NOVA IMS Information Management School

MDDM

Master's Degree Program in

Data-Driven Marketing

The Not So Digital Democratized Luxury Services

Can the digital strategies influence the democratized luxury services?

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Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

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by

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Master Thesis presented as partial requirement for obtaining the Master's degree in Data-Driven Marketing, with a specialization in Digital Marketing and Analytics.

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April, 2024

STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Patrícia de Sousa Gomes

Lisbon, 20th April de 2024

ACKNOWLEDGEMENTS

This dissertation marks the end of a cycle, but also a beginning of a new one. I am extremely proud of the work that I made during this time, I did the best I could in the circumstances that I had, but that could not have been possible without the support of the professors, my friends and family.

Firstly, I would like to thank my parents and sister for always being there for me and endure me throughout this phase, they were the ones that heard me the most, I know it was challenging. Friends that are like family, and closest friends, for always having words of encouragement and being optimistic when I was not, giving me the motivation to do what was needed. To the ones that are not here, but that were somewhat a strength that I know I would make them proud. I am really grateful for the family I have and the one that I choose, without them I could not have done it in the right time.

I want to thank to the supervisor, professor Raquel Soares, for the guidance and patience throughout this time. Also, to professor Diego Cavalcanti and to all the professors from the Master thesis support, for their availability and help throughout this process.

ABSTRACT

This study approaches the effects the digital Strategies have on the democratized luxury services by comparing the Traditional Advertisement (TA) with Social Media (SM), Influencers and Celebrities (I&C) and introducing the trustworthiness of the consumers in acquiring the same service. It was done a case study using a qualitative approach, to compare the effects of democratization of luxury services in purchase intentions and brand value. Afterwards, the results showed that the democratization of luxury services may not be relevant in certain contexts, when considered individually, even with an adequate digital strategy. However, consumer trust serves as a mediator in the negative impact of luxury services democratization on purchase intentions and brand value, for Influencers and Celebrities (I&C) digital strategy, and it was proved, the social media and the traditional advertisement had some negative influence on the democratization.

This study contributes to academia in understanding marketing phenomena for luxury services, helping future research, marketing professionals and practitioners, on the caution in considering strategies for the democratization of luxury services in certain contexts such as tourism, given the possible negative results on brand value and purchase intentions.

KEYWORDS

Democratization; Digital strategies; Luxury services; Traditional Advertisement; Trust

Sustainable Development Goals (SDG):

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LIST OF ABREVIATIONS AND ACRONYMS

eWOM	Electronic World-of-Mouth
BV	Brand Value
PI	Purchase Intention
DM	Democratization
SM	Social Media
I&C	Influencers and Celebrities
TA	Traditional Advertisement
AVE	Average Variance Extracted
CR	Compositive Reliability
CA	Cronbach's alpha
VIF	Variance Inflation Factor
UCG	User-generated Content

1. INTRODUCTION

The pandemic improved a new perception of luxury that is more accessible and focused on the middle classes, similar to an affordable premium brand (Mansoor & Paul, 2022). With this ideology comes new business models, innovative interactions between the consumers and the brands using modern materials and strategies and with the recent technologies, the social media and the online approach are going to improve (Rathi et al., 2022).

The online shopping increased as well as the consumers behavior change and their purchase decision passed by seeing the influencers' reviews (Emeksiz, 2021). Nevertheless, when buying a product from a luxury brand the consumer is thinking as something with its uniqueness and quality (Emeksiz, 2021). Hence, Luxury means rich the younger generations (Rathi et al., 2022)

Through the new digital era and with social media, more specifically the appearance of the influencers, luxury brands gained more visibility and are available for a larger group of people, it occurred: brand democratization (Emeksiz, 2021). In addition, it is known that the influencers are one of the main channels that made the prestige be seen throughout their presence on the social media, creating brand awareness which can be a threatening factor for the exclusivity of the products, but at the same time these are consumed for more people (Emeksiz, 2021).

Therefore, Influencers can create a stronger relationship with the consumers and motivate them to buy something, especially the ones who are less like to acquire this kind of goods (Emeksiz, 2021). Besides this, celebrities can also influence the consumers, they are people that represent culture and high value, giving visibility to the brand as well (Ingrassia et al., 2022). For this reason, the particularity and distinction of the luxury can be threatened, whichever can represent change for this industry (Emeksiz, 2021).

Consumers are going to want the exclusivity, so as a result, it will be created the perception of value as something extravagant (Nobre et al., 2023). Being on social media could stand for opportunities, once that it can affect the reputation and image the public has, it can lead to positive reviews and come as a strength to the brand (Siepmann et al., 2022). The impact of self-expression strategy (express the exclusivity, uniqueness, status and prestige) can be a solution in decreasing the adverse effects of the democratization (Rosendo-Rios & Shukla, 2023).

Even so, trust can be seen on social media through the advertisements and influencers (Ingrassia et al., 2022). There are some other characteristics that can contribute to consumer for trusting the brand, as its message and connection with the brand through the consumers' journey (Husain, Paul, et al., 2022). Having the customer trusting the brand, can be rewarding in a long-term (Kang & Hustvedt, 2014).

However, while the luxury products have already been studied, the services still need research support (Rathi et al., 2022). Plus, the prediction of consuming luxury goods is high, it is possible that luxury brands transform to experiences and services due to the fact they will be tested (Semaan et al., 2023). In the example given by (Semaan et al., 2023), the general public prefers the experiences instead of the material luxury, even though they are more fortunate and defiant. Nevertheless, as people show their status on socials through their experiences, it is difficult to democratized experiences (Semaan et al., 2023).

Still, there is one factor that is usually forgotten in research, that is the traditional advertisement (Jiménez-Castillo & Sánchez-Fernández, 2019). It can put people talking about the good, through the symbolism and message that they have on their commercials (Sharma et al., 2022) .

Overall, to summarize, there were some gaps that were investigated in this research, that is the fact the luxury services were not much studied (Rathi et al., 2022), the recent technologies in the luxury services were with a lack of research yet (Creevey et al., 2022), and finally, the traditional advertisement was frequently forgotten, meaning it still need some understanding (Jiménez-Castillo & Sánchez-Fernández, 2019).

Accordingly, the objective of this dissertation, is aiming to understand, once it also represents the gaps found in literature, (1) how can the negative impact of the democratized luxury services be reduced, once the value of exclusivity will be lost and, consequently, the essence of the luxury will be too; (2) What is the role new digital strategies that came with the democratization and the new digital era with the social media and the influencers impacting consumer purchase behavior and company assessment. Hence, the research questions are proposed: Will the impact of luxury services democratization influence Trust, Purchase Intention, and Brand Value? Will the marketing digital strategies influence (positively) the Purchase Intention, the Brand Value and the Trust of the democratic luxurious services? This is going to be done comparing the digital strategies (Social Media marketing, and Influencer and Celebrities endorsement) with the traditional advertisement.

With the purpose of investigating the effect of the digital strategies on the democratized luxury services, the study starts with the main topic's exploration considering literature review – luxury services, strategies, democratization and trust – for hypotheses creation, followed by the empirical study, with a conceptual model proposition, the methodology with survey design, the data collection and the analysis. Afterward, the results showed the measurement and structural models, the discussion to contextualize with theory and practice, ending with conclusion, limitations and future research.

2. LITERATURE REVIEW

2.1. LUXURY SERVICES

The definition of Luxury, differ from culture to culture, has a social component (Nobre et al., 2023). It diverse in the financial and public viewpoints, has the meaning of superb condition and valuable, has a material or intimal connection and a great reputation in the segment that is deserving of the high price that can create a prefund relation or reverberate with the public (Ko et al., 2019).

In spite of everything, according to (Park et al., 2021, p. 2), luxury is "the combination of quality and value which is the outcome of core qualities that communicate to the target consumers". It is also said that Luxury products/services are characterized by having high prices with an amazing quality (Rosendo-Rios & Shukla, 2023). In the client prospect, the definition is biased, with circumstantial clarification of a previous experience that was pass through (Creevey et al., 2022).

Nowadays, luxury brands are getting more and more updated with the new technologies, having an identity and value on digital platforms (Bahri-Ammari et al., 2020). They are on social media, mobile apps and also create videos (Bahri-Ammari et al., 2020). Luxury brands are also related to branding as it creates the advantage in the market, affects its image and can create value as well as prosperity (Keller, 2009). It is believed that people demonstrate status through their luxury experiences on social media, the maximum level is by showing the luxury possessions, once they are known as the emblematic value of status (Siepmann et al., 2022). Therefore, there is a rising interest of luxury by the Millennials (Bahri-Ammari et al., 2020).

When talking about the luxury marketing, the Marketeers need to do its marketing with constant and sometimes quick evolution as well as in a marketing atmosphere (Keller, 2009). This profession has becoming very challenging due to evolution and globalization of the luxury (Keller, 2009). Throughout the years, the concepts of democratization and masstige emerged (Rathi et al., 2022). In marketing terms, sharing an experience that can be seen as enjoyable, is beneficial, even experiences that are more cultural, can improve their content and be interpreted as high quality (Ingrassia et al., 2022). Even though the pleasure of the experience can be better seen in some sectors than in the others (Ingrassia et al., 2022).

The democratization of luxury services is motivated by the new definitions of it with the compromise of offering reachable lust (Semaan et al., 2023). However, even though the luxury products need essentially to be exclusive, services have other ways to bring that exclusiveness, through experiences (Wirtz et al., 2020). Therefore, the experiences are also what distinguish the good from the services in the luxury sector (Wirtz et al., 2020). Furthermore, the services can be extended by proposing the top to the consumers, and with the experiences that arise from it, and perhaps the traditional can be transform, while representing a lucky moment for engaging and broadcasting these services (Semaan et al., 2023).

Luxury services are the experiences that bring hedonic value and are exclusive, whether that is in a social vision, money vision or even hedonic vision in its essence, and the lust determined by the perceptions the consumer make as well as the characteristics of the service itself (Wirtz et al., 2020). Though, in literature, the no takeover of the luxury services is seen through the luxury performance and because of this, it is strengthening the knowledge of these type of luxury (Semaan et al., 2023).

2.2. STRATEGY SCENARIOS

The luxury marketing joined to the innovation of the technology after the other markets, and that was due to the competitive aspects of being in the digital platforms (International Luxury Marketing, 2022). Especially after the Covid-19, where the online approach increased (International Luxury Marketing, 2022).

The absorption of the luxury trends has been propelled by the technology (Pangarkar & Shukla, 2023). With the evolution of it, came an online phenomenon, making the young customers be more adherents to shopping online (Rathi et al., 2022). Currently, luxury brands are getting more and more updated with the new technologies, having an identity and value on digital platforms (Bahri-Ammari et al., 2020).

Accordingly, the general public, nowadays, consume a lot of media in order to pleased their requirements, since being in social media is more enjoyment due to the content being permanent (Emeksiz, 2021). Given that, social networks and online presence are a way to involve the customer (Rathi et al., 2022).

It would be curious if the consumer needs were implemented in the digital strategies, in order to improve the consumer experience and additionally to understand the impact of this network (Pangarkar & Shukla, 2023).

2.2.1. Social Media

Social media is an important supply to products and services, which can provide the customers in diverse platforms and also the marketers (Park et al., 2021). Accordingly, it is been used in order to share symbolic experiences that can translate in status (Lyu, 2016). Still, it can be given to perception because of the changes of the digital world (Creevey et al., 2022). According to Creevey et al. (2022), it can be said they are the digital interface that enables the synergy between consumers, which includes the generation and spreading of information, ideas and subject.

