand experience sharing → Intrinsic motivation	0.14	[0.13, 0.14]	42.69	2.42
Brand nostalgia seeking → Intrinsic motivation	0.13	[0.12, 0.13]	36.90	2.35
Product aesthetic seeking → Intrinsic motivation	0.14	[0.13, 0.15]	25.29	1.81
Lifestyle inspiration seeking → Intrinsic motivation	0.14	[0.13, 0.14]	48.94	3.14
Social support seeking → Extrinsic motivations	0.40	[0.38, 0.41]	56.87	1.68
Utilitarian reward seeking → Extrinsic motivations	0.30	[0.28, 0.31]	45.69	1.91
Social status seeking → Extrinsic motivations	0.31	[0.29, 0.31]	56.16	1.84
Intrinsic motivation → Overall motivation	0.72	[0.71, 0.73]	111.91	2.52
Extrinsic motivations → Overall motivation	0.28	[0.26, 0.29]	42.91	2.52

Note. All PLS-SEM based estimates are significant at $p < 0.001$.

enabled us to offer managerial prescriptions for managers who wish to improve customer engagement with their brand.

To test the hypotheses, we conducted 10,000 complete bootstraps to examine the path coefficients β and 95% bias-corrected confidence interval (BCa); see Table 5. H5 and H6 predict that OM has a positive relationship with active engagement and passive engagement. In line with this prediction, we found a positive and significant effect of OM on active engagement ($\beta = 0.75$; $BCa = [0.06, 0.79]$; $R^2_{Adjusted} = 0.55$), confirming H5. Further, OM positively influenced passive engagement since it explained 50% of the variance in passive engagement, and the path coefficient was positive and significant ($\beta = 0.67$; $BCa = [0.59, 0.74]$; $R^2_{Adjusted} = 0.50$). Thus, H6 is accepted.

H9a and H9b propose that when value for money is high, the effects of OM on active and passive engagement are stronger. The moderation test results (Table 5) indicate the interaction effect of OM and value for money on active engagement was positive and significant ($\beta = 0.04$; $BCa = [0.00, 0.07]$), and the CI did not include zero, providing support for H9a. Consequently, value for money amplified the positive impact of OM on active engagement (moderation effect simple slope plot is available in Web Appendix B Fig. B1). However, the interaction effect of OM and value for money on passive engagement was not significant; thus, H9b is rejected.

Next, we examined the moderation effect of brand identification on the positive relationship between OM and active and passive engagement to test H10a and H10b. The results reveal that brand identification strengthened the positive relationship between OM and active engagement ($\beta = 0.04$; $BCa = [0.00, 0.08]$), supporting H10a. Meanwhile, H10b is rejected because the interaction effect of OM and brand identification on passive engagement was not significant.

Since both moderators were continuous variables, we applied the Johnson–Neyman technique to identify the regions in the moderators where the effect of OM on active engagement is strengthened. The test results demonstrate that the positive effect of OM on active engagement was significant at all levels of value for money and brand identity. Further, the positive moderating effect of OM on active engagement was strengthened with the increase of moderators; hence, this further supports the positive moderating effect of brand identity and value for money on the relationship between OM and active engagement.

To assess the predictive relevance of the model, first, we conducted a PLSpredict analysis (with 10 folds and 10 repetitions; Hair et al., 2019). The Q^2 values of OM on active engagement ($Q^2 = 0.565$) and passive engagement ($Q^2 = 0.467$) were above 0 indicating predictive relevance of our model. Second, we conducted a CVPAT analysis on the overall model with 10 folds and 10 repetitions. The results (i.e., average loss difference) confirm that the PLS-SEM predictions significantly outperformed the naive indicator-averages (IA) prediction benchmark for both endogenous constructs active engagement (-0.565; $p = 0.000$) and passive engagement (-0.504; $p = 0.000$).

4.5. Potential unobserved heterogeneity

A subgroup analysis was conducted to investigate potential heterogeneity in the demographic groups by assessing the differences in path coefficients between male versus female and young (44 years old and under) versus old (above 44 years old) respondents. The permutation test (1000 permutations at a significance level of 0.05) was conducted to assess whether there was a significant difference between the path coefficients across each group (Hair et al., 2023). After assessing each path model, we found that all the confidence internals of the permutation test contained zero, suggesting no difference in the model estimation between male and female, young and older respondents. Thus, our model estimates were stable across demographic groups.

4.6. Necessary condition analysis

In the previous sections, we applied PLS-SEM and identified that a high level of overall motivation is sufficient to lead to a high level of active and passive engagement through a significant path coefficients analysis technique (Richter et al., 2020). However, the PLS-SEM technique does not specify the essential dimensions of overall motivation, without which the outcomes will not occur, which allows assessing our hypotheses concerning the necessary conditions posed. The nuanced understanding of essential motives enables deciphering of the intricate mechanisms underlying the phenomenon at hand and for managers to make informed decisions (Dul, 2019). Therefore, we applied NCA analysis to assess Hypotheses 7 and 8 complementing the analysis from PLS-SEM (Dul, 2016).

NCA is a technique that complements PLS-SEM by assessing the specific conditions under which an outcome or phenomenon will not occur without the necessary conditions being met (Dul, 2016). Our model is complex because it evaluates the impact of various dimensions of overall motivation on outcomes. NCA allowed us to pinpoint the dimensions of overall motivation that are indispensable to the outcome. These critical factors cannot be substituted or compensated for by increasing other dimensions (Dul, 2019). Results from the NCA provide valuable insights for practitioners, enabling them to make informed decisions and allocate resources more effectively, with a focus on the factors that have the most significant impact on achieving their goals.

Next, we applied NCA to explore which first-order dimensions (and their level) of the overall motivation are necessary for active and passive engagement to occur. Following the NCA analysis procedure suggested by Richter et al. (2020), the requirements for sample size, measurement model assessment, and path model assessment were assessed in the previous sections, and we checked the data distribution prior to the NCA test. The data distribution of the constructs in our model (Web Appendix B; Table B.2) shows that data distribution was slightly skewed, returning a kurtosis value of between −2 and 2 (Hair et al., 2021). Hence, the data

Table 4
Outcome and moderating variables in main study: Dimensions, definitions, items, and measurement properties of reflective constructs.

