An integrated model of social media brand engagement: an empirical study of the Vietnamese luxury residential property market

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Abstract

Purpose – Property developers identify the vital role of social media brand engagement (SMBE) in sustaining their businesses in competitive marketplaces, but it remains underexplored. This paper examines how SMBE mediates the effects of firm-generated content (FGC) and user-generated content (UGC) on brand trust, considering the moderating effects of social media influencer endorsement (SMIE) and self-image congruence (SIC) for luxury residential properties (LRPs).

Design/methodology/approach – Around 516 high-income homebuyers in Vietnam who shared information about LRP on social media were targeted to test the research model empirically. The primary data collected from paper-based surveys were analysed using SPSS 26 and AMOS 24.

Findings – Results indicate that FGC and UGC positively impact SMBE and consequently significantly affect brand trust. Further, results confirm the moderating roles of SMIE and SIC in the effects of FGC and UGC on SMBE.

Research limitations/implications – Data and sample size were limited to meet the generalisation from different nations and cross cultures.

Practical implications – The authors' findings suggest that marketers should apply the authors' integrated SMBE model to strengthen brand–consumer interactions and increase their sales revenue.

Originality/value – This study is the first in its application of the uses and gratifications theory and self-congruence theory to investigate how SMBE mediates the relationship between FGC and brand trust as well as between UGC and brand trust. Noticeably, this study makes a novel contribution as the first to quantitatively explore the moderating effects of SMIE and SIC in the authors' research model.

Keywords Firm-generated content, User-generated content, Social media influencer endorsement, Self-image congruence, Social media brand engagement, Brand trust

Paper type Research paper

Introduction

In 2019, luxury residential properties (LRPs) accounted for 7.62% of Vietnam's gross domestic product (GDP) and 20.8% of total assets in 2020 (Modor Intelligence, 2022).

A thriving economy and new residential property laws, especially for foreigners, have established Vietnam as a luxury home hotspot. The demand has pivoted from mid-value to high-end properties due to urbanisation, marking Vietnam as one of Southeast Asia's most rapidly growing residential property markets (Modor Intelligence, 2022).

In 2021, Vietnam housed 72mn social media users, marking it as one of the world's most social media-engaged countries (Nguyen, 2021). Social media enhances direct interactions between consumers and LRP brands (Lee and Lee, 2019). Wealthy homebuyers often eschew traditional media, citing a lack of interaction and, instead, leverage social media to gain insights into housing products from peers (Cheong, 2021). Whilst recognised as a pivotal platform for accessing market information and connecting with potential homebuyers (Ling, 2020), many Vietnamese property developers persistently market through traditional media, misaligning with the digital habits of affluent homebuyers (Savills Vietnam, 2020). Despite the scarcity of empirical studies on LRP brands' marketing transformations in cyberspace, marketing literature underscores the vital role of content created, whether by the firms or by users (Johnson *et al.*, 2019), endorsements from social media influencers and self-image congruence (SIC) (Lee *et al.*, 2021; Thompson and Lee, 2018).

Moreover, scholars suggested that social media brand engagement (SMBE) is essential in connecting consumers with brands in cyberspace (Smith *et al.*, 2022). SMBE is a consumer's cognitive, emotional and behavioural interaction with a focal brand on social media (Hollebeek *et al.*, 2014). Consumers can trust the brand by gathering brand information online (Lee and Kim, 2021). Instead, consumers need to engage in brand discussions on social media platforms, and thereby, brand perception, attitude and subsequent behaviours can be developed (Lee *et al.*, 2020). Accordingly, consumers can engage in a range of firm-generated or user-generated discussions, including content sharing, comments, service or product reviews, criticisms and recommendations (Hollebeek *et al.*, 2014), that have impacts on brand trust, purchasing behaviour and brand loyalty (Algharabat *et al.*, 2020).

Whilst the importance of SMBE was highlighted, the linkages to firm-generated content (FGC), user-generated content (UGC), social media influencer endorsement (SMIE), SIC and brand trust have not been examined. Using the theories of uses and gratifications (Blumler and Katz, 1974) and self-congruence (Gardner and Levy, 1955), this study proposes an integrative theoretical framework linking FGC, UGC, SMIE, SIC, SMBE and brand trust. We argued that brand trust is not only generated directly from FGC, UGC and SMIE but also created via SMBE with brand-related information shared in cyberspace. FGC and UGC can effectively guide consumers in learning about a brand. Using both types of content strategically and in a coordinated way can help brands communicate their value and impact more effectively to consumers and build stronger consumer engagement with the brand on social media and, in turn, lead to their trust in the brand. Hence, SMBE mediates in engendering brand trust rather than consumers merely responding to FGC and UGC stimuli shared on social media. In addition, whilst FGC endorsed by social media influencers makes the shared information more credible to engage consumers, SIC is critical for consumers to internalise UGC for their brand engagement to express themselves and showcase elements of their personality.

This study enriches the literature on SMBE by identifying its importance in mediating the influences of FGC and UGC on brand trust and the moderating effect of SMIE and SIC. Practically, we provide managerial implications for marketers to successfully implement social media marketing strategies by increasing customer engagement on social media with the integrated SMBE model.

Literature review
Luxury brand and luxury residential properties (LRPs)
Luxury brands, defined by creativity, exclusivity and premium pricing, confer psychological benefits such as prestige to affluent consumers (Lee *et al.*, 2022). Unlike typical luxury goods,

LRP distinctly targets wealthy individuals, emphasising investment and high-quality lifestyles and is often situated in exclusive, amenity-rich areas (USA National Association of Realtors, 2016). Customers gain insights into LRP through engaging content on social media platforms like Instagram, Facebook and YouTube, which, along with showcasing properties through visuals and virtual tours, also promote transparency and build brand trust by revealing behind-the-scenes processes and client testimonials (Chatterjee and Shainesh, 2018). Social proof via reviews and ratings, coupled with interactive engagement, such as comments and direct interactions on social media, not only significantly sways brand trust but also enables LRP to address client concerns and bolster brand loyalty (Kim *et al.*, 2019).

Brand trust
Brand trust is the belief in a brand's ability to fulfil its promised functions and services (Chaudhuri and Holbrook, 2001). It is pivotal in establishing strong consumer relationships (Lau and Lee, 1999). Trust involves consumers taking risks based on the brand's commitment to specific values (Morgan and Hunt, 1994) and is closely linked to perceptions of quality assurance and safety (Delgado-Ballester and Munuera-Alemán, 2005). It encompasses expecting the brand to consistently deliver positive outcomes as anticipated. Brand trust is viewed as a unidimensional construct of reliability and intentionality (Ballester *et al.*, 2021). Reliability pertains to the brand's ability to satisfy consumer needs, whilst intentionality encompasses emotional security and the brand's future accountability and care (Ballester *et al.*, 2021). These dimensions shape subjective judgements regarding a brand's trustworthiness. A trustworthy brand maintains its value proposition consistently, even during challenging times (Delgado-Ballester *et al.*, 2003).

Firm-generated content and user-generated content
Social media facilitates bidirectional engagement between brands and consumers, enabling consumers to access brand information through peer reviews and allowing brands to enhance storytelling, manage communities and comprehend consumer preferences through platform discussions (Malthouse *et al.*, 2013). In executing social media marketing, marketers leverage FGC and UGC in branding campaigns (Colicev *et al.*, 2019).

