Analyzing Lexus of Edmonton's Marketing Channels

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Abstract

This report was conducted for Lexus of Edmonton to identify the best social media platform to invest their marketing budget in order to obtain the best ROI. We analyzed individuals' social media usage from various age groups of both current and potential clients to determine whether Facebook, Instagram, Youtube, or TikTok was the most effective in generating sales leads. By investigating how dealerships can market themselves in social media through conveying experiences and emotion with targeted content, we conducted a survey using simple random sampling (SRS) with 103 respondents to answer the management objective and determine the accuracy of our hypotheses.

Figure 1. Major Findings and Recommendations

Major Findings	Recommendations
- Individuals ages 18-41 use Instagram the most, while those aged 42-59 prefer Facebook. - Content that reflects relatability and promotes brand trust generates the most engagement. - Consumers are more likely to purchase products when advertisements come from someone they trust, an experience is shown, and product demonstrations are done. - Instagram is the most influential platform when making vehicle purchase decisions. - Younger demographics are more influenced by paid partnerships/influencers while older demographics are more influenced by authenticity.	- Lexus of Edmonton should create authentic content that promotes user trust. - Integrate face-to-face marketing, as word-of-mouth was shown to have the most influence. - Target content to specific demographics and use multiple tactics. - Prioritize advertising efforts to Instagram to be cross-posted with Facebook using Meta but maintain some presence on TikTok and YouTube to account for all demographics. - Ensure advertisements reinforce the Lexus of Edmonton brand values to reflect authenticity and transparency.

Problem Definition

Overview of Lexus of Edmonton

Lexus of Edmonton is a luxury car dealership, taking pride in focusing on small details that make a guest's experience positive. Lexus of Edmonton promotes strong workplace culture to ensure their employees remain satisfied, which is reflected in the service provided to guests.

We learned that Lexus of Edmonton prioritizes transparency and integrity while maintaining an open-door policy. To set them apart from competitors, Lexus of Edmonton focuses on guest experience rather than landing a sale. We were given limited information on their current marketing strategies and target market. With the information provided, we can understand their core competencies, to provide strategies to improve their current social media marketing.

Background of the Problem

Social media has revolutionized the marketing industry, changing the effectiveness of various strategies and techniques (Batra & Keller, 2016). In order to keep up with marketing trends, companies must adapt and adjust their marketing strategies. Lexus of Edmonton has realized this necessity to stay competitive and wants to evaluate social media platforms to ensure they are reaching their target market effectively.

Marketing research offers an effective method of determining what appeals to a target market and can draw conclusions to help formulate effective marketing strategies. Through the use of secondary research, meetings with the Lexus of Edmonton team, quantitative research through questionnaires, and analysis of our findings, we are able to define and provide potential solutions that will assist them with the greatest return on their investment for social media marketing.

Management Problem

After communicating with Lexus of Edmonton, we have gained an understanding of their current problem. This project's main objective is to evaluate YouTube, Facebook, Instagram and TikTok as social media marketing channels. The goal is to determine which platform Lexus of Edmonton should focus on to generate sales leads and improve ROI.

Marketing Research Problem

To come to a conclusion, we must determine the most popular social media platforms being used by current and non-clients to discover what platform(s) will be most beneficial to the dealership by conducting in-depth interviews. Additionally, we must study which demographic(s) respond more positively to social media marketing to tailor our approach appropriately. Through these efforts, our team aims to improve Lexus of Edmonton's social media strategies to generate the highest possible return on investment.

Literature Review

Theory to Build Analytical Model

To improve sales leads through social media for Lexus of Edmonton, we must understand the attitudes and preferences of the target market towards dealerships and their use of social media. Through in-depth interviews, we identified the main themes that communicate the importance of social influence and the overall experience people want in a dealership. See Appendix 2 for the participant profile.

Our analytical model is built on five key elements that underpin a robust social media marketing strategy: performance, authenticity, relatability, brand awareness, and customer engagement. These elements were initially evaluated through in-depth interviews and surveys. Our evaluation is designed to guide Lexus of Edmonton in creating content that resonates with

current and potential customers and in selecting the most effective channels for sharing the content.

Research Questions

1. What are the differences between TikTok, Instagram, Facebook and YouTube when it comes to social media marketing and what channel appeals to different demographics?
   - **Hypothesis #1:** Specific content performs well on different platforms. Understanding content performance will help reach specific demographics.
2. What are the best strategies for conveying the emotions and experiences of luxury through social media?
   - **Hypothesis #2:** Authentic social media content that is personalized to the consumer will produce brand trust and drive greater growth in sales leads.
3. What types of content and strategies on social media platforms lead to the highest levels of engagement for businesses across different industries?
   - **Hypothesis #3:** Content that reflects relatability and trust to a target audience produces the most engagement and the highest return on investment for a business.
4. How do dealerships market in social media?
   - **Hypothesis #4:** Marketing in dealerships consists of more old-school marketing techniques. Integrating social media will create more brand awareness for current and future clients, creating greater foot traffic into dealerships.
5. What short and long-term marketing strategies do luxury car dealerships use to accomplish their marketing goals?
   - **Hypothesis #5:** By combining immediate digital marketing tactics with lasting brand-building strategies, luxury car dealerships can improve customer engagement and loyalty by translating their luxury in-person experience into immersive online interactions.

Figure 2. Analytical Model
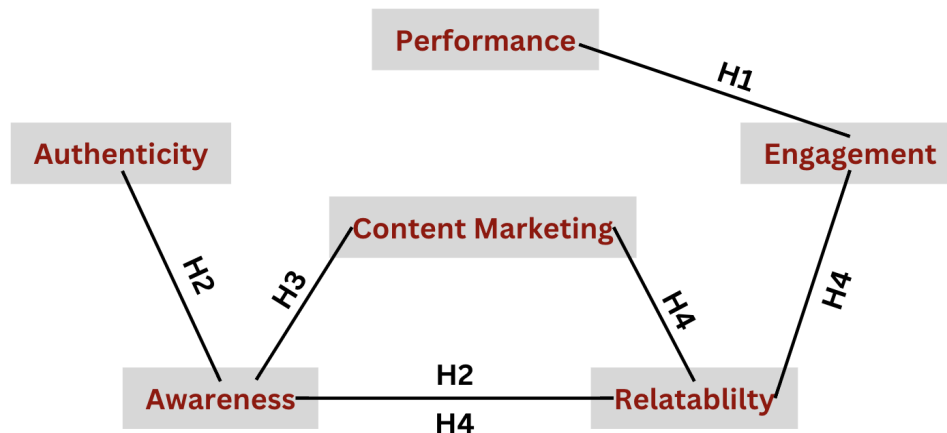
Secondary Research

By utilizing the MacEwan University library database, we searched keywords and terms such as: luxury service, emotional selling, luxury selling, luxury marketing, customer loyalty, effective

social media marketing, digital marketing, social media influence on consumers, customer engagement, automobile industry, and long-term marketing. We spent over three hours finding several sources of information to improve Lexus of Edmonton's social media strategy. The results from our literature review are below (more details are presented in Appendix 1).