Dimension	Operational definition	Item ID	Item	Loadings	*t*-values	α	CR	AVE
Active engagement (AEB)	Generating any online content by luxury customers on Facebook pages for luxury brands. This should include customer behavior, such as comments, likes, shares, and posting of any other (brand-related) online content resulting in further interaction (Developed for this study based on Makri and Schlegelmilch, 2017)	ACCE1	I often share posts of luxury products/items on the XYZ's [social media].	0.95	180.86	0.89	0.95	0.89
		ACCE2	I often post contents/images/videos on the XYZ's [social media].	0.95	167.09			
Passive engagement (PEB)	Interacting with luxury brands without conducting any physical activity, such as reading posted comments, or watching or listening to videos posted on Facebook pages for luxury brands (Developed for this study based on Gerson et al., 2017)	PACE1	I often read/watch comments published on the XYZ's [social media].	0.91	94.14	0.79	0.90	0.82
		PACE2	I often read/watch posts published on the XYZ's [social media].	0.90	61.39			
Value for money (VM)	The perceived value customers derive from the exchange and interactions with other users, centered around the brand (Developed for this study based on Miller and Mills, 2012)	BRVA1	XYZ is better value for money than other similar luxury brands.	0.86	56.46	0.87	0.91	0.72
		BRVA2	XYZ is of value because its benefits outweigh the costs.	0.85	49.14			
		BRVA3	XYZ is good value for money.	0.85	51.75			
		BRVA4	XYZ is worth it as it gives me more benefits than other similar luxury brands.	0.83	40.64			
Brand identification (BI)	The "consumer's perceived state of oneness with a brand" (Stokburger-Sauer et al., 2012, p. 407)		I am motivated to use the [social media] of XYZ because …			0.88	0.93	0.81
		BRID1	… I feel a strong sense of belonging to XYZ.	0.92	116.27			
		BRID2	… I identify strongly with XYZ.	0.89	72.85			
		BRID3	… XYZ has a great deal of personal meaning for me.	0.88	62.61			

Note. In the survey, [social media] was replaced with 'Facebook brand page' and XYZ was replaced with the name of the luxury brand that respondents had mentioned. All PLS-SEM based estimates are significant at $p < 0.001$.

Table 5
Main and moderating effect testing results.

Hypothesized path	Standardized estimate (β)	Standard deviation (STDEV)	*t*-value (β/STDEV)	*p*-value	95% bias-corrected confidence interval (BCa)	Outcome
Main effects:						
Overall motivation (OM) → Active engagement (AEB)	0.75	0.02	31.82	0.000	[0.69, 0.79]	H5 supported
Overall motivation (OM) → Passive engagement (PEB)	0.67	0.04	18.48	0.000	[0.59, 0.74]	H6 supported
Moderating effects:						
Overall motivation (OM) x Value for money (VM) → Active engagement (AEB)	0.04	0.02	1.90	0.057	[0.00, 0.07]	H9a supported
Overall motivation (OM) x Value for money (VM) → Passive engagement (PEB)	−0.04	0.03	1.25	0.196	[−0.09, 0.02]	H9b not supported
Overall motivation (OM) x Brand identification (BI) → Active engagement (AEB)	0.04	0.02	2.08	0.039	[0.00, 0.08]	H10a supported
Overall motivation (OM) x Brand identification (BI) → Passive engagement (PEB)	−0.02	0.03	0.51	0.611	[−0.08, 0.06]	H10b not supported

Note. All PLS-SEM based estimates are significant at $p < 0.1$.

distribution was suitable for using PLS-SEM and NCA for data analysis (Richter et al., 2020). The scatter plots revealed a few cases clustering near the upper limits. After further reviewing the sample, we did not find any measurement or sampling errors. Moreover, the predictive analysis during structural model testing did not indicate unusual predictive errors; therefore, we decided not to remove these cases. We proceeded to conduct the NCA analysis using the latent variable score of the first-order dimensions of overall motivation to assess which lower-level dimensions are necessary conditions for active and passive engagement (Richter et al., 2020).

Utilizing the NCA analysis functions in SmartPLS (version 4.0.9.9; Ringle et al., 2022), we ran two NCA analyses with the dependent variables of active engagement and passive engagement by entering all 11 first-order dimensions of overall motivation. First, we performed NCA permutation to assess the effect size and significance of the impact of each condition on active and passive engagement (Dul, 2021). The results in Table 6 show that entertainment seeking, brand authenticity seeking, product aesthetic seeking, lifestyle inspiration seeking, and social support seeking demonstrated meaningful ($d \geq 0.1$) and significant ($p < 0.05$) necessary conditions for active engagement (supporting H7 and H8), and their effect sizes ranged from 0.10 (small) to 0.25 (moderate). In contrast, only product aesthetic seeking demonstrated a small to moderate ($d = 0.16$) and significant ($p < 0.05$) effect on passive engagement (supporting H7 but not H8).

Second, we assessed the level of each necessary condition in the bottleneck table using the NCA function in SmartPLS. The step function CE-FDH (ceiling envelopment—free disposal hull) result in Table 7 highlights that to reach a high level (e.g., 90%) of active engagement,

Table 6
NCA effect size (*d*) and significance of the first-order dimensions.

Construct	Active engagement effect size	*p*-value	Passive engagement effect size	*p*-value
Entertainment seeking	0.19	0.00	0.00	1.00
Brand authenticity seeking	0.25	0.00	0.00	1.00
Brand gratitude seeking	0.08	0.00	0.00	1.00
Brand experience sharing	0.09	0.00	0.00	0.00
Brand nostalgia seeking	0.09	0.00	0.00	0.00
Product aesthetic seeking	0.21	0.00	0.16	0.00
Lifestyle inspiration seeking	0.10	0.00	0.00	0.00
Social support seeking	0.13	0.00	0.00	0.00
Utilitarian reward seeking	0.04	0.00	0.00	0.00
Social status seeking	0.07	0.00	0.00	0.00

Note. The table above presents the effect sizes and the significance level of each dimension of overall motivation on active and passive engagement. The results show that entertainment seeking, brand authenticity seeking, product aesthetic seeking, lifestyle inspiration seeking, and social support seeking have meaningful ($d \geq 0.1$) and significant ($p < 0.05$) necessary conditions for active engagement; product aesthetic seeking has a small to moderate and significant effect on passive engagement.

the minimum necessary level (in a 7-point agreement–disagreement Likert scale) required for entertainment seeking, brand authenticity seeking, brand gratitude seeking, brand experience seeking, brand nostalgia seeking, product aesthetic seeking, lifestyle inspiration seeking, and social status seeking lies between 4 and 5. Although significant, a high level (e.g., >4 on a 7-point scale) of social support seeking and utilitarian reward seeking dimensions are not necessary for a high level of active engagement to occur. Table 8 shows that, to reach more than 90% passive engagement, the minimum necessary condition required for product aesthetic seeking is about 5.