FGC is brand-initiated marketing communications delivered via official social media pages (Colicev *et al.*, 2019). Informational and transformative appeals are considered two critical dimensions of FGC (Hwang *et al.*, 2003). Whilst informative appeal emphasises unique brand characteristics or benefits, transformational appeal refers to non-product-related advantages or images (Kotler and Keller, 2016). Informational messages present clear and extensive information about a product/service or a brand more logically to boost consumers' perceptions. Moreover, transformational appeal refers to the consuming experience and a set of psychological characteristics that may not be logically linked to the brand (McMillan *et al.*, 2003). In LRPs, FGC can be seen as high-quality photos and videos that showcase design, amenities and views; virtual tours that offer an immersive property exploration experience; property descriptions that highlight unique features, finishes and amenities; floor plans and layouts that aid in visualising the property's arrangement; neighbourhood and location information that showcases nearby amenities and attractions; and testimonials and success stories from satisfied buyers or influencers.

Recently, scholars have highlighted the importance of UGC in marketing activities (Hollebeek and Macky, 2019). UGC is conceptualised as brand-related content developed by users in various forms as a valuable source of knowledge available online (Hollebeek and Macky, 2019). UGC can be seen in any topic about entertainment, sports, politics, humour, shopping experiences, preferences and products shared on social media (Wilson *et al.*, 2012). UGC in LRP includes reviews and testimonials in which homebuyers share their experiences

and opinions on house quality, amenities and satisfaction; social media posts in which homebuyers showcase their lifestyle and property features through photos and videos, shared live-stream; community engagement in that homebuyers participate in forums, groups and communities, exchanging tips, sharing insights into luxury living and building connections amongst residents. When tied to specific brands, UGC can impact consumers' opinions and behaviours towards those brands and relevant products/services. In this study, we treat the UGC as a unidimensional construct and operationalise it as a mixture of valence (the sentiment expressed in user-created postings) and volume (frequency and quantity of user posts) (Colicev et al., 2019).

Social media brand engagement

SMBE refers to a consumer's brand-related cognitive, emotional and behavioural activities that facilitate customer–brand interactions on social media (Hollebeek et al., 2014). As such, SMBE can be viewed as a multidimensional construct of cognitive processing, affection and activation (e.g. Hollebeek et al., 2014; Leckie et al., 2021). Cognitive processing refers to how much consumers have thought about and elaborated on a brand when interacting with a specific brand. Affection refers to how positive a consumer–brand interaction is and activation refers to how much time, energy and effort is invested in a brand (Hollebeek et al., 2014). We foresee that SMBE will represent the engagement level of homebuyers with luxury residential area brands on social media, offering them both rational information (e.g. security, luxury lifestyle and unique architectural design) and emotional content (e.g. visual content and community activities). Whilst rational details provide essential brand information, emotional content enhances homebuyer interest and creates more persuasive material. SMBE has an essential role in establishing and managing brand-consumer relationships via social media (Malthouse et al., 2015), bringing values to a firm, either directly through purchases or indirectly through consumers' dialogues with a brand on social media (Dessart and Pitardi, 2019). Remarkably, consumer engagement in various activities organised by the brand on social media could strengthen its customer–brand connections (Hollebeek et al., 2014).

Several attempts to identify key drivers of SMBE, including consumer involvement (Hollebeek et al., 2014), online brand community characteristics (Islam and Rahman, 2017), self-expressive brand (Algharabat et al., 2020) and self-brand congruence (Leckie et al., 2021). In addition, customer participation, interactivity and flow experience (Carvalho and Fernandes, 2018), social identity, hedonic motives, social media interactions and advertising information (Chahal et al., 2020). In the realm of social media, driving factors are grouped as social-based, user-based and firm-led. Social-based factors emphasise the significance of communities with shared interests. Consumers interact with brands for their valuable content or the inherent pleasure of sharing the brand experience (Wang et al., 2012). User-based factors highlight brand engagement's practical and pleasurable values on social media (Calder et al., 2009). Both firms and consumers are essential for consistent consumer–brand engagement. As stated by Wong and Merrilees (2015), firms should actively connect with customers, taking a dual approach. Effective consumer–brand engagement management relies on actionable firm-led factors.

Hypothesis development
Uses and gratifications theory and self-congruence theory in brand trust development
Drawing upon the theoretical frameworks of Uses and Gratifications Theory (Blumler and Katz, 1974) and Self-Congruence Theory (Gardner and Levy, 1955), we proposed an integrated SMBE model to predict the level of brand trust amongst Vietnamese homebuyers

in the context of LRPs. On the one hand, the Uses and Gratifications Theory (Blumler and Katz, 1974) addresses how individuals select media and content that cater to their needs, enabling them to derive gratification, such as knowledge enhancement, enjoyment and relaxation, social interactions and rewards or remuneration. A brand's primary objective is to enhance consumers' engagement on social media by meeting their specific content requirements. Precise informational, entertaining and relational content developed by both the firm and social media users is expected to fulfil consumers' motivations for using social media, thereby resulting in active or passive engagement with the brand (Malthouse *et al.*, 2015). Based on the principles of the Uses and Gratifications Theory, we anticipate positive associations between two key determinants (FGC, UGC) and a mediating factor (SMBE), leading to brand trust.

On the other hand, the Self-Congruence Theory suggests that consumers prefer brands that align with their self-concepts, allowing them to express their personalities. When there is a strong match between a brand's image and a consumer's self-concept, it positively impacts their behaviour towards the brand (Joseph Sirgy, 2019). Consumers use social media to express their identities and proudly share information about their brand purchases, promoting engagement. The theory suggests that consumers use specific brands to showcase aspects of their identity, symbolise status, or belong to a particular group (Sirgy *et al.*, 2008). In the context of SMIE, influencers act as reference groups, influencing consumers' perceptions, aspirations and behaviours, enabling self-congruence with a brand's images, symbols and values (Choi *et al.*, 2005). Moreover, social media influencers endorse FGC by incorporating their personal qualities, effectively conveying ideas to consumers through engagement activities (Erfgen *et al.*, 2015). Whilst the self-congruence theory has been applied in various fields such as the automobile industry (Birdwell, 1968) and tourism (Chon, 1992), explaining why consumers opt for specific brands that reflect their self-image, it has not been employed in the real estate sector to elucidate the relationship between SIC, SMIE and SMBE.

Mediating effects of SMBE

Leveraging the uses and gratification theory (Blumler and Katz, 1974), we argue that consumers engage with content, such as FGC (e.g. brand posts or videos) and UGC (e.g. reviews or comments), to fulfil needs for entertainment, information, social interaction and self-expression, whilst firms leverage social media for audience engagement and product promotion. Engaging with FGC primarily satisfies consumers' informational and entertainment needs, enhancing brand trust and engagement, whereas interaction with UGC, facilitating social interaction and self-expression, similarly augments brand trust and engagement.

Consumers frequently engage in social media activities like sharing photos and stories, which exposes them to brand information and shapes their brand understanding (Brodie *et al.*, 2011). Reviews and shared daily activities on social media influence potential consumers' brand perception. Demba (2020) discovered that UGC directly influences brand trust, even after controlling for other factors such as brand image and advertising. UGC also showcases authentic experiences and testimonials from fellow consumers, establishing authenticity and social proof, which builds trust in the brand. Lee and Youn (2019) identified that such authentic and reliable UGC indirectly bolsters brand trust. Their research emphasised that genuine consumer reviews and ratings notably enhance customer engagement. Consumers engage with the brand on social media when they see helpful, valuable, or convincing UGC (Chu and Kim, 2011).

