T.C. ISTANBUL TICARET UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF MARKETING MANAGEMENT

"DETERMINING THE FACTORS THAT INFLUENCE THE INTENTION TO PURCHASE LUXURY FASHION BRANDS"

MASTER THESIS

NAIMA SFAR

ISTANBUL, 2024

ISTANBUL TICARET UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF MARKETING MANAGEMENT

"DETERMINING THE FACTORS THAT INFLUENCE THE INTENTION TO PURCHASE LUXURY FASHION BRANDS"

MASTER THESIS

NAIMA SFAR
200024759

Advisor: Prof. Dr. Özgür Çengel

ISTANBUL, 2024

Ethic Statement

I dedicate all the required information in this title ‘Determining the Factors that Influence the Intention to Purchase Luxury Fashion Brands’ has been written in accordance with the academic manners and ethical commitment. I would clarify that all the materials, sources, data and all extra inputs have been benefited well throughout the writing procedure of this thesis. All matters contained in this thesis are my personal opinion and do not reflect the official view of Istanbul Ticaret University.

Naima Sfar

Abstract

This study examines how luxury fashion firms are affected by digital marketing. The goal of the study is to comprehend how, in the context of luxury fashion, digital marketing and customer purchase intention relate to one another. To examine the underlying theories and earlier studies on the subject, a thorough literature survey was done. The study used a quantitative approach, collecting information from a sample of participants through survey questionnaires and statistical analyses. The association between internet marketing and luxury fashion brands was investigated using descriptive statistics, correlation analysis, and regression analysis. The results showed that digital marketing had a favorable effect on high-end fashion companies, underscoring its capacity to expand audience reach, foster customer loyalty, and increase revenue. The most successful digital marketing strategies for luxury fashion firms were found to be social media marketing and influencer marketing. For luxury fashion firms looking to reinforce their brand positioning and improve their digital marketing strategy, the report offers insightful tips. The study does admit several limitations, such as the limited sample size and the emphasis on a particular time period, which call for more research to look at other factors and the dynamic nature of digital marketing in the luxury apparel industry. The study underlines the significance of utilizing digital technology and social media to interact and engage with consumers in the present digital era, which adds to the body of knowledge about digital marketing in the luxury fashion business.

Keywords: Digital marketing, Luxury Fashion Brands, Consumer Purchase Intention, Social Media Marketing, Influencer Marketing.

Özet

Bu çalışma lüks moda firmalarının dijital pazarlamadan nasıl etkilendiğini incelemektedir. Çalışmanın amacı lüks moda bağlamında dijital pazarlama ve müşteri satın alma niyetinin birbiriyle nasıl ilişkili olduğunu anlamaktır. Konuyla ilgili temel teorileri ve daha önceki çalışmaları incelemek için kapsamlı bir literatür taraması yapılmıştır. Çalışmada, anket ve istatistiksel analizler yoluyla bir katılımcı örneğinden bilgi toplayan niceliksel bir yaklaşım kullanılmıştır. İnternet pazarlamacılığı ile lüks moda markaları arasındaki ilişki tanımlayıcı istatistikler, korelasyon analizi ve regresyon analizi kullanılarak araştırılmıştır. Sonuçlar, dijital pazarlamanın üst düzey moda şirketleri üzerinde olumlu bir etkiye sahip olduğunu göstermiştir; bu da dijital pazarlamanın hedef kitle erişimini genişletme, müşteri sadakatini artırma ve geliri artırma kapasitesinin altını çizmektedir. Lüks moda firmaları için en başarılı dijital pazarlama stratejilerinin sosyal medya pazarlaması ve influencer (etkileyici) pazarlaması olduğu belirlenmiştir. Bu çalışma , marka konumlandırmalarını güçlendirmek ve dijital pazarlama stratejilerini geliştirmek isteyen lüks moda firmaları için aydınlatıcı ipuçları sunmaktadır. Çalışma, sınırlı örneklem büyüklüğü ve belirli bir zaman dilimine vurgu yapılması gibi çeşitli sınırlamalara sahiptir. Bu tez, lüks moda sektöründe dijital pazarlamaya ilişkin bilgi birikimine katkıda bulunan, günümüzün dijital çağında tüketicilerle etkileşimde bulunmak için dijital teknoloji ve sosyal medyayı kullanmanın öneminin altını çizmektedir.

Anahtar Kelimeler: Dijital Pazarlama, Lüks Moda Markaları, Tüketici Satın Alma Niyeti, Sosyal Medya Pazarlaması, Influencer (Etkileyici) Pazarlaması.

Acknowledgment

First and foremost, I express my gratitude to the Almighty God for endowing me with the patience, strength, and hope that have sustained me thus far, and for guiding me through one of the most significant goals of my life. I also extend my appreciation to my thesis advisor, Professor Ozgur Cengel, for his unwavering guidance and support throughout the research and writing phases of this thesis. Special thanks are due to Assoc. Professor Evrim Develi and Professor Figen Yıldırım for their responsiveness and assistance in addressing any questions that arose during this journey. Lastly, I convey my profound thanks to my mother, the pillar of my strength; my father; my grandmothers; my wonderful sisters; my roommates; and all my family and friends who have offered consistent support encouragement, and prayers throughout this entire experience.

Naima Sfar

Table Of Contents

List of Tables

Page

List of Figures

INTRODUCTION

According to Dubois and Paternault (1995), luxury fashion brands are recognized for their exclusivity, craftsmanship, and classic appeal. To reach their affluent clientele in the past, luxury fashion manufacturers relied on conventional marketing techniques including print advertisements, fashion shows, and high-end retail experiences (Chevalier & Mazzalovo, 2012). The marketing landscape has changed significantly resilts of the quick development of digital technologies and the growth of the importance of the Internet and social media. For luxury fashion firms, digital marketing has become a potent instrument for connecting with their target market, promoting their goods, and navigating the always-changing consumer landscape (Hennigs et al., 2019). This paper intends to investigate how internet marketing affects luxury fashion firms by examining the opportunities and difficulties it poses to the sector. (Phau & Prendergast, 2000).

Consumers are more connected and tech aware than ever in today's digital world. For information, entertainment, and commerce, they rely on a variety of internet platforms, social media outlets, and mobile devices (PwC, 2021; Statista, 2021). In order to stay relevant and maintain a competitive edge, luxury fashion firms must adapt to these shifting consumer behaviors and embrace digital marketing methods (Dubois et al., 2016; Okonkwo, 2017). Luxury fashion brands may interact with consumers in real-time through digital marketing, tailor customer experiences, and build a solid online reputation (Kaplan & Haenlein, 2010; Morgan-Thomas & Veloutsou, 2013). The analysis of the literature will give a thorough overview of how digital marketing has changed through time in the fashion sector and what it means specifically for luxury fashion firms. It will examine the various e-commerce platforms, influencer partnerships, social media marketing, and content marketing techniques used by luxury fashion firms (Chaffey et al., 2019; Islam et al., 2020; Wang et al., 2021). Likewise, luxury fashion brands business will review the ideas of value co-creation and ingredient branding, underlining the importance of customer involvement, brand narrative, and experiential marketing (Kim & Ko, 2012; Prendergast et al., 2019).

Reaching a larger worldwide audience is one of the main advantages of internet marketing for luxury fashion firms. Luxury fashion firms may now engage with customers from all over the world because to the extraordinary reach that digital platforms provide (Dubois et al., 2005; O'Cass & Fenech, 2003). Luxury fashion brands can interact with customers who have a specific interest in high-end fashion through focused digital campaigns and social media advertising, expanding brand awareness and possibly boosting sales (Kapferer & Bastien, 2012; Yoo et al., 2015). Additionally, luxury fashion firms may personalize their messaging, offer promotions that are tailored to each customer's interests, and develop immersive brand experiences that appeal to their wealthy audience thanks to digital marketing (Kapferer, 2012; Okonkwo, 2017).

Luxury fashion firms, however, have particular difficulties in addition to the opportunities that internet marketing offers. It can be challenging to strike the right balance between exclusivity and brand integrity when working in the digital sphere (Dubois et al., 2016; Fionda & Moore, 2009). To maintain the sense of luxury and set themselves apart from mass-market labels, luxury fashion brands must carefully curate their online presence (Kapferer, 2012; Veloutsou et al., 2005). Brands must continually be engaged with and sensitive to consumer requests and trends due to the quick-paced nature of digital platforms (Kapferer & Bastien, 2012; Sorescu et al., 2011). Luxury companies must secure the preservation of consumer data and keep a trustworthy relationship with their customer base in the digital environment due to privacy and security issues (Dubois et al., 2005; Prendergast et al., 2019).

The research will us quantitative research approaches to understand the effect of internet marketing on luxury fashion firms. To gain insight into the efficacy of digital marketing strategies and their impact on consumer perceptions, brand loyalty, and business performance, interviews with industry experts, focus groups with consumers of luxury fashion, and analysis of consumer behavior data will be conducted (Kim & Ko, 2012; Veloutsou et al., 2005). The results of this study will give luxury fashion marketers, managers, and industry experts useful information that will help them create successful digital marketing strategies and deal with the opportunities and challenges presented by the digital landscape (Dubois et al., 2005; Kapferer, 2012). Therefore, in today's quickly evolving business climate, the effect of internet marketing on luxury fashion firms is a subject of great interest. Luxury fashion firms' interactions with consumers have changed as a result of the incorporation of digital marketing methods, creating both opportunities and difficulties (Chevalierti & Mazzalovo, 2012; Dubois et al., 2016For firms looking to thrive in the digital era and satisfy the evolving expectations of their discerning clientele, it's imperative to comprehend the consequences of digital marketing in the context of luxury fashion (Hennigs et al., 2019; Okonkwo, 2017). This study intends to add to the body of knowledge in the area and offer useful information for luxury fashion marketers by investigating the many facets of digital marketing and examining their effects on luxury fashion firms (Islam et al., 2020; Wang et al., 2021).

CHAPTER 1: LITERATURE REVIEW

This chapter discusses cardinal issues relating to digital marketing for luxury fashion brands and the intention to purchase them. To be specific, the chapter shares information on digital marketing and its impacts, digital marketing strategies implemented by luxury fashion brands, benefits derived from digital marketing and the challenges encountered implementing digital marketing strategies for luxury fashion brands.