In determining which social media platform is most effective, clear goals must be defined. We conducted secondary research to compare and contrast YouTube, Instagram, Facebook and TikTok.

YouTube focuses on creating quality brand content rather than facilitating customer engagement, while not encouraging brand communities with groups of customers (Wang, 2020). Companies can see success with YouTube marketing when the goal is to promote brand identity and build brand trust and loyalty. If Lexus of Edmonton wants to achieve viewer/customer engagement, YouTube may not be the best course of action.

Instagram and Facebook are two platforms that are similar in application when it comes to social media marketing. Both platforms facilitate two-way communication between the brand and customers (Chaudhary, 2021). Additionally, Facebook and Instagram provide a platform for communication between customers, creating a brand community that can improve brand awareness (Wiese et al., 2020). Hence, customers are more inclined to engage with the brand, strengthening their perception of the brand.

TikTok is best utilized when brands create content that increases brand awareness and offers relevant information (Maulana et al., 2023). TikTok can strategically boost brand awareness and reach a broader audience (Maulana et al., 2023). When a business or company can stay relevant with current trends on TikTok, their content has a higher chance to reach a wider audience and in turn increase brand awareness.

Lexus of Edmonton sets itself apart from other dealerships in the Edmonton region by their luxury experience. The issue they face is demonstrating the emotions and experiences of that quality service through their social media platforms to drive sales lead growth. The current social media landscape consists strictly of pictures of the cars, lacking aspects of the dealership itself.

Luxury clients are much different from traditional consumers; they're getting increasingly younger and less price-driven (Srun, 2017). Relationships between buyer and seller in the luxury car market must address the buyer's emotions, listening intently and providing staff with the training to be personable in front of prospective buyers (Srun, 2017). Social media marketing is a useful tool for the brand to generate sales leads and should be used to differentiate itself from other dealerships. Placing emphasis on its brand will generate a better reputation regarding brand equity, driving consumers' trust leading to long-term customer retention (Khan et al., 2023).

Brand attitude should be a main focus for the dealership, as it "generates and communicates (customers) connectivity with the brand," (Awasthi, 2023, p. 22). Social media posts exhibiting a luxury experience should not only relate to the product itself, but the feeling it provides the consumer. Lexus of Edmonton should be utilizing social media as a way to connect on a personal level with consumers, demonstrating responsiveness, consistency, and commitment to the standards they uphold (Awasthi, 2023). Both Millennials and Generation Z were found to associate social media with a welcome idea for luxury brands to utilize, to create the personal touch that users can align themselves with, creating an emotional attachment

(Dobre et al., 2023). Lexus of Edmonton's social media platforms should demonstrate the authenticity of the team, to exude the luxury experience (Dobre et al., 2023).

Now more than ever, "social media influences the public's perceptions and even economic expectations" (Iglesias-Sanchez et al., 2024, p. 3). Businesses are expected to adapt to the digitization of marketing and use social media to their advantage. "Unlike traditional media, social media is seen primarily by the users as an environment for consumer-to-consumer interaction, not corporation-to-consumer interactions" (Kilgour et al., 2024, p. 333). Therefore, companies that want the greatest ROI in social media must curate their content to fit trends that consumers see on their algorithms. Another strategy with positive response from consumers is collaborations with influencers. If a compaines "can develop relationships with brand advocates who are also social media influencers, then this provides a significant return on investment" (Kilgour et al., 2024, p. 334). A significant aspect behind social media marketing is allowing your target audience to relate to your content, as viewers are more willing to purchase products and/or services from those they can relate to and trust.

Understanding social media is of utmost importance when it comes to marketing in the modern world. Research shows "a positive and significant relationship between knowledge sharing and customer loyalty under the digital marketing approach" (Domyeh, 2023, p. 1). Using popular social media channels is a crucial factor that can lead businesses like Lexus of Edmonton to success if they use strategies such as collaborations, relatable content, or sponsored posts.

Social networking has become increasingly important in marketing over the years. As noted, "social networking sites are exposing consumers to countless social influences, forms, and shapes that alter the decision making process" (Al-Abdallah et al., 2021). Integrating a presence across various social media platforms enables dealerships to reach their target audience, engage in conversations with clients, gather consumer insights, and inform potential buyers about their offerings (Makgopa, 2016). According to Makgopa (2016), Facebook emerged as the most utilized platform in their study, surpassing Twitter, YouTube, WhatsApp, and LinkedIn. This popularity is due to Facebook's extensive reach within the target market and its features that facilitate customer messaging and the sharing of images and videos. Individuals need the sense of care and positive outcome from dealerships especially when purchasing a luxury vehicle, while both social media and in person marketing are important they overlap one another. Online reviews have been seen to be a crucial source of information for consumers when purchasing a vehicle (Hashem et al., 2024).

More brands recognize that to achieve optimal marketing results, they should invest in a strategy that combines both short and long-term marketing strategies in unison rather than in isolation. A common strategy used by luxury car brands to accomplish this is through digital marketing, which is described "as a form of marketing that leverages digital platforms and channels to promote products or services, engage with audiences, and enhance brand presence and image online" (Risdwiyanto et al., 2023, p. 181).

Brambilla et al. states, "Luxury brands have to craft an online experience that is just as proficient and artistic as their mainstream products[,] to do so, they have to make the most out of their social media presence and continuously share content to make it engaging and responsive" (2023). According to Jobber & Chadwick, "Successful brand building can reap benefits in terms of premium prices, achieving distribution more readily, and sustaining high and stable sales and profits through brand loyalty" (2013, p. 316).