In addition, we checked the necessity of the second-order constructs (e.g., intrinsic motivation and extrinsic motivation) for the outcomes to occur. The NCA permutation indicates that both intrinsic motivation ($d = 0.23$) and extrinsic motivation ($d = 0.14$) are meaningful and significant ($p < 0.05$) necessary conditions for active engagement. Table 9 highlights that, to achieve a high level (>90%) of active engagement, the necessary condition required for both intrinsic and extrinsic motivations is above 4.5. Next, the NCA permutation indicates that intrinsic motivation ($d = 0.15$) is a meaningful and significant necessary condition for passive engagement; however, extrinsic motivation is not. Table 10 indicates that, in this study, the level required for intrinsic motivation to achieve a high level of passive engagement is not high. To check the robustness of the results, we compared the effect size, significance level, and accuracy using the straight-line function CR-DFH (ceiling regression—free disposal hull) with the step function CE-FDH. We found that all results were consistent between CE-FDH and CR-FDH functions.

5. Discussion and conclusion

5.1. Theoretical contributions

Findings of this study enrich understanding of customer engagement in the context of luxury brands on social media, particularly within the framework of SDT. By identifying intrinsic and extrinsic motivations as key drivers of customer engagement, the study offers empirical support to the notion that luxury brand customers' engagement on social media platforms is multifaceted. The hierarchical model of overall motivation to engage, which includes entertainment seeking, brand authenticity, product aesthetics, and social support, among others, contributes to the theoretical discourse by underscoring the complexity and dimensionality of customer motivation in the digital space.

Table 8
Bottleneck table (CE-FDH) for passive engagement (first-order dimensions).

Bottleneck for	Conditions (value)
Passive engagement	Product aesthetic seeking
0.00%	NN
10.00%	1.51
20.00%	1.51
30.00%	1.51
40.00%	1.51
50.00%	1.51
60.00%	1.99
70.00%	1.99
80.00%	1.99
90.00%	2.00
100.00%	4.99

Table 7
Bottleneck table (CE-FDH) for active engagement (first-order dimensions).

Bottleneck for	Conditions (values)									
Active engagement	Entertainment seeking	Brand authenticity seeking	Brand gratitude seeking	Brand experience sharing	Brand nostalgia seeking	Product aesthetic seeking	Lifestyle inspiration seeking	Social support seeking	Utilitarian reward seeking	Social status seeking
0.00%	NN	NN	NN	NN	NN	NN	NN	NN	NN	NN
10.00%	NN	2.00	NN	NN	NN	1.51	NN	NN	NN	NN
20.00%	2.00	2.00	NN	NN	NN	1.51	NN	1.51	NN	NN
30.00%	2.00	2.00	NN	NN	NN	1.51	NN	1.51	NN	NN
40.00%	2.00	2.00	NN	NN	NN	1.99	NN	1.51	NN	NN
50.00%	2.00	2.00	NN	NN	NN	1.99	NN	1.51	NN	NN
60.00%	2.00	2.00	NN	NN	NN	1.99	NN	1.51	NN	NN
70.00%	2.00	2.00	NN	NN	NN	1.99	NN	1.51	NN	NN
80.00%	2.00	2.00	NN	NN	NN	1.99	NN	1.51	NN	NN
90.00%	4.01	5.00	3.50	4.09	4.00	4.00	4.50	3.57	2.50	3.04
100.00%	4.01	5.00	4.00	4.09	4.53	5.00	5.00	3.57	2.50	4.00

Note. In the bottleneck tables, values for the dependent constructs are shown as percentiles, and the actual values are reported for the conditions. NN means not necessary. We follow Richter et al. (2020) and divide the outcome into 10% steps from 0 to 100% and evaluate the level of conditions at each step of the outcome variable.

Table 9
Bottleneck table (CE-FDH) for active engagement (second-order dimensions).

Bottleneck for	Conditions (value)	
Active engagement	Intrinsic motivation	Extrinsic motivation
0.00%	NN	NN
10.00%	1.63	1.15
20.00%	1.87	1.40
30.00%	1.87	1.40
40.00%	1.87	1.40
50.00%	1.87	1.40
60.00%	1.87	1.40
70.00%	1.87	1.40
80.00%	1.87	1.40
90.00%	4.94	4.44
100.00%	4.94	4.44

Table 10
Bottleneck table (CE-FDH) for passive engagement (second-order dimensions).

Bottleneck for	Conditions (Value)
Passive engagement	Intrinsic motivation
0.00%	NN
10.00%	1.63
20.00%	1.63
30.00%	1.87
40.00%	1.87
50.00%	1.87
60.00%	1.87
70.00%	1.87
80.00%	1.87
90.00%	2.18
100.00%	2.18

Additionally, this research provides a nuanced perspective on how different facets of customer motivation correlate with active and passive engagement behaviors. The application of NCA reveals specific conditions under which customer engagement is most likely to occur, highlighting the indispensable role of product aesthetic seeking for passive engagement. These insights not only extend existing theoretical models but also guide future research to consider the indispensable and sufficient conditions for engagement, thus moving beyond traditional correlation analysis. This approach allows for a more precise and actionable understanding of customer behavior in luxury brand social media settings.

Our empirical results from the PLS-SEM support our conceptualization that overall motivation contributes to active and passive engagement. However, the NCA revealed that, among all the dimensions of overall motivation, eight are necessary at a high level for higher active engagement: entertainment seeking, brand authenticity seeking, brand gratitude seeking, brand experience seeking, brand nostalgia seeking, product aesthetic seeking, lifestyle inspiration seeking, and social status seeking. In other words, though an increase in the dimensions of social support seeking and utilitarian reward seeking will increase active engagement, these are not necessary for higher active engagement to occur. The NCA results in this study also show that only product aesthetic seeking is necessary at a high level for passive engagement. Thus, an increase in conditions other than product aesthetic seeking will increase passive engagement, but higher passive engagement will not occur if product aesthetic seeking is not present at a certain level.

Consequently, the aforementioned nine dimensions and the specified minimum threshold are the "must have" conditions for active engagement and passive engagement to occur. This suggests that an increase in overall motivation across all first-order dimensions will increase active and passive engagement; however, a certain level of the necessary conditions (see Tables 7 and 8) must occur for this outcome to occur. Put another way, an increase in conditions other than the necessary conditions identified will not compensate for the absence of such.

5.2. Implications for marketing researchers

Our complementary applications of NCA and IPMA (Web Appendix B; Table B.3) in PLS-SEM illustrate noteworthy guidance to researchers and analysts (Hauff et al., 2024). The NCA results highlight that necessity logic can provide insights additional to the sufficiency reasoning of PLS-SEM and IPMA. While PLS-SEM and IPMA allow revealing the importance of variables, NCA determines whether, irrespective of level of importance, a variable is necessary (i.e., presents a "bottleneck"). PLS-SEM and IPMA results imply whether a variable has a certain importance in predicting an outcome variable, but NCA identifies whether it is essential or not. In the same vein, PLS-SEM and IPMA results complement NCA findings—while NCA identifies those variables that are essential to change an outcome variable and the specific levels required, PLS-SEM and IPMA provide an understanding of their impact.