Additionally, trust in focal brands has been recognised as a consequence of consumer–brand engagement (Brodie *et al.*, 2011). Brand engagement fosters trust as highly engaged

consumers tend to develop positive attitudes and a heightened trust towards the focal brands (Bowden, 2009). This trust is built through active interactions, emotional connections and a sense of authenticity, which further solidifies the bond between the consumer and the brand, leading to enhanced trust. Hence, we propose:

H1. SMBE positively mediates the relationship between UGC and brand trust.

Consumers are motivated to engage with brand-driven content on social media to satisfy their needs for amusement, information and interpersonal utility (e.g. socialising and social integration) (Park *et al.*, 2009). FGC provides offerings, promotional offers, stories and entertainment to attract customer attention. Conversely, consumers can engage with brands on social media when firms inform them of features, prices and special offers and encourage them to share their brand experiences (Wirtz and Zeithaml, 2018). Notably, informational FGC enhances consumer product knowledge, indirectly building brand trust (Hoque and Alam, 2018), whilst emotional FGC, shaping brand characteristics on social media, also indirectly influences brand trust (Seo *et al.*, 2020a, b). Transparency in FGC, particularly regarding product ingredients and pricing, is fundamental to trust-building, a sentiment substantiated by Cho *et al.* (2017), emphasising FGC's direct impact on brand trust. Hair *et al.* (2015) also established that FGC, primarily through websites and social media, directly impacts brand trust.

Moreover, informative and persuasive content generated by a firm positively influences consumers' brand engagement on social media (Bai and Yan, 2020). Liu *et al.* (2021) found that FGC's informative and emotional appeals positively relate to all three degrees of consumer–brand engagement on digital platforms (i.e. likes, comments and shares).

Further, consumer–brand engagement on social media boosts the values a brand offers consumers, resulting in brand trust (Dwivedi, 2015). Bhattacherjee *et al.* (2013) revealed that higher levels of SMBE positively influenced brand trust amongst consumers. Following the above reasoning, we propose:

H2. SMBE positively mediates the relationship between FGC and brand trust.

Moderating effects of SMIE and SIC in branding
Social media influencers (SMIs) are individuals who produce niche, authentic content on specific topics on social media (Jin *et al.*, 2019). They are called "influencers" because they shape audience perceptions through regular interactions (Freberg *et al.*, 2011). Their trustworthiness, attractiveness and perceived similarity enhance followers' trust in their endorsements (Lou and Yuan, 2019). Consumers see brands endorsed by SMIs as credible source due to their trustworthiness and expertise (Erdogan, 1999). Trustworthiness refers to honesty and credibility, whilst expertise comes from specific knowledge or experience (Ohanian, 1990). SMIs are often seen as more authentic and trustworthy than traditional celebrities (Kim *et al.*, 2021). Authenticity, described as sincerity, truthfulness and originality makes their messages effective (Morhart *et al.*, 2015; Molleda, 2010). Given the above discussion, this study proposes SMIE as a unidimensional construct that encapsulates sincerity, truthful endorsements, visibility, expertise and uniqueness (Duffy, 2017; Audrezet *et al.*, 2018; Lee and Eastin, 2020), fostering trust, commitment and brand loyalty by personifying brands as 'friends' online (Kilgour *et al.*, 2015).

Self-congruence theory highlighted that consumers express their identities, social status and lifestyle via brand usage, social group memberships and advice from relevant role models (Sirgy *et al.*, 2008). To improve the brand relevance to consumers, LRP brands try to create brand content such as luxury designs of housing products, life services and amenities, surrounding facilities and supporting services such as security, cleaning, shuttle bus., etc. To increase the alignment of brand content to the identity of target customers, the roles of SMIs

are important to endorse brand content that fits the lifestyle of SMIs and their followers (Duffy, 2017). On the one hand, SMI sharing can increase the followers' awareness of the brand content (Kim *et al.*, 2021). On the other hand, their endorsements can create favourable engagement with brands (Wei and Lu, 2013). Therefore, the endorsement significantly increases the credibility and effectiveness of brand-related content (Cocker *et al.*, 2021) and tempers consumers' engagement attitude towards a brand on social media. The higher degree of congruence amongst an LRP brand's personality, an influencer's endorsement value and homebuyers' self-concept, the greater brand engagement on social media consumers may have. Thus, it is hypothesised that:

H3. The conditional effect of FGC on SMBE is stronger for consumers who perceived a high level of SMIE.

SIC refers to the cognitive match between consumers' self-concept (e.g. actual self, ideal self, social self and ideal social self) and a brand image (Sirgy, 1982). When considering SIC, consumers assess their congruence with others using products/services from the same brand along with psychological benefits, including social approval (i.e. peer recognition) and personal expression (e.g. what one wants to be seen as) (Sirgy, 1982). High SIC may result in a positive attitude towards the brand and, ultimately, loyalty (Zinkhan and Hong, 1991). Therefore, consumers prefer using brands consistent with their personal images to express themselves better and enhance their personalities (Giovannini *et al.*, 2015).

Self-congruence theory suggests that consumers favour brands that align with their self-concepts, enabling them to express their personalities genuinely (Sirgy, 1982). This alignment between a brand and its customers encourages strong engagement as consumers utilise the brand as a medium to convey their identities (Sirgy, 1982). Such self-expression on social media platforms results in heightened cognitive processing and emotional attachment towards the focal brands (Nyadzayo *et al.*, 2020).