Statistics gathered by Sciama & Oberoi demonstrate that 45% of Canadian new car buyers spend over a month researching vehicles online, and 80% said that research influenced their most recent vehicle purchase (2023). These findings demonstrate the influence digital platforms can have on the customer decision journey; therefore, luxury car dealerships should focus on"transfer[ing] the superior offline experience that luxury brands are known for to the digital realm" (Batra & Keller, 2016). An example is "virtual and augmented reality to create immersive and interactive online experiences that allow customers to explore vehicles in a more lifelike and engaging way" (Horvath & Sandberg, 2023, p. 34).

Through our secondary research conducted, we found that common themes regarding social media marketing include the importance of establishing brand awareness and transparency between business and consumer, the effectiveness of conveying a certain experience when it comes to social media marketing, and the significance of tailoring the marketing strategy depending on what social media platform is being utilized.

Research Design: Survey and Sampling Design

Target Population

The target population for this questionnaire is current and potential clients of Lexus of Edmonton. Current clients can be of any age range and live within Edmonton and surrounding areas. Potential clients should be considering a luxury vehicle for their next vehicle purchase, also living in Edmonton and the surrounding areas. Individuals should be users of social media platforms, specifically Instagram, Facebook, TikTok, and YouTube. The following vehicle purchase should be within the next five years.

Sample Size and Characteristics

The questionnaire closed with 103 responses, with 98 respondents in our target market. The greatest response rate came from individuals aged 42-59 years old. The following table provides characteristics of our respondents.

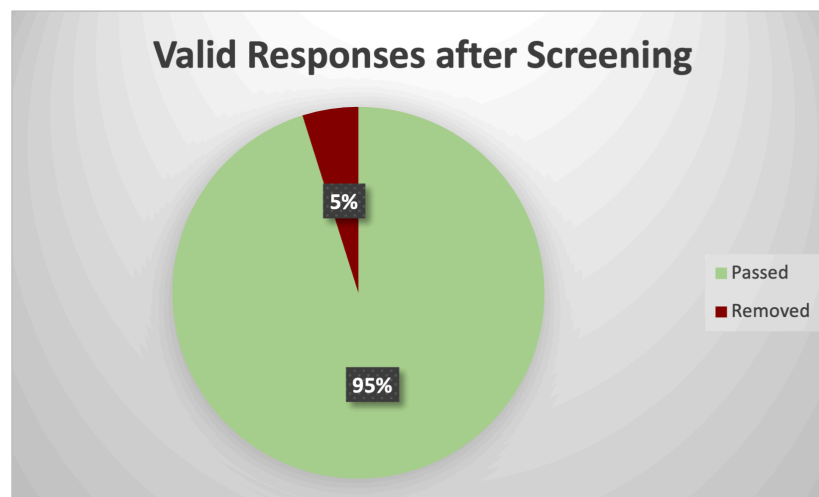*Figure 3. Percentage of Valid Responses After Screening Questions*

Figure 4: Sample Characteristics Of Lexus of Edmonton Target Market

Characteristics	Number if Responses	% Of Responses
Gender		
Female	52	53.1%
Male	43	43.9%
Prefer not to say	3	3.1%
Age		
18-27	31	31.6%
28-41	13	13.3%
42-59	49	50.0%
60+	5	5.1%
Average Annual Income		
<$50,000	18	18.2%
>$100,000	39	39.4%
$51,000-$74,000	15	15.2%
$75,000-$100,000	10	10.1%
Prefer not to say	17	17.2%
Geographic Region		
City of Edmonton	56	62%
Sherwood Park	20	22%
St. Albert	9	10%
Strathcona County	3	3%
Stony Plain Area	1	1%
Parkland County	1	1%
Spruce Grove	1	1%

Sampling Frame

Respondents were found using social media and word-of-mouth communication. This allowed us to reach our target response goal of potential customers. Individuals were contacted, and the list was adjusted to screen out those not meeting the demographic criteria. This reduces sampling frame error and ensures that we provide Lexus of Edmonton with the most accurate data. Word-of-mouth proved to be the most effective, reducing the stigma of surveys and encouraged respondents to fill it out.

Method

We will be using probability sampling. The specific technique will be simple random sampling, commonly known as SRS. After compiling our list of contacts from our target population, we randomly selected 100 participants and sent out the survey. After which, we asked respondents to ask any one they knew to complete the questionnaire as well.

Survey Administration Method

While creating a survey, we wanted to use a trusted platform to gain all the insight we needed to help Lexus of Edmonton. With previous research experience, we decided Google Forms is an ideal platform for our questionnaire. To reach as many individuals as possible, all five group members were responsible for administering the survey, and each member was responsible for at least twenty respondents. Methods that helped bring the most foot traffic to the survey were word-of-mouth, E-mail, and social media.

Fieldwork Data Collection

The first step in our fieldwork process is to select who we will administer our survey to, primarily consisting of participants within our targeted demographic.

Fieldwork was conducted by all group members who recruited participants through social connections such as peers, family, academic network, and professional colleagues. We aimed to gather at least one hundred responses from our target and various demographics, allowing us to generalize our findings to the larger population.

Development and Pre-Test of Questionnaire

Pre-Test Sample Size

Our pre-test consisted of six respondents from multiple age categories. These respondents are located in the Edmonton or surrounding area, including current and potential clients, and those with no current interest in the dealership. Following the pre-test, respondents were provided with the opportunity to leave feedback. The following outlines the results from this pre-test and the actions taken succeeding the information gathered.

The Objective of Pre-Test

- Evaluate the survey's **clarity**, **relevance** and overall **effectiveness**
- Identify and eliminate potential problems
- Adjust our survey accordingly and provide an updated version.

Feedback from Respondents

Positive Feedback

1. 83% of respondents had no notes to improve our survey.
2. All respondents claimed the survey had good flow, the questions were easy to understand, and asked the appropriate information.

Areas of Improvement

1. Ask more questions about traditional advertising methods and their influence.
2. Revise wording for question 11, "Select the three most accurate statements about advertisements that contribute to your decision-making process."