5.3. Implications for marketing managers

This study provides valuable insights for marketing managers. Marketing managers often have limited resources such as budget, time, and personnel. NCA results can help managers identify the critical factors necessary ("must haves") for active and passive engagement to be present for brands' social media, and IPMA the importance of these factors in producing CEB. The findings imply that *lifestyle inspiration seeking*, *product aesthetic seeking*, and *brand authenticity seeking* are the top three most important motivational factors for engagement on luxury brands' social media. By focusing resources on appealing to, and gratifying these essential motives, managers can allocate their resources more effectively and efficiently to achieve their marketing goals. In other words, managers might decide to periodically focus on different aspects (i.e., first-order dimensions) of overall motivation to generate higher engagement; however, they cannot neglect full emphasis on these three dimensions when developing their marketing campaigns.

Second, by identifying the imperative conditions in overall motivation to engage with luxury brands' social media that must be present for active and passive engagement to occur (e.g., product aesthetic seeking), managers can fine-tune their strategies and tactics to ensure that these essential elements are in place to achieve the intended results. However, as discussed above, NCA alone does not guarantee the outcome with a minimum level of necessary conditions identified. Thus, we emphasize that, although the other dimensions of intrinsic and extrinsic motivations are not necessary for higher active and passive engagement to occur, they constitute integral components of intrinsic and extrinsic motivation and contribute to overall motivation. The presence of all dimensions within the overarching framework of motivation collectively establishes a sufficient condition (i.e., "should have" dimensions) to achieve both active and passive engagement.

Third, our study assists marketing managers in understanding the potential risks associated with the absence of the key dimensions of overall motivation. With this knowledge, managers can anticipate potential obstacles and develop contingency plans to mitigate risks. This proactive approach can prevent costly failures and setbacks.

5.4. Limitations and future research

It is essential to identify the confines of the research that created the limitations of the findings in order to guide further research enquiry. First, this research investigated customers intrinsic and extrinsic motives for engaging with social media brand pages of luxury brands on Facebook. The sample was drawn from an online market research panel supplied by Pureprofile and comprised of respondents with prior usage purchase experience in the United States. This approach was taken to discover how luxury customers interact on the world's largest social media platform, Facebook, in the world's largest economy (United

States). This being the case, generalizing the findings beyond this contextual condition should be undertaken with caution.

Second, this investigation examined luxury customer perceptions of social media Facebook brand pages of luxury brands in the specific context of tangible products. Thus, the findings may not be as applicable to the luxury service setting, where further investigation is required to confirm the model's applicability beyond a product-only consumption setting.

Third, this study developed a theoretical model drawn from a review of literature and mixed methods research design involving a netnography and analysis of online survey data. Future research should include incorporating qualitative research techniques (e.g., in-depth interviews and focus groups) to elicit deeper insights into understanding customer motivation for engaging with social media brand pages of luxury brands.

CRediT authorship contribution statement

Ali Aldhamiri: Writing – original draft, Project administration, Formal analysis, Data curation, Conceptualization. **Jamie Carlson:** Writing – review & editing, Writing – original draft, Methodology, Formal analysis, Data curation, Conceptualization. **Sonia Vilches-Montero:** Writing – review & editing, Writing – original draft, Formal analysis, Data curation, Conceptualization. **Syed Mahmudur Rahman:** Writing – review & editing, Methodology, Formal analysis. **Siegfried P. Gudergan:** Writing – review & editing, Methodology, Formal analysis, Conceptualization.

Declaration of competing interest

The authors declare that they have no known competing interests or personal relationships that could have appeared to influence the work reported in this paper.

Data availability

Data will be made available on request.

Web Appendix A. Netnographic pre-study procedure and examples of social media posts/comments and Leximancer concept maps of motives in Netnographic pre-study

Except for a few researchers who have conducted a mixed methods approach (i.e., qualitative and quantitative), prior empirical social media brand page studies have placed particular emphasis on understanding customer motives by using a single method (i.e., quantitative survey), based on a literature review. While past studies have broadened our understanding of brand management in social media brand pages of non-luxury brand contexts (e.g., sport fashion products, sport clubs, banking services, food industry, and non-luxury fashion products), there is a need to adopt additional research techniques to provide greater nuance and robustness to the research process to identify customer motives that matter in a luxury/social media consumption context better.

Drawing on multiple research approaches provides a more precise foundation from which to consider customer motives in social media brand pages of luxury brands, allowing for deeper exploration of this consumption context in social media. Therefore, an exploratory multi-method two-stage research design was adopted. This research collected data through two research phases. In Phase One, a qualitative exploratory study employing netnography was adopted that sought to accurately determine what motivated each luxury customer to engage with Facebook pages of luxury brands. Netnography is a well-established research approach, especially for qualitative research (Sandlin, 2007), and it can also be used in quantitative or mixed methods studies (e.g., Annamalai et al., 2021). The data from Phase One were collected from 11 luxury brands representing three different categories: Mercedes-Benz, BMW, Land Rover, Louis Vuitton, Dior, Chanel, Gucci, Tiffany & Co., Rolex, IWC, and Omega. Examples of the data are available in the following tables.

Table A.1
Examples of data and concept map related to *entertainment seeking* motive

Examples of social media posts/comments	Name of the luxury brand
Formula E and Formula One sponsorships and events: https://www.facebook.com/BMW/posts/10159035840997269	BMW
"Congratulations Valtteri Bottas you are the Best. From the beginning to the end the Race you were the better than Hamilton. Go on like this then you will be the next world champion"	Mercedes-Benz
Golf tournaments and Tennis matches: https://www.facebook.com/rolex/photos/a.310191289099	Rolex
"A great golfer of our time!"	
Fashion shows: https://www.facebook.com/GUCCI/posts/10157645007236013	Gucci
"I'm entertained by the fashion show, music, colors, etc."	
Ocean racing sport: https://www.facebook.com/IWCWatches/photos/a.367734283250912/367739226583751	IWC
"What a fantastic video for a fantastic watch!"	

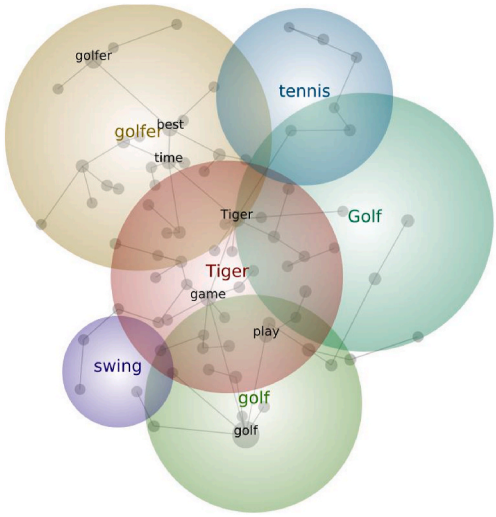


Fig. A.1a. Leximancer concept map of *entertainment seeking* motive.