In social media settings, we argue that encountering UGC that resonates with individuals' self-image enhances their perception of brand relevance and personal significance. This congruence between the brand and self-image will drive more robust engagement behaviours, including liking, sharing and commenting on the content. For instance, individuals who experience SIC often employ brands to self-express, proudly associating themselves with specific brands on social media (France *et al.*, 2016). Posting and sharing photos represent popular methods of self-presentation within social media platforms (Seidman, 2013). As a result, numerous companies actively encourage customers to take selfies with their products or services and share them on fan sites or social networking platforms, enabling individuals to project their distinctive styles and personal images (Presi *et al.*, 2016). This emphasis on SIC and UGC highlights the significance of aligning brand messages and UGC with individuals' self-perceptions. By promoting content that resonates with consumers' self-images and facilitates self-expression, brands can amplify their relevance and cultivate stronger engagement with their target audience on social media. Thus, we hypothesise:
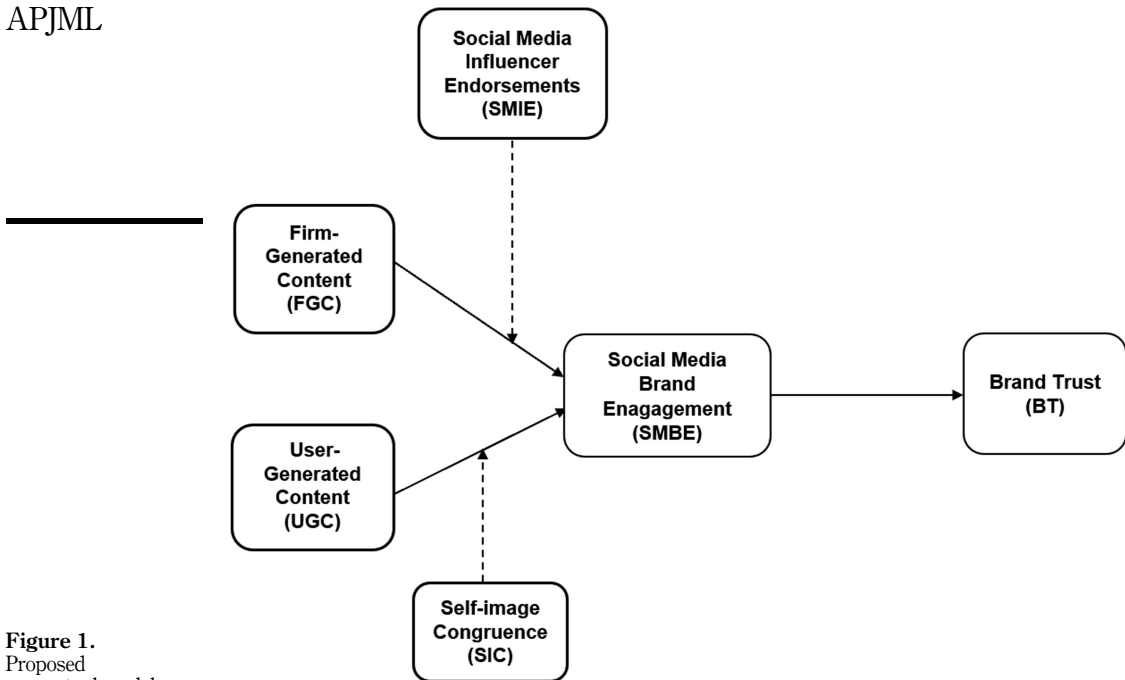
H4. The conditional effect of UGC on SMBE is stronger for consumers who perceive a high level of SIC.

The proposed relationships are summarised in Figure 1.

Methodology

Measurements

The questionnaire comprises six constructs and 45 measurement items (see Appendix). All question items (5-point Likert scale) are adapted from previous studies. We chose a 5-point

Source(s): Author's own creation

Likert scale for this study for several reasons despite the common recommendations for a 7-point scale. The 5-point scale boosts response rates and data quality due to its simplicity and reduces mid-point bias seen in 7-point scales (Dawes, 2008). Research indicates that 5-point scales are as reliable and valid as 7-point scales (Preacher *et al.*, 2003). Our adaptation of items from established 5-point scales also preserved known psychometric properties. Hence, the 5-point scale was appropriate for our study, considering its usability, reliability and consistency with prior scales.

Data collection and sample size
Using stratified random sampling, participants were selected based on shared attributes (Bryman, 2008). Given the large, indeterminate population size, we assumed an infinite sample and used Yamane's formula (Yamane, 1967) to target a minimum of 400 respondents. We surveyed 650 homebuyers in Vietnam's major cities: Ho Chi Minh, Danang and Hanoi. The aim was to account for potential non-responses and ensure at least 400 valid responses. The participants, aged 30–65, were from various sectors and owned luxury homes. They had engaged with LRP brands on social media for over a year. Of the 650 surveyed, 625 responded. After filtering, 516 valid responses remained, with a 79.4% response rate. Table 1 indicates 55.2% were female; 58.1% were 30–40 years old; 51.6% had a bachelor's degree; 54.5% were in the private sector and 26.9% engaged with brand social networks daily.

Results
Data treatment, potential bias treatment, construct validity and data analysis. Using SPSS 26 and AMOS 24, we conducted data screening, descriptive statistics, common method bias and

Demographics	Category	Frequency	Percentage
Gender	Female	285	55.2
	Male	231	44.8
Age	30–40	300	58.1
	41–50	167	32.4
	51–65	45	8.7
	Above 65	4	0.8
Education	Diploma	9	1.7
	College Bachelor	24	4.7
	University Bachelor	266	51.6
	Postgraduate	217	42.1
The most used social networking site for brand engagement	Facebook	462	28.2
	YouTube	297	18.1
	Zalo	305	18.6
	TikTok	152	9.3
Frequency of posting information or comments to brand SNSs	At least 1 time a day	139	26.9
	At least one time a week	124	24.0
	1 time per month	65	12.6
	Only once in a few months	188	36.4

Source(s): Authors' own creation and calculation

hypothesis tests. Incomplete questionnaires were removed, leaving a final sample for analysis. Outliers were eliminated using Mahalanobis distance based on Lynch's (2013) Chi-square (x^2) distribution at the 0.001 significance level.

To detect common method bias/CMV, Harman's single-factor test was employed, indicating no CMV as a single factor explained 26.27% of the total variance (Podsakoff and Organ, 1986). Additionally, a multilingual questionnaire ensured no construct overlap or ambiguities, using a condensed scale to reduce bias (Podsakoff *et al.*, 2003). Participants were assured of response anonymity to encourage honest input (Rees *et al.*, 2013). We tested item normality using skewness and kurtosis, with skewness ranging from −0.883 to −0.186 and kurtosis from −0.358 to 0.808. In Hair *et al.* (2014), any skewness and kurtosis values outside −1 to 1 indicate potential normality issues. However, our data largely adheres to a normal distribution.

Furthermore, variance inflation factors (VIFs) were computed to assess multi-collinearity, revealing no issues with VIF values between 1.070 and 1.467. Given that power analyses often do not generalise well (Hoenig and Heisey, 2001), *T*-tests were not utilised to determine the study's effect size or compare homebuyer groups.

Convergent validity was confirmed with item reliability (see Table 2), where factor loadings surpassed the 0.5 threshold (Hair *et al.*, 2014). Construct reliability was assessed using Cronbach's alpha (α) with standards of 0.7 and corrected item-total correlations over

Construct	CR	AVE	MSV	ASV	1.	2.	3.	4.	5.	6.
1. SMIE	0.931	0.601	0.154	0.042	0.776					
2. UGC	0.911	0.718	0.446	0.250	−0.010	0.848				
3. BT	0.942	0.669	0.497	0.203	0.051	0.668	0.818			
4. FGC	0.902	0.569	0.203	0.131	0.257	0.450	0.380	0.754		
5. SIC	0.933	0.777	0.231	0.075	−0.161	−0.481	−0.214	−0.104	0.882	
6. SMBE	0.756	0.510	0.181	0.134	−0.393	0.425	0.289	0.413	0.297	0.714

Note(s): CR – construct reliability; AVE – average variance extracted
Source(s): Authors' calculation

0.3 (Hair *et al.*, 2014). Initial analysis led to removing three SMBE items (4, 6 and 10) and two SMIE items (8 and 10) due to inadequate correlations. After adjustments, Cronbach's alpha values varied from 0.837 to 0.941, averaging 0.935, enhancing internal consistency.

Moreover, discriminant validity and the adequacy of measures were assessed and convergent validity was affirmed as all average variance extracted (AVE) values exceeded the 0.5 threshold (Hair *et al.*, 2014). Discriminant validity was evaluated by comparing the square root of AVE with bivariate correlations amongst constructs (Table 2) and construct reliability was substantiated with composite reliability (CR) values above 0.7.