Overall, we made minimal modifications to the screening questions and none to the main or classification questions. Since most of our pre-test respondents had no feedback, we assumed the majority found the questions appropriate. As for our suggestions, the scope of our research pertains to social media marketing, so revising the questionnaire to include information about other marketing channels is unnecessary. Additionally, incorporating additional questions into the questionnaire would likely create information overload for respondents and ultimately harm the quality of the survey. For the screening questions, we specified what the Edmonton and surrounding areas are, as well as allow those who have not purchased a luxury vehicle in the past to take the survey, maximizing Lexus of Edmonton's target market.

Ethics

To ensure our survey is conducted responsibly and respect the rights of all participants, we addressed in advance any potential ethical issues that could arise. Before participating in our survey, participants are provided with a clear, detailed description of the purpose of the survey, the potential risks associated with it, the ability to withdraw at any point, and a guarantee that they will remain anonymous and their responses will be confidential. We also attached the complete consent form for participants to review and fully understand what they are consenting to. Before beginning the survey, participants are asked for their informed consent to continue the survey, and those who do not consent are thanked and unable to participate in the survey. Because the ethical matters of our survey were clearly defined, we did not run into any ethical issues.

Statistical Data Analysis and Results

Research Question/Hypothesis #1:

When looking at the data, we found that overall Instagram is our sample size's most used social media platform and TikTok being the least used. To determine this, we took our results from our Likert Scale and calculated the average responses. Since '4' was selected for the most used social media channel, the highest average is determined to be the most used platform. Figure 4 shows a visual representation of the average usage per social media platforms overall. Facebook is the second least used social media platform when analyzing the whole sample size.

Figure 5. Social Media Usage Averages
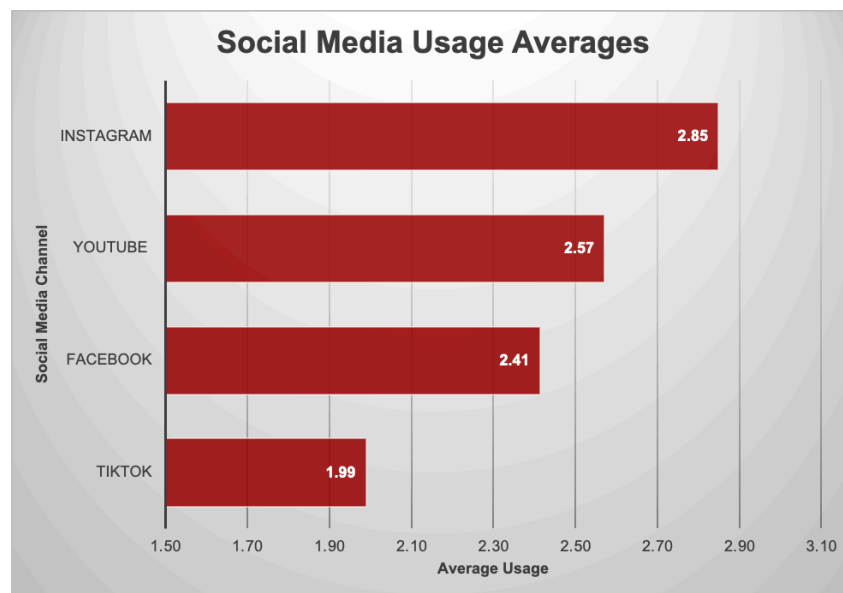
To further analyze social media platform preference by demographic, we also analysed preferences based on gender. To do this, we took the average of only female answers to our Likert scale of social media preference and then repeated with answers from males. The results show a difference in preference between females and males for social media channels. Females accounted for 53.1% of our sample size and their most preferred social media site is Facebook with TikTok and Instagram following close behind and YouTube as least preferred. Males on the other hand, which account for 43.9% of our sample size, averaged YouTube to be their most preferred social media platform and TikTok as their least.

Figure 6. Social Media Preference Based on Gender
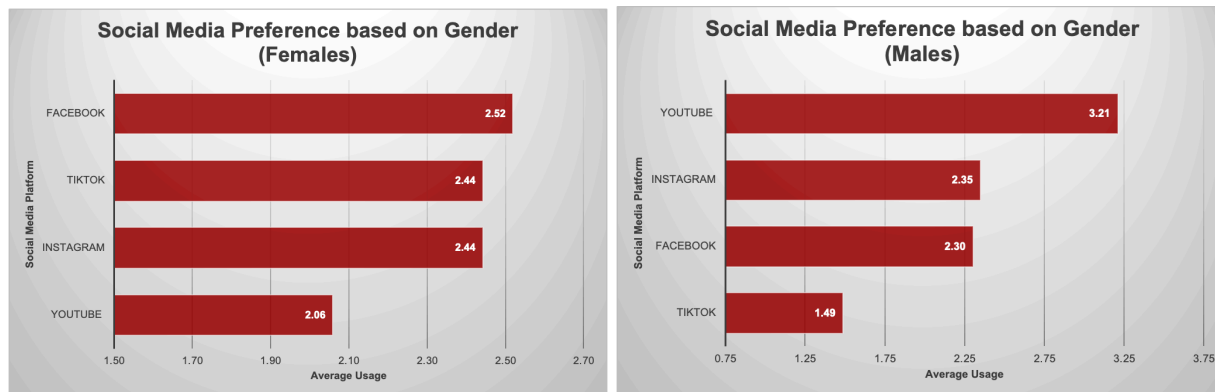
In addition to gender, we found differences in social media platform preference between age brackets (see Figure 5). We analyzed each age group by finding the percentage of preference per channel. For 18-27 year-olds, Gen Z, we found their most preferred platform is Instagram, with 39% of the sample ranking that as their most used social media platform. We see a similar trend with 28-41 year olds, and millennials. They, too, rank Instagram as their most used social media platform, with 41% of the sample using Instagram the most. The 42-59-year-old bracket, Gen X, is where we see slight differences as the most used social media platform is Facebook (35%), with Instagram following closely behind (33%). We see the biggest difference when looking at the 60+ bracket, Baby Boomers, as they strongly prefer YouTube compared to other platforms (40%). It should be acknowledged that there were only 5 participants who were 60+, making this age bracket a very small sample size, and therefore, we cannot apply the results to the population for Baby Boomers.

From the data, overall, Instagram is the most popular social media platform that Lexus of Edmonton should pursue for marketing purposes. Please note that some participants answered the Likert question by ranking multiple social media platforms a '4' rather than just one, which has slightly inflated the total used for percentages calculations, however, this does not significantly impact our results.