Theme	Hits
golf	1058
Tiger	781
golfer	700
Golf	334
tennis	162
swing	32

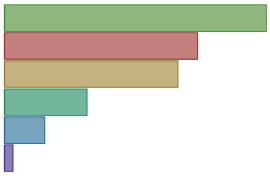


Fig. A.1b. Ranked concept list.

Table A.2
Examples of data and concept map related to *brand authenticity seeking* motive

Examples of social media posts/comments	Name of the luxury brand
I❤ ROLEX! Authentic only!	Rolex
Love the originals ♥ ♥ ♥	BMW
Most trusted car in my life	BMW
trusted engine!	Mercedes-Benz

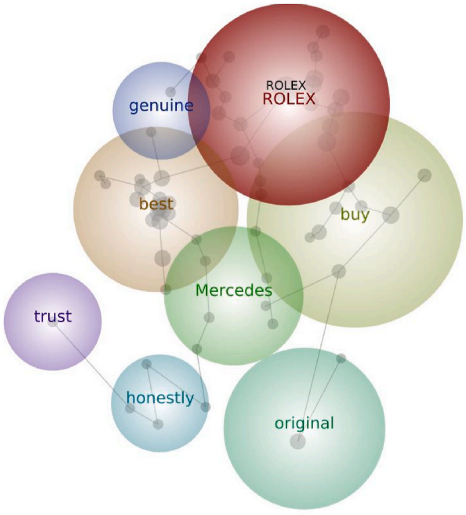


Fig. A.2a. Leximancer concept map of *brand authenticity seeking* motive.

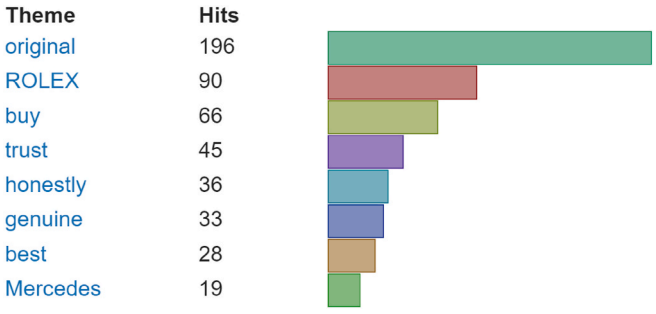


Fig. A.2b. Ranked concept list.

Table A.3
Examples of data and concept map related to *brand gratitude seeking* motive

Examples of social media posts/comments	Name of the luxury brand
"Thank you BMW for making good cars 😀😀😀👍👍👍 " [PHOTO]: This customer posted an image of his/her car as well, see details at https://www.facebook.com/photo.php?fbid=2579511042178707	BMW
"Thank you Rolex,.. The only watch I ever owned and worn. Bought it in 1965, Black face, Rolex Oysterdate, Cyclops Date. Bought it in the British PX in Hongkong. Been wearing it since! Wore it everyday while in Combat in Vietnam for five years, then 30 more years in Military service, and still wearing it, and still working perfectly !. Only twice I had it service for maintenance, cleaning, other than that, it works as advertised! I believe in Rolex"	Rolex
"Amazing everything, from your time pieces to your ready to wear, to even your fragrance, thank you Gucci for being Gucci!"	Gucci
"Thank you Louis Vuitton!!! 🛄🛄🛄 "	Louis Vuitton

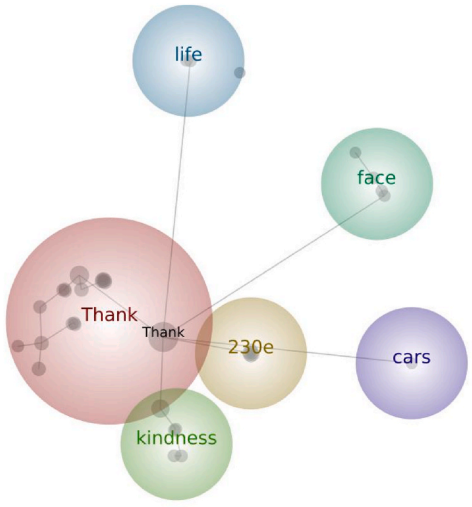


Fig. A.3a. Leximancer concept map of *brand gratitude seeking* motive.

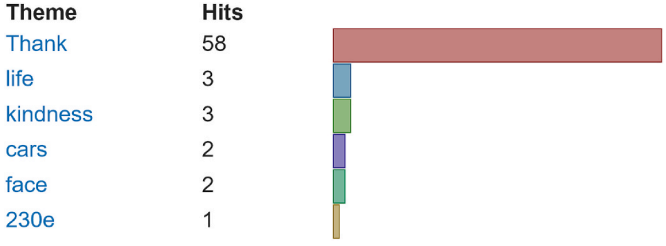


Fig. A.3b. Ranked concept list.

Table A.4
Examples of data and concept map related to *brand experience sharing* motive

Examples of social media posts/comments	Name of the luxury brand
"I was really excited when i seen the GLB! Till i went to the MB dealer and seen one parked next to a GLC. I was somewhat disappointed in the facial design. Not as appealing as I thought it would be. I'm certain it will get a great facelift soon!!"	Mercedes-Benz
"Absolutely brilliant cars the range rover I have an early model been on some of the roughest roads in Australia goes anywhere any other 4 × 4 will 340,000 kms and its never let me down am now my son is learning to drive in it I am going to upgrade to a new range rover soon but won't let this old girl go"	Land Rover
"One of the best Rolex's at the moment … Beautiful watch ☺ the Rolex price hike makes it a great investment too. Remember, this is the first watch to feature a two tone ceramic bezel!"	Rolex
"I have been told by Dior staff at Dundrum centre [House of Fraser] that Bed of Roses lipstick is not available in Europe, infact they didnot hear of it before !!! they said the Dior lipsticks are different in Europe to those in US [my friend in California bought Bed or Roses and recommended it to me."	Dior

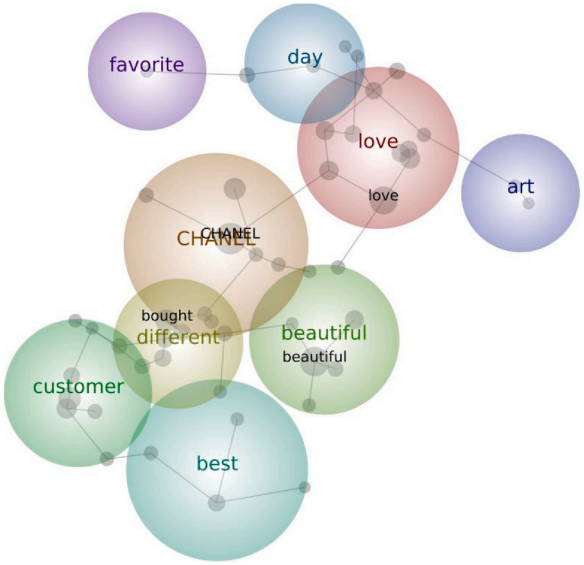


Fig. A.4a. Leximancer concept map of *brand experience sharing* motive.