Next, confirmatory factor analyses (CFA) were conducted on the seven latent factors (FGC, UGC, SMIE, SIC, SMBE and brand trust) using AMOS 24. The CFA model exhibited satisfactory fit indices ($\chi 2 = 932.381$, df = 684, $p = 0.000$, χ^2/df = 1.363; Goodness of Fit Index (GFI) = 0.915; Comparative Fit Index (CFI) = 0.982 and Root Mean Square Error of Approximation (RMSEA) = 0.027). According to Byrne (2010), an RMSEA value below 0.05 indicates a good fit, whilst values above 0.08 indicate a good fit. In this study, the RMSEA value of 0.027 indicated an acceptable fit.

Hypothesis testing
The full structural model, excluding moderating constructs, was assessed using AMOS 24. The results indicate that the model fit indices demonstrate a good fit. Specifically, the χ^2/df ratio yielded a value of 2.091, satisfying Hair *et al.*'s (1998) recommended criterion of 3:1. Additionally, GFI achieved a score of 0.913, whilst Adjusted Goodness of Fit Index (AGFI) attained a value of 0.895, surpassing the suggested threshold of 0.80 for an acceptable model fit (MacCallum and Hong, 1997). Several other model indices also contribute to indicating a good fit, including CFI (0.962), IFI (0.963), Tucker-Lewis Index (TLI) (0.958) and RMSEA (0.046). The analysis indicates that FGC positively impacts SMBE ($\beta = 0.131$, $t = 4.679$, $p < 0.001$), meaning homebuyers engage with LRP brand content on social media, which is created by the property developer. UGC also positively affects SMBE ($\beta = 0.306$, $t = 7.650$, $p < 0.001$), illustrating that existing homebuyers share content and experiences, which is vital for potential buyers' engagement with the LRP brand on social media. Moreover, SMBE positively correlates with brand trust ($\beta = 1.841$, $t = 7.834$, $p < 0.001$), suggesting that homebuyers' brand engagement on social media enhances their trust in the LRP brand.

Mediation effects
To test hypotheses H1 and H2, an alternative model (Figure 2) was developed illustrating direct causal relationships between FGC and brand trust and UGC and brand trust. Utilising a bootstrapping approach with 5,000 samples in AMOS, both direct and indirect effects and their significance levels (2-tailed) were examined, following methods from Anees-ur Rehman *et al.* (2018) and Zhao *et al.* (2010). Results, detailed in Table 3, reveal all standardised indirect effects as statistically significant, whilst standardised direct regression coefficients are not. Consequently, SMBE was validated as a full mediator in the relationships between FGC and brand trust (H1) and UGC and brand trust (H2). Refer to Table 3 for comprehensive results.

Particularly, the direct impact of FGC on brand trust was insignificant ($\beta = 0.019$) because $p = 0.747 > 0.05$ and the upper and lower bounds of 95% Confidence Interval (CI) showed zero between (upper bound CI = 0.038; lower bound CI = -0.057). Therefore, the indirect effect became significant ($\beta = 0.104$) because $p = 0.023 < 0.05$ and the upper and lower bounds of 95% CI did not show any zero between [upper bound CI = 0.251; lower bound CI = 0.004], signifying a full mediating effect of SMBE and supporting H1. Likewise, UGC was indirectly related to brand trust ($\beta = 0.628$, $p = 0.000 < 0.05$ and the upper and lower bounds of 95% CI did not show any zero between [upper bound CI = 0.864; lower bound CI = 0.597]) and UGC was not directly related to brand trust ($\beta = 0.018$, $p = 0.736 > 0.05$, the
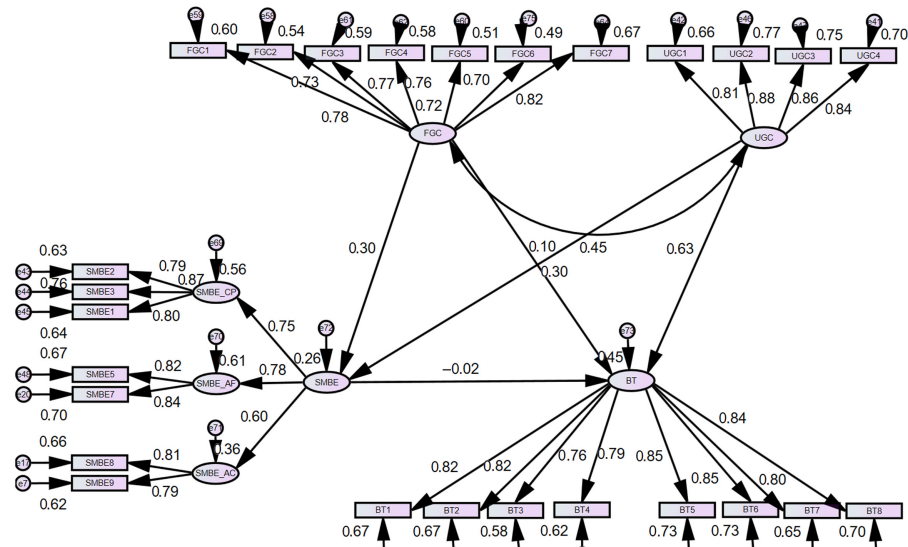
Source(s): Author's own creation

Figure 2.
Full structural model
(alternative model)

Direct effects	β	T-values	Outcomes
FGC → SMBE	0.131***	4.679	positive
UGC → SMBE	0.306***	7.650	positive
SMBE → brand trust	1.841***	7.834	positive

Mediating effects	Indirect (with SMBE as mediators)			Direct (without SMBE as mediators)			Type of mediation
	β	Lower bounds	Upper bounds	β	Lower bounds	Upper bounds	
FGC → SMBE → brand trust	0.104**	0.004	0.251	0.019$^{n.s}$	−0.057	0.038	Full mediation
UGC → SMBE → brand trust	0.628***	0.597	0.864	0.018$^{n.s}$	−0.048	0.034	Full mediation

GOF values for the directional SEM: χ^2/df = 2.091, RMSEA = 0.064 (90%CI = 0.041–0.051), GFI = 0.913, CFI = 0.962, and TLI = 0.958; GOF for the mediational model: χ^2/df = 1.509, RMSEA = 0.031 (90% CI = 0.025–0.037), GFI = 0.938, CFI = 0.983, TLI = 0.980, Bootstrap sampling = 5000

Note(s): $*p < 0.05$; $**p < 0.01$; $***p < 0.001$; n.s: not significant
Source(s): Authors' own creation and calculation from AMOS

Table 3.
Structural model
results

upper and lower bounds of 95% CI showed zero between [upper bound CI = 0.034; lower bound CI = −0.048]), revealing a full mediating effect of SMBE, therefore supporting H2.

Moderation effects
We conducted a multi-group analysis using AMOS to test the moderating effects hypothesised in H3 and H4, examining the differences between low and high SMIE

samples and links in the proposed SMBE model (refer to Table 4). The significant p-value in the chi-square difference test [Unconstrained model ($\chi2$ = 915.878, d.f = 584) and constrained model ($\chi2$ = 926.793, d.f = 585)] demonstrates model variance between the two groups. FGC's impact on SMBE was significant in both low SMIE ($\beta1$ = 0.367; p < 0.01) and high SMIE groups ($\beta2$ = 0.427; p < 0.01), with the latter being more predictive of the relationship. Thus, SMIE positively moderates the effect of FGC on SMBE, supporting H3. This suggests that high-level endorsements by social media influencers strengthen relationships between homebuyers and the LRP brand on social media, enhancing homebuyer engagement and relationship building with the brand. Conversely, low-level influencer endorsements attenuate these relationships, negatively affecting the bond between homebuyers and the LRP brand.

