

Internal determinants of social media followers' willingness to pay a premium price: A moderated mediation model

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Abstract

The internal determinants of successful social media usage have received limited attention from researchers. Hence, this research examines the relationship between the social media manager's customer orientation and the psychological service climate perceived by supervisors, on the customer's willingness to pay a price premium, considering the mediating effect of brand authenticity and the moderating role of product involvement. Triadic data shows that the customer orientation of social media managers interacts with their work context to influence social media followers' perceptions of brand authenticity and, ultimately, their willingness to pay a premium price. Product involvement moderates the relationship between the internal determinants and willingness to pay a premium price. This research contributes to the social media literature by suggesting the need to consider the context and characteristics of the social media managers to promote the outcomes of social media usage.

Keywords: *Social media managers' customer orientation; Brand authenticity; Willingness to pay a premium price*

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