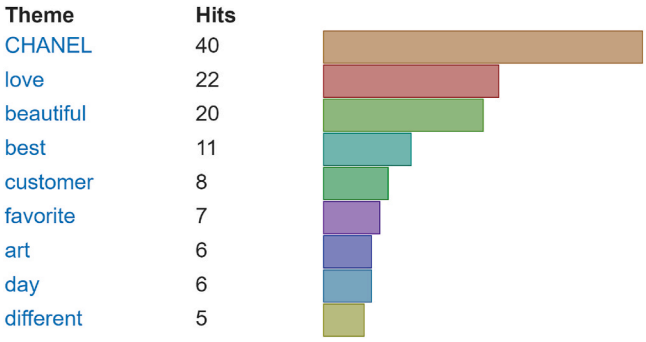


Fig. A.4b. Ranked concept list.

Table A.5
Examples of data and concept map related to *brand nostalgia seeking* motive

Examples of social media posts/comments	Name of the luxury brand
"I still remember my BMW 5 there isnt any day that i am thinking about my dream to have again 1 BMW i have sold this care for some personal reason and now soon one day i will have my BMW 7 all series. My grandfather had an BMW 5, My Father BMW5 and when i got 18 years my father bought me an BMW 5 my best moments in life, BMW a dream a life an experience that i want …"	BMW
"That's MY wedding ring!"	Tiffany & Co
"This reminds me of stylish GQ spreads form the 80s"	Omega
"This perfume reminds me of my mum … My first ever bottle perfume was coco chanel age 15 for my Christmas will never forget & it's my favorite perfume to this day"	Chanel

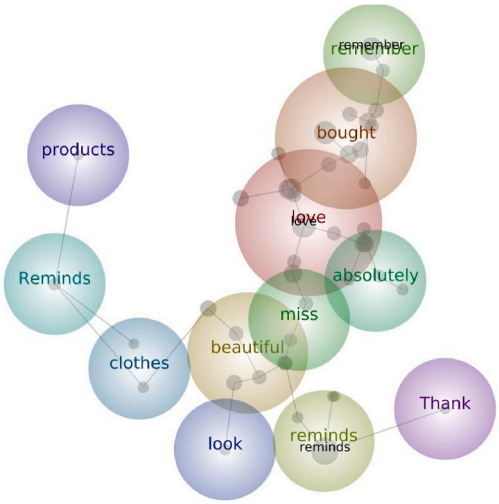


Fig. A.5a. Leximancer concept map of *brand nostalgia seeking* motive.

Theme	Hits
reminds	38
remember	24
love	22
Reminds	18
bought	10
beautiful	6
products	3
miss	3
Thank	2
look	2
clothes	2
absolutely	2

Fig. A.5b. Ranked concept list.

Table A.6
Examples of data and concept map related to *product aesthetic seeking* motive

Examples of social media posts/comments	Name of the luxury brand
"I had 3 of them, Beautiful cars! The design was typical S class, understated and when you look closely you notice how remarkable each line and crease is making such a large car look beautiful and timeless. I now have a 222, and … …"	Mercedes-Benz
"This is the exact set I have. Just beautiful every time I look down at them, just like the day my hubby took out that little turquoise box and "blew me away!"	Tiffany & Co
"Such a beautiful car. It will be my new car soon❤ ❤ "	Land Rover
"The bag is so beautiful. I bought the bag for agent Roy Wang …"	Gucci

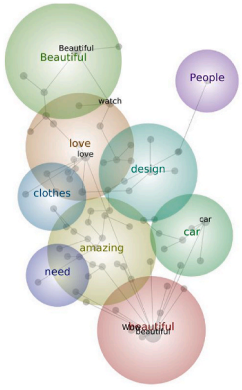


Fig. A.6a. Leximancer concept map of *product aesthetic seeking* motive.

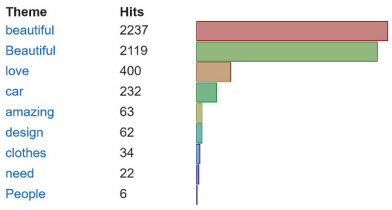


Fig. A.6b. Ranked concept list.

Table A.7
Examples of data and concept map related to *lifestyle inspiration seeking* motive

Examples of social media posts/comments	Name of the luxury brand
Wow! That's my car	BMW
Wow what a watch! Ummm how am I getting this one it is a has to have!	Omega
Wow this design is gorgeous	Louis Vuitton
😍😍😍	
Wow very nice I like it	Louis Vuitton

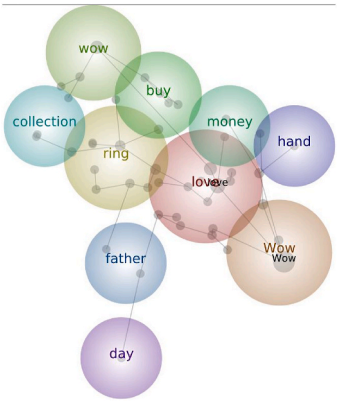


Fig. A.7a. Leximancer concept map of *lifestyle inspiration seeking* motive.

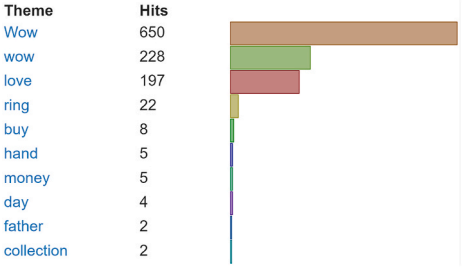


Fig. A.7b. Ranked concept list.