Social platforms allow people to display their life and happenings they have, even the intangible ones, helping it gain more exposure (Siepmann et al., 2022). Thus, while embracing the evolution of technology by being in the social media, the brands can more easily create a community of customers as well as of brands (Siepmann et al., 2022). Usually, the online procedure is made by showing their way of living and it must display the products while securing its essence (Creevey et al., 2022). The online approach can have two perceptions: it can be accepted, or the brand can be perceived as too affordable (Creevey et al., 2022). Furthermore, they increase the visible utilization, giving benefits to the brand (Siepmann et al., 2022). Also, it is possible to interact with the consumers as well as finding the important people that can influence the audience and increase the awareness, and, consequently, growing sales (Siepmann et al., 2022). As it is increasing rapidly the connect between the consumers and consumers with the brand, the traditional side is having a lot of confrontations with its proceeding (Creevey et al., 2022).

Since the social media definition is dependent of the technological innovation, the changes are inevitable, in spite of it, there are yet investigation to do when related to the recent technologies

(Creevey et al., 2022). Social media open the doors of digital influencers, celebrity endorsement and marketing of influencers as well as it gave the freedom to the purchaser to be a leader in terms of digital opinions (Ingrassia et al., 2022). Brand involvement also surges here as a consequence of the interaction between customers and the social media person that is chosen to represent the luxury brand (Martín-Consuegra et al., 2019).

That is why it is important to be shown the "aspirational dream" (Creevey et al., 2022, p.107), the backstage and other exclusive content, when these brands are sharing online. Moreover, joining to social media, the brands became more profitable, with higher levels of recognition and reputation, having stronger communities by engaging more with the consumer, they can even work with UGC's (User-generated content) (Creevey et al., 2022).

Luxury brands express themselves on social platforms as transparent and harmonious than as original and intricate, even though the consumers engage more with the second one (Creevey et al., 2022). Sharing elements in an ambiguous and not checked method that are not luxurious, but has some fundamental of a luxurious brand, can be interpreted as fraudulent (Creevey et al., 2022). With social media appeared a new way of communicating that increases the numbers of social media' users that is the eWoM (Electronic World-of-mouth) and is the principal component of sharing in digital platforms (Ingrassia et al., 2022). Social media World-of-mouth can also be a way to rise the Purchase Intention, which suggests that this concept is a tool to figure the choice of obtaining a luxury brand (Park et al., 2021). The interaction between the customer and the brand will profit from the asset made on the social, causing the brand to succussed having more contact due to the impact that the enduring relation and improving the purchase behavior (Martín-Consuegra et al., 2019).

2.2.2. Influencers and Celebrity endorsement in luxury

Influencers have a large group of people following them, who want the same product they advertise (Emeksiz, 2021). That is, because digital influencers are recognized as closer person, more of a friend (Ingrassia et al., 2022). So, they are potential associates for the brands in terms of social media (Emeksiz, 2021). It also has to do with the fact they put the impression of being more "common" that people tend to feel close and related to them (Ingrassia et al., 2022). With a strong connection with the influencer, with more inspirational, creative and pleasurable content, more satisfied and persuaded the follower will be (C. W. 'Chloe' Ki et al., 2020). Despite everything, Influencers add more value to the product (Ingrassia et al., 2022). In spite of everything, if followers feel a strong connection with the influencer or celebrity, their influence on refuse or accept the endorsement will be bigger (C. W. 'Chloe' Ki et al., 2020).

Besides existing influencer endorsement, there is also celebrity endorsement (Ingrassia et al., 2022). Celebrities have a cultural meaning among the population, they have an effect on the memories of the customers that can led them to acquire products, it goes beyond the differentiation, it goes to the positioning and the mind of the consumer (Ingrassia et al., 2022). Therefore, the fact of endorsing a celebrity is fact enough to influence the purchase intention (Gauns et al., 2018). That is also why, the followers need to be taken in consideration as well, once they also help to improve and increase the value of the product and/or service (Ingrassia et al., 2022). This way, the message is more efficient and

believable, they too can influence (Ingrassia et al., 2022). The reason behind the influence is the trustworthiness, the consumer gain to purchase through this individual (Gauns et al., 2018).

To collaborate with an influencer on social network, their style of living should be taken in consideration, so the values of the brand correspond to the values of the influencer (Siepmann et al., 2022). For the endorsement to be successful, the values of the celebrity need to be transferred to the product and the consumer who buys and consumes it has to get the meaning (Ingrassia et al., 2022).

Products from brands of luxury gain more visibility with the help of the influencers, as their public can be more likely to not acquire any luxury so far, and this is when democratization appears, saying it is available to people and it's not that unattainable (Emeksiz, 2021). Celebrities can also increase the search for a specific product or service, since they can also transmit trust (Gauns et al., 2018). For this reason, the particularity and distinction of the luxury can be threatened as well, whichever can represent change for this industry (Emeksiz, 2021).

In sum, the influencer marketing would be a good option because it is growing with a beneficial relation between its cost and effectiveness and as a trendy key (Ingrassia et al., 2022). This is a choice to marketers once the influencer can speak about the brands, broadcasting information through social media being able to impact their decisions (Ingrassia et al., 2022).

2.2.3. Traditional Advertisement

The traditional advertisement simplifies the wealthy purchaser’s decision converting it into a habit, once it enhances the potential of a brand being incorporated into the customer's contemplation (Husain, Ahmad, et al., 2022). As Husain, Ahmad, et al. (2022) believe, traditional media in the advertisement is perceived as a status and prosperity symbol. This contributes to the progressive management of the luxury goods and compel the directors of marketing to seek for pioneer evolving strategies that can remain long term steady (Husain, Ahmad, et al., 2022).

Dreams come first when it comes to luxury, meaning their purpose relies on the unique proposition of selling (Husain, Ahmad, et al., 2022). Hence, the key motivation of the communication of a luxury brand is to arose the customer’s imagination and inspire desire (Gurzki et al., 2019). Also, the traditional improves in the physical stores, where there is a certain privacy and attention to the purchase journey that is sensed by the consumer as exclusive (Christodoulides et al., 2021). Though, it is a paradoxical task, that requires innovation on its values in order to endure in the customers day (Gurzki et al., 2019). The marketeers also not the challenge, once the values of rarity, uniqueness and exclusiveness are the essence of the traditional advertisement (Christodoulides et al., 2021).

Brands are also moving toward stories that should be persuasive for the client, for that there are some guidelines that can be useful (Aaker & L. Aaaker, 2016). It should also uphold its legacy and use the potential of the storytelling (Gurzki et al., 2019).

The traditional promotion has the objective of accomplish a dominant position in the luxury segment, thereby intensifying the connection with the wholesale retailers, chain-stores, and hypermarkets (Husain, Ahmad, et al., 2022). These, in turn, enables the provision of prestigious individuals, thereby

enhancing their status (Husain, Ahmad, et al., 2022). Accordingly, in previous times, to get information about the luxury, the customer would turn to friends and vendors (Park et al., 2021).

According to Sharma et al. (2022), it is believed that the strategy of the communication is extremely important to the luxury sector and one that could be oriented to the product will be more advantageous. In addition, when the messages of the advertisement have symbolism in them, they would generate a social diagram as well as conveying stories eliciting the brand attachment (Sharma et al., 2022). The strategy of the luxury brands usually remains on balancing the consistency of the elements of an advertisement while simultaneously deconstructing the pattern of advertisement or undermines the elements-advertisements relationship in order to produce a sense of distance with the real world (Gurzki et al., 2019).

In terms of brand equity, and according to (Husain, Ahmad, et al., 2022), the traditional advertisement is the one whose marketing mix affects the brand equity positively and is the one that is more persuasive. It has also been forgotten in terms of research (Jiménez-Castillo & Sánchez-Fernández, 2019).

2.3. LUXURY DEMOCRATIZATION

According to Schmidt (2018), democratization is caring about the opinions of people, in a political view. In marketing, is more a case of equality and having the consumer in the center (Mellet et al., 2014; Rosendo-Rios & Shukla, 2023). In luxury, it is seen as all the customers have the same opportunity to buy or access these goods, with them having more visibility, but similarly as a way to bound with the consumer (Rosendo-Rios & Shukla, 2023). If in one hand, the globalization was what drove the democratization (Emeksiz, 2021). On the other, luxury globalization can be translated in luxury being democratize (Rosendo-Rios & Shukla, 2023).

Some authors focus on the management being democratized, but others concentrate on the worth and on the correlation between the customer and the brand (Shukla, Rosendo-Rios, & Khalifa, 2022). Democratization can be seen as a synonym for freedom related to alternatives existing (Shukla, Rosendo-Rios, & Khalifa, 2022). Once the luxury is more accessible to everyone that can change and diminish the brand equity, image and reducing the sales of the luxury companies of the traditional consumers (Ostovan & Khalili Nasr, 2022).

Nevertheless, there are factors for purchasing luxury that are social or intimate, that have to be taken in consideration, and not profile the customers according to the condition or to the sector (Semaan et al., 2023). With a largely stock of products, the client will tend to consume more as well as they do not do it for exhibition, but for the value they give to having the luxury goods (Shukla, Rosendo-Rios, & Khalifa, 2022).Democratization is also connected to the masstige brands, they have the concept of prestige, but this concept engages with more people but not necessarily touch the prices, as well as it is to the social abundance of the prestige products/services (Rosendo-Rios & Shukla, 2023)

One thing to have in mind is if the essence of being a luxurious goods is not comprehended, then the interpretation will be as a democratized product, so the uniqueness will be lost, if it is to exhibit and have a bigger audience, then the essence will maintain (Shukla, Rosendo-Rios, & Khalifa, 2022). Withal, the democratization of a brand can boost its awareness(C. Ki et al., 2017). In the market where luxury

is democratized, the values are what push the consumer to acquire the luxury product or service (Ostovan & Khalili Nasr, 2022). Furthermore, it is believed that a democratized luxury brand can result in the same experience as the traditional luxury brand, and with that it is proposed it will have more benefits according to its visibility (Shukla, Rosendo-Rios, & Khalifa, 2022).

Thus, there has to be a balance between being exclusive but also increasing sales (Rosendo-Rios & Shukla, 2023). The goal is to have a database that is wider maintaining its essence, for that, the tactic goes side to side with the masstige, making it more accessible (Shukla, Rosendo-Rios, & Khalifa, 2022). The fascination of building experiences is higher for customers that have the level of sharing bigger, once they worry more about the financial value and the interaction than the ones with less of level on sharing (Semaan et al., 2023). After all, the reputation of the luxury is insured in the democratization of it and in the mass consumption (Shukla, Rosendo-Rios, & Khalifa, 2022).

It can put in danger the concept of uniqueness as well as lower the value to the customer (Rosendo-Rios & Shukla, 2023). However, the main value of luxury democratized consumption is not uniqueness, consequently, by extend to this market, will not downgrade the luxury image, but it will still preserve it (Ostovan & Khalili Nasr, 2022). Even so, the value can diminish, in a traditional luxury customer point of view and the purchase of the democratic luxury will decline by the traditional luxury consumer (Rosendo-Rios & Shukla, 2023). In luxury democratization, all the values – hedonism, self-actualization, uniqueness and quality – have effect on the consumer, making it a driver for the consumption (Ostovan & Khalili Nasr, 2022). Furthermore, the emblematic value only has connotation if they can create awareness (Ostovan & Khalili Nasr, 2022).

The luxury sector has been chanced with the democratization and, in addition to that, the purchase Intention of the luxury goods can be conditioned by that (Shukla, Rosendo-Rios, Trott, et al., 2022). With all the information, it was not discovered still the relationship the consumer can have with the democratized good (Ostovan & Khalili Nasr, 2022). Furthermore, the customer segments have been increasing as a consequence, and claiming to have the elite class's possessions (Shukla, Rosendo-Rios, Trott, et al., 2022).