Likewise, the multigroup invariance analysis assessed differences between low and high SIC samples and their connection to SMBE (see Table 5). The chi-square difference test [Unconstrained model ($\chi2$ = 1196.636, d.f = 852) vs constrained model ($\chi2$ = 780.851, d.f = 584)] yielded a significant p-value of 0.02, indicating model variations across the two groups. Both low ($\beta1$ = 0.907; p < 0.01) and high SIC groups ($\beta2$ = 0.571; p < 0.01) show a significant impact of UGC on SMBE. Yet, the low SIC group has a stronger relationship between UGC and SMBE than the high SIC group. This implies that the positive impact of UGC on SMBE is weaker for the high SIC group, whilst the positive impact of UGC on SMBE is stronger for the low SIC group. The result suggests that SIC negatively moderates the effect of UGC on SMBE, supporting H4. We elaborate on these results in the Discussion section.

To better understand the nature of the significant moderating effects, we plotted the slopes of SMIE on SMBE as well as SIC on SMBE. As shown in Figure 2, the positive relationships between FGC and SMBE were stronger in a higher SMIE. Conversely, in Figures 3 and 4, UGC and SMBE had a weaker relationship at high SIC.

Discussion

The present study aims to extend our understanding of the factors influencing brand trust by testing the effects of FGC, UGC and SMBE with the conditional impact of SMIE and SIC. The major findings and implications of this study are further discussed below.

Paths	Low SMIE $\beta1$ (n = 284)	Unconstrained model χ^2	High SMIE $\beta2$ (n = 232)	Constrained model χ^2	Difference in beta	Difference in χ^2	p-value for difference
FGC → SMBE	0.367***	915.878	0.794***	926.793	0.427	10.915	0.00

Table 4. Multigroup analysis between low and high SMIE group samples

Source(s): Author's own creation; analysis from AMOS

Paths	Low SIC $\beta1$ (n = 258)	Unconstrained model χ^2	High SIC $\beta2$ (n = 258)	Constrained model χ^2	Difference in beta	Difference in $\chi2$	p-value for difference
UGC → SMBE	0.907***	780.851	0.571***	786.578	−0.336	5.727	0.02

Table 5. Multigroup analysis between low and high SIC group samples

Note(s): *p < 0.05; **p < 0.01 [*, ** denotes the significant impact of the independent variable on the dependent variable at 5 and 1% significance level, respectively]
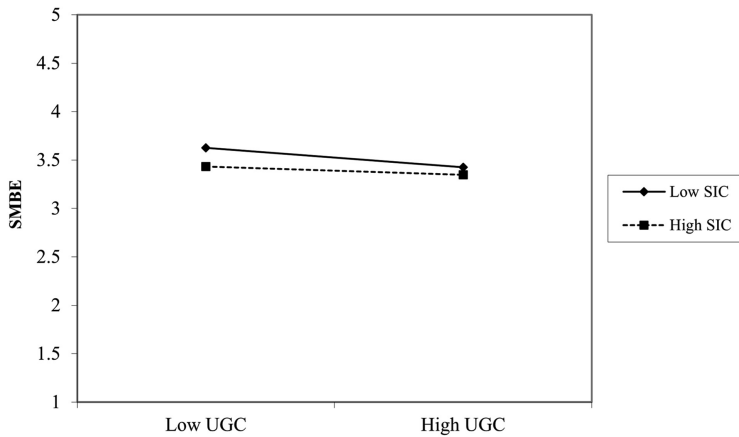**Source(s):** Authors' own creation; analysis from AMOS
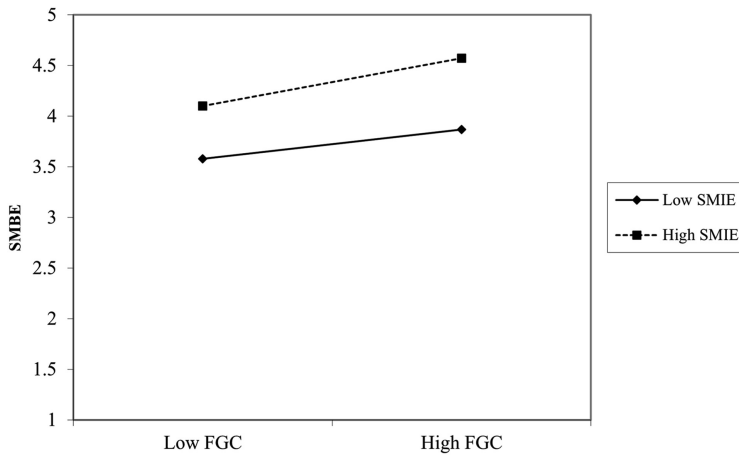
Figure 3.
Moderating role of
SMIE in the
relationship between
FGC and SMBE

Source(s): Author's own creation

Source(s): Author's own creation

Figure 4.
Moderating role of SIC
in the relationship
between UGC
and SMBE

The impact of FGC and UGC on SMBE is supported by empirical data, where FGC and UGC provide a content base for consumers to engage with a brand on social media. This implies that potential homebuyers spend more time with others and pay more attention to shared property-related content (like reviews, testimonials, feedback, branded hashtags, selfies, etc.) created by like-minded homebuyers about the property management activities, life amenities and quality of homes on social media. Further, through regular engagement on social media, homebuyers can learn more about the LRPs by consuming content created by the LRP brands, including information about the property developers' reputations, home designs, luxury lifestyles, construction progress updates and sales promotion programmes. Our findings are in line with earlier studies, showing a positive influence of FGC on SMBE (Rubio et al., 2021), where informative and emotional appeals of FGC facilitate cognitive, emotional and behavioural engagement of SMBE; and UGC on SMBE (Febrian et al., 2020),

where valence and volume of UGC facilitate the cognitive, emotional and behavioural engagement of SMBE.

Our findings of the Structural Equation Modeling (SEM) analysis also show that UGC is a stronger driving factor of SMBE than FGC. Arguably, FGC is a component of commercial advertising regarding the LRP brand, whilst UGG reflects the crowd's wisdom. Noticeably, consumers trust UGC more than FGC, although FGC includes professional expertise (Anatoli et al., 2018). Thus, this study indicates that Vietnamese homebuyers give more credence to reliable sources from UGC, confirmed by a stronger correlation with SMBE than FGC.

Furthermore, the indirect effects of FGC and UGC on brand trust through SMBE are supported by empirical data, where FGC and UGC provide consumers with valuable information, transparency, authenticity, social proof and peer influence. In the LRP sector, although FGC delivers detailed insights into LRP brand features, its potential bias highlights the necessity for SMBE to enhance credibility and transparency through open dialogue and interactive activities on social media. Concurrently, UGC, showcasing authentic homebuyer experiences, fortifies authenticity and social proof, particularly when amplified through SMBE. In essence, whilst FGC provides a foundational knowledge of the LRP brand, it is the authenticity and peer validation inherent in UGC, bolstered by SMBE, that truly cements brand trust. Our results support prior research, which has shown an indirect impact of FGC on brand trust (Hoque and Alam, 2018) through its effect on consumer product knowledge and UGC on brand trust (Lee and Youn, 2019), where authentic and reliable UGC increased trust in the brand.