Table A.8
Examples of data and concept map related to *social support seeking* motive

Examples of social media posts/comments	Name of the luxury brand
"I think I will buy a BMW 530 Series Diesel as a second hand car for the year 2012 at 1200,000 baht. Is Thai expensive and will the maintenance fees be expensive? Do you think it would be good? I am worried about spare parts. Is this model good?"	BMW
"Can anyone tell me the max tow ball weight of these (and other land rovers?) from what I have seen they can tow 3500kgs but max weight on ball is 150kgs. It doesn't make sense to me.	Land Rover
"Can anyone explain to me the watch messures eg 39 mm, 41 mm?Is the diameter of the bezel, or of the glass? Thanks!"	Rolex
"Does anyone know if the color "Golden Sun" for blush was replaced w something else or a color closest to it? That was my fav and its discontinued"	Chanel

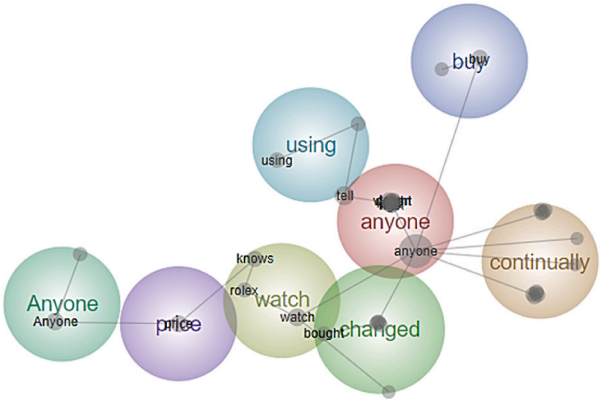


Fig. A.8a. Leximancer concept map of *social support seeking* motive.

Theme	Hits
anyone	36
Anyone	19
watch	17
price	11
buy	9
using	3
changed	1
continually	1

Fig. A.8b. Ranked concept list.

Table A.9
Examples of data and concept map related to *utilitarian reward seeking* motive

Examples of social media posts/comments	Name of the luxury brand
"Great. I'll pop into my local AD in the morning and pick up the new Sub. Hopefully I'll even get a small discount."	Rolex
"I would love to have a sample of this ☺ "	Louis Vuitton
"Thank you, #CHANEL for my sample. Received a lot of compliments wearing the new No5. 👍 However, my favorite is still Coco Mademoiselle! 😍 "	Chanel
"Can i have one as a gift? IWC Watches"	IWC

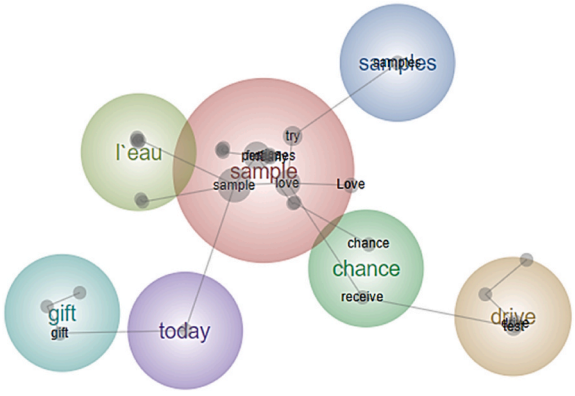


Fig. A.9a. Leximancer concept map of *utilitarian reward seeking* motive.

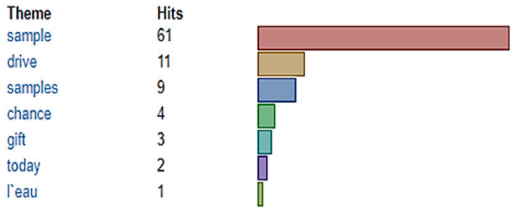


Fig. A.9b. Ranked concept list.

Table A.10
Examples of data and concept map related to *social status seeking* motive

Examples of social media posts/comments	Name of the luxury brand
"I've been using mine on a regular basis." [PHOTO]: This customer posted an image of his/her luxury products on brand's Facebook page.	Mercedes-Benz
"I have both of those rings!! ❤"	Tiffany & Co
"I bought the limited edition last year in the red case #(1) and (4) beautiful lipsticks 🔓 "	Chanel
"I just bought an around the waist to support clothing … & it is awhsome …. …."	Gucci

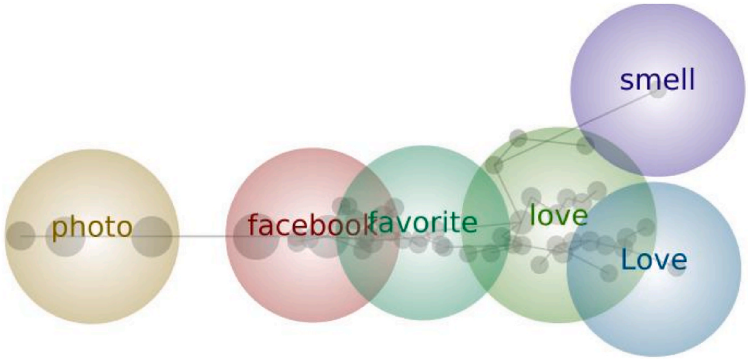


Fig. A.10a. Leximancer concept map of social status seeking motive.

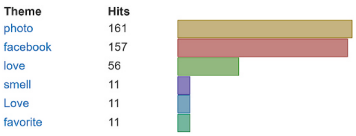


Fig. A.10b. Ranked concept list.

Web Appendix B. Main study respondents' profile and data description for NCA test

Table B.1
Profile of respondents.

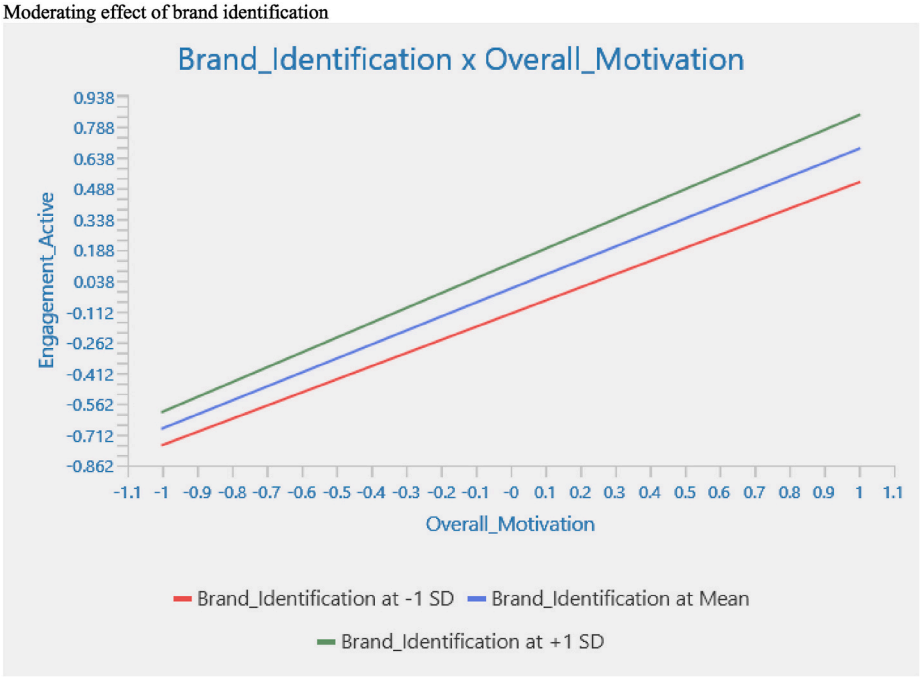
Variable	Category	$N = 568$
Gender	Male	45.2%
	Female	54.6%
	Prefer not to answer	0.2%
Age	18–24 years old	4.4%
	25–34 years old	22.2%
	35–44 years old	36.89%
	45–54	26.8%
	55–64 years old	5.3%
	65 and over	4.6%
Income	USD p/annum	
	Under $15,000	4.9%
	$15,000 to $24,999	4.4%
	$25,000 to $34,999	6.9%
	$35,000 to $49,999	10.7%
	$50,000 to $74,999	20.2%
	$75,000 to $99,999	16.4%