The positive aspects that are linked with the control and attainment, when attached with awareness that the democratization have, can reduce the adverse properties of it, hence the intention to purchase will be consolidated (Shukla, Rosendo-Rios, Trott, et al., 2022). Therefore, Shukla, Rosendo-Rios, Trott, et al. (2022) endorse that is possible to counterbalance the democratization unfavorable outcomes, by reinforcing the digital strategies. By Implementing this, it would support the understanding of the "how" and "when" of consumer journey in the websites, in order to draw the possible customers to visit physical stores and participate in the purchase decision (Pangarkar & Shukla, 2023).

2.4. TRUST

The relationship between the consumer and the brand should be based on trust (Kang & Hustvedt, 2014). That is because it impacts the consumption process as well as the journey of the consumer (Husain, Paul, et al., 2022). This variable is an element of improvement in terms of the acquisition of a brand as well as it is of loyalty and an optimistic reputation (Kang & Hustvedt, 2014). In fact, the

element of the trust can eliminate some uneasiness that the consumer might be feeling, making the purchase decision easier for him (Zeren & Kara, 2021).

Having the customer trusting the brand, by the last one (brand) opening about important and hard things, can be rewarding in a long-term (Kang & Hustvedt, 2014). Trust is a feature that can predict the intention of the customer (Kang & Hustvedt, 2014). Since it is seen as one of the most crucial aspects that is able to boost and influence the purchasing of the luxury good (Husain, Paul, et al., 2022). Since it is believed that this variable is connected to the commitment, making it desirable for the consumer and hard to not consume, considering that it is also connected to loyalty (Zeren & Kara, 2021).

Characteristics like the packaging, the promise/message of the brand, the moment post-purchase and, essentially, the connection with the brand throughout the journey of the consumer, are some of the factors that contribute for the brand trust (Husain, Paul, et al., 2022). But also, Trust can be seen in the post on social media that are advertised if the Influencers make a valuable post in it, with the informative and entertainment content as well (Ingrassia et al., 2022). The interaction from the customer in social media is made for bring them happiness, them to feel as they are part of that specific community, and that can be induce to loyalty (Nobre et al., 2023). Although, the money is the factor that leverages the image of the brand, either is because it is equivalent to quality either is because it increases the lust for it or even the esteem (Shukla, Rosendo-Rios, & Khalifa, 2022).

At the present times, the society guides itself by the finesse and image, consequently the lust is seen as something superior, which is been driving people to pursue excellence, pleasure and, overall, this type of lifestyle (Bahri-Ammari et al., 2020). Hence, it is predicted that the actual customers consume because of the exclusivity factor (Emeksiz, 2021). Along with buying a product from a luxury brand that is connected with uniqueness and product quality (Emeksiz, 2021). Furthermore, from the customer point-of view, luxury is about the joy and pleasure of acquire the product/service (Rosendo-Rios & Shukla, 2023).

Reasons that are sentimental and cognitive, and the meaning behind it, are what drives people to consume luxury, it helps them to be more confident about themselves (Emeksiz, 2021). Consumers are going to have the lust to have an exclusive experience, that can be pleased by a prestige price for a luxurious good, although, when acquiring it, there is always a requirement for quality and achievement (Nobre et al., 2023). It is believed that the luxury value that is alleged is linked with the purpose to contribute in the world-of-mouth as well as the engagement can be improved by the value perceived (Park et al., 2021). The emotional bond that the customer has with the luxury brand is going to determine his/her intention through their relation, throughout the person behavior, subsequently investing in this relationship would asset the consumers' interaction (Martín-Consuegra et al., 2019). Customers use this value to attach themselves towards their image and the way they express, which leads to a potential participation on social media and an increased intention to purchase luxury (Park et al., 2021). The hedonic values are the ones that are more influenced in this relation, that affect the interaction and the behavior (Martín-Consuegra et al., 2019).

In such wise, despite the social media platforms are seen to sustenance the corporate advancements, it must likewise go through the emotional side, emphasizing and motivating the consumer, consequently, improving the purchase intention (Martín-Consuegra et al., 2019). By encouraging the sharing of information and suggestions on social media has positive effects on Purchase Intentions, once that, generally, the ones who share, also acquire it (Park et al., 2021).

3. EMPIRICAL STUDY

3.1. HYPOTHESES DEVELOPMENT

Regarding the main questions: Will the impact of luxury services democratization influence Trust, Purchase Intention, and Brand Value? And will the marketing digital strategies influence (positively) the Purchase Intention, the Brand Value and the Trust of the democratic luxurious services? There are some hypotheses to have in consideration for better understanding of the theme.

By exploring the digital, and the digital strategies, one of the things that needs to stay in consideration is the physical and digital touchpoints as well as the purchase itself (Pangarkar & Shukla, 2023). Accordingly, with the maintaining the values, the negative effect of the democratization will be reduced. So, the purchase intention is aligned with the value that luxury brings, with the prestige and lust that it gives. Hence, the purchase intention will be kept, therefore the adverse power of the democratization will have less impact. Which is wat it is also believed it will happen when democratization is linked with the brand value, the values being the same the democratization would have a less impact. With the trust, is it believed that if the consumer trusts the brand of the luxury service, it can more easily mitigate the effects of the democratization. Accordingly, there are some hypotheses to be tested:

H1a: Democratization will have a positive effect on Purchase Intentions.

H1b: Democratization will have a positive effect on Purchase Intentions in the context of the social media.

H1c: Democratization will have a positive effect on Purchase Intentions in the context of the influencers and celebrities' endorsement.

H1d: Democratization will have a positive effect on Purchase Intentions in the context of the traditional advertisement.

H2a: Democratization will have a positive effect on Brand Value.

H2b: Democratization will have a positive effect on Brand Value in the context of the social media.

H2c: Democratization will have a positive effect on Brand Value in the context of the influencers and celebrities' endorsement.

H2d: Democratization will have a positive effect on Brand Value in the context of the traditional advertisement.

H3a: Democratization will have a positive effect on Trust.

H3b: Democratization will have a positive effect on Trust in the context of the social media.

H3c: Democratization will have a positive effect on Trust in the context of the influencers and celebrities' endorsement.

H3d: Democratization will have a positive effect on Trust in the context of the traditional advertisement.

Additionally, it is believed that trust can also predict the customer intention to acquire a good (Kang & Hustvedt, 2014) and the Brand value is connected with the luxury and trust, promoting the engagement and increasing value (Park et al., 2021). Also, trust can be seen everywhere, even in social media content, or with influencers/celebrities' content (Ingrassia et al., 2022). Furthermore, with trust being the main element of the relationship between consumer and brand (Kang & Hustvedt, 2014), with it being a motor for the consumers in terms of luxury, and with the relation it can have with the strategies, I propose the following Hypotheses:

H4a: Trust will have a positive effect on Purchase Intention.

H4b: Trust will have a positive effect on Purchase Intention in the context of the social media.

H4c: Trust will have a positive effect on Purchase Intention in the context of the influencers and celebrities' endorsement.

H4d: Trust will have a positive effect on Purchase Intention in the context of the traditional advertisement.

H5a: Trust will have a positive effect on Brand Value.

H5b: Trust will have a positive effect on Brand Value in the context of the social media.

H5c: Trust will have a positive effect on Brand Value in the context of the influencers and celebrities' endorsement.

H5d: Trust will have a positive effect on Brand Value in the context of the traditional advertisement.

3.2. CONCEPTUAL MODEL

As discussed before, there are some effects caused by the brand democratization that are undesirable, like losing the exclusivity. On the other side, the online approach and trust can become beneficial for brands, more specifically for services. Thus, it can be created a relation between the Democratization (Independent variable) and Trust, Purchase Intention (PI) and Brand Value (BV) (dependent variables), three different contexts, as marketing strategy scenarios: Social media (SM), Influencers and celebrity endorsement (I&C) and Traditional advertisement (TA). Thus, we propose the conceptual model on figure 1:

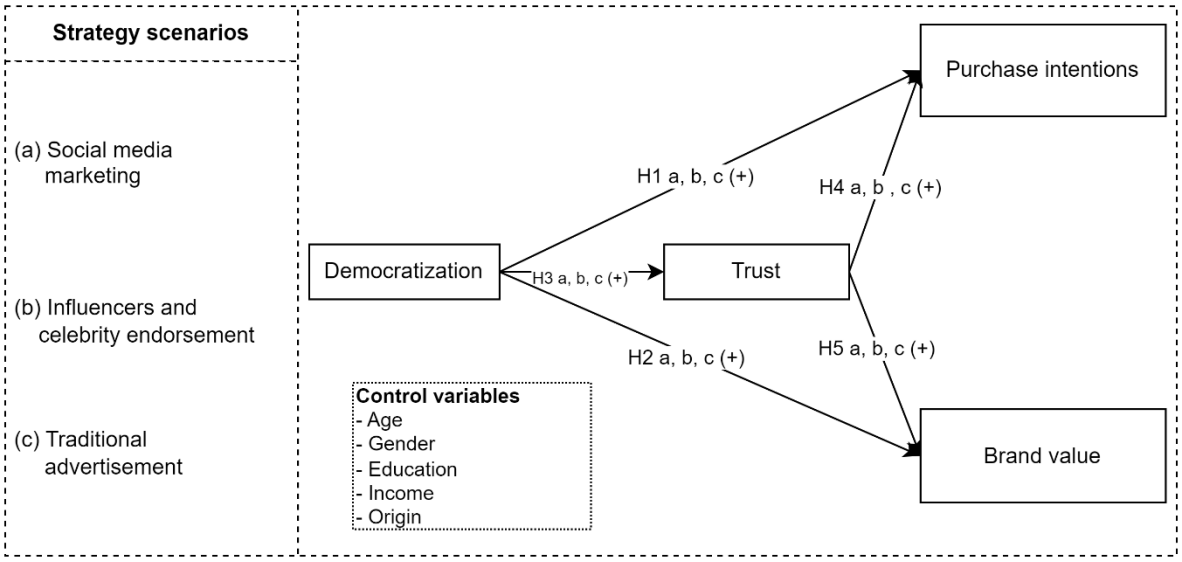


Figure 1: Conceptual Model

The strategy scenarios represent the context were subjected to. They allow to investigate if the digital strategies have any effect of the luxury services while comparing it to the traditional marketing as well to be able to answer both research questions (Will the impact of luxury services democratization influence trust, Purchase Intention, and Brand Value? Will the marketing digital strategies influence (positively) the Purchase Intention, the Brand Value and the Trust of the democratic luxurious services?).

The control variables will be the demographic characteristics, as age, gender, education, income and origin.

The table 1 shows the overview of the hypotheses.

	Hypotheses
H1a	Democratization will have a positive effect on Purchase Intentions.
H1b	Democratization will have a positive effect on Purchase Intentions in the context of the social media.
H1c	Democratization will have a positive effect on Purchase Intentions in the context of the influencers and celebrities' endorsement.
H1d	Democratization will have a positive effect on Purchase Intentions in the context of the traditional advertisement.
H2a	Democratization will have a positive effect on Brand Value.
H2b	Democratization will have a positive effect on Brand Value in the context of the social media.
H2c	Democratization will have a positive effect on Brand Value in the context of the influencers and celebrities' endorsement.
H2d	Democratization will have a positive effect on Brand Value in the context of the traditional advertisement.
H3a	Democratization will have a positive effect on Trust.
H3b	Democratization will have a positive effect on Trust in the context of the social media.
H3c	Democratization will have a positive effect on Trust in the context of the influencers and celebrities' endorsement.
H3d	Democratization will have a positive effect on Trust in the context of the traditional advertisement.
H4a	Trust will have a positive effect on Purchase Intention.
H4b	Trust will have a positive effect on Purchase Intention in the context of the social media.
H4c	Trust will have a positive effect on Purchase Intention in the context of the influencers and celebrities' endorsement.
H4d	Trust will have a positive effect on Purchase Intention in the context of the traditional advertisement.
H5d	Trust will have a positive effect on Brand Value.
H5b	Trust will have a positive effect on Brand Value in the context of the social media.
H5c	Trust will have a positive effect on Brand Value in the context of the influencers and celebrities' endorsement.
H5d	Trust will have a positive effect on Brand Value in the context of the traditional advertisement.