1.1 Intention to Purchase:

Azjen (1991) indicated that purchase intention is the zeal and willingness of person to buy a product or services and the intention serves a motivational factor for the performance of a certain behavior. Purchase intention refers to the thought process that triggers a consumer to determine a need, generate options and select a particular product and brand. It is the next step in the consumer decision-making process after assessing alternatives. In recent times, consumer obtain preference between brands, products and/or services being regarded and intend to buy the brand of preference (Stefan, 2019). Menon (2017) defined as purchase intention as the likelihood of customers showing profound interest in a certain product and make efforts to buy the product. The prediction of possibility that customers will purchase a particular product is of paramount importance to marketers (Menon, 2017).

Purchase intention is defined as the subjective tendency of consumers in choosing a specific product and it entails the attitudes of consumers toward specific products and brands and external factors (Jia & Lui, 2018). The authors further indicate that purchase intention is a form of consumer psychological activity which means the willingness and possibility of consumers purchasing a particular product. The willingness of consumers is regarded as an emotional decision taken prior to making a purchase through which the behavior and purchase decision can be inferred. Given this, comprehending the factors influencing purchase intention will aid stimulating consumers' purchase behavior (Jiu & Liu, 2018). Purchase intention can be considered a purchase plan, which is a pivotal factor in the evaluation of consumers' subjective needs or love for products (Dodds et al., 1991)

Consumer purchase intention is normally influence by the initial stages of the decision-making process however marketers have the ample opportunity to influence consumers find themselves at the purchasing stage (Iblasi, Bader & Alqurini, 2016). At this stage, marketers should make the conscious effort to provide consumers with their respective products and make sure that the purchasing process is easy and convenient. Purchasing decisions are heavily dependent on the convenience of store management effects (Bui et al., 2021).

The model of reasoned actions indicates that consumer behavior is predicted by the intention of a consumer which is in relation to a specific activity yet to be performed by the consumer (Kumar et al., 2022). Consumer purchase intention normally predicts the possibility of engaging in digital or online shopping. To gain traffic to an e-commerce website, the optimal element to consider is the purchase intention of consumers rather than making efforts to measure consumer behavior towards purchase (Sathar et al., 2022). Digital purchase intention refers to the willingness of individuals to buy products from online retailers using the Internet (Sathar et al., 2022). Customers normally compare virtual products' prices and then make purchase of the products. Digital purchase intention is vital in ascertaining the optimum purchase decision-making (Anand et al., 2019).

1.1.1 Pavlovian Learning Model:

The Pavlovian Learning model was named after Ivan Pavlov, a popular Russian Physiologist. Ivan through an experiment made an observation on how a dog reacted to the call of a bell, and presenting the dog with a meat. The dog's reactions were meticulously measured by the Ivan by considering the amount of saliva secreted by the dog. Given this, he indicated that learning occurs with alterations in behaviour that come about by practice and predicated on past experience. This ideology by Pavlov is significant to marketers (Saini, 2022). The learning process entails three main factors: drive, drives and reinforcement.

Drive

This refers to the strong internal stimuli motivating a person to perform a certain action (Saini, 2022). It refers to the linkage between the person and his or her behaviour. Drive has physical, psychological and biological bases which provide people with diverse traits of response behaviors (John, 2021). Every drive entails diverse subcomponents corresponding every level of the learning process that imparts stimulus-effect linkage behavior or reacting via these states (John, 2021).

Drives

This entails responses or reactions formed after stimulus-induced learning. Drives contribute significantly to the response behaviours as a result of innate biological traits and from those influenced by other drives (John, 2021). Saina (2022) indicates that drives can be natural resulting from psychological needs. Examples include pain, hunger, thirst and more. There exists two forms of cues: triggering cues and non-triggering cues.

Triggering cues normally influence the decision-making process of people however they do not commence it. There are two types of triggering cues: product cues and informational cues. Product cues are cues that perform as an external stimulus and are normally gained directly from the product. Examples include price, style, weight and colour of the product's packaging (Saina, 2022). Information cues on the other hand refers to external cues working as external stimuli and they provide information about the product. Examples include advertisement about the product, sales promotion, referrals and suggesting of sales personnel. The response of the consumer is the action he or she takes, that is whether to purchase the product or not (Saina, 2022).

Non-triggering cues are cues that form part of decision process but have not influence on the decision process.

Reinforcement

Any time an individual has a requirement to purchase a product (e.g., any type of clothing), the individual makes efforts to buy company's showroom containing clothes.

With this scenario, the individual is attracted by the clothes displayed in the showroom. Displaying the clothing in the form of colors and styles normally attract customers and it acts as a stimulus which influences the purchasing of the clothes (Saini, 2022). The satisfaction of customers influences them to recommend that particular product to friends and peers. Moreover, due to the satisfaction customers derived the product, they continue to visit the shop incessantly (Saini, 2022).

Reinforcement is an integral part of consumer buying behavior and marketers capitalize on this to ensure that they present a good image of their products and inks the product in the minds of consumers to influence them to continue visiting their shop from time to time. The loyalty of customers increases the sales of companies via reinforcement (Saini, 2022). There are two types of reinforcement namely primary reinforcement and secondary reinforcement (John, 2021). Primary reinforcement are the ones provided directly to the learner after diverse occasions and these normally take place when there are a continuum of stimulus-reinforcer. This denotes that the motivating emotions or traits emerge based on the stimuli linked with the primary reinforces due to them indicating reinforcement (John, 2021).

On the other hand, secondary reinforcement takes place when a person is provided with reinforcement after displaying already enforced behaviours. This type of reinforcement may be elucidated due to the vicious circle in which certain types of behaviours are triggered by a couple of relation events. Reinforcement signals result in becoming reinforced and more likely to move on the same tangent of behavior or continue to respond differently from their original natural response patterns for reorganization (John, 2021).

The Pavlovian Learning model elucidates the ideology that efforts can be made to condition consumer behavior with continuous advertisements. Their learning process is normally conditioned via repetition, rewards and motivation. Examples include making a celebrity the face of a product, pairing a popular song with the product and having a tag line for the product. These examples influence the mood of customers, and the learn about the product and reinforce themselves by relating to the product with a celebrity, some favourite songs and tag lines (Saini, 2022).

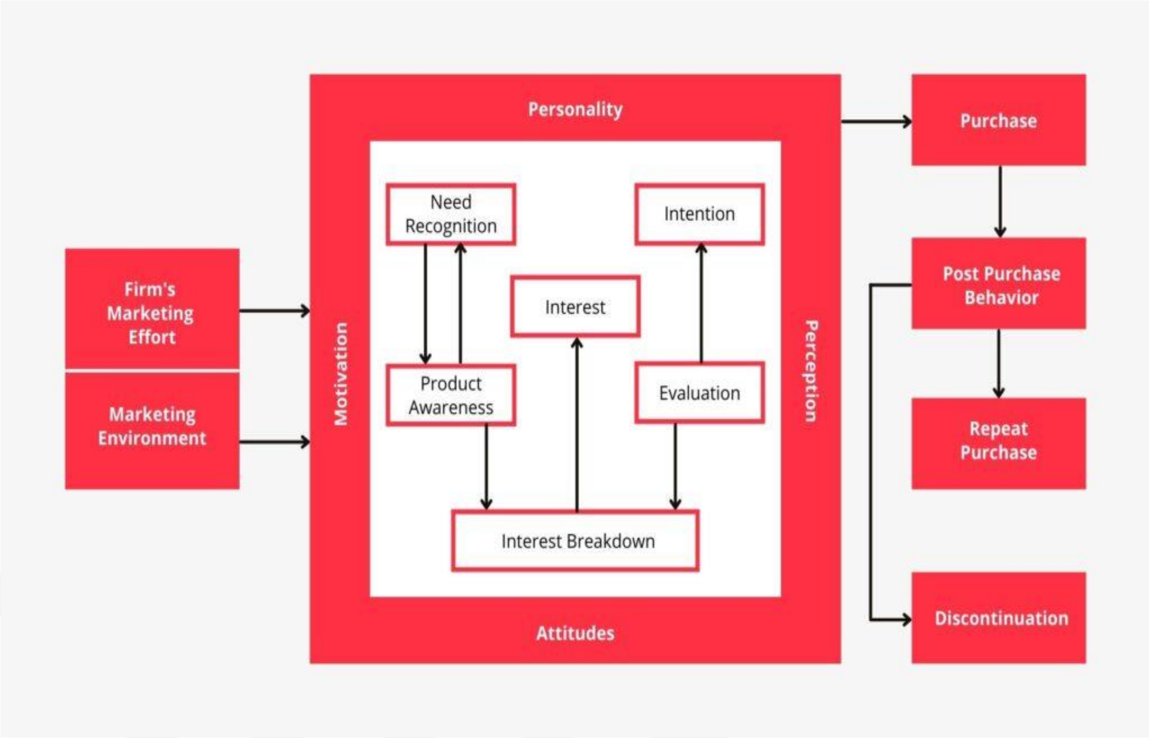


Figure 1: Pavlovian Learning Model

Source: Neostrom (2022)

1.1.2 The Engel, Blackwell, Miniard Model (EBM):

The Engel, Blackwell, Miniard Model (EBM) was developed in 1968 and the model elucidates the consumer behavior evolution. The EBM model categorizes the decision-making process of consumers into five factors including problem solving, information search, alternative evaluation, purchase and outcome. The EBM model indicates how consumers involve themselves prior to making purchases. The decision-making process can be shaped by individual differences and psychological processes. The model considers the knowledge, attitude, values, personality and lifestyle of the consumer (Saini, 2022). The EBM has four cardinal components: Information Processing; Central Control Unit; Decision Process and Environmental Influences.

Information Processing

Information process contains exposure, understanding, attention and retention of the marketing and non-marketing stimuli. To attain increased sales, consumers must constantly and appropriately be exposed to the message. It is imperative to ensure that consumers comprehend the message conveyed and embraces the message.

Central Control Unit

The stimuli processes as well as provides an interpretation to the message obtained by customers. This is usually done with the assistance of four vital psychological factors.

I) Stores information and previous experience regarding the product serving as a standard for making comparisons with other products and brands.
II) Assess criteria which are distinct to diverse persons.
III) Attitudes or state of mind which alters from time to time and aids in selecting the product.
IV) Consumers' personality which guides them to make an optimal choice which suits their respective personalities.