Figure 7. Social Media Preference based on Age Bracket
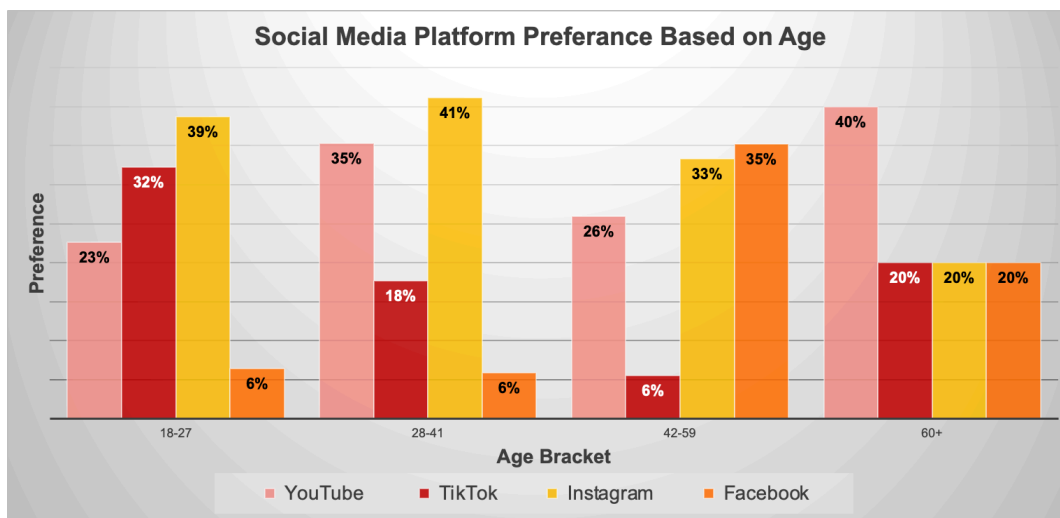
Research Question/Hypothesis #2

Using a question aimed at uncovering respondents attitudes towards social media posts: "On a scale of 1-10, how much to you agree with the following statement: "I am more influenced by advertising that conveys a luxury experience as opposed to those that demonstrate a product" we identified that 37.8% of respondents preferred a luxury experience being portrayed in their social media content. Meanwhile, 62.2% preferred product demonstrations or felt that it did not affect their decision at all.

As for authentic content to build brand trust, 24.4% of respondents included in their top 3 motivations that they're more inclined to make a purchase when it's shared by someone they can relate to. This demonstrates an affinity for authentic content. Respondents feel more inclined to purchase products that are advertised by people they can trust at 63.2% of 98 responses. The data details that authentic content that customers feel is relatable to their lives increases their motivation to make purchases with brands.

Figure 8. Ranking of Luxury Experience in Content versus Product Content

Rank ▼	# of Responses ▼	% of Responses ▼
1-3 Prefer Product Content	35	35.7%
4-6 Neutral	36	36.7%
7-10 Prefer Luxury Content	27	27.6%
Total	98	100.0%

Research Question/Hypothesis #3:

Figure 9. Most Influential Forms of Advertising

Responses	Number of Respondents	Percentage of Respondents
Posters, billboards, and/or physical advertisements	7	7.1%
Social Media	26	26.5%
Television	5	5.1%
Word-of-mouth	60	61.2%

Word-of-mouth (WOM) advertising has been the most influential form of advertising for individuals when purchasing a vehicle (61.2% of respondents), social media is the second most influential at about ¼ of respondents (26.5%) reporting it was a deciding factor in their most recent vehicle purchase. Each age range also reflects the total statistic. Word-of-mouth communication was also the most influential factor in each age range when purchasing a vehicle, while social media was second. The only exception to this statement is the 60+ age group- as WOM and social media influenced respondents the most at 40% each. These results indicate that social media does play a key role in individuals' decision making– even when purchasing products as significant as a vehicle.

The findings indicate that the three most influential factors identified by respondents are advertisements that convey an experience, demonstrate a product or service, and feature endorsements from trusted individuals. Specifically, 11 respondents (11.2%) highlighted these factors as the most critical in influencing their purchasing decisions. This trend is further

reflected in the aggregate data, with 62.6% of responses emphasizing trust, 58.6% highlighting product/service demonstrations, and 53.5% prioritizing the ability for an advertisement to convey an experience. Regarding trends in the age groups, ages 18-27 are heavily influenced by social media, as over half of them selected that option as one of the most influential forms of advertising. This trend remains true in ages 28-41, while social media was rarely selected in ages 42-59 and 60+. Regardless; trust, demonstrations, and conveying an experience remained the most significant responses among all age groups, and it is crucial for Lexus of Edmonton to harness these effects in their social media advertising methods.

These results support the hypothesis that trust significantly impacts the return on investment in social media advertising. However, the data challenges the hypothesis that relatability is a key factor in effective advertising, as only 24.2% of respondents identified relatability as influential in their purchasing decisions.

Research Question/Hypothesis #4:

Selling a vehicle within itself consists of different marketing strategies. Individuals are used to and almost prefer face-to-face contact when purchasing a vehicle. Integrating social might is easier when aware of who the target audience is and where to produce content. Our findings gave us several different understandings regarding individuals and how they prefer dealerships to market. This can be shown by: "If you currently own a vehicle from Lexus of Edmonton, did social media influence your decision in any way?" We identified that the majority did not own Lexus vehicles. However, 6.9% said social media did not play a role in purchasing, and 4.6% stated Instagram was the most influential in their decision-making. These findings show that social media does and does not affect decision-making. Integrating social media and old-school marketing strategies creates equilibrium with future and current clients, leading to more foot traffic with social media ads and posts in the dealership.