Contrary to our expectations, empirical data reveals no direct impact of FGC and UGC on brand trust. This implies that FGC, whilst strategically showcasing a brand's message, often faces scepticism from homebuyers in significant investments like luxury properties due to its possible bias and selective representation. This scepticism brings about challenges in credibility, a heightened need for transparency and potentially necessitates expert collaboration for enhanced trustworthiness. Conversely, whilst typically authentic, UGC may be critiqued for lacking informed viewpoints, especially in the luxury property sector, raising concerns about the accuracy and expertise behind shared experiences. These findings contradict previous studies. Particularly, Cho et al. (2017) and Hair et al. (2015) affirmed FGC's direct impact on brand trust, whilst Demba (2020) identified a direct relationship between UGC and brand trust, showcasing a complex scenario that warrants further exploration into the relationship between content types and brand trust.

Regarding the outcome of SMBE, we found a positive relationship between SMBE and brand trust, affirming the results of several previous studies (Fernandes et al., 2018; Leckie et al., 2021), where cognitive, emotional and behavioural engagement of SMBE facilitates the development of brand trust. Furthermore, this study supports the brand's dedication to SMBE because when homebuyers engage with LRP brands on social media, they are more likely to engage in brand-related networking activities like sharing photographs, videos and stories with others, consequently increasing brand trust.

H1 and H2 are supported by empirical data, where SMBE is an important mechanism for both FGC and UGC to boost brand trust. According to the findings of the SEM analysis, the indirect effect of FGC on brand trust through SMBE is stronger than the direct effect of FGC on brand trust. Likewise, the indirect impact of UGC on brand trust is stronger through SMBE than the indirect effect. Although FGC and UGC appeared as critical influencers of brand trust, the strong effects were fully mediated when SMBE was added to the model. Thus, this finding contributes to the growing literature that emphasises the critical role of SMBE between FGC, UGC and brand trust.

For a better understanding of the dynamics of FGC on SMBE, the moderating effect of SMIE was examined. Whilst celebrity endorsement (Herjanto et al., 2020) and social media influencer source credibility (Nafees et al., 2020) have dominated studies on social

interactions, the existing literature highlights very few studies focussing on SMIE. This paper illustrates the crucial role of SMIE in reinforcing FGC on SMBE. Obviously, when both FGC and SMIE are strong, consumers are more likely to perform SMBE. As a moderator, SMIE improves interactions between firms and consumers and helps SMBE foster consumer–brand relationships. Firms can leverage brand awareness by endorsing brand-related stories or information to manage brands, communicate and market to consumers. Our findings highlight that social media influencers' capacity to increase brand awareness and create favourable connections with an LRP brand strongly correlates with their endorsement of that brand. Through content endorsement, an LRP brand can incorporate the meanings and values of the influencer into its image, allowing it to share these ideas with homebuyers through brand engagement on social media, purchase and usage.

Moreover, the conceptualisation of SIC as a moderator in SMBE differentiates this study from previous research that has attributed SIC as an antecedent and a mediator to consumer–brand relationships and engagement practices. For instance, SIC has been considered as a determinant that influences SMBE (e.g. Leckie *et al.*, 2021), brand preference and satisfaction (Jamal and Goode, 2001) and as a mediator between social media usage and conspicuous online consumption (Burnasheva and Suh, 2020). Considered a behavioural tie and attitudinal, SIC is a moderator in this study's effect of UGC on SMBE. We provide new perspectives into the empirical understanding of SIC on the part of the consumer moderates the link of UGC to SMBE.

The result unexpectedly shows that SIC negatively moderates the relationship between UGC and SMBE, meaning consumers with high SIC are less influenced by SMBE than those with low SIC, thereby weakening the effect of UGC on SMBE. This negative impact may partially stem from our SIC measurement, focussed on affluent Vietnamese homebuyers aged 45–65, reluctant to showcase their wealth on social media due to fears of theft and kidnapping, highlighting cultural and behavioural disparities. In alignment with Maslow's Hierarchy of Needs theory (1943), recognition is related to self-actualisation. When a person's psychological and basic needs are fully met, they do not rely on others for recognition (McLeod, 2007).

In contrast, people with low self-actualisation will feel accepted and motivated if they are recognised. Therefore, younger wealthy homebuyers between the ages of 30 and 44 want to flaunt their identities in front of others. At a certain level of wealth, people are more concerned with their ego than money. In the context of our study, extremely wealthy people are modest and increasing one's fortune does not involve purchasing more opulent homes or flashy vehicles. Instead, it entails financial independence, which everyone needs to follow in their passions and aspirations.

Theoretical contributions

The study has four main theoretical contributions. First, the findings indicate that FGC and UGC exercise SMBE as a mechanism to induce positive consumers' brand trust. This finding is novel since prior studies have primarily focussed on customer–brand engagement as a mediator mediated the relationship between consumer involvement and both self-brand connection and brand usage intent (Hollebeek *et al.*, 2014), perceived personalisation and brand loyalty (e.g. Shanahan *et al.*, 2019) and electronic word of mouth (eWOM) and both loyalty and satisfaction (e.g. Srivastava and Sivaramakrishnan, 2020). However, this study is the first to introduce SMBE as a mediator between FGC, UGC and brand trust. Thus, it contributes to the literature by providing evidence that SMBE complements FGC and UGC.

Second, this study pioneers the evaluation of SMIE and SIC as moderators of SMBE. Previous studies have found empirical and conceptual evidence of related moderators in the context of consumer–brand engagement. For example, celebrity endorsement moderated the

relationship between brand image and brand trust, purchase intention (Herjanto *et al.*, 2020) and social media influencer source credibility moderated the relationship between social media influencer power and consumer–brand attitudes (Nafees *et al.*, 2020). Likewise, SIC was developed in the consumer behaviour literature (Sirgy *et al.*, 2000) and empirically validated (Yim *et al.*, 2007; Kleijnen *et al.*, 2005; Kumar and Kaushik, 2022). However, previous studies have not thoroughly examined SMIE as a moderator between FGC and SMBE, nor have they explored SIC as a moderator between UGC and SMBE. Therefore, this study sheds light on these important moderating factors and paves the way for future research to explore additional moderators between FGC and SMBE, as well as between UGC and SMBE.

Thirdly, this study validates the integration of the uses and gratification theory and self-congruence theory in explaining the integrated SMBE model within the LRP context. This empirical confirmation establishes the power and relevance of these theoretical frameworks and provides a foundation for future scholars to build upon. Researchers may replicate this attempt to explore the impact of other determinants on SMBE, contributing to a more comprehensive understanding of high-income consumers' online behaviours in the realm of luxury brand management.

Lastly, this study addresses a geographical gap in the existing literature on SMBE. Whilst previous research has predominantly focussed on Western Asia (e.g. Algharabat *et al.*, 2020), Southern Asia (e.g. Chahal *et al.*, 2020), Western Africa (e.g. Osei-Frimpong and McLean, 2018), Western countries (e.g. Leckie *et al.*, 2021), this study contributes valuable empirical evidence on the determinants and outcomes of SMBE within Southeast Asia, specifically Vietnam. By shedding light on the unique context of Southeast Asia and highlighting the applicability of SMBE in this region, this research broadens the geographic scope of SMBE studies and offers insights that were previously overlooked.