Decision Process

The decision process primarily entails recognition of the problem, internal and external search, assessment and making a purchase. The decision output or the satisfaction and dissatisfaction is an indispensable factor which affects the decisions of consumers. Moreover, the decision process may entail extensive problem solving, limited problem solving or response behaviour which is routinised. This is predicated on the type and value of product to be bought.

Environmental Influences

The environmental influences encompasses income, social class, family influences, physical influences and other considerations. The aforementioned factors may be favourable or unfavourable towards the purchase decisions.

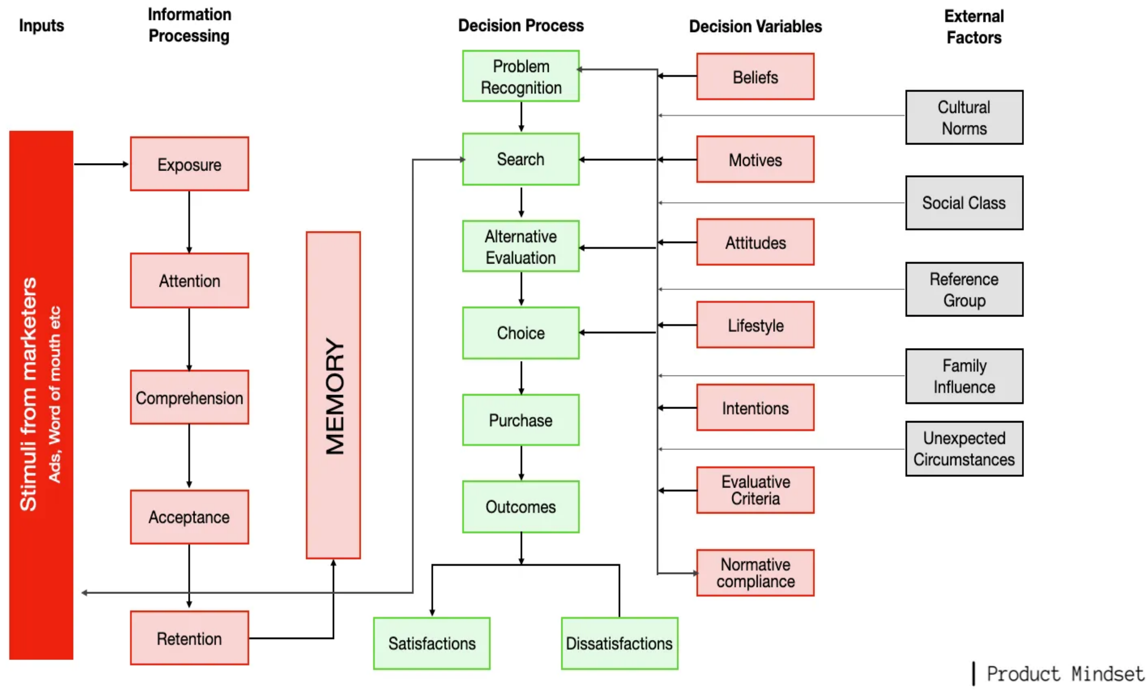


Figure 2: The Engel, Blackwell, Miniard Model (EBM)

Source: Product Mindset (2022)

1.2 Digital Marketing Term:

Digital marketing is frequently mistaken for online marketing. Essentially, digital marketing involves promoting a brand, service, or product using internet-based channels. Unlike traditional marketing, digital marketing utilizes online methods that allow businesses to track the performance of their campaigns, often in real-time, providing insights into what strategies are effective. The 21st century has seen most companies develop an online presence. Email became widespread, and technology made managing it relatively simple. Customer relationship management (CRM) systems had been used for some time to handle databases, and some companies were using web banners similarly to press advertising (Kingsnorth, 2016).

Forward-thinking companies were developing their search engine strategies and collaborating with affiliates. This marked the beginning of online marketing, leading to the emergence of specialized online marketing teams and experts (Kingsnorth, 2016). The most prevalent form of digital marketing is the organization's website, which serves as the hub for all its online activities. To attract qualified traffic, retain visitors, and boost sales, adept marketers integrate various tactics into their strategy, including email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing.

Early digital marketing was seen as an extension of traditional marketing, utilizing its tools and strategies on the Internet (Otero and Rolan, 2016). Satya (2015) referred to it as 'online marketing,' 'web marketing,' or 'internet marketing.' Over time, the term "digital marketing" gained popularity, especially in specific regions. In the USA, "online marketing" remains common, whereas in Italy, it is known as "web marketing." However, in the UK and globally, "digital marketing" became the preferred term, particularly after 2013. Digital marketing encompasses marketing products or services through digital technologies, primarily the Internet, but also includes mobile phones, display advertising, and other digital media.

Digital marketing involves the application of various marketing strategies through digital platforms. These can include SMS, search engines, email, websites, social media, and mobile devices. Its digital nature often makes it a cost-effective option for businesses to promote their products or services (Kingsnorth, 2016). The specific digital marketing tactics employed typically align with the organization's marketing goals, whether that's generating leads, enhancing brand awareness, boosting sales, or increasing brand engagement. However, digital marketing encompasses more than just having a website. It requires a visually appealing and user-friendly website with high-quality content that reflects the essence of the business. Additionally, optimizing the website for search engines (SEO) is crucial to ensure proper indexing and visibility. Organizations often seek the expertise of content and SEO specialists to design responsive websites accessible across various devices. Furthermore, digital marketing includes managing the organization's presence on social media platforms and engaging with followers. It entails marketing the business across different social media channels to effectively reach and interact with the target audience."

A vast majority of small businesses grapple with choosing between types of marketing due to budget constraints, often only able to afford one option. This decision is challenging: which approach will yield the highest sales and profits? How can they determine the effectiveness of their marketing efforts? Whom should they entrust with their marketing, or should they handle it themselves? To simplify, traditional marketing involves methods like print ads in newspapers and magazines, flyers, TV and radio commercials, and billboards. Conversely, digital marketing entails investing in a website and promoting the brand on platforms such as Facebook, Twitter, and YouTube (Cave, 2016).

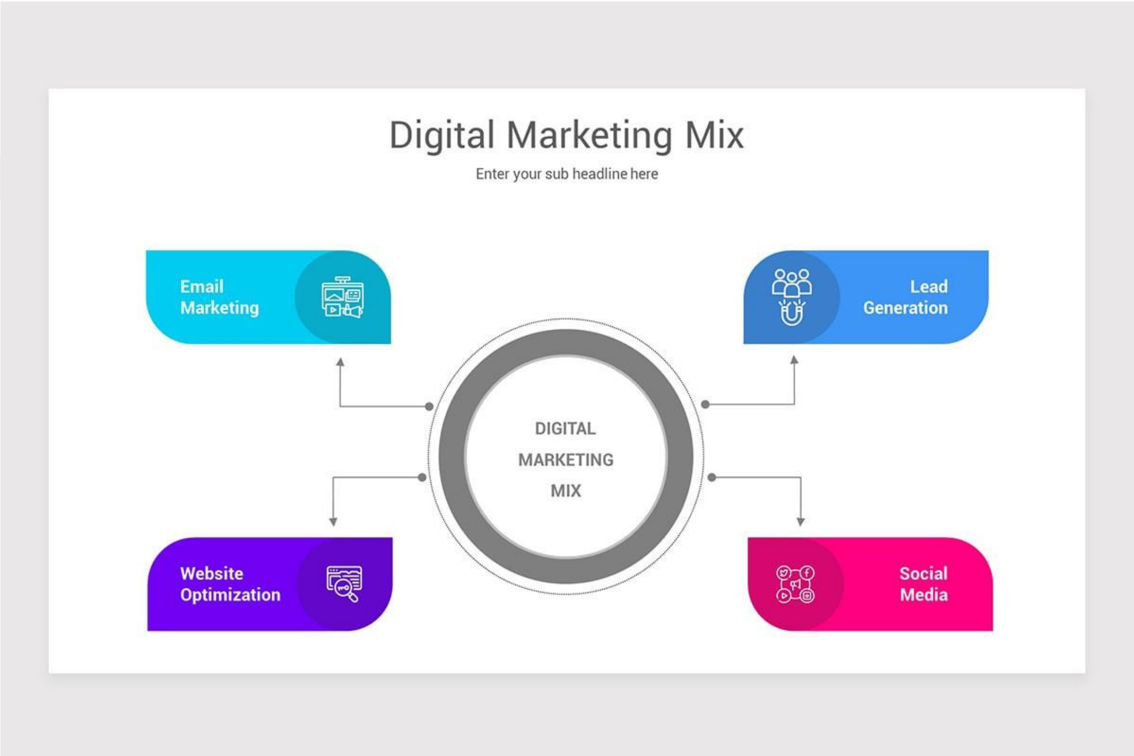


Figure 3: Elements of Digital Marketing

Source: https://www.nulivo.com/items/1199/digital-marketing-mix-keynote-template

1.2.1 Digital Marketing Mix:

In running a business, it is imperative to make use of the optimum brand promotion strategy for a specific target market. Due to the incessant technological advancements, one of the most appropriate tools to use is the digital marketing mix. Business are heavily relying on technology and it is the same way marketing has become dependent on technology. Companies around the globe have discovered novel ways of implementing marketing and sales. The digital world has brought a plethora of opportunities for business so that can adequately explore their respective potentials. Digital marketing mix refers to an approach to marketing strategy which brings an equilibrium among diverse media channels.

"Mix" in this context means the amalgam of diverse digital platforms such as social media, emails, websites and podcasts. The cardinal purpose of the marketing mix is to create a full and comprehensive marketing program that would cover every audience, goal as well as objective. The approach is model businesses can capitalize on to learn the merits of a comprehensive digital strategy (American Marketing Association, 2022).

The conventional marketing mix refers to a "set of marketing tools that the firm uses to pursue its marketing objectives in the target market." That "set of marketing tools" is what's commonly referred to as the 4Ps." (Kotler, 1964). The 4Ps are the core of every successful marketing plan and they are: product, price, place and promotion. For several years, the 4Ps have considered the optimum model utilized to build a marketing strategy (Ali, 2023). WorldStream by LocaliQ reports that 72% of marketing budgets are normally set aside for digital channels, shooting digital marketing's share of advertisement up to 55%. Give the increase, the concept of the 4Ps need to grow as well (Ali, 2023).

Figure 3: Digital Marketing Mix

Source: Hasan (2023).