Figure 10. Social Media Influence on Lexus of Edmonton Vehicle Purchase
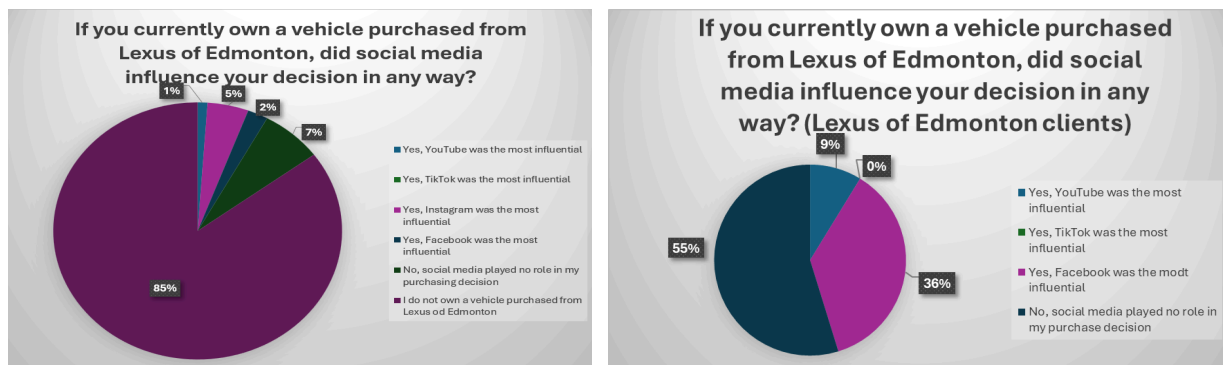
Wanting to gain insight on all future and current clients' points of view on social media, asking, "How likely are you to consider Lexus of Edmonton for your next car purchase based on their social media advertising?" The question needs to detail why they might not choose Lexus. However, it creates an insight that can benefit the next steps for social media investment. The question was ranked from 1 to 5, the highest ranking with 37.4% of individuals ranked at 1, while the lowest ranking was 4% for number 5. This can lead to an understanding that certain individuals may enjoy and consider more beneficial school marketing techniques to consider purchasing a vehicle from Lexus of Edmonton. We hypothesize that individuals still prefer face-to-face marketing when purchasing a vehicle. However, creating brand awareness online

can also help with word of mouth and overall foot traffic within the dealership. Social media will increase brand awareness and change individuals' perceptions and decision-making on brands.

Research Question/Hypothesis #5:

The data shows the influential power of both word-of-mouth and social media in consumers' purchasing decisions. It is evident that word-of-mouth is the most significant and social media is the preferred advertising channel compared to more traditional channels such as TV and physical ads.

To maximize its influence, companies should implement a strategy that utilizes both social media and word-of-mouth and leverages the strengths of each in a complementary way. Social media can serve as a powerful platform to amplify word-of-mouth by creating spaces where customers can share their experiences.

Figure 11. Impact of Luxury Experience Content Across Age Groups
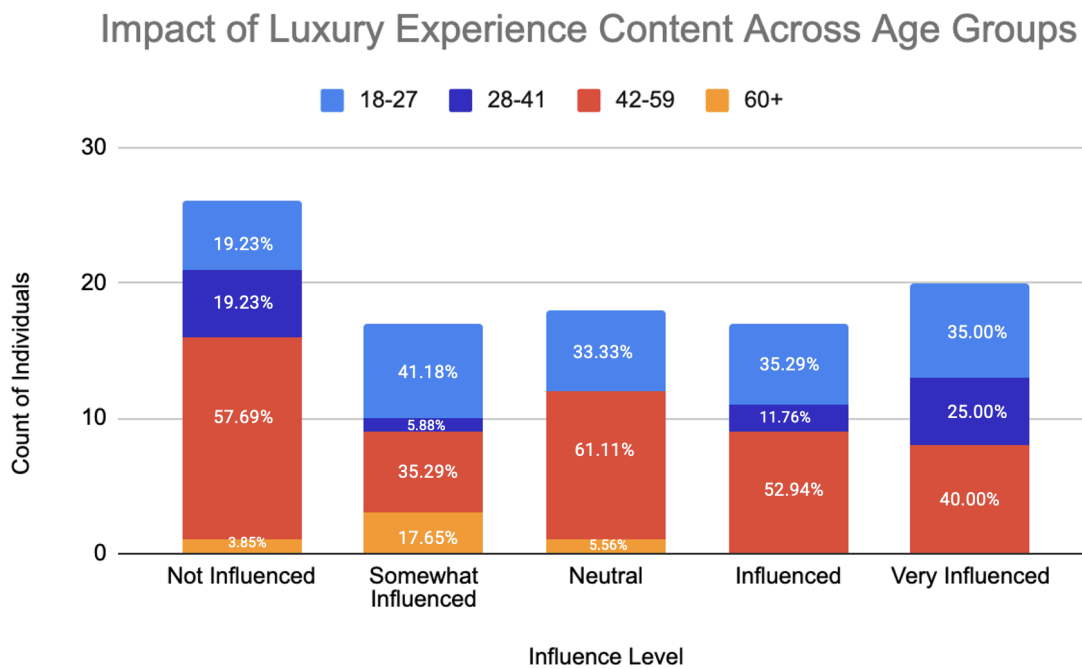
To gain a deeper understanding of the types of content that influence consumers, we asked respondents to rate, on a scale from one to ten, how strongly they agreed with a statement about the influence of advertisements focused on conveying a luxury experience, compared to those centered on product descriptions. Given this, we decided to analyze the result further and compare it to the respondents' age range. Our analysis revealed that respondents who agreed with the statement were primarily from the younger age groups, while those who disagreed tended to be from the older demographic. This data provides insight into the type of content to use depending on the demographic ones trying to reach. For instance, if one is trying to reach and engage a younger demographic they should create content that conveys the luxury experience, and conversely if they are trying to reach an older audience the advertisement should focus on the product and its features.

Recommendations

Recommendation #1

The most popular social media platform based on the rankings is Instagram. If Lexus of Edmonton wants to target certain age demographics, then they should focus on Instagram and Facebook together to catch the preferences of Gen Z, Millennials, and Gen X. While all age brackets do not popularly favour YouTube and TikTok, we recommend not ignoring either platform. TikTok is important to reach the younger demographic of Gen Z and introduce them to the Lexus of Edmonton brand for when they are ready to purchase a luxury vehicle. YouTube is important to reach the older demographic of Baby Boomers as they prefer this platform the most. While the sample size for the 60+ age bracket is small (n=5) and we cannot necessarily make conclusions for the population, only the sample size. Apart from the Baby Boomers, YouTube is also important for reaching the male demographic. Overall, we recommend, based on our data analysis, that Lexus of Edmonton should pursue Instagram and Facebook respectively while maintaining a TikTok and YouTube presence.