Table 1: Hypotheses overview

3.3. METHODOLOGY

There are some possible methods that can be used. It can be used qualitative methods, whose data gives more understanding processes that are more casual, and that could be improved making it more exploratory and realistic (Kelle, 2006). This method can be more in-depth providing more context and complex information (Johnson & Onwuegbuzie, 2004). This data can be collected through interviews, for example (Kelle, 2006). The quantitative method is a more social matter, that as some statistical data, can be predictive with an explanation fragment (Johnson & Onwuegbuzie, 2004). Is more theoretical and more oriented to test hypothesis (Johnson & Onwuegbuzie, 2004; Kelle, 2006). With

this method, the results are generalized and can be simulated to other samples (Johnson & Onwuegbuzie, 2004). Usually, the data is extracted through surveys (Johnson & Onwuegbuzie, 2004). These two methods can be used separated or even missing them where they join certain aspects from the qualitative approach with some from the quantitative approach (Johnson & Onwuegbuzie, 2004; Kelle, 2006).

Looking at the recent studies that investigated the democratization and the luxury, it was predominantly seen the experimental design and the survey-based approach, both quantitative methods. For experimental design (Rosendo-Rios & Shukla, 2023; Sharma et al., 2022; Shukla, Rosendo-Rios, Trott, et al., 2022), is more generalized and casual. On the other hand, the survey-based approach (Ostovan & Khalili Nasr, 2022; Shukla, Rosendo-Rios, & Khalifa, 2022), will better understand the reasons, with the help of in-depth interviews, questionnaires or focus groups.

The software used for the analyze was mostly SmartPLS (Ostovan & Khalili Nasr, 2022; Rosendo-Rios & Shukla, 2023; Sharma et al., 2022; Shukla, Rosendo-Rios, & Khalifa, 2022). With that being said it would made better sense for this research to use the experimental design with the SmartPLS.

Given the objective of studying how the negative externalities of the democratic luxurious services will be reduced through the new digital strategies the method chosen to explore this study is the experimental design in the form of case study with the combination 3x1 between subjects, evaluated using quantitative study. The case study will allow the research to be more complex once it will be explored a new topic of investigation (Creevey et al., 2022).

The participants were randomly assigned to three different scenarios, two for the Digital strategies and another for Traditional Advertisement (see appendix A) with the combination 3x1 between subjects, to evaluate the impact of the social media, Influencers/celebrities endorsement and traditional advertisement context. The three conditions were made having in mind the Rosendo-Rios & Shukla (2023) example translated to services. Also, with the aim of writing the scenarios, it was looked at the large list of luxury services ("International Luxury Marketing," 2022), for the Portuguese case creation. The participants were asked to imagine they were booking a five-star hotel for a luxury vacation. The objective of the scenarios was to evaluate digital marketing strategies (social media and Influencers/Celebrities endorsement) impact on trust and luxury democratized services when, also, compared to the traditional advertisement.

The scenarios were randomly assigned, related to a specific luxury service to make sure the participants could visualize better this type of luxury. The scenario was written also thinking about the people that did not acquire any kind of luxury service yet, to be more accessible to them. These scenarios were written in English and translated to Portuguese and, to assure, that the information in English was not lost, they were translated to Portuguese and to English again.

Afterward the presentation of the scenarios, the participants were asked questions about the brand value with a scale from Jiménez-Castillo & Sánchez-Fernández (2019), the purchase intention with the scale from Hung et al. (2011), the trust which items were from (Kang & Hustvedt, 2014), and the democratization with the scale from (Rosendo-Rios & Shukla, 2023). All these scales were adapted to the scenarios, to have a more contextualized survey (see appendix B). In the middle of the survey, was made an attention check, with the objective of having a more reliable answer, and then, at the end, a manipulation check to evaluate the strategies. Finally, the survey ends with demographic's questions.

3.4. DATA COLLECTION

Firstly, it was done a pre-test using Qualtrics, where the data was collected from 27 participants. The recommendations in the pre-test were related to the scenarios, the aesthetic regarding the possibility to go back on the survey, the percentage of conclusion, and some adaptations in the items for the brand value variable. The appendix C shows the final survey after corrections. After results validation, considering attention and the manipulation check corresponding to the correct scenario, incomplete and disagree answers were eliminated.

The period of collecting data was from 6th of June to 17th June 2024, having 556 participants in total, being 233 valid, because there were incomplete answers, the attention check was not answered correctly and the manipulation check was not in agreement with the scenarios. It was learned that 63.52% were of the female gender, 34.33% of the male and 0.43% of the non-binary/third gender, as it can also be seen on the Table 2. Additionally, the majority of the participants (59.23%) had ages comprehended between 18 and 27 years old, consequently, in terms of education, the participants had, mostly, a high school degree (39.91%) or a bachelor degree (34.76%) with the level of employment with most answer was the unemployed/full-time student (45.06%). The level of income of the participants was mostly in 0€ to 800€ (39.16%), but there were still some in between 800€-1,600€ (26.61%), and. Generally, the participants were from Portugal (92.70%).

	Item	Results (n)	Results (%)
Age	[18-27]	138	59.23%
	[28-37]	19	8.15%
	[38-47]	23	9.87%
	[48-57]	32	13.73%
	[58-67]	21	9.01%
Gender	Male	80	34.33%
	Female	148	63.52%
	Non-binary / third gender	1	0.43%
	Prefer not to say	4	1.72%
Education	No school degree completed	2	0.86%
	High school degree	93	39.91%
	Bachelor degree	81	34.76%
	Master or Postgraduate degree	53	22.75%
	Doctorate degree	4	1.72%
Employment	Unemployed or Full-time Student	105	45.06%
	Entry-level	25	10.73%
	Intermediate	39	16.74%
	Mid-level	39	16.74%
	Senior or executive-level	25	10.73%
Income	0-800€	82	35.19%
	800€-1600€	62	26.61%
	1600€-2,400€	25	10.73%
	2,400€ - 3,200€	17	7.30%
	< 3,200€	15	6.44%
	Prefer not to say	32	13.73%
Origin	Portugal	216	92.70%
	Other	17	7.30%

Table 2: Participants' profile

Overall, it was used t-tests to compare demographic characteristics and the means of respondents and non-respondents, and no significant difference was found (Armstrong & Overton, 1977).

4. RESULTS

The objective was to see if the marketing digital strategies, translated with the scenarios, would have a positive impact on the democratized luxury services to investigate the proposed hypotheses formed (Table 1). The data was analyzed using SmartPLS.

4.1. MEASUREMENT MODEL EVALUATION

Firstly, it was analyzed the coefficients, to check multicollinearity of the variables (Hair Jr. et al., 2021). As it can be seen on the table 3, all VIF (Variance Inflation Factor) values were lower than 3, and consequently, are accepted.

Secondly, it was analyzed the Compositive reliability (CR) and the Cronbach's alpha (CA), that can be seen on the table 3. These values needed also to be greater than 0,7 for the constructs to be significant to see the reliability and consistency of the variables (Hair et al., 2020; Rampasso et al., 2019). In the CR, the values went between 0.929, for Brand Value, and 0.876 for the variable trust, so they were all significant. In the CA the range of values went from 0.823, in the democratization, to 0.906 in Purchase Intention, (Hair et al., 2019, 2020).

To evaluate and analyze the discriminant validity, it was needed the Fornell-Larcker criterion (Fornell & F. Larcker, 1981). As table 3 presents, the Fornell-Larcker criterion was valid once the values of the constructs with themselves are higher than the values of the relations between them.

	Mean	SD	VIF	CR	CA	BV	DM	PI	Trust
BV	5.632	1.185	2.562	0.929	0.898	0.875			
DM	3.768	1.808	1.958	0.913	0.823	-0.188	0.917		
PI	4.864	1.539	2.877	0.906	0.906	0.513	-0.085	0.917	
Trust	5.134	1.435	2.370	0.876	0.876	0.638	-0.200	0.591	0.819

Notes:
Standard Deviation (SD); variance inflation factor (VIF); Compositive Reliability (CR); Cronbach's Alpha (CA); average variance extracted (AVE); Brand Value (BV); Purchase Intention (PI);
Diagonal contains square roots of AVEs, and off-diagonal contains correlations.

Table 3: Correlation Coefficients

Next, the objective was to evaluate the reliability and the validity of the constructs through PLS-SEM. Regarding the reliability evaluation, as explained by table 4, all items, were above 0,7 (Hair et al., 2020). Which means that the constructs were significant and demonstrated the reliability of the constructs.

Constructs	Item	BV	DM	PI	Trust
Brand Value (BV)	BV_1	0.858	-0.261	0.465	0.561
	BV_2	0.883	-0.248	0.423	0.569
	BV_3	0.870	-0.194	0.434	0.527
	BV_4	0.887	-0.271	0.472	0.571
Democratization (DM)	Democratization_1[1]	0.178[1]	-0.367[1]	0.230[1]	0.139[1]
	Democratization_2[1]	-0.018[1]	0.384[1]	-0.057[1]	-0.035[1]
	Democratization_3	-0.103	0.698	-0.093	-0.124
	Democratization_4	-0.216	0.784	-0.072	-0.221
Purchase Intention (PI)	PI_1	0.520	-0.168	0.927	0.567
	PI_2	0.459	-0.255	0.906	0.510
	PI_3	0.432	-0.201	0.920	0.550
Trust	Trust_1	0.425	-0.127	0.311	0.730
	Trust_2	0.532	-0.203	0.478	0.844
	Trust_3	0.501	-0.273	0.492	0.761
	Trust_4	0.571	-0.220	0.551	0.880
	Trust_5	0.562	-0.253	0.543	0.868

Table 4: Loadings and cross loadings

On the way to test the validity, it was needed to be seen the AVE (Average Variance Extracted). For that, the values needed to be higher than 0,5 and all the constructs follow that, the range of values was between 0.841 in Democratization and 0.671 in Trust (Hair et al., 2019; Hair Jr. et al., 2021; Rampasso et al., 2019), resulting in good convergent validity.

Besides this criterion, it was seen the Heterotrait-Monotrait Ratio (HTMT), that can be seen on table 5, to check how distinct the constructs were among themselves. For the HTMT, constructs need to be lower than 0.90 or 0.85 (Hair et al., 2019; Hair Jr. et al., 2021). In this research all the values were inferior to that, having a range of values from 0.713 to 0.106, being all lower than 0.85, supporting measures discriminant validity. In sum all constructs presented valid and reliable results proving to be align with the model.

[1] Using this criterion, it was removed the items Democratization_1, and Democratization_2 due to their low loadings. Although not all these loadings were below 0.400, we found that removing these two items improved internal consistency reliability and convergent validity, bringing them above the threshold values.

	Brand Value	Democratization	Purchase Intention	Trust
Brand value				
Democratization	0.199			
Purchase Intention	0.568	0.106		
Trust	0.713	0.217	0.651	

Table 5: Heterotrait-Monotrait Ratio (HTMT)

4.2. STRUCTURAL MODEL

To test the hypotheses and the relationship between the variables, was evaluated path coefficients and p-values of the relations using bootstrapping with 5000 samples (Streukens & Leroi-Werelds, 2016).

In general, as it can be seen on the figure 2, 35.1% of the Purchase Intention and 41% of the Brand Value was explained by trust. Democratization was not found statistically significant when directly connected with Purchase Intention and Brand Value, which means H1a and H2a were not supported in this context. However, the relation with Trust was found statistically significant as well as the relation between Purchase Intention and Brand Value with Trust, but has the effect was negative the H3a, H4a and H5a were not supported.