1.2.1.1 Product:

Product is defined as the thing a company provides that the targeted audience prefers. Product refers to an item or service, the audience seeks to fill a need. and it can be a tangible item or an intangible service. Examples include clothing, bottled water, home insurance etc (Ali, 2023). The term product has significantly evolved in the digital era. With digital marketing, product is defined as the goods or services offered online and it includes a compendium of considerations such as product features, quality and the manner it meets the needs of customers. Digital marketeers many times concentrates on product presentation, user experience and how products or services are positioned in the online marketplace (Hasan, 2023).

Digital products including music (iTunes), apps (Google Play), software and e-books are some products that were not available during the conventional marketing era. Usually, digital products are delivered through digital platforms and distribution challenges that require diverse marketing strategies. For example, when a software company wants to reach a wider audience with its product offerings, the company focuses on optimizing its website and product pages to offer ameliorated user experience (Rojas, 2023).

A vast majority of business think having a great product and marketing it to the public is what needs to succeed however they fail. Clayton Christensen indicates that every year, more than 30,000 new products are launched, however only 5% excel in the marketplace. Several times, this is as a result of poor market research. If the market does not need the product, it won't sell. The best approach is understanding the needs of customers and then offering a product that meets the company's need (Ali, 2023).

1.2.1.2 Price:

In the digital era, price consists of cost of products or services, pricing strategies, discounts and perceived value of what is being provided. Online businesses must take a look at their pricing models and adapt the prices to stay competitive in the highly competitive digital space (Hasan, 2023). The introduction of technology has caused some disruptions to the conventional pricing model. Due to digital platforms, businesses are able to offer diverse pricing, where prices fluctuates predicated on market demand, competition and other contributing factors (Rojas, 2023).

For example, hotels and airlines normally utilize the dynamic pricing strategy to adjust their prices predicated on demand and supply. The digital platforms including Amazon and eBay provides businesses the opportunity to adjust their respective prices to be competitive in the global market place. Business in testing their dynamic pricing can leverage data analytics and Google Merchant Center's pricing comparison tool to determine trends and set their pricing for diverse categories. Evidently, this strategy increases sales as well as a more competitive pricing strategy (Rojas, 2023).

Ali (2023) indicates that there a couple of factors that affects the pricing of products including competitive offerings and prices, market share, product branding and quality, materials or input costs and customers' perceived product value and fair prices. Based on the factors that are most indispensable to companies and their target audience, they can accurately price their products using diverse approaches including demand-oriented pricing, cost-oriented pricing, profit-oriented pricing and competition-oriented pricing.

Demand oriented-pricing sets the price predicated on the demand for the product or service. High demands denotes that, consumers are ready and willing to pay more for the product. Cost-oriented pricing takes into consideration how much it costs to the product and set the price accordingly to gain profit. Profit-oriented pricing determines the profit goals of businesses and tests the prices that yield the desired return on sales. Last, competition-oriented pricing helps to price product similarly to that of their competitors to compete with their market share (Ali, 2023).

1.2.1.3 Place:

In conventional marketing, place is defined as the distribution channels and physical locations where the products are sold or services are rendered (Hasan, 2023). Place refers to whether the consumer can make a purchase and it solves the complex process of getting product directly from the manufacturer into the hands of buyers (Ali, 2023). In digital marketing, place refers to online channels and platforms where customers can find and purchase products or services (Hasan, 2023). The internet has added some spice to the digital marketing mix which has paved way for additional distribution channels to meet consumers at any location (Ali, 2023). Examples of place include websites displaying interactive ads, social media, e-commerce platforms, search engines, emails and online marketplace, (Ali, 2023; Hasan, 2023).

E-commerce sites are regarded as indispensable place to sell products. In 2021, retail eCommerce retail sales surpassed $5million and this projected to shot up astronomically to $8 trillion by 2026. The use of smartphones give users ample opportunity to have access to marketplace at all times and from any location they find themselves. It is imperative for businesses to exists in the profitable digital space to make their products easily accessible to consumers at a time and place that is mostly convenient to them. This will give the business a competitive advantage (Ali, 2023).

1.2.1.4 Promotion:

Promotion is a key component of digital marketing, encompassing a variety of online activities designed to advertise products or services. These activities include content marketing, social media advertising, email campaigns, search engine optimization (SEO), pay-per-click (PPC) advertising, and influencer partnerships. Digital marketing offers a wide range of tools and platforms to support these promotional strategies (Hasan, 2023). Promotion has always played a vital role in marketing strategies, and it continues to do so in the digital age. However, the transition from traditional marketing methods like TV ads, billboards, and print ads to digital platforms such as search engines, social media, and websites has fundamentally changed how promotional activities are conducted (Rojas, 2023).

Nowadays, digital channels enable businesses to precisely target specific demographics, monitor user behavior, and analyze data to refine promotional strategies. For instance, Instagram allows businesses to create sponsored posts tailored to users' interests and behaviors, which appear on their feeds. When a luxury real estate client sought to enhance their online visibility and attract more affluent clients, we devised a comprehensive digital marketing plan that included targeted ad campaigns on Google and social media, along with SEO and email marketing. By effectively utilizing digital channels, brands can boost brand awareness and attract more qualified leads to their websites (Rojas, 2023).

1.2 Impacts of Digital Marketing:

To engage with customers and accomplish their marketing goals, firms can now use the potent instrument of digital marketing. It includes a range of channels and technology, including social media, websites, mobile devices, emails, and more, and it allows immediate and focused links among sellers and buyers (Pham and Hoang, 2020). Luxury fashion is just one of several sectors that have seen a significant impact from digital marketing, which has changed how companies operate and engage with their target markets. Digital technology integration has grown more and more crucial in the luxury fashion industry in order to maintain competitiveness in the current market. The globe has undergone rapid change due to environmental conditions and technology breakthroughs, which has increased the importance of online marketing in the luxury fashion industry (Retail Weeks Report, 2014). This encompasses the rapid development of social media and the shifting preferences and selection criteria of luxury buyers (Phan & Heine, 2011).

Luxury term was used to be defined quite vastly since the human history. It has a few different meanings that mainly means to go rampant, being extravagant. Other meanings also refers to vulgurness or sinfulness. However, it was not long ago when back in the 17^{th} century the meaning of the word was upgraded and reformed to a cure, and enhanced motives. Businesses that have adopted digital integration and used digital marketing tools well have seen considerable advantages. According to Bughin (2013), businesses that have mastered the process of digital integration have witnessed a significant boost in their customer base, gaining more than 2.5 times the number of customers in comparison to conventional marketing strategies. Other than that, luxury fashion brands, run the risk of slipping behind in a cutthroat market if they ignore the possibilities of digital marketing (Ortved, 2011).

To effectively communicate with their target clients, luxury fashion firms must investigate and use digital marketing tactics. Understanding client habits, expectations, and interactions with digital platforms about fashion has been the subject of numerous research the study’s purpose is to locate areas of the digital world where innovation and advancement are possible (Kim & Ko, 2012). Customers' perceptions and expectations are significantly shaped by social media, in particular. Customers feel more empowered as a result of the ability to create, share, and interact with various types of material, such as texts, videos, photographs, and comments (Phan & Heine, 2011). Customers can interact with luxury fashion brands as well as other customers through social media, creating a vibrant and influential atmosphere that influences their purchasing choices and brand loyalty. Additionally, the emergence of social media influencers has had a big impact on the effectiveness of digital marketing in the luxury fashion sector. Social media influencers are people who have a sizable following on websites like Instagram, YouTube, and TikTok who have the power to persuade viewers to take certain actions by sharing their material (Gupta, 2019).

The effectiveness of working with influencers to reach their target audience and increase brand recognition has been recognized by luxury fashion manufacturers. Luxury fashion firms can tap into the influencer's devoted fan base and use their credibility and influence to market items and communicate with potential customers by teaming up with influencers who are consistent with their brand image and values (Choi & Park, 2020). The implementation of data-driven methods and analytics has also become necessary as the luxury apparel sector moves toward digital marketing. To better understand consumer preferences, monitor the effectiveness of marketing campaigns, and make knowledgeable marketing decisions, digital marketing offers a wealth of data and insights (Verhoef et al., 2020). Luxury fashion companies may tailor their marketing campaigns, provide targeted messages, and offer individualized shopping experiences by utilizing customer data and analytics. Brands can adjust their goods and communication to satisfy specific demands by studying the behavior and preferences of their customers (Papadopoulou et al., 2017). This increases customer happiness and loyalty.

Additionally, the emergence of e-commerce platforms has transformed the luxury fashion sector by enabling firms to contact audiences throughout the world and broaden their market reach. In order to increase online exposure, optimize the online purchasing experience, and drive traffic to e-commerce websites, digital marketing tactics are essential (Grewal et al., 2020). In order to exhibit their items, offer a seamless shopping experience, and satisfy the growing demand for online luxury shopping, luxury fashion manufacturers have joined e-commerce platforms (Dwivedi et al., 2019). Luxury fashion firms can draw online visitors, convert them into customers, and build lasting relationships by using efficient digital marketing strategies including search engine optimization (SEO), pay-per-click (PPC) advertising, and targeted email campaigns. It's vital to remember, though, that luxury fashion has its own set of issues and factors to take into account when using digital marketing. In the digital sphere, luxury businesses frequently struggle to strike a balance between exclusivity and accessibility. Careful brand positioning and storytelling are necessary to maintain an air of exclusivity while interacting with a larger audience online (Bridson et al., 2020). Luxury fashion companies must work to develop a distinctive digital experience that honors their history, workmanship, and core beliefs while also meeting the needs of tech-savvy customers.

Digital marketing has therefore significantly impacted the luxury fashion sector. It has changed how companies interact with their clients by enabling direct and focused contact via a variety of digital media. Luxury apparel companies who embrace digital integration and make use of digital marketing techniques can benefit greatly, including more customers being acquired and better brand recognition. Influencer marketing and social media have become effective tools for influencing consumer opinions and increasing brand loyalty. The industry's digital revolution has been further accelerated by data-driven strategies and e-commerce platforms. However, in order to preserve their exclusivity and provide a distinctive brand experience, luxury businesses must carefully negotiate the digital terrain. Luxury fashion firms may use digital marketing to establish lasting connections with their target audience and succeed in the digital world by becoming aware of changing consumer tastes and behaviors.