Recommendation #2

As part of our final recommendation, using Instagram and Facebook to combine Meta's posting assistance, Lexus of Edmonton needs to focus on producing content that is authentic and showcases what the brand stands for and who they are. Customers appreciate purchasing from someone they can trust, especially for luxury brands. They want to know that you have their best interests at heart, and one way to demonstrate this is through relatability. Customers feel comfortable buying from someone they can relate to, as the similarities help affirm the decision that the product is right for them. With the recommended social media platform, ensuring your content is authentic and relatable will lead to the greatest engagement and increase in sales leads. Posts need to speak to the everyday experience of customers, how the car fits into their lifestyle, and why Lexus of Edmonton is better than the rest based on:

- Customer service
- Quality
- Dedicated sales personnel
- Personalization of buying experience

Recommendation #3:

Regarding research question number three, it is recommended that Lexus of Edmonton prioritize advertising strategies that emphasize building trust in the brand. This can be achieved by curating Instagram Reels (which can be cross-posted with Facebook) that showcase vehicles available on the lot, highlighting key features through demonstrations, such as test drives and usage tutorials. Additionally, these advertisements should convey the overall customer experience, offering potential buyers a clear and engaging representation of what they can expect when choosing to purchase a vehicle from Lexus of Edmonton.

Recommendation #4:

Regarding research question number four and hypothesis number four, it is recommended that Lexus of Edmonton integrates more social media content with their face-to-face marketing strategies to create more brand awareness. This will increase foot traffic within the dealership and overall knowledge of Lexus of Edmonton towards future and current customers. This can be achieved by creating more personable posts on several different social media platforms and one

central platform that curates the most foot traffic. Individuals were seen to make their decision to purchase a vehicle by word of mouth; this is where the personable face-to-face marketing at the dealership integrates with social media. Word of mouth can occur from personal experience within the dealership and its social media presence.

Recommendation #5:

It is recommended that Lexus of Edmonton creates a campaign on social media that accomplishes short and long term goals simultaneously. A social media campaign is an effective way to obtain quick results for reach and engagement, and depending on the content it can also indirectly reinforce the brand image of Lexus of Edmonton. A social media campaign for a luxury car dealership should communicate the experience when purchasing a Lexus. In this case, content that communicates to the consumer that owning a Lexus is not only about driving, but about embodying a lifestyle that is associated with the brand. When a brand identity is well defined and aligns with core values, it helps create a deeper connection to the consumer resulting in increased trust and loyalty, which are essential for long-term success.

Two recommendations for content ideas for a social media campaign for Lexus of Edmonton could include a paid partnership with a high-profile social media influencer, and utilizing free user generated content. Both of these strategies will strengthen the brand image by conveying trust, relatability, and a luxury experience—ultimately increasing engagement and loyalty.

Limitations

1. *Qualitative Research Limitation: Reaching Interviewees*
   - **Limitation:** Difficulty accessing previous Lexus of Edmonton clients; only one of three potential clients was interviewed.
   - **Impact:** Limited data for analysis, which slightly affected the analytical framework. Insights were supplemented by interviews with two non-client target market members.
2. *Quantitative Research Limitation: Response Error*
   - **Limitation:** Some participants answered Likert scale questions incorrectly, particularly rating multiple social media channels the same score.
   - **Impact:** Slight inflation of totals, but the data remained usable and representative due to minimal impact on overall results.
3. *Overall Project Limitation: Time Constraints*
   - **Limitation:** The project timeframe was restricted to 3.5 months.
   - **Impact:** Limited the amount of data collected, potentially affecting the depth and representativeness of the results.

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Word Clouds generated by www.freewordcloudgenerator.com (2024).

Appendix A: Analysis of Findings from Qualitative Research

Author (Year)	Country of Study	Research Objective	Methods used and Sample Size	Techniques of Analysis of Data	Key variables (how they measured the variables)	Main findings/Results
Al-Abdallah, G., Khair, N., & Elmarakby, R. (2021).	United Arab Emirates	Impact of social media on luxury vehicle purchases and the relationship of demographics.	Quantitative survey, Sample size of 1,224	Likert questionnaire	Descriptive analyses	Social media positively impacted the luxury purchase decision in the automotive industry.
Awasthi, B. (2023).	India	Determine the role of social media to generate long-term customer retention in regards to luxury brands.	Qualitative - 521 respondents	Questionnaires to formulate hypotheses.	Sent questionnaires to respondents in 18 cities. Tested with SPSS v.26.0.	Customers are strongly influenced by social media, and so is their repurchase intention.
Batra, R. & Keller, K. (2016)	United States	How traditional and new media affect consumer decision journeys.	Qualitative research	Conceptual framework maps	Key variables included different communication options, factors that affect the consumer	The findings demonstrate that marketers need new tools and creative thinking that

					communication process, and consumers' needs and wants.	provide structure in a complex communications environment.
Beachum, N., & Krallman, A. (2023).	USA	To determine the impact social media skills and marketing has on the current job market.	Qualitative methods of data collection.	Content analysis of job descriptions, practitioner interviews, and student perceptions of two commonly used pedagogical assessments: simulations and client-based projects.	Interviews, simulations, client-based projects.	Critical need for social media meta-skills and technical skills.
Brambilla, M. Badrizadeh, H. Malek Mohammadi, N. Javadian	Italy	Investigating the communication strategies of luxury brands and their impact on social media	A case study from a multi-fold data collection	Comparative analysis.	Measure engagement rates of different variables, including post frequency, celebrity endorsement, product category, etc.	Overall, the article highlights the importance of

Sabet, A. (2023).						consistent content for luxury brands' social media strategies.
Chaudhary, M. U. (2021)	Pakistan	To determine how Instagram can be an effective marketing tool	Results are based on case study research from 12 published research papers	A survey framework categorized the findings of the papers	Using 12 published papers and studies that outline how Instagram can be used as a marketing tool.	Instagram is an effective tool to reach consumers and is an effective option for brands to use to widen their marketing channels
Dobre, C., Milovan, A.-M., Duțu, C., Preda, G., & Agapie, A. (2021).	Romania	Determine if Millenials and Generation Z associate luxury brands with social media.	Qualitative 303 respondents	Facebook to raise awareness and get responses on the questionnaire	Regression, confirmatory factorial analysis, independent samples t-test.	Luxury brands are compatible with social media channels, and can be used to depict emotions

						and exclusivity.
Gholipour Domyeh, H. (2023).	Iran	Aims to determine the factors contributing to knowledge sharing and customer loyalty in social networks with a digital marketing approach.	Qualitative data gathered from research reports and 5 respondents.	Questionnaires with industry experts.	Two-objective mathematical model to simultaneously optimize knowledge sharing and customer loyalty.	Relationship between customer loyalty and knowledge sharing has a significant positive effect.
Hashem, M., Ruiz, C., & Curras-Perez, R. (2024).	Jordan	Analyze social media's effect on brand love and cognitive and behavioural factors in the automotive industry.	Sample size of 317, Five point likert scales.	Questionnaire	PLS-SEM to estimate based on happiness, brand trust.	Empathy and happiness created brand trust and a trusting relationship between the seller and the buyer. This generates positive electronic word of mouth.