Managerial implications

Drawing from the research findings, this study provides several managerial insights for successfully integrating the SMBE model and implementing marketing strategies on social media to promote brands. Marketers must recognise that consumers can be physically, emotionally and cognitively engaged not only with luxury brands (like luxury property, clothes, jewellery, etc.) but also with convenience and utilitarian brands (like banking, insurance, etc.).

By identifying the mediating role of SMBE, this study highlights its crucial significance in shaping brand trust. Marketers can leverage FGC and UGC to engage consumers on social media, knowing that such engagement significantly contributes to positive brand trust. Understanding the impact of SMBE enables marketers to design and implement effective marketing strategies that foster consumer trust and loyalty.

This study also uncovers the moderating effect of SMIE and SIC. Marketers can utilise social media influencers to endorse their brand content and reach a broader target audience. By aligning the values and traits of influencers with those of the target consumers, marketers can establish favourable connections and increase brand awareness. Additionally, recognising the importance of SIC, marketers can encourage consumers to create and share content that reflects their unique style and personal image, thereby increasing consumer engagement and viral marketing. However, to control the negatively moderating effects of SIC and increase the number of selfies consumers post on social media towards a brand, marketers need to further motivate young consumers between the ages of 30 and 44 who wish to display their identities in public and show off their successful stories online.

The findings provide actionable insights for marketers seeking to enhance brand trust, engage consumers effectively and achieve marketing goals on social media platforms.

By integrating the mediating role of SMBE and considering the moderating effects of SMIE and SIC, marketers can develop targeted strategies that resonate with their target audience, build trust and create meaningful connections. These practical implications can ultimately increase brand loyalty, create positive brand perception and improve business outcomes.

Limitations and future research directions
This study, focussed on Vietnamese LRPs, acknowledges several limitations. Future research should explore our findings in various cultural and sectoral contexts to validate their applicability. Whilst our cross-sectional data is apt for testing construct interrelationships, results might vary over time due to potential policy and economic changes. Although single-source data was utilised, exploring multiple sources might yield different insights; future studies might also benefit from incorporating qualitative methods. Additionally, considering firm perspectives in future research could provide deeper insight into our conceptual model. Lastly, further investigations could explore additional variables (like brand community participation, subjective norms and individual sales capability) that might influence the relationships amongst FGC, UGC, SMBE and brand trust.

Conclusion
This study underscores SMBE's vital role in mediating FGC, UGC and brand trust relationships, particularly in Vietnamese LRPs, considering SMIE and SIC's moderating effects. It provides insights into UGC, FGC and SMBE's contributions to understanding brand management and engagement on social media. Findings recommend marketers develop cross-platform storytelling strategies, focussing on UGC and FGC impact on SMBE and mindful usage of SMIE and SIC to foster brand trust and energise consumers. Our SMBE model aids marketers in optimising brand-consumer interactions and enhancing sales revenues.

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Appendix

Factors/Items	Loading	α
Firm-generated content (Albers-Miller and Stafford, 1999; Lin and Lu, 2015)		0.902
1. A property developer's advertisement on social media enables me to acquire a large amount of information about the brand of a luxury residential area	0.767	
2. A property developer's advertisement on social media is a useful channel for me to obtain information about the brand of a luxury residential area	0.721	
3. A property developer's advertisement on social media is a useful channel for me to identify the brand of a luxury residential area	0.787	
4. It is fun for me to read information about the brand of the luxury residential area through a property developer's advertisement on social media	0.693	
5. A property developer's advertisement on social media makes me enjoyable about the brand of a luxury residential area	0.733	
6. I enjoy reading a property developer's advertisement about the brand of a luxury residential area on social media	0.740	
7. I do not get bored by reading a property developer's advertisement about the brand of a luxury residential area on social media	0.768	
Social media influencer endorsement (Duffy, 2017; Audrezet *et al.*, 2018; Lee *et al.*, 2020)		0.931
1. Social media influencers seem kind and good-hearted	0.794	
2. They are realistic	0.783	
3. Although they post ads, they give meaningful insights into the brand of a luxury residential area	0.791	
4. They give very honest reviews on the brand of a luxury residential area	0.786	
5. They promote homes from the brand of a luxury residential area where they bought and currently stay	0.629	
6. They not only post about the good things but also about the hardships of life at the luxury residential area	0.828	
7. They talk about real-life issues going on in their lives	0.787	
8. They are skilled in their property field	0	
9. They are very knowledgeable in their property field	0.748	
10. Their posts are unique	0	
11. Their content is original and not a copy of someone else's	0.789	
User-generated content (Schivinski *et al.*, 2016)		0.910
1. I follow the social networking sites of the brand of the luxury residential area to learn more about the upcoming activities of that brand	0.765	
2. Within these social networking sites, the content shared by other users about the brand of the luxury residential area meets my expectation	0.836	
3. Within these social networking sites, the content shared by other users about the brand of the luxury residential area is very attractive	0.797	
4. Within these social networking sites, the content shared by other users about the brand of luxury residential area is better than other developers	0.716	
Self-image congruence (Sirgy *et al.*, 1997; Kleijnen *et al.*, 2005; Kim *et al.*, 2013)		0.907
1. I buy a home to live in the luxury residential area that reflects who l am	0.845	
2. The brand image of the luxury residential area is similar to how I see myself	0.468	
3. I buy a home from a luxury residential area that fits the image I want to portray to others	0.855	
4. The brand image of the luxury residential area is consistent with how others see me	0.928	
5. The brand image of the luxury residential area is consistent with how I ideally like to be seen by others	0.847	
Social media brand engagement (Hollebeek *et al.*, 2014)		0.837
1. Engaging a brand of the luxury residential area on social media gets me to think about that brand	0.766	

(continued)

Table A1.
Measurement items, factor loadings and construct reliability

Factors/Items	Loading	α
2. I think about a brand of the luxury residential area a lot when I'm engaging that brand on social media	0.781	
3. Engaging a brand of the luxury residential area on social media stimulates my interest to learn more about that brand	0.866	
4. I feel very positive when engaging a luxury residential area brand on social media	0	
5. Engaging a brand of a luxury residential area on social media makes me happy	0.822	
6. I feel good when engaging a luxury residential area brand on social media	0	
7. I'm proud to engage a brand of a luxury residential area on social media	0.769	
8. I spend a lot of time engaging a brand of a luxury residential area on social media, compared to other media channels	0.819	
9. Whenever I'm using social media, I usually engage a brand of a luxury residential area	0.766	
10. A brand of luxury residential area is one of the brands I usually engage in when I use social media	0	
Brand trust (Ballester *et al.*, 2021)		*0.941*
1. With the brand of a luxury residential area, I obtain what I look for in a home	0.756	
2. The brand of luxury residential area is always at my consumption expectations level	0.778	
3. The brand of the luxury residential area gives me confidence and certainty in buying a home to live in	0.723	
4. The brand of the luxury residential area never disappoints me	0.790	
5. The brand of the luxury residential area would be honest and keep promises in its explanations	0.907	
6. I could rely on the brand of a luxury residential area	0.836	
7. The brand of the luxury residential area would make any effort to make me satisfied	0.833	
8. The brand of the luxury residential area would repay me in some way for the problem with the home	0.842	

Source(s): Authors

Table A1.

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