1.3 Digital Marketing Strategies Adopted by Luxury Fashion Brands:

Luxury fashion companies have quickly embraced digital marketing techniques to improve their online visibility, raise brand awareness, and interact with their target consumer. These techniques have altered the way high-end fashion companies present their goods and engage with customers, enabling more direct and individualized connection. We will examine two significant digital marketing techniques used by luxury fashion firms in this section: influencer marketing and social media marketing. One of the most often used digital marketing strategies for luxury fashion firms is social media marketing. For fashion companies to engage with their target audience, platforms like Instagram, Facebook, Twitter, and YouTube have become crucial tools (Fernández-Moya, 2020). These platforms give luxury brands the chance to present their goods, tell their brand's story, and interact in real time with consumers. Luxury fashion firms take advantage of social media's visual nature to produce aesthetically appealing content that connects with and attracts their target audience (Jin, Muqaddam, & Ryu, 2019). Luxury fashion brands may communicate to prospective customers their brand identity, values, and unique selling propositions through well chosen photos, videos, and text.

In addition to enabling two-way communication, social media platforms also enable luxury fashion firms to communicate meaningfully with their audience. In order to establish a feeling of community and forge better connections with their audience, brands can reply to comments, handle customer inquiries, and offer tailored recommendations (Bertolucci & Resta, 2020). In order to actively engage their audience in brand-related activities and foster a sense of exclusivity, luxury fashion firms frequently make use of social media elements like surveys, Q&A sessions, and live streaming (Hennigs, Wiedmann, Klarmann, & Behrens, 2020). Furthermore, social media platforms provide advertising alternatives that enable luxury fashion firms to reach a bigger audience and target particular demographics (Bertolucci & Resta, 2020).

Brands may maximize the return on their marketing expenditure by using this targeted advertising strategy to make sure that their content is viewed by those who are most likely to be interested in their products. Luxury fashion firms are now using influencer marketing as a potent digital marketing tactic. Influencers are those who have a sizable social media following and have the power to sway the thoughts and purchasing choices of their audience (Fernández-Moya, 2020). To promote their goods and increase brand recognition, luxury fashion firms team up with influencers who fit their brand image and target market (Kim & Johnson, 2020). Luxury fashion firms may expand their reach and increase engagement by collaborating with influencers and utilizing their authority, authenticity, and influence (Hennigs et al., 2020).

Luxury fashion firms can access influencers' engaged and devoted fan bases through the use of influencer marketing because these individuals frequently have a specialized following in the fashion and luxury industries (Choi & Park, 2020). Influencers can promote luxury fashion products in an authentic and approachable way through sponsored content, product placements, and brand collaborations, thereby influencing their audience's perspective and purchasing decisions (Kim & Johnson, 2020). According to studies, consumers view material created by influencers as being more authentic and reliable, which increases levels of engagement and conversion (Hsu, Tsou, & Chen, 2020).

In the upcoming years, 65% of luxury fashion firms intend to raise their marketing expenditures on influencer marketing, according to a survey by Rakuten Marketing (2018). This demonstrates the growing acceptance of influencer marketing's efficiency in reaching the target market and raising brand awareness. Influencers whose personal brands complement the aesthetics, target market, and brand values of luxury fashion labels are chosen with care. Brands can leverage the influencers' credibility and reach by working with those that represent the aspirational lifestyle connected with luxury fashion (Fernández-Moya, 2020). This will help establish a strong link between the attractiveness of their items and their followers' desire for them. In conclusion, luxury fashion firms have adopted a variety of digital marketing techniques to improve their online visibility and interact with their target market. Influencer marketing helps brands to use the authority and influence of social media influencers to increase brand awareness while social media marketing allows brands to showcase their products, engage with customers, and foster a feeling of community. Luxury fashion brands may create a strong online presence, develop deep relationships with their audience, and promote brand loyalty by efficiently implementing these methods.

Luxury fashion firms can gain a lot by implementing digital marketing methods, including increased consumer engagement, access to a larger market, and improved brand awareness. The potential of digital marketing to reach a broader audience than traditional advertising techniques is one of its main benefits. Luxury fashion companies can use digital marketing to specifically target their messages and content to different demographics, interests, and consumer behaviors (Belch & Belch, 2021). For instance, social media advertising can target users who follow fashion blogs or have expressed interest in designer clothing. Brands can reach people who are more likely to be interested in their products thanks to this tailored strategy, which improves the likelihood of conversion and customer engagement.

Luxury fashion companies may communicate with customers in more unique and personalized ways thanks to digital marketing. Brands can produce personalized email messages, offer specialized product recommendations, and distribute tailored social media content by gathering information and insights about their customers' interests, behaviors, and purchase histories (Belch & Belch, 2021). The customer experience is improved, and the relationship between the brand and its customers is strengthened, thanks to the individualized approach. When customers receive pertinent and individualized communications, they feel valued and understood, which increases brand advocacy and loyalty. Additionally, luxury fashion companies may use digital marketing to promote their goods and interact with customers in fresh and unique ways. Brands can pique the interest and attention of their target audience with attractive images, compelling storytelling, and interactive content (Jin et al., 2019). Particularly on social media platforms, luxury fashion firms may communicate their brand identity, highlight their products, and provide behind-the-scenes video in a dynamic and visually stimulating setting. Brands may elicit feelings, construct aspirational storylines, and generate attention for their products using visual storytelling.

However, despite the many advantages, luxury fashion firms have some difficulties when putting digital marketing techniques into practice. Providing a consistent customer experience across all touchpoints, both online and offline, is one of the problems. Numerous channels, such as e-commerce websites, social networking sites, physical stores, and other online marketplaces, are frequently used by luxury fashion firms to conduct business. Digital marketing initiatives need to be carefully coordinated and integrated if a seamless and consistent brand experience is to be achieved across these many platforms (Chaffey et al., 2011). To avoid confusion and preserve brand integrity, brands must maintain consistent messaging, visuals, and customer service across all channels. The possible risk posed by social media is another difficulty. Social media platforms offer a public forum where users can share their thoughts—both favorable and unfavorable—about a company or its goods. Luxury fashion companies must be watchful and aggressive in controlling their online reputations, responding to customer comments right away, and resolving any potential problems (Bertolucci & Resta, 2020).

Negative social media posts or experiences can quickly get worse and damage a brand's reputation. To reduce these risks and preserve a healthy brand image, luxury fashion firms must implement a strong social media management strategy. Luxury fashion firms have successfully implemented digital marketing tactics into their entire marketing approach despite the difficulties. Digital technology have been used by companies like Chanel, Burberry, and Gucci to create immersive experiences for its customers. Examples of luxury fashion brands that have successfully incorporated digital marketing to captivate their target audience include Gucci's "Gucci Hallucination" campaign, which made use of augmented reality, Burberry's "Burberry Bespoke" campaign, which allowed customers to personalize their trench coats online, and Chanel's "Coco Game Centre" pop-up store (Di et al., 2019; Muniesa & Giménez, 2020; Park & Rhee, 2021). These programs show that the business community understands the value of digital marketing for connecting with customers, building enduring relationships, and fostering brand loyalty.

As online shopping and social media usage continue to expand, digital marketing is anticipated to become even more important in the luxury fashion sector in the coming years (Prantner, 2020). In order to remain relevant and successfully engage with their target audience in an ever-evolving digital landscape, luxury fashion firms will need to continuously adapt and develop their digital marketing tactics. Luxury fashion firms may open up new growth prospects, improve their brand presence, and build enduring relationships with their discerning clients by embracing the benefits provided by digital marketing and overcoming the accompanying hurdles.

1.4 Benefits and Challenges of Digital Marketing Strategies for Luxury Fashion Brands:

Luxury fashion firms can benefit greatly from using digital marketing tactics, which also promote consumer interaction and brand visibility. Compared to conventional advertising strategies, luxury fashion firms can reach a wider audience by utilizing digital media. Targeted advertising based on particular demographics, interests, and behaviors is possible thanks to digital marketing. For instance, social media advertising can target users who read fashion blogs or have an interest in designer clothing (Belch & Belch, 2021). By ensuring that brand messaging and promotions are seen by the most appropriate audience, marketing efforts are made to be as effective as possible. Digital marketing also makes it possible for luxury fashion companies to interact with customers in more unique and personalized ways. Brands can develop personalized email messages, product recommendations, and specialized social media content by gathering information about client preferences and behaviors through data collection and analysis (Belch & Belch, 2021).

This tailored strategy improves the customer experience and encourages a feeling of connection and brand loyalty. Luxury fashion firms, however, also struggle to successfully use digital marketing methods. Providing a seamless and uniform customer experience across all touchpoints, both online and offline, is a problem (Chaffey et al., 2011). Luxury brands sometimes run physical storefronts in addition to their online presence, so it is essential to maintain a consistent brand experience and image throughout both channels. Whether they contact with the company through a physical location, internet, or social media channel, customers want a consistent experience. Managing and responding to conversations on social media is another difficulty. Customers can share their views and offer comments on social media channels, which can be both favorable and negative. To safeguard the reputation of their brand, luxury fashion companies must be quick to react and flexible in handling client complaints and compliments (Belch & Belch, 2021). This calls for devoted resources and a pro-active strategy for managing social media.

Despite these obstacles, a lot of high-end fashion companies have been successful in integrating digital marketing techniques into their entire marketing campaigns. Examples include Chanel, Burberry, and Gucci, to name a few. Gucci has earned a reputation as a pioneer in online marketing, attracting customers with cutting-edge digital commercials and augmented reality experiences (Di et al., 2019). With the help of creative initiatives like "Burberry Bespoke," which allowed buyers to customize their trench coats online, Burberry has also been successful in growing its audience through digital marketing (Muniesa & Giménez, 2020). By providing engaging experiences to customers through pop-up stores and gamification, Chanel has successfully balanced its online and offline interactions (Park & Rhee, 2021). These instances show how efficient digital marketing is in increasing brand recognition, luring in new clients, and improving the user experience.

As online shopping and social media usage keep growing, digital marketing is anticipated to become even more important for luxury fashion firms in the future (Prantner, 2020). For luxury fashion firms to remain competitive and engage with their target audience in a world that is becoming more and more digitally oriented, they will need to be able to adapt to digital trends and use digital marketing methods effectively. Luxury garment businesses struggle to manage online and offline interactions while delivering a consistent consumer experience across all touch points (Chaffey et al., 2011). Social networking is risky, and companies must respond quickly to complaints. Despite this, numerous luxury companies have successfully used digital marketing (Zhan & He, 2012). Here are some examples of premium clothing companies utilizing web marketing:

Gucci: Gucci, one of the most effective luxury fashion brands for online marketing, has put into place cutting-edge digital initiatives that have connected with its target market. One noteworthy campaign was "Gucci Hallucination," which used augmented reality (AR) technology to give customers a distinctive and immersive experience (Di et al., 2019). By superimposing digital elements over the actual world, Gucci created a virtual art exhibition that brought its items to life in an engaging and dynamic way. This strategy not only attracted customers' attention, but it also showed Gucci's dedication to embracing new technology and pushing the limits of digital marketing in the premium fashion sector.