Horvath, S., & Sandberg, B. (2023)	Sweden	How luxury automotive brands luxury hedonic experiences online.	Multiple case studies- Semi-structured interviews, as well as structured questionnaires. n=7	Thematic Analysis was used to code the data to reveal common themes and patterns.	Variables included, company, position, Interviewee /respondent, interview type, and interview date.	Notable shift towards digitalization in luxury brand marketing. Businesses must adapt to the evolving expectations of digitally connected consumers.
Iglesias-Sánchez, P. P., Jambrino-Maldonado, C., de las Heras-Pedrosa, C., & Fernandez-Díaz, E. (2021).	Spain	Aims to determine how a business can best harness social media as a marketing tool post COVID-19.	Qualitative research methods using 2,610 tweets.	Content analysis with social media posts to determine the impact digital marketing has on individuals	Economic effects, business strategies, consumer response.	Generalized distrust of policies led business organizations to insist on innovation and adaptation as the best tools to overcome the economic effect of the crisis.
Jobber, D. and Ellis-Chad	England	N/A	N/A	N/A	N/A	N/A

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Khan, M. F., Jan, A., Mir, M. R., & Beig, F. A. (2023).	India	Explore the influence of social media on consumer perceptions of luxury brands.	Casual research (qualitative) and sample size of 336.	Survey/questionnaire.	Confirmatory factorial analysis and structural equation modelling technique.	The majority of the social media components were significant when it came to luxury brand components.
Kilgour, M., Sasser, S. L., & Larke, R. (2015)	United Kingdom	Focus on how corporations should effectively utilize social media as a marketing channel.	Qualitative methods of research plus content analysis performed on 723 online articles relating to social media marketing.	In-depth interviews, questionnaires, and computer-assisted content analysis.	Content analysis, comparative study to determine content strategies that best adapt to an industry.	How organizations can develop their social media strategies in order to transform their brand message from being perceived as a commercial source of information to a social source.

Makgopa, S. (2016).	South Africa	Understand the use of social media tools by car dealerships.	Qualitative content analysis, interviewed 7 participants.	In-depth interviews	Atlas ti version 10 and a purposive sampling technique.	Open nature of social media means experiences are able to be shared but need to be careful of negative reviews from consumers. Internet is the best way to market in the modern age, especially through social media platforms.
Malhotra, Naresh K. (2019).	United States of America	N/A	N/A	N/A	N/A	N/A
Maulana, M. A. & Sandyawati, N. S. (2023)	Indonesia	To determine how companies' marketing efforts are used on TikTok	Used qualitative methods to collect data	Observations and questionnaires	Distributed questionnaires to people with TikTok accounts	TikTok is an effective means of marketing as it is widely accessible and has a low cost. Currently,

						TikTok is a very powerful media to reach a large demographic of consumers.
Risdwiyanto, A., Sulaeman, M.M., Rachman, A., (2023)	Not included	Short-term digital marketing strategies support long-term growth in a competitive and evolving digital realm.	Qualitative literature research	literature review organized in a detailed research report.	Selected literature based on, discoveries, concepts, theories, and trends	Results indicate that relevant content that is engaging and value-added is key to a digital marketing strategy. Additionally, data analytics are crucial to making strategic adjustments and informed decisions.
Srun, F. (2017).	Switzerland	How to properly sell luxury to luxury clients.	Industry experience.	N/A	N/A	Successful luxury sellers are authentic, speak to emotions, and understand

						ing client needs.
Wang, R., & Chan-Olmsted, S. (2020)	United States of America	Understanding content strategy on YouTube	Used content analysis, sampling 50 brands' YouTube.	Grading each brand on a scale of 0-5, 5 being the brand used strategy variables	Variables were determined based on previous research and helped determine the selected brand's content strategy to evaluate the successfulness of the branded YouTube channel	YouTube utilizes different strategies compared to Facebook, for example. They identified four trends that contribute to a successful channel (interaction through content, controlling UGC, featuring traditional celebrities, emotional content, and non-cognitive emphasis)

Wiesea, M., Martínez-Climentb, C., Botella-Carrubic, D. (2020).	South Africa	Aims to determine a theoretical understanding of social influences and regulatory focus in relation to Facebook advertising	A cross-country exploratory approach in South Africa and Australia (n=802). Data collected through surveys	A questionnaire with screening questions to ensure the respondents were at least 18 years old and had a Facebook account	Topics of discussion: *Attitudes toward general advertising and Facebook advertising behavioural control and, trust, privacy concerns*. The variables were measured on an 11-point Likert scale ranging from 0 (strongly disagree) to 10 (strongly agree).	Facebook users are exposed to Facebook ads, and brands must post engaging and relevant content.

Appendix B: In-Depth Interview Participant Profile

Participant	Profile Of Participants
Participant #1 (Management)	• Male • Age 26-40 • New Car Sales Manager
Participant #2 (Client)	• Male • Age 26-40 • Household of five members • Two vehicles were purchased from Lexus of Edmonton
Participant #3 (Non-client)	• Female • 41-60 • Household of 3 members

	● Recently purchased a new luxury vehicle from Volvo
Participant #4 (Non-client)	● Female ● 41-60 ● Household of 2 members ● Was between purchasing a Lexus or Porsche, ended up purchasing a Porsche
Moderator	● Relaxed ● Welcoming ● Open-minded ● Inquisitive for deeper answers