Evaluating all three scenarios, in the first scenario (a), represented by the figure 2, democratization was not found statistically significant when directly connected with the dependent variables, which means H1b, H2b, and H3b were not supported in this scenario. Trust is statistically significant when directly connected with the Brand Value and Purchase Intention, however the impact was negative, hence H4b and H5b were not supported in this scenario.

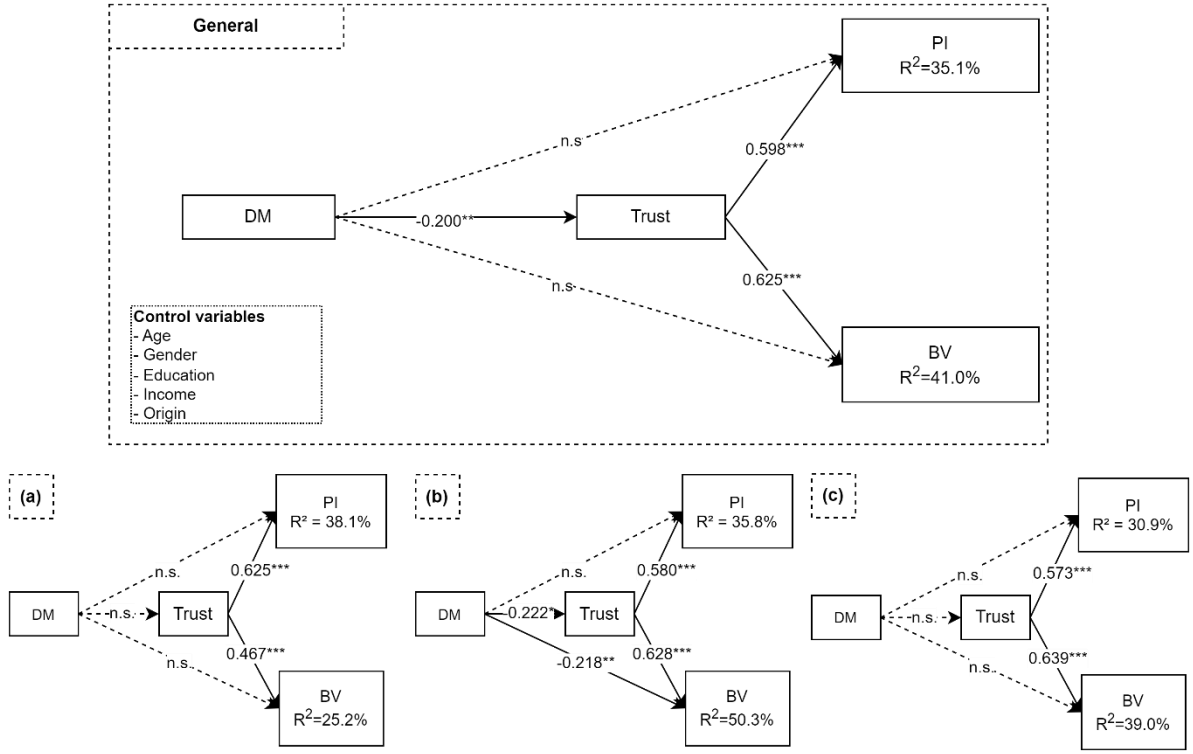
Additionally, it can be also seen that 38.1% of the Purchase Intention and 25.2% of the Brand Value was explained by trust.

In the scenario of the influencers and celebrity, as it can be seen on the figure 2, Democratization was not found statistically significant when directly connected with Purchase Intention, which means H1c was not supported. Democratization negatively impacts Trust, and Brand Value, not supporting H2c neither H3c. Likewise, Trust can affect Brand Value and Purchase Intention undesirably not supporting both H4c and H5c.

Furthermore, it can be also seen that 35.8% of the Purchase Intention was explained by the Trust, and 50.3% of the Brand Value was explained by Democratization and Trust.

In the figure 2, it can be seen the scenario (c), democratization was not found statistically significant when directly connected with the three constructs variables, which means H1d, H2d, and H3d, were not supported. Nevertheless, trust affect Purchase Intention and Brand Value, but not with the wanted impact, not supporting H4d eH5d.

Additionally, it can be also seen that 30.9% of the Purchase Intention was explained by Trust, and 39.0% of the Brand Value was explained by trust.



Note: Democratization (DM); Purchase Intention (PI); Brand Value (BV); Social Media Marketing (a); Influencers & Celebrities (b); Traditional Advertisement (c).
Path significance (Path- β): ***p<0.01; **p<0.05; *p<0.1.
Dashed arrows represent an unsupported hypothesis, and continuous arrows represent supported ones.

Figure 2: Overview Structural models

In summary, the table 6 presents the test for all hypotheses.

	Dependent Variable	Findings	Conclusion
H1a	Democratization will have a positive effect on Purchase Intentions.	Non-significant	Not supported
H1b	Democratization will have a positive effect on Purchase Intentions in the context of the social media.	Non-significant	Not supported
H1c	Democratization will have a positive effect on Purchase Intentions in the context of the influencers and celebrities' endorsement.	Non-significant	Not supported
H1d	Democratization will have a positive effect on Purchase Intentions in the context of the traditional advertisement.	Non-significant	Not supported
H2a	Democratization will have a positive effect on Brand Value.	Non-significant	Not supported
H2b	Democratization will have a positive effect on Brand Value in the context of the social media.	Non-significant	Not supported
H2c	Democratization will have a positive effect on Brand Value in the context of the influencers and celebrities' endorsement.	Significant	Supported
H2d	Democratization will have a positive effect on Brand Value in the context of the traditional advertisement.	Non-significant	Not supported
H3a	Democratization will have a positive effect on Trust.	Significant	Supported
H3b	Democratization will have a positive effect on Trust in the context of the social media.	Non-significant	Not supported
H3c	Democratization will have a positive effect on Trust in the context of the influencers and celebrities' endorsement.	Significant	Supported
H3d	Democratization will have a positive effect on Trust in the context of the traditional advertisement.	Non-significant	Not supported
H4a	Trust will have a positive effect on Purchase Intention.	Significant	Supported
H4b	Trust will have a positive effect on Purchase Intention in the context of the social media.	Significant	Supported
H4c	Trust will have a positive effect on Purchase Intention in the context of the influencers and celebrities' endorsement.	Significant	Supported
H4d	Trust will have a positive effect on Purchase Intention in the context of the traditional advertisement.	Significant	Supported
H5a	Trust will have a positive effect on Brand Value.	Significant	Supported
H5b	Trust will have a positive effect on Brand Value in the context of the social media.	Significant	Supported
H5c	Trust will have a positive effect on Brand Value in the context of the influencers and celebrities' endorsement.	Significant	Supported
H5d	Trust will have a positive effect on Brand Value in the context of the traditional advertisement.	Significant	Supported

Table 6: Hypotheses findings and conclusions

5. DISCUSSION

The main goal of this research was to investigate the relation of the democratization with the luxury services, comparing it in three different scenarios to understand if the digital strategies would influence (positively) the Purchase Intention, the brand value and the trust of the democratic luxurious services.

It was thought that the digital strategies could help in decreasing that effect, but as it can be seen on the table 6, the majority of the hypotheses were not significant, and the ones that were, were not supported, meaning that in fact the suggestions that were given could not happen. This could happen because of the lack of studies on this matter (Rathi et al., 2022), because, as a consequence, it was made a prediction of results for services, that would be equal to the products. Due to the fact that the survey's scenarios were not about the luxury services in general, but to luxury hotels in luxurious vacations, the results could end up being more related to the hotels than to the luxury services in all of the other sectors. Another justification for it, could be the way that the scenarios were done, people could have paid less attention or even it could have been difficult for them to visualize one of the three scenarios.

It was said the value attributed to the democratized luxury services reduces, which causes a negative impact to the network (Shukla, Rosendo-Rios, Trott, et al., 2022). That is what was seen with trust, democratization had a negative impact on that variable. Even with the help of the digital strategies they end up not reducing this undesirable effect, especially the Influencers and Celebrities, people seem to not feel that the trust towards them, as well as the brand value even diminish with more democratization in this scenario, which went in agreement with Ostovan & Khalili Nasr (2022) that believed that when the accessibility is linked with luxury it ends up in diminish the brand equity, image and reducing the sales, but contradict Ingrassia et al. (2022) that believed the influencers added more value. However, C. W. 'Chloe' Ki et al.(2020) believed that only if the followers feel close enough with the celebrity or influencer, will the endorsement be accepted, hence, in this case, the influencer/celebrity that the participant thought, could not be the one that was closer to.

It is known that social media is made for sharing, and that can be also true to the status (Siepmann et al., 2022). Accordingly, the results show that the sector of luxury services can be different. In this context, the democratization is showed as not significant, making the effect be the same. According to Emeksiz (2021), the particularity and distinction of the luxury will be threatened, and that can be a reason for the effect seen. Another reason goes with one of the perceptions of Creevey et al. (2022) that is the service was perceived as too affordable. Contrarily to Lyu (2016) and Park et al. (2021), social media makes possible to share the experiences that could have been symbolic, however that was not enough to support the services.

According to the results in the scenario (b), the influencers and celebrities had a negative impact on Brand Value and were significant to trust. This result goes in line with the fact that Influencers and celebrities, by sharing the luxury goods, they are also showing that they are attainable (Emeksiz, 2021). This result can happen if the celebrity or influencer that the participant thought of did not transmit the same values as the hotel, accordingly to what Ingrassia et al. (2022) and Siepmann et al. (2022) believed, that to have this collaboration, the values needed to be transferred having them in mind, in

the side of brand as well, also taking into account the lifestyle as well to go in compliance with the brand.

Based on these two results it is seen that the influencers and celebrities had a bigger impact than the social media, but neither of them really reduced the negative externalities of the democratization than the influencers and celebrities. One of the reasons for that to happen could be the way the scenarios were written, since it could be hard for the participant to distinguish the influencers & celebrities from the social media. Emeksiz (2021) believed that influencers give visibility to brands, that were perceived as more attainable, that is an interpretation of the reason behind the results, as the element of exclusiveness in democratization gets lost, so does the value. Even though, it is through the social media, the influencers and celebrities, have the freedom to influence and create the eWoM, the results showed they are different components (Ingrassia et al., 2022). Instead, it goes in line with Emeksiz (2021), that the influencers and celebrities when endorsed with a luxury brand can represent change, as well as the social media can change it too.

One of the objectives of the strategies was comparing the traditional to the digital, but in order to see if the digital strategies would work better or worse. What happened was that the traditional advertisement did not reduce the effect of the democratization. One of the justifications for it would be that the message of the advertisement did not had symbolism, going in agreement to Sharma et al. (2022), that believed that when the messages of the advertisement have symbolism in them, they would generate a social diagram as well as conveying stories eliciting the brand attachment. According to Gurzki et al. (2019), the strategy of luxury brand should remain in the balance of the elements-advertisement and produce a certain distance for the real world, that could be the reason for this type of advertisement not be significant, the elements could be considered unbalanced.

However, contrary to what it was believed by Husain, Paul, et al. (2022), Trust did not to boost the purchasing of the luxury good, at least not in a democratized good. In this case, it can be seen that trust was a significant element in general and in each construct, denotation that with more democratized the luxury service, lower was the trust. The reason behind it is, the fact that the essence of the luxury service was not totally comprehended, so as it would happen to the uniqueness, it happened to the trust (Shukla, Rosendo-Rios, & Khalifa, 2022). With that, it refutes the ideas that the values pushed the consumer to buy, since in this case the value of trust did the opposite, and that the increase of the sales and exclusiveness were balanced in the democratized services (Rosendo-Rios & Shukla, 2023; Shukla, Rosendo-Rios, Trott, et al., 2022).