Burberry: Another upscale clothing company that has effectively grown its customer base through digital marketing techniques is Burberry. The business has run clever digital marketing that have attracted customers' interest and engagement. According to Muniesa and Giménez (2020), one such campaign was "Burberry Bespoke," which allowed clients to customize their trench coats online. Burberry gave customers the option to personalize their clothes based on their preferences by utilizing digital channels, giving them a sense of exclusivity and uniqueness. This digital strategy not only increased brand recognition but also demonstrated Burberry's aptitude for fusing customization and technology into its marketing plans.

Chanel: A well-known high-end fashion brand, Chanel, has found success by balancing its online and offline experiences. The company continues to value in-person contacts while embracing digital marketing. This strategy is demonstrated by Chanel's "Coco Game Centre" pop-up shop (Park & Rhee, 2021). Customers were able to interact playfully and interactively with the brand's history and heritage by fusing online gaming and physical retail aspects. Customers could learn about Chanel's classic pieces and company history while having a fun and engaging experience at the pop-up store, which featured arcade games. This blending of online and offline components demonstrates Chanel's capacity to design a unified and compelling brand experience across several platforms.

The accomplishments of Gucci, Burberry, and Chanel in their digital marketing initiatives illustrate the value of creativity and innovation in the high-end fashion sector. These businesses have proven they can take advantage of cutting-edge technology, customize client encounters, and strike a balance between online and offline engagements. Luxury fashion brands may communicate with their target audience effectively, set themselves apart from rivals, and increase brand loyalty in the digital age by implementing such techniques.Due to marketing, luxury fashion companies now have access to a wide range of venues to advertise their products and attract new clients. As online shopping and social media usage continue to grow, digital marketing is anticipated to become an even more important strategy for luxury fashion companies (Prantner, 2020).

CHAPTER 2: LUXURY FASHION

The chapter generally discusses information regarding luxury fashion including luxury fashion marketing trends, social media and digital marketing, value co-creation and ingredient branding, customer experience of luxury fashion, and luxury retail.

2.1 Luxury Fashion Marketing Trends:

The luxury clothing market is a sizable one that is highly developed, competitive, and competitive. A large portion of the market has already seen success (Park et al., 2010). Customers' relationships and perceptions of brands are profoundly affected (Dhaoui, 2014). Brand lifecycles have gotten shorter as a result of contemporary social media trends. Luxury goods are increasingly being purchased by younger consumers, therefore firms must concentrate on traditional digital activities, particularly on ways to stay competitive in the target demographic, which is always expanding (Chu et al., 2013). According to the present research, luxury brand tactics that have been fueling the growth of the luxury sector globally are also of interest. The first article on the topic of marketing for luxury products was published in the Journal of Business Research in 2012 (Ko & Megehee, 2012). The particular challenge, which had a total of 16 papers, thereby generated a degree of interest that made it the primary topic of discussion among academic researchers and apprentices for the whole day.

In the fashion industry, influencers are especially important for influencing consumer behavior. These individuals work as brand ambassadors for the products they are advertising by creating high-quality content for their social media profiles and displaying the newest fashion trends (Godey et al., 2016). As they get more well-known and successful, they get better at attracting new fans and customers. The four primary areas into which luxury brands are divided are luxury consumer behavior, luxury value, luxury brand management, and luxury brand counterfeiting. Fashion marketing's primary goal is to raise awareness of upscale companies through a range of channels, with social media being one of the most popular ones. This study is divided into four sections: luxury customer experience, value co-creation and ingredient branding, luxury retail, and social media and digital marketing. According to a 2007 Okonkwo research, web marketing significantly increases the sales of high-end fashion companies, yet it can be challenging to preserve exclusivity. According to Veloutsou and Li (2015), luxury fashion companies should balance accessibility and exclusivity when employing internet marketing. The scale, level of competition, and sophistication that define the luxury clothes sector. Significant market sectors have already been successful in this industry (Park et al., 2010). Customers' opinions of and experiences with luxury companies have a significant impact on brand performance and consumer behavior (Dhaoui, 2014). Brand lifecycles have been further accelerated by recent social media developments, posing new problems and opportunities for luxury fashion firms. In order to compete in a target market that is continually changing and expanding, younger luxury buyers have also caused the focus to move toward digital methods (Chu et al., 2013).

Understanding the luxury brand strategies that have fueled the growth of the luxury industry globally has drawn increasing attention in this subject of study. In fact, a landmark paper by Ko and Megehee, published in the Journal of Business Research in 2012, stirred extensive debate and established luxury brand marketing as a hot topic among academic researchers and business professionals. The essay served as the springboard for a series of investigations into various facets of luxury fashion marketing, including 16 papers, which illuminated its intricacies and dynamics. In the fashion sector, influencers are especially important because of their ability to shape customer behavior. For their social media profiles, these people provide high-quality material that showcases the newest fashions and serves as brand advocates for the goods they advertise (Godey et al., 2016). Influencers are most effective when they interact and relate to their audience on an authentic level. Influencers become more useful business partners for luxury fashion firms as their fame and success grow and they are able to draw more fans and customers.

Luxury consumer behavior, luxury value, luxury brand management, and luxury brand counterfeiting are the four primary subcategories of luxury brands. For the luxury fashion sector to successfully implement marketing tactics, it is imperative to comprehend these categories. Fashion marketing's main goal is to raise awareness of and promote luxury companies on a variety of platforms, with social media being one of the most popular ones. It gives brands a channel through which to interact with their target market, express their brand values, and foster a sense of exclusivity and desirability (Veloutsou & Li, 2015). Social media and digital marketing, value co-creation and ingredient branding, the luxury customer experience, and luxury retail are the four main pillars of the study of luxury fashion marketing. The way luxury firms interact with customers and share their brand narratives has been changed by social media and digital marketing. According to Godey et al. (2016), these platforms give marketers the chance to develop aesthetically appealing and captivating content, engage with customers in real-time, and customize their marketing messaging for certain target markets. Additionally, while employing internet marketing methods, luxury fashion firms must carefully strike a balance between preserving exclusivity and accessibility (Okonkwo, 2007).

The concepts of value co-creation and ingredient branding are crucial in the marketing of luxury apparel. Luxury brands work to add value for their clients by providing one-of-a-kind and priceless experiences that go beyond the actual product. The perceived worth of luxury fashion products can be increased through collaboration with other luxury companies and the use of premium ingredients or materials (Chu et al., 2013). The luxury customer experience is another crucial component since premium customers want distinctive and personalized brand experiences. Brands that thrive in offering unique client experiences can stand out and develop devoted followings (Dhaoui, 2014). Finally, luxury retail is essential to the promotion of premium clothes. The physical store setting and product display can have a big impact on the overall luxury brand experience. According to Park et al. (2010), luxury retail spaces are intended to inspire a sense of luxury and refinement while offering clients a distinctive atmosphere and individualized treatment that is consistent with the brand's ideals.

The literature on luxury fashion marketing trends thus emphasizes the industry's dynamic nature and the requirement for firms to adjust to shifting consumer preferences and habits. Luxury brands now use social media and digital marketing as essential tools to interact with their target market and raise brand awareness. The idea of influencers has become increasingly important, enabling marketers to take use of their credibility and reach. Various facets of luxury fashion marketing are included, such as value co-creation, the consumer experience, and retail tactics. Luxury fashion companies may position themselves competitively in the market and build enduring relationships with their clients by comprehending and successfully applying these trends.

2.2 Social Media and Digital Marketing:

The social media revolution has changed how customers interact with brands, and YouTube has emerged as a crucial digital marketing medium (Phua & Jin, 2017). After immediately discovering the potential of the medium, luxury companies have incorporated YouTube vloggers into their marketing strategies (Marwick & Boyd, 2011). Many studies have examined the impact of YouTube vloggers on luxury companies. In one such study, Okonkwo (2017) looked at how YouTube vloggers have influenced the dynamics of managing luxury brands. According to the report, YouTube vloggers may effectively promote luxury brands because their videos have a personal touch that appeals to viewers. The study also stressed the importance of authenticity, since viewers can detect very quickly whether a vlogger is endorsing a product purely for profit rather than truly believing in it. According to the study (Jham et al., 2017), luxury companies must carefully select YouTube vloggers who are congruent with their brand's values and aesthetic. YouTube vloggers are especially effective at luring young clients to expensive brands. However, luxury brands need to carefully consider whether YouTube vloggers are dependable, real, and align with the brand's positioning and values (Molinillo et al., 2018).

Platforms like YouTube have become important conduits for digital marketing as a result of social media's change in how consumers communicate with brands (Phua & Jin, 2017). Luxury companies have taken advantage of YouTube's potential and incorporated YouTube vloggers into their marketing plans (Marwick & Boyd, 2011). Numerous studies have looked into how YouTube vloggers affect luxury businesses. Okonkwo (2017) investigated how dynamics in luxury brand management have changed as a result of the popularity of YouTube vloggers. According to the report, YouTube vloggers can effectively market luxury brands thanks to their relatable and intimate video content. Since viewers can instantly tell if a vlogger is advocating a product simply for financial gain or sincerely believing in it, authenticity of vloggers is vital. The study

(Jham et al., 2017) stressed the significance of carefully choosing YouTube vloggers who are consistent with the values and image of the premium brand. Younger consumers have found that YouTube vloggers are especially efficient at luring them to premium companies. However, luxury brands must carefully evaluate whether YouTube vloggers are dependable, real, and compatible with their brand's image and values (Molinillo et al., 2018).

Luxury fashion firms have made great use of other social media sites in addition to YouTube for digital marketing. According to Stokburger-Sauer et al. (2016), Instagram has grown to be a popular platform for luxury firms to promote their goods, interact with customers, and develop a visually appealing brand image. The visual nature of Instagram is used by luxury firms to create visually attractive images that elicit feelings, aspirations, and wants related to their products (Lee et al., 2018). A sense of exclusivity and community is also fostered by luxury fashion firms' active engagement with their fans through features like stories, live streaming, and interactive content (Nikolaidis et al., 2018).