(*continued on next page*)

Table B.1 (*continued*)

Variable	Category	$N = 568$
	$100,000 to $149,999	23.8%
	$150,000 to $199,999	8.8%
	$200,000 and over	3.9%
Occupation	Full time	67.3%
	Part time	10.2%
	Retired	5.8%
	Unemployed	9.7%
	Other (caring, etc.)	7.0%
Channel preferences	Facebook	51.9%
	Brand's website	20.1%
	Instagram	13.4%
	Retail store/s	7.6%
	Twitter	3.0%
	Brand's mobile phone application	2.6%
	TikTok	1.4%
Frequency of visiting luxury brand's Facebook page	Daily	17.6%
	Weekly	34.2%
	Monthly	27.3%
	Quarterly	11.3%
	Once in six months	6.7%
	Once in a year	3.0%
Length of experience with Facebook page for luxury brands	Less than 1 year	22.2%
	1–2 years	33.1%
	3–4 years	21.3%
	5–6 years	9.7%
	More than 6 years	13.7%
Frequency of purchasing luxury products	Once a month	15.0%
	Once every three months	26.2%
	Once every six months	13.4%
	Once every nine months	6.2%
	Once a year	20.1%
	Less than once a year	16.5%
	Other	2.6%
Number of Facebook friends	Less than 50	7.7%
	50–100	11.8%
	101–150	10.2%
	151–200	10.4%
	More than 200	59.9%
Relationship length with brand/s.	Less than 1 year	22.2%
Q: How long have you been a customer of this luxury brand that you have named inQ5?	1–2 years	33.1%
	3–4 years	21.3%
	5–6 years	9.7%
	More than 6 years	31.9%

Moderating effect of brand identification



Moderating effect of value for money

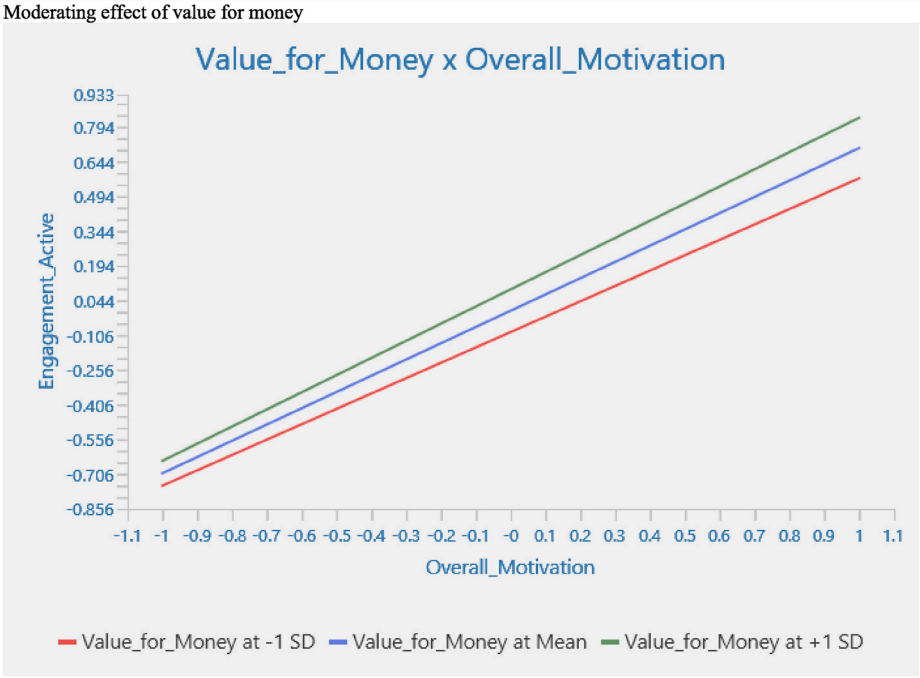


Fig. B.1. Moderation effect—Simple slope analysis.

Table B.2
Data description.

First-order dimensions of overall motivation	Mean	Median	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness
Entertainment Seeking	5.46	5.50	1	7	1.20	0.60	−0.76
Brand authenticity seeking	5.40	5.50	1	7	1.18	0.77	−0.80
Brand gratitude seeking	5.39	5.50	1	7	1.36	1.30	−1.13
Brand experience sharing	5.45	5.63	1	7	1.31	1.32	−1.10
Brand nostalgia seeking	5.23	5.47	1	7	1.37	0.46	−0.87
Product aesthetic seeking	5.87	6.00	1	7	1.05	2.51	−1.38
Lifestyle inspiration seeking	5.09	5.50	1	7	1.41	0.28	−0.78
Social support seeking	5.31	5.51	1	7	1.32	1.28	−1.09
Utilitarian reward seeking	4.77	5.00	1	7	1.67	−0.24	−0.70
Social status seeking	4.64	5.00	1	7	1.74	−0.61	−0.58

(*continued on next page*)

Table B.2 (*continued*)

First-order dimensions of overall motivation	Mean	Median	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness
Active engagement	4.74	5.00	1	7	1.72	−0.53	−0.64
Passive engagement	5.41	5.51	1	7	1.27	1.50	−1.12

Note. A skewness and kurtosis value of between −2 and 2 indicates the data distribution is slightly skewed (Hair et al., 2021) and suitable for using PLS-SEM and NCA for data analysis (Richter et al., 2020).

Table B.3
Importance matrix of motives for active and passive engagements (IPMA outcomes in the main study).

Importance	Motives (first-order dimensions)	Active engagement	Passive engagement
1	Social Status Seeking	0.175	0.117
2	Social Support Seeking	0.172	0.114
3	Brand Gratitude Seeking	0.169	0.113
4	Lifestyle Inspiration Seeking	0.169	0.113
5	Utilitarian Reward Seeking	0.163	0.109
6	Brand Experience Sharing	0.159	0.106
7	Entertainment Seeking	0.156	0.104
8	Brand Authenticity Seeking	0.153	0.102
9	Brand Nostalgia Seeking	0.151	0.101
10	Product Aesthetic Seeking	0.129	0.086

Note. The last column shows the total effect (unstandardized) of engagement motives (first-order dimensions in Fig. 1) on the active engagement outcome; higher total effect = more important.

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