The trust should be an essential element in the relation between the brand and the consumer (Kang & Hustvedt, 2014). Because of that and of the significant result, it was decided to do a mediation analyze.

Starting the mediation analysis, it was performed to assess the mediating role of Trust in the general context in the relationship between Democratization and Purchase Intention (see table 7). The results revealed a significant indirect effect (β = -.120, t = 2.931, p =0.003 < .05). The total effect (β = -.085, t = 1.238, p = .216 > .10), and with the inclusion of the mediator the effect was not significant (β = .035, t = 0.590, p = .556 > .10), showing an indirect only, full mediating. Next, for the same context, it was in the relationship between Democratization and Brand Value (see Table 7). The results showed a significant indirect effect (β = -.125, t = 2.819, p =0.005 < .10). The total effect (β = -.188, t = 2.925, p = .003 < .05), with the inclusion of the mediator the effect was not significant (β = -.063, t = 1.224, p = .221 > .10), showing an indirect only, full mediating.

Secondly, when seen in the context of Social Media Marketing, in the relationship between Democratization and Purchase Intention, revealing a not significant indirect effect (β = -.117, t = 1.320, p =0.187 > .10). The total effect (β = -.059, t = 0.528, p = .597 > .10), with the inclusion of the mediator the effect was still not significant (β = .057, t = 0.610, p = .542 > .10), showing a no effect mediating role. Next, for the same context, it was in the relationship between Democratization and Brand Value (see Table 7), the results discovered a not significant indirect effect (β = -.087, t = 1.337, p =0.181 > .05). The total effect (β = -.204, t = 1.475, p = .140 > .05), with the inclusion of the mediator the effect was still not significant (β = -.117, t = 0.918, p = .359 > .05). This shows a no effect mediating role.

Furthermore, in the context of Influencers and Celebrities' endorsement, the results revealed a significant indirect effect in the relationship between Democratization and Purchase Intention (β = -.128, t = 1.897, p =0.058 < .10). However, the total effect (β = -.196, t = 1.772, p = .077 < .10), with the inclusion of the mediator was not significant (β = -.067, t = 0.685, p = .494 > .10). This shows an indirect only mediating role. It was also tested the relationship between the Democratization and Brand value, for the same context, in which it was revealed a significant indirect effect (β = -.139, t = 1.878, p =.060 < .10) and the total effect (β = -.357, t = 3.927, p = .000 < .01), with the inclusion of the mediator was still significant (β = -.218, t = 3.134, p = .002 < .05). This shows a complementary, partial mediating role.

Lastly, it was performed to assess the mediating role of Trust in the context of Traditional Advertisement in the relationship between Democratization and Purchase Intention (see table 7). The results exposed a not significant indirect effect (β = -.147, t = 1.455, p =0.146 > .05). The total effect (β = -.052, t = 0.409, p = .682 > .05), with the inclusion of the mediator the effect was still not significant (β = .095, t = .740, p = .459 > .05), showing a no effect mediating role. For the relationship between the Democratization and Brand Value in the same context, the results revealed a not significant indirect effect (β = -.164, t = 1.462, p =0.144 > .05) as well as the total effect (β = -.089, t =.471, p = .638 > .05), with the inclusion of the mediator was still not significant (β = .074, t = 0.570, p = .568 > .05). This shows a no effect only mediating role.

Path	β	T statistics	CI Low	CI High	Result
General					
Indirect Effect					
DM -> Trust -> PI	-0.120***	2.931	-0.205	-0.047	Full mediation
DM -> Trust -> BV	-0.125***	2.819	-0.218	-0.047	Full mediation
Total Effect					
DM-> PI	-0.085$^{n.s}$	1.238	-0.221	0.049	Not supported
DM -> BV	-0.188**	2.925	-0.309	-0.064	Supported
SM context					
Indirect Effect					
DM -> Trust -> PI	-0.117$^{n.s}$	1.897	-0.305	0.051	No mediation
DM -> Trust -> BV	-0.087$^{n.s}$	1.878	-0.219	0.053	No mediation
Total Effect					
DM-> PI	-0.059$^{n.s}$	0.528	-0.265	0.180	Not supported
DM -> BV	-0.204$^{n.s}$	1.475	-0.466	0.091	Not supported
I&C Context					
Indirect Effect					
DM -> Trust -> PI	-0.128$^{n.s}$	4.337	-0.268	-0.002	Full mediation
DM -> Trust -> BV	-0.139$^{n.s}$	2.862	-0.296	-0.002	Partial mediation
Total Effect					
DM-> PI	-0.196$^{n.s}$	1.772	-0.413	0.022	Not supported
DM -> BV	-0.357***	3.927	-0.521	-0.168	Supported
TA Context					
Indirect Effect					
DM -> Trust -> PI	-0.147$^{n.s}$	1.455	-0.303	0.120	No mediation
DM -> Trust -> BV	-0.164$^{n.s}$	1.462	-0.345	0.130	No mediation
Total Effect					
DM-> PI	-0.052$^{n.s}$	0.409	-0.307	0.188	Not supported
DM -> BV	-0.089$^{n.s}$	0.471	-0.382	0.382	Not supported

Notes: Democratization (DM); Purchase Intention (PI); Brand Value (BV); Social Media (SM); Influencers and Celebrity (I&C); Traditional Advertisement (TA); Path significance (Path- β): ***p<0.01; **p<0.05; *p<0.1; Not Significant (n.s); Confidence Interval (CI)

Table 7: Mediating Trust

Afterwards, with the mediation analysis, it can be concluded that trust can be a mediator in the general terms and when in the context of Influencers and Celebrity endorsement, as it can be seen on table 8. Even though in the other scenarios was not significant.

Mediation	Meditation result	Conclusion
Trust will mediate the relationship between Democratization and purchase intentions PI.	Indirect only	Full mediation
Trust will mediate the relationship between Democratization and purchase intentions PI in the context of SM.	No effect	No mediation
Trust will mediate the relationship between Democratization and PI in the context of I&C.	Indirect only	Full meditation
Trust will mediate the relationship between Democratization and PI in the context of TA.	No effect	No mediation
Trust will mediate the relationship between Democratization and BV.	Indirect only	Full mediation
Trust will mediate the relationship between Democratization and BV in the context of SM.	No effect	No mediation
Trust will mediate the relationship between Democratization and BV in the context of I&C.	Complementary	Partial mediation
Trust will mediate the relationship between Democratization and BV in the context of TA.	No effect	No mediation

Table 8: Mediation Analysis results

The fact that in the half of the contexts, the democratization was not impactful may arise from the fact the consumers would be feeling more comfortable in purchasing when the element of trust is involved (Zeren & Kara, 2021). That can be seen in the results, when the democratization increases, the trust decreases and with them, it decreases the Purchase Intention and the brand value (indirectly).

The mediator impacts the consumption process as well as the journey of the consumer (Husain, Paul, et al., 2022). Additionally, for the celebrities and influencers, trust is a significant variable, that may be because, these people are seen by the participants as closer, therefore easier to trust as believed (Ingrassia et al., 2022). However, moderation effect shows that the more democratized is the service, the lower the trust, therefore, the lower is the Purchase Intention and Brand Value. Hence, it could also be seen that trust was the big component to have in consideration for the study, more than what was expected.

It was also known that trust improves the acquisition of a brand as well as its loyalty and an optimistic reputation (Kang & Hustvedt, 2014), but in the cases where the democratization is present it can also influence negative, so this affirmation can go in both sides. In other words, the trust is an element that is in the emotional bond with the customer and the luxury, and it determines his behavior towards the brand (Martín-Consuegra et al., 2019), hence if the trust is negative, the bond is negative, consequently the purchase intention and the brand value are going to decrease.

6. CONCLUSION

This investigation aims to understand the effects of the democratization, in the luxury services. The results show that the strategies of Social media and even the traditional advertisement, have no impact in the democratization. So, to answer the first research question (Will the impact of luxury services democratization influence trust, Purchase Intention, and Brand Value?), there was a negative effect in the democratization on the trust, that indirectly affect the Purchase Intention and the Brand Value, so the strategies influenced negatively the three variables in study. In the second question (Will the marketing digital strategies influence (positively) the Purchase Intention, the Brand Value and the Trust of the democratic luxurious services?), the social media marketing and the traditional advertisement ended up not being significant neither reducing the trust of the consumer, nor impacting the purchase intention and brand value. However, in the influencers and celebrities' endorsement, with the presence of democratization, the trust was directly reduced, affecting Purchase Intention and Brand Value, as well as these two variables were also indirectly affected by the democratization on luxury services in the hotel sector.

In sum, the digital strategies were not a so positive influence in the terms of the luxury services at the hotel sector as it was expected, consequently, there is not recommended the use of a strategy with endorsements, but a specially attention to the trust of the consumers.

6.1. THEORETICAL IMPLICATIONS

Firstly, this study adds some important research regarding the luxury services. One of the gaps that was found was that the luxury products were usually much more studied while the services did not (Rathi et al., 2022), hence this research shows more insights with regard to luxury services. Showing that the democratic services have less impact in a social media strategy, once it is in this platform that the experiences are shared and the Luxury services distinguish themselves from the products in the experiences (Lyu, 2016; Wirtz et al., 2020). Adding knowledge regarding the relationship between the social media marketing and the luxury democratized services, showing that the democratization can be a different scenario.

This study came to add some more investigations regarding the beliefs of Emeksiz (2021) that thought the particularity and distinction of the luxury will be threatened, the results showed that answer would not be that linear since it depends of the context of it, once some contexts are not significant. Also, it gave a perspective of what happened if the values were not in line with the brand, once it was the only way to an endorsement to work according to Ingrassia et al. (2022) and Siepmann et al. (2022). Additionally, it brings the traditional advertisement to the research that has also been forgotten (Jiménez-Castillo & Sánchez-Fernández, 2019), relating it to the democratization. Also, there was an absence of research regarding the recent technologies and the luxury services (Creevey et al., 2022), so studying the social media, and the influencers and celebrities came to add new insights when also relating them to the democratization.

This research adds new insights to the trust variable, adding more information to what Husain, Paul, et al. (2022) believed, when it is said that Trust did boost the purchasing of the luxury good, it gives

context, in a sense that in the democratic luxury services with more democratization, less trust, and less Purchase Intention as well as brand value.

6.2. PRACTICAL IMPLICATIONS

The findings of this study can have implications for the providers of luxury services and Marketeers, they can use the results to evaluate the democratization and the way to utilize it strategically. It was seen that the social media marketing and the traditional advertisement were not significant, so they can cautiously use it, having always in mind ways to promote the trust between consumers. For example, they can create a social page, where the exclusiveness and trust are the main values of the content, while having a campaign on television, that transmit and reinforce the same values, with the aim of keeping the luxury reputation.

However, they should avoid the use of influencers and celebrities' endorsement, once it affects negatively the values of the brand, the trust of the consumer and the intention to buy. Instead, they could be focus on a more trust-oriented strategy. Even so, if there are the used of them, marketeers or luxury services providers, should have in mind if the person they are going to endorse have the same as the brands in order to not increase the effect of the democratization, which is an option once it can be a reason for the consumers losing trust on luxury.

Essentially, the luxury services providers and the marketeers should have in mind some strategies to gain the trust of the consumers, since in the case of democratization, that can be lost. It is vital to create tactics that could reinforce this variable, like having internal courses with the staff to have a certain approach with the clients to demonstrate certain values that the service wants to reinforce, and giving a more personalized service by creating unique experiences that can be memorable.