These social media channels give luxury brands the chance to establish more intimate connections with their target market and foster brand loyalty (Wiedmann et al., 2020). The data makes it clear that social media and digital marketing are now essential parts of luxury fashion marketing strategy. Luxury businesses are now able to connect with their target audience in fresh ways thanks to the use of YouTube vloggers and a strong online presence on sites like Instagram. Luxury firms may increase brand awareness, improve brand image, and forge solid relationships with their customers by utilizing the power of social media. The idea of value co-creation and ingredient branding in the context of luxury fashion marketing will be further explored in the following section.

2.3 Value Co-creation and Ingredient Branding:

According to Prahalad and Ramaswamy (2004), value co-creation is a cooperative process wherein firms and customers work together to produce value that is advantageous to both sides. Value co-creation in the context of digital marketing for fashion enterprises entails incorporating consumers in the conception, creation, and promotion of products. Customers may help brands create goods that are in line with the needs and tastes of the target market by actively participating in these processes. This increases customer happiness and loyalty and, ultimately, increases sales. In the digital age, where customers have more possibilities to engage with brands and offer feedback, value co-creation is especially important. Fashion firms may gain insightful information from consumers through social media platforms, online forums, and customer feedback channels, enabling them to jointly develop goods that speak to their wants and goals (Hoyer et al., 2010). Additionally, including consumers in the co-creation process encourages a sense of ownership and connection to the brand, boosting client advocacy and loyalty (Füller et al., 2010).

Ingredient branding is a different idea with enormous potential for the success of digital marketing initiatives in the fashion sector. Ingredient branding refers to including reputable and well-known parts or materials in the product, which can greatly increase its perceived worth (Hoeffler & Keller, 2002). Fashion brands can successfully stand out in the market and draw discerning customers who value quality and craftsmanship by capitalizing on the reputation and prestige of these elements (Pappu et al., 2005). Ingredient branding is extremely important in the context of luxury fashion marketing for building credibility and desirability. Luxury fashion firms can exhibit the uniqueness and higher quality of their items by collaborating with well-known suppliers, appealing to the desires of their target clients (Kapferer, 2012). For instance, partnerships between high-end fabric producers or jewelry houses and luxury fashion businesses enhance the final product's worth while also giving them a sense of exclusivity and prestige, which enhances the brand's overall reputation (Liu et al., 2016). The performance of fashion firms' digital marketing initiatives could be considerably impacted by value co-creation and ingredient branding. By adopting these ideas, fashion businesses may create goods that more effectively satisfy the preferences and needs of their target market, raise the perceived worth of their goods and services, and ultimately increase sales and client retention.

2.4 Luxury Customer Experience:

Through the use of digital marketing, luxury fashion brands have also been able to offer their clients more customized experiences. By examining consumer data including browsing patterns, purchase histories, and social media activity, brands may create targeted marketing campaigns and offer customers tailored recommendations. As a result, it has been discovered that sales and client loyalty are up. 91% of consumers, it has been found, prefer to purchase goods from businesses they already know and trust since they like their services and suggestions (Accenture, 2018). Digital marketing's influence on the fashion sector has altered the way high-end fashion firms communicate with their clients, giving them access to fresh ideas for designing a customized and engaging shopping experience (Kapferer & Bastien, 2012).

Luxury fashion companies are now better able to engage with their target market and improve the customer experience thanks to digital channels like social media, e-commerce websites, and mobile applications. One major benefit of digital marketing for luxury fashion firms is the capacity to provide customers customized experiences. Brands can customize marketing efforts and offer clients individualized suggestions by utilizing customer data such as browsing habits, purchase histories, and social media activity. Customer happiness is increased by this level of customization because clients feel cherished and understood by the brand. Additionally, it promotes loyalty and enhances the bond between customers and brands (Godey et al., 2016). Luxury fashion firms may target content and offers at particular customer segments depending on their preferences and interests thanks to digital marketing. Brands can identify their most important customers and create specialized marketing plans to fulfill their needs using advanced analytics and customer segmentation methodologies (Phan et al., 2020). According to Hennig-Thurau et al. (2013), this tailored approach not only improves the customer experience but also raises the possibility of repeat business and brand advocacy.

Digital marketing platforms also give high-end clothing companies the chance to interact with clients in real time and get immediate feedback. Particularly social media platforms have developed into useful tools for brands to engage with consumers, respond to their questions, and learn more about their preferences and perceptions (Müller et al., 2018). By generating a feeling of community and establishing trust, this two-way communication deepens the relationship between the brand and the consumer (Grewal et al., 2021). According to research, consumers are more likely to buy goods from brands they already know and trust because they appreciate the products and suggestions offered by those brands (Accenture, 2018). Luxury fashion firms may boost consumer trust and loyalty, which will increase sales and brand advocacy, by leveraging digital marketing methods to create tailored and meaningful customer experiences.

2.5 Luxury Retail:

Due to the effects of internet marketing, luxury retail and fashion companies have seen considerable changes in recent years. Due to the rapid development of social media and e-commerce, luxury fashion firms have modified their marketing approaches in an effort to remain relevant and successfully connect with their target market. For luxury retail brands, this change has brought both opportunities and challenges (Nikitina, 2020). The rise of digital marketing has transformed how consumers engage with premium businesses, changing the face of the luxury retail industry. Luxury firms now have the ability to offer immersive and engaging experiences that transcend conventional marketing channels thanks to digital marketing methods. One noteworthy instance is the creation of virtual showrooms and try-on experiences for clients using augmented reality (AR) and virtual reality (VR) technologies (McKinsey, 2020). Customers may interact with things virtually thanks to these cutting-edge technologies, which improves their whole purchasing experience.

The use of AR and VR technology in luxury retail has a number of advantages. By giving customers a more engaging and tailored experience, it improves customer engagement in the first place. Customers can digitally inspect the goods, see how they fit or look, and even adjust some features. According to Bishop et al. (2019), this degree of engagement encourages a closer bond between the consumer and the brand, which eventually results in higher customer satisfaction and loyalty. Second, convenience is a vital component of the premium retail experience, and AR and VR technologies offer convenience in spades. Customers no longer need to physically visit stores to try on clothing, accessories, or even check out home décor before making a purchase. Customers who value time efficiency and value the flexibility of online buying are drawn to this convenience aspect (Choi et al., 2020). Luxury brands can also use digital marketing techniques to provide customised shopping experiences and personalized recommendations. Brands can give curated product recommendations, limited-time deals, and personalized content that suit the unique tastes of their customers by analyzing customer data and preferences (Pappas et al., 2020). The brand's sense of exclusivity and elegance is reinforced by this personalisation, which also improves client happiness.

However, there are difficulties associated with the use of digital marketing in luxury retail. For luxury businesses, striking the right balance between adopting digital channels and maintaining their exclusivity may be challenging. The exclusivity that luxury retail depends on for its competitive advantage can potentially be diluted by the extensive accessibility of digital channels (Phau et al., 2017). Luxury brands must therefore carefully combine accessibility and exclusivity in their digital marketing efforts. Therefore, there has been a big impact of digital marketing on luxury retail. The use of immersive and interactive experiences has changed how customers connect with luxury businesses thanks to the incorporation of technologies like AR and VR. These technologies improve consumer involvement, provide convenience, and permit personalisation, ultimately resulting in a rise in client loyalty and happiness. However, in order to maximize the advantages of digital marketing techniques, luxury firms must carefully traverse the difficulties of upholding exclusivity in the digital sphere.

CHAPTER 3: RESEARCH DETERMINING THE FACTORS THAT INFLUENCE THE INTENTION TO PURCHASE LUXURY FASHION BRANDS

The chapter provides information on the problem statemen, hypotheses formulated, study's purpose, research questions, significance, scope and limitation of the study. The chapter further provides the research methodology for the study as well as the main methods the researcher employed to complete it. Last, the chapter provides results of the study and interprets the results. The empirical findings were presented in the form of distribution tables.

3.1 Statement of the Problem:

Examining the difficulties luxury fashion firms encounter in implementing and optimizing these methods is essential as they learn to appreciate the importance of digital marketing techniques in connecting with and engaging with their target audience. Despite the potential advantages, luxury fashion firms face a number of challenges and difficulties while navigating the digital environment. Managing social media platforms efficiently and responding to customer feedback are a few of these challenges. Others include choosing the right influencers for collaborations and finding a balance between modern brand experiences and the traditional exclusivity associated with luxury fashion. To fulfill their marketing goals and maximize the impact of their digital marketing activities, luxury fashion firms must recognize and address these issues.

3.2 Hypothesis:

H0:- There is a significant impact of digital marketing on purchasing intention in the context of fashion brands

H1:- There is a significant impact of customer experiences on purchasing intention in the context of fashion brands

3.3 Purpose of the Study:

This study aims to analyze the effects of digital marketing techniques on luxury fashion firms and to pinpoint the crucial elements that either support or hinder their performance. The study intends to offer insights into the tactics used by luxury fashion firms, the advantages they gain from digital marketing, the difficulties they face, and the solutions to these difficulties. This study aims to add to the body of knowledge by analyzing the present state of digital marketing in the luxury fashion sector and to offer actionable advice for luxury fashion firms to maximize their digital marketing initiatives. In comparison to firms that do not prioritize digital marketing initiatives, luxury fashion brands who successfully adopt digital marketing strategies will have higher brand visibility, improved consumer interaction, and stronger customer loyalty. Additionally, it is predicted that luxury fashion brands would perform better in terms of brand awareness, customer perception, and sales if they effectively utilize influencer marketing and social media marketing. The purpose of the study is to test these ideas and offer empirical data that either confirms or disproves them. This study will provide a thorough understanding of how digital marketing strategies affect luxury fashion brands, empowering practitioners and researchers to create efficient strategies and tactics that are in line with the special qualities and difficulties faced by the luxury fashion industry.

3.4 Research Question:

How do digital marketing strategies impact the brand visibility, customer engagement, and customer loyalty of luxury fashion brands?

The unique effects of digital marketing methods on luxury fashion businesses are the subject of this research question, which focuses on important variables like brand recognition, customer engagement, and customer loyalty. The study aims to get a greater knowledge of the efficacy of digital marketing techniques in the luxury apparel sector and their consequences for brand performance by studying these criteria.