Additionally, the services need to have other tactics that can transmit and preserve the trust to the consumers, so it should be a priority when defining a strategy. It can be preserved by showing the authenticity and uniqueness of the luxury service as well as having an honest and clear communication, making sure that the message is well delivered, and the services delivered with the prestige and expectation of the consumer. The realization of certain exclusive events can also help to boost the exclusive, and if promoted with that value represented, they could gain the trust of the consumer as well.

Even with all the suggestions, it would be important to also have some feedback from the customer, that would make them feel appreciated, and it will also give some more recommendations of what is working and what needs to be changed in terms of strategy.

Lastly, the results can also have implications for digital content creators, influencers and celebrities in order to not over post the experience, to know the limits of exposure when coming to one of the luxury services, and that if there is any content they which to post they need to make sure that the service is not democratized, as well as see if the values are align with the brand to pass the right message, not losing the trust of the follower or prospect.

In sum, these practical implications will be important to the providers of luxury services, marketeers and content creators, in order to reduce the externalities, the democratization can have in their jobs, influencing the outcome of the service.

6.3. LIMITATIONS AND FUTURE RESEARCH

Even though the study provided some interesting findings, there are some aspects that can be improved.

We have used experimental design and quantitative study to access the results, considering the best path to investigate the effect of digital strategies and democratization. So, future researchers can use a different methodology to have a possibility of different results or even have combinations of studies as the case of mixed-methods research (quantitative plus qualitative studies).

The sample of participants was majority from a European country, the generalization of results should be done with caution and to replicate the study with a sample from other origins, in terms of cultural factors, for example. Future research could be done in other continent or even country and even compare it to this case study. Another idea could be even seeing if in the same country but in different regions if the results would be the same.

In this research it was only used one variable as mediator, that could lead to have some results that were not significant. For future research could be interesting to use more than one, for example, attitude or interest to also have a better understanding in the matter, as it was mention in some papers (Kang & Hustvedt, 2014; Wang & Chen, 2021).

The investigation was made regarding the services, but since the results of luxury services were different from the luxury products Future researchers can make the comparison services vs products and its definition of value to have a better understanding of the reason for the differences and then connect it with the democratization as well as develop a scale more specific for the services.

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APPENDIX

Appendix A: Table of the survey' scenarios

Variable	Scenario
Social media	Imagine that you are planning a stay at a five-star hotel for a luxurious vacation. You find a hotel with an excellent reputation. They focus on social media advertisement, so they are highly active on the social platforms. They post pictures and videos, show you the space and the staff, so you get you know them. They also post about the activities you can do, the food and drinks you can expect as well as the environment you can find in this hotel, showing you the behind the scenes and some highlights the events, giving you some exclusive offers. This hotel is open for feedback, and you can see it has good clients engagement through strong communication.
Influencers and celebrities' endorsement	Imagine that you are planning a stay at a five-star hotel for a luxurious vacation. You find a hotel with an excellent reputation. They focus on advertisement that has the presence of well-known influences and celebrities. They talk about their experiences, share hotel's content, make videos and post photos about it, showing you the hotel and its aesthetic, making tours, showing you the activities they made, their day in this hotel or the event that they went at this hotel and how it was organized. They highlight all their exclusive experience on the hotel. This hotel is open for feedback, and you can see it has good clients engagement through strong communication.
Traditional advertisement	Imagine that you are planning a stay at a five-star hotel for a luxurious vacation. You find a hotel with an excellent reputation. They focus on the traditional ways of advertising, so you do not hear much about it on social media, on the other hand you hear people talking about it, you see some advertisement on the billboards in main avenues of the city, in Luxury magazines and through some sponsorships with the high luxury channels and in luxury related programs. This hotel is open for feedback, and you can see it has good clients engagement through traditional communication.

Appendix B: Table of survey' items

Variable	Adapted items	Source
Brand value	"I think that the luxury services suggested by the luxury hotel advertisement have an acceptable standard of quality."	(Jiménez-Castillo & Sánchez-Fernández, 2019)
	"In my opinion, the luxury service suggested by the advertisement is well made."	
	"The luxury service suggested by the advertisement seem attractive to me."	
	"I positively value the luxury service suggested by the advertisement."	
Purchase Intention	"I have a strong possibility to acquire a luxury service."	(Hung et al., 2011)
	"I am likely to acquire a luxury service."	
	"I have high intention to acquire a luxury service again in the future."	
Trust	"The luxury hotel advertisement does not pretend to be something it isn't."	(Kang & Hustvedt, 2014)
	"The luxury hotel advertisement's claims are believable."	
	"Over time, my experiences with luxury services' advertisement have led me to expect it to keep its promises, no more and no less."	
	"The luxury hotel advertisement has a service you can trust."	
	"The luxury hotel advertisement delivers what it promises."	
Democratization	"I find that a lot of luxury services are now being mass produced."	(Rosendo-Rios & Shukla, 2023)
	"I believe that most luxury services cannot be used to differentiate oneself from others."	
	"I think luxury services have lost their distinctiveness."	
	"In my mind, luxury services have lost their exclusivity."	

Appendix C: Survey' structure and design

Start of Block: Consent Form

Introduction Dear participant,

I am a Data-Driven Marketing master's student at Nova IMS - Information Management School. In this study, I am trying to understand the **impact of the digital strategies on Luxury democratized services**.

There is no wrong or right answer, and there is no risk involved in answering any of the following questions.

Remember that your participation in this survey is voluntary, which means that you are free to participate or not, as well as give up at any time. However, your responses are very important, completely anonymous, and will be used only for academic purposes.

This study will take approximately **5 minutes** to complete.

Thank you for participating!

Introduction Caro participante,

Sou aluna do mestrado de Data-Driven Marketing na Nova IMS - Information Management School. Neste estudo, procuro compreender o impacto das **estratégias digitais - redes sociais, influenciadores, celebridades e comunicação - nos serviços democratizados de luxo**.

Não há respostas certas ou erradas e não há risco envolvido em responder a qualquer uma das perguntas a seguir.

Lembre-se que a sua participação nesta pesquisa é voluntária, o que significa que você é livre para participar ou não, bem como de desistir a qualquer momento. Contudo, suas respostas são muito importantes, completamente anónimas e serão utilizadas apenas para fins acadêmicos.

Este estudo levará aproximadamente **5 minutos** para ser concluído.

Obrigado por participar!

Consent **Informed Consent Form**

I declare that I am 18 or over and agree to participate in this research. I declare that I was informed that my participation in this study is voluntary and that I can leave this survey at any time without penalty, and all data is confidential. I understand that I will evaluate responses and that this study does not offer serious risks.

- ○ Yes, I agree to participate (1)
- ○ No, I disagree to participate (2)

Consent **Termo de Consentimento Livre e Esclarecido**

Declaro que tenho 18 anos ou mais e concordo em participar desta pesquisa. Declaro que fui informado que a minha participação neste estudo é voluntária e que posso abandonar este inquérito a qualquer momento sem qualquer penalização, sendo todos os dados confidenciais. Entendo que avaliarei as respostas e que este estudo não oferece riscos graves.

- ○ Sim, concordo em participar (1)
- ○ Não, discordo em participar (2)

Skip To: End of Survey If Informed Consent Form I declare that I am 18 or over and agree to participate in this research. I... = No, I disagree to participate

End of Block: Consent Form

Start of Block: Call for attention

Attention Please read **carefully** the following scenario, it is **essential** for the questionnaire to run smoothly.

Attention Por favor leia **atentamente** o seguinte cenário, ele é **essencial** para o bom funcionamento do questionário.

End of Block: Call for attention

Start of Block: Scenario I

Social Media Imagine that you are planning a stay at a **five-star hotel** for a luxurious vacation.
You find a hotel with an excellent reputation. They focus on **social media** advertisement, so they are highly active on the social platforms. They post pictures and videos, show you the space and the staff, so you get you know them. They also post about the activities you can do, the food and drinks you can expect as well as the environment you can find in this hotel, showing you the behind the scenes and some highlights the events, giving you some exclusive offers.
This hotel is open for feedback, and you can see it has good clients engagement through strong communication.

View Synonyms and Definitions

Social Media Imagine que está a planear uma estadia num hotel de cinco estrelas para umas férias de luxo.
Encontrou um hotel que é ativo nas **redes sociais**. O foco do hotel é a **publicidade nas redes sociais**, pelo que são muito ativos nas plataformas sociais. Publicam fotografias e vídeos, mostram o espaço e os funcionários, para que os possa conhecer. Também publicam sobre as atividades que pode fazer, a comida e as bebidas que pode esperar, bem como o ambiente que pode encontrar neste hotel, mostrando-lhe os bastidores e alguns destaques de eventos nele realizados, dando-lhe algumas ofertas exclusivas.
Este hotel está aberto a comentários e pode ver que tem um bom envolvimento dos clientes e uma comunicação forte.

End of Block: Scenario I

Start of Block: Scenario II

Influencers Celebrit Imagine that you are planning a stay at a **five-star hotel** for a luxurious vacation.
You find a hotel with an excellent reputation. They focus on advertisement that has the presence of well-known **influences and celebrities**. They talk about their experiences, share hotel's content, make videos and post photos about it, showing you the hotel and its aesthetic, making tours, showing you the activities they made, their day in this hotel or the event that they went at this hotel and how it was organized. They highlight all their exclusive experience on the hotel.
This hotel is open for feedback, and you can see it has good clients engagement through strong communication.

View Synonyms and Definitions

Influencers Celebrit Imagine que está a planear uma estadia num hotel de cinco estrelas para umas férias de luxo.
Encontra um hotel com uma excelente reputação. Eles apostam na **publicidade que tem a presença**

de influencers e celebridades conhecidas. Estas falam das suas experiências, partilham conteúdos do hotel, fazem vídeos e publicam fotografias sobre o mesmo, mostrando o hotel e a sua estética, fazendo visitas guiadas, mostrando as atividades que fizeram, o seu dia neste hotel ou o evento a que foram neste hotel e como foi organizado. Destacam toda a sua experiência exclusiva no hotel.
Este hotel está aberto a comentários e pode ver-se que tem um bom envolvimento dos clientes e uma comunicação forte.

End of Block: Scenario II

Start of Block: Scenario III

Traditional Imagine that you are planning a stay at a **five-star hotel** for a luxurious vacation.
You find a hotel with an excellent reputation. They focus on the **traditional ways of advertising** , so you do not hear much about it on social media, on the other hand you hear people talking about it, you see some advertisement on the billboards in main avenues of the city, in Luxury magazines and through some sponsorships with the high luxury channels and in luxury related programs.
This hotel is open for feedback, and you can see it has good clients engagement through traditional communication.

Rephrase with Ginger (Ctrl+Alt+E)

Traditional Imagine que está a planear uma estadia num hotel de cinco estrelas para umas férias de luxo.
Encontra um hotel com uma excelente reputação. Concentram-se nas formas **tradicionais de publicidade**, pelo que não se ouve falar muito dele nas redes sociais. Por outro lado, ouve-se as pessoas a falarem dele, vê-se alguma publicidade nos outdoors das principais avenidas da cidade, em revistas de luxo e através de alguns patrocínios com os canais de alto luxo e em programas relacionados com o luxo.
Este hotel está aberto a comentários e pode ver-se que tem um bom envolvimento dos clientes através da comunicação tradicional.

End of Block: Scenario III

Start of Block: DV

Q1|BV Keeping the **scenario** in mind, what is your level of agreement, in a scale from 1(strongly disagree) to 7(strongly agree), with the following affirmations?

View Synonyms and Definitions

	1. Strongly Disagree (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Strongly Agree (7)
I think that the luxury services suggested by the luxury hotel advertisement have an acceptable standard of quality. (1)	○	○	○	○	○	○	○
In my opinion, the luxury service suggested by the advertisement is **well made**. (2)	○	○	○	○	○	○	○
The luxury service suggested by the advertisement seem **attractive** to me. (3)	○	○	○	○	○	○	○
I positively value the luxury service suggested by the advertisement. (4)	○	○	○	○	○	○	○

Q1|BV Tendo em conta o **cenário**, qual é o seu nível de concordância, numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), com as seguintes afirmações?

	1. Discordo totalmente (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Concordo plenamente (7)
Penso que o serviço de luxo sugerido pelo anúncio do hotel de luxo tem um padrão de qualidade aceitável. (1)	○	○	○	○	○	○	○
Na minha opinião, o serviço de luxo sugerido pelo anúncio **é bem feito**. (2)	○	○	○	○	○	○	○
O serviço de luxo sugerido pelo anúncio parece-me **atrativo**. (3)	○	○	○	○	○	○	○
Valorizo positivamente o serviço de luxo sugerido através do anúncio. (4)	○	○	○	○	○	○	○

Page Break

Q2: PI Keeping the **scenario** in mind, what is your level of agreement, in a scale from 1(strongly disagree) to 7(strongly agree), with the following affirmations?

View Synonyms and Definitions

	1. Strongly Disagree (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Strongly Agree (7)
I have a strong possibility to acquire a luxury service. (1)	○	○	○	○	○	○	○
I am likely to acquire a luxury service. (2)	○	○	○	○	○	○	○
I have high intention to acquire a luxury service again in the future. (3)	○	○	○	○	○	○	○

Q2: PI Tendo em conta o **cenário**, qual é o seu nível de concordância, numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), com as seguintes afirmações?

	1. Discordo totalmente (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Concordo plenamente (7)
É provável que adquira um serviço de luxo. (1)	○	○	○	○	○	○	○
Tenciono voltar a adquirir um serviço de luxo no futuro. (2)	○	○	○	○	○	○	○
Tenho uma forte possibilidade de adquirir um serviço de luxo. (3)	○	○	○	○	○	○	○

End of Block: DV

Start of Block: Mediator

Q3|Trust Keeping the **scenario** in mind, what is your level of agreement, in a scale from 1(strongly disagree) to 7(strongly agree), with the following affirmations?

View Synonyms and Definitions

	1. Strongly Disagree (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Strongly Agree (7)
The luxury hotel advertisement does not pretend to be something it isn't. (1)	○	○	○	○	○	○	○
The luxury hotel advertisement's claims are believable. (2)	○	○	○	○	○	○	○
Over time, my experiences with luxury services' advertisement have led me to expect it to keep its promises, no more and no less. (3)	○	○	○	○	○	○	○
The luxury hotel advertisement has a service you can trust. (4)	○	○	○	○	○	○	○
The luxury hotel advertisement delivers what it promises. (5)	○	○	○	○	○	○	○

Q3|Trust Tendo em conta o **cenário**, qual é o seu nível de concordância, numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), com as seguintes afirmações?

	1. Discordo totalmente (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Concordo plenamente (7)
O anúncio do hotel de luxo não pretende ser algo que não é. (1)	○	○	○	○	○	○	○
O anúncio de um hotel de luxo é credível. (2)	○	○	○	○	○	○	○
Ao longo do tempo, as minhas experiências com o anúncio de serviços de luxo levaram-me a esperar que ele cumpra as suas promessas, nem mais nem menos. (3)	○	○	○	○	○	○	○
O anúncio do hotel de luxo tem um serviço em que se pode confiar. (4)	○	○	○	○	○	○	○
O anúncio do hotel de luxo cumpre o que promete. (5)	○	○	○	○	○	○	○

Page Break

Q3|Attitude Keeping the **scenario** in mind, what is your level of agreement, in a scale from 1(strongly disagree) to 7(strongly agree), with the following affirmations?

	1. Strongly Disagree (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Strongly Agree (7)
I think the luxury hotel advertisement is a very **good** type of advertisement. View Synonyms and Definitions (1)	○	○	○	○	○	○	○
I think the luxury hotel advertisement is a very **useful** advertisement. View Synonyms and Definitions (2)	○	○	○	○	○	○	○
My opinion of the luxury hotel advertisement is very favorable. (3)	○	○	○	○	○	○	○

Q3|Attitude Tendo em conta o **cenário**, qual é o seu nível de concordância, numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), com as seguintes afirmações?

	1. Discordo totalmente (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Concordo plenamente (7)
Penso que a publicidade do hotel de luxo é um tipo de publicidade muito **boa**. (1)	○	○	○	○	○	○	○
Penso que a publicidade do hotel de luxo é uma publicidade muito **útil**. (2)	○	○	○	○	○	○	○
A minha opinião sobre a publicidade do hotel de luxo é muito favorável. (3)	○	○	○	○	○	○	○

Page Break

Q4|Interest Keeping the **scenario** in mind, what is your level of agreement, in a scale from 1(strongly disagree) to 7(strongly agree), with the following sentences

View Synonyms and Definitions

	1. Strongly Disagree (1)	2. (2)	3. (3)	4 (4)	5. (5)	6. (6)	7. Strongly agree (7)
After reading about the Luxury Hotel advertising approach, it is easier for me to remember about it. (1)	○	○	○	○	○	○	○
After reading about the Luxury Hotel advertising approach, I **will pay more attention to Luxury hotels' advertisements**. View Synonyms and Definitions (3)	○	○	○	○	○	○	○
After reading about the Luxury Hotel advertising approach, **this hotel** will be **more likely to get my attention**. (4)	○	○	○	○	○	○	○

Q4|Interest Tendo em conta o cenário, qual é o nível de concordância, numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), com as seguintes afirmações

	1. Discordo totalmente (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Concordo plenamente (7)
Depois de ler sobre a abordagem publicitária dos hotéis de luxo, é-me mais fácil lembrar-me dela. (1)	○	○	○	○	○	○	○
Depois de ler sobre a abordagem publicitária dos hotéis de luxo, **prestarei mais atenção aos anúncios** dos hotéis de luxo. (3)	○	○	○	○	○	○	○
Depois de ler sobre a abordagem publicitária dos hotéis de luxo, é mais provável que **este hotel chame a minha atenção**. (4)	○	○	○	○	○	○	○

End of Block: Mediator

Start of Block: Moderator

Q5: Democratization Keeping the **scenario** in mind, what is your level of agreement, in a scale from 1(strongly disagree) to 7(strongly agree), with the following affirmations?

	1. Strongly Disagree (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Strongly Agree (7)
I find that a lot of luxury services are now being mass produced. (1)	○	○	○	○	○	○	○
I believe that most luxury services cannot be used to differentiate oneself from others. (2)	○	○	○	○	○	○	○
I think luxury services have lost their **distinctiveness**. (3)	○	○	○	○	○	○	○
In my mind, luxury services have lost their **exclusivity**. (4)	○	○	○	○	○	○	○
Please choose the answer 4. for this statement (Attention check) (5)	○	○	○	○	○	○	○

Q5: Democratization Tendo em conta o **cenário**, qual é o seu nível de concordância, numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), com as seguintes afirmações?

	1. Discordo totalmente (1)	2. (2)	3. (3)	4. (4)	5. (5)	6. (6)	7. Concordo plenamente (7)
Considero que muitos serviços de luxo estão agora a ser produzidos em massa. (1)	○	○	○	○	○	○	○
Acredito que a maioria dos serviços de luxo **não** podem ser usados para nos diferenciarmos dos outros. (2)	○	○	○	○	○	○	○
Penso que os serviços de luxo perderam o seu carácter **distintivo**. (3)	○	○	○	○	○	○	○
Na minha opinião, os serviços de luxo perderam a sua **exclusividade**. (4)	○	○	○	○	○	○	○
Por favor selecione a opção 4. para esta afirmação. (Verificação de atenção) (5)	○	○	○	○	○	○	○

End of Block: Moderator

Start of Block: Manipulation Check

X→

Q6|MC Having in mind the **scenario at the beginning of the study**, do you think the **luxury resort used** one of the following advertising approaches?

- ○ Social media promotions (1)
- ○ Influencers and celebrities (2)
- ○ Traditional advertising (3)

Q6|MC Tendo em conta o **cenário no início do estudo**, acha que o **hotel de luxo utilizou** uma das seguintes abordagens publicitárias?

- ○ Promoções redes sociais (1)
- ○ Influencers e celebridades (2)
- ○ Publicidade tradicional (3)

End of Block: Manipulation Check

Start of Block: Demographics

Age Please indicate your age (numerical values only).

_____

Age Por favor indique a sua idade (apenas valores numéricos).

_____

Page Break

Gender Please indicate your gender.

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary / third gender (3)
- ○ Prefer not to say (4)

Gender Por favor indique seu genêro.

- ○ Masculino (1)
- ○ Feminino (2)
- ○ Não-binário/terceiro género (3)
- ○ Prefiro não dizer (4)

Page Break

Education Please indicate the highest degree you have completed.

- ○ No school degree completed (1)
- ○ High school degree (2)
- ○ Bachelor degree (3)
- ○ Master or Postgraduate degree (4)
- ○ Doctorate degree (5)

Education Indique o grau mais elevado que você concluiu.

- ○ Nenhum diploma escolar concluído (1)
- ○ Ensino médio (2)
- ○ Licenciatura (3)
- ○ Mestrado ou Pós-graduação (4)
- ○ Doutorado (5)

Page Break

Employ Which of the following best describes your job level?

- ○ Unemployed or Full-time Student (1)
- ○ Entry-level (e.g., research assistant, banking trainee) (2)
- ○ Intermediate (e.g., sales coordinator) (3)
- ○ Mid-level (e.g., team lead, account manager, IT supervisor) (4)
- ○ Senior or executive-level (e.g., executive director, head of advertising) (5)

Employ Qual das seguintes opções melhor descreve o seu nível de trabalho?

- ○ Desempregado ou estudante em período integral (1)
- ○ Nível básico (por exemplo, assistente de pesquisa, estagiário bancário) (2)
- ○ Intermediário (por exemplo, coordenador de vendas) (3)
- ○ Nível médio (por exemplo, líder de equipa, gerente de contas, supervisor informático) (4)
- ○ Nível sênior ou executivo (por exemplo, diretor executivo, diretor de publicidade) (5)

Page Break

Income Please indicate your monthly income

- ○ €0 - €800 (2)
- ○ €800 - €1,600 (3)
- ○ €1,600 - €2,400 (4)
- ○ €2,400 - €3,200 (5)
- ○ More than €3,200 (6)
- ○ Prefer not to say (7)

Income Por favor indique o seu rendimento mensal

- ○ 0€ - 800€ (2)
- ○ 800€ - 1.600€ (3)
- ○ 1.600€ - 2.400€ (4)
- ○ 2.400€ - 3.200€ (5)
- ○ Mais de 3.200€ (6)
- ○ Prefiro não dizer (7)

Page Break

Origin What is your country of origin?

- ○ Portugal (1)
- ○ Other (2) _____

Origin Qual é o seu país de origem?

- ○ Portugal (1)
- ○ Outro (2) _____

End of Block: Demographics

Appendix D: Ethics Comittee Report

This is to certify that

Project No.: **DDMKT2024-3-165852**

Project Title: **Is there aways prestige?**

Principal Researcher: **Patrícia de Sousa Gomes**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 3/16/2024.

It is the Principal Researcher's responsibility to ensure that all researchers and stakeholders associated with this project are aware of the conditions of approval and which documents have been approved.

The Principal Researcher is required to notify the Ethics Committee, via amendment or progress report, of

- Any significant change to the project and the reason for that change;
- Any unforeseen events or unexpected developments that merit notification;
- The inability of the Principal Researcher to continue in that role or any other change in research personnel involved in the project.

Lisbon, 3/16/2024

NOVA IMS Ethics Committee
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NOVA Information Management School
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Universidade Nova de Lisboa