3.5 Significance of the Study:

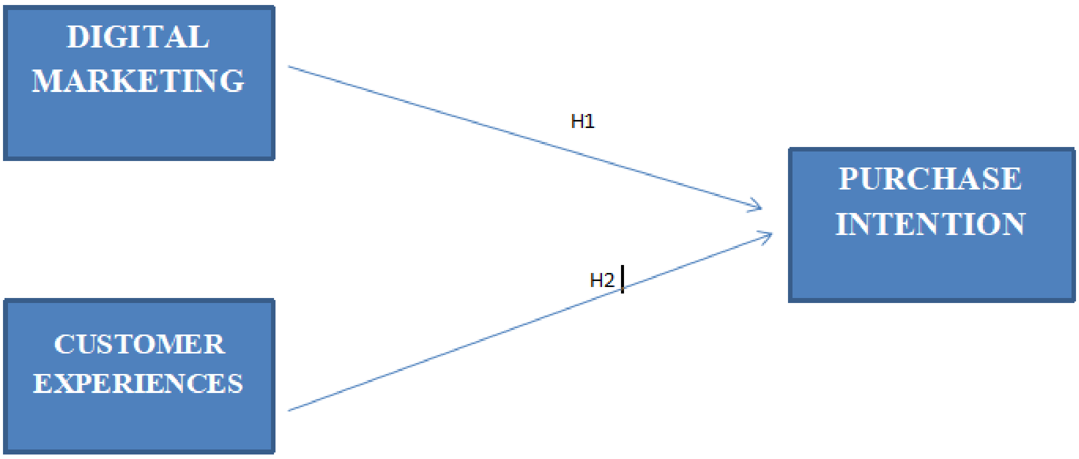
This study's addition to our understanding of how digital marketing methods affect luxury fashion firms is what makes it significant. The results of this study will be helpful to luxury fashion businesses, marketers, and experts in the industry in terms of insights and practical applications. The study's contribution to the corpus of information on digital marketing in the luxury fashion business gives it theoretical value. The study will offer theoretical insights into the efficacy of digital marketing in this setting by looking at the specific techniques used by luxury fashion firms and their effect on brand visibility, consumer engagement, and customer loyalty. The results will aid in the improvement of current theories and models linked to luxury apparel and digital marketing.

The study is important because it will give luxury fashion firms practical advice and best practices they can use to improve their digital marketing initiatives and successfully target their target market. Luxury fashion brands will be able to establish effective marketing plans by being aware of how digital marketing methods affect brand awareness, consumer engagement, and customer loyalty. The luxury fashion market is significant to the business since it is fiercely competitive and continuously changing. The results of this study will offer insightful information about digital marketing tactics that can give luxury fashion firms a competitive advantage. It will enable industry experts to modify their plans to successfully engage with customers in the digital sphere by keeping them informed of the most recent trends and practices in digital marketing. The study is important for customers in the premium fashion sector, too.

Consumers can choose luxury fashion brands more wisely if they are aware of how digital marketing affects brand awareness, customer engagement, and customer loyalty. They will learn more about the efficiency of various digital marketing techniques and how they affect the way they interact with their company as a whole. With this information, consumers may more easily explore the digital marketplace and select companies that correspond with their interests and values. This study's importance therefore encompasses the theoretical, practical, industrial, and consumer domains. The research results will advance understanding of digital marketing in the luxury fashion sector, offer useful advice for luxury fashion brands, help professionals in the sector stay competitive, and enable consumers to make educated decisions when interacting with luxury fashion brands.

3.6 Research Design:

The purpose of this study is to investigate the effects of internet marketing on luxury fashion companies using a the quantitative resarch approach. Quantitative research approach is utilized to test objective theories by assessing the nexus of the variables under study. The variables are measured on instruments so the quantitative data can be analyzed with the usage of statistical methods and tools (Creswell & Creswell, 2018). The study gathers quantitative data collecting analysis from surveys. The objective is to gain a thorough understanding of the connection between luxury fashion companies and digital marketing.



3.6.1: Quantitative Research:

Quantitative approach is used to test objective theories by examining the associations of variables, and the variables are usually measured on instruments so that the data gathered can be analyzed using diverse analytical techniques and tools (Creswell & Creswell, 2018). During the study's quantitative phase, participants' data was gathered via a survey questionnaire. The survey tool evaluates a number of variables and how they affect luxury fashion companies and how employ digital marketing.

There are two sections to the questionnaire. Age, gender, education, marital status, and income are only a few of the participants' demographic and personal data that are covered in the first section. These variables enable examination of potential changes in responses based on the participant profile and participant profile insights.

The second part of the poll asks participants about their thoughts and experiences with digital marketing in the high-end fashion sector. Participants' frequency of luxury fashion product purchases, online shopping habits, platforms used to search for luxury fashion products, the importance of different factors in their decision-making process, their interaction with luxury fashion brands on social media, and their perceptions of the benefits and drawbacks of luxury fashion bras are all covered by the survey questions. A total of 300 responses were collected during the data collection phase of this research.

3.7 Sampling Method:

Sampling method is essential in conducting research by supporting researhers to select more resepresentative samples and engage in the generalizability of the findings (Shorten & Moorley, 2014). Shorten and Moorley (2014) define sampling as the process of selecting subdivision of the population in a study. Sampling is referred to as a method of selecting elements from a population to represent the entire population. The fundamental and cardinal goal of sampling is to get a small collection of units from a much larger collection or population (Neuman, 2006). Based on their availability and desire to participate, individuals were chosen using convenience sampling.

In this study the sampling method is chosen as convenience sampling, which refers to utilizing a sample readily available and also easy to access and it can be applied to almost every type of research (Koerber & McMichael, 2008).

Rahi (2017) indicates that convenience sampling elucidates the data collection from a research population that are easily accessible to researchers.

The target market was made up of people who have used digital marketing for the luxury fashion sector and have purchased high-end apparel. Age, gender, financial level, and online involvement with luxury fashion labels were all targeted for diversity. In order to balance feasibility and representativeness, the sample size for the quantitative survey was chosen, taking into account the statistical power needed for analysis.

3.8 Data Collection Method:

Generally, data is referred to the fact that extant knowledge is coded in a form appropriate for improved use or processing. Data gathering can be done via either a primary source or a secondary source (Mesly, 2015).

In this study, both primary and secondary data were collected.

Secondary data refers to existing data collected by researchers, agencies or organizations and it is normally gathered for other purposes. It is collected for purposes different from the issue or problem at hand. Examples of secondary data collection sources include journal articles, internal records, books, government publications (Douglas, 2015).

Primary data on the other hand refers to data freshly collected by the researcher for the first time, and it is usually factual and original. It is further considered a real time data (Douglas, 2015). In collecting primary data for the study, survey and interviews were used. These techniques enables a thorough investigation of participants' perceptions, behaviors, and experiences with digital marketing in the luxury fashion sector.

3.8.1 Survey:

The primary technique of data collection for the quantitative portion of the study was survey. Quantitative approach focuses on the cause and effect association, questions, and the testing of hypotheses via surveys and experiments (Creswell & Creswell, 2018). Based on the study goals and the research questions mentioned in the earlier parts, the survey questionnaire was designed. The questionnaire was sourced from Unal, Deniz and Akin (2019). To ensure clarity, coherence, and relevance to the research objectives, the survey questionnaire went through an extensive review and modification process. A pilot test was carried out with a small number of participants who closely resemble the target demographic in order to guarantee the validity and reliability of the survey instrument. Before the major data collection phase, the questionnaire was revised based on issues discovered during the pilot test such as unclear or ambiguous questions.

The survey questionnaire was distributed electronically, either by email or online survey tools. The survey was accessible via a URL. Participants were given clear instructions to ensure they understood the questions and available answers. The surveys were completely anonymous to promote truthful and objective responses. The survey lasted for 7 days, specifically from April 20 - April 27 and it took the participants approximately 5 minutes to complete the survey.

3.8.2 Questionnaire Design:

Survey is used to collect the data. The survey is the study's instrument, and it is used to analyze the relationships between the various components to determine how they affect the adoption of digital marketing by luxury fashion companies. Data collection is essential to predict each person's responses. Additionally, they must be knowledgeable of the various categories that are offered.

The questionnaire was divided into three sections, Section A , B and C.

Section A focused on items pertaining to the predictors (i.e., digital marketing and customer experience). Section B contained items pertaining to the dependent variable (i.e., purchase intention). Section C focused on the demographic characteristics of the participants and it was measured with four items including the age, gender, education and income of the participants.

Digital marketing was measured with 6 items, customer experience was measured with 5 items and purchase intention was measured with 3 items.

All the items in this section were measured on a fiver point Likert scale. The scales of digital marketing include “Strongly Disagree (1) – Strongly Agree (5)”, “Much less effective (1) – Much more effective (5)” “Not at all important (1) – “Extremely Important (5)” and “Never (1) – Frequently (5)”. The scale of customer experiences include “Not at all increased (1) and “Significantly increased (5)” Last, purchase intention was measured using “Not helpful at all (1) – Extremely helpful (5)”, Not at all likely (1) – Extremely Likely (5)” and “Not effective at all – Extremely effective”.

3.9 Data Analysis:

The data collected online was analyzed using quantitative analytical techniques including descriptive and inferential statistics. To investigate the connections between relevant factors, such as the impact of digital marketing on purchasing decisions, correlation analysis was performed. To test particular hypotheses and establish the strength and direction of the correlations between the variables, regression analysis was performed.

To learn more about the characteristics of the survey respondents and the behavior of the numerous components under consideration, the researchers used descriptive statistical analysis. With an emphasis on gender, income level, and age, the findings of this investigation were presented using frequency distributions and descriptive statistics. To encapsulate the responses within each category of the variables, frequency distributions were utilized. This made it possible for the researchers to spot any patterns or trends in the responses' distribution. The researchers could figure out the percentage of male, female, and other respondents in the sample, for instance, by looking at the frequency distribution of gender. The distribution of participants across various categories was also shown by frequency distributions for age and economic level.

They could also look into how participants' perceptions and purchase patterns were affected by age or economic level. The frequency distributions and descriptive data were shown in tables by the researcher in order to effectively communicate their findings. Readers were able to quickly understand the main patterns and trends because to the tables' condensed summaries of the data. Columns for various response categories or variables and associated frequencies or statistical measures were probably included in the tables. In order to evaluate the survey data, descriptive statistical analysis was therefore quite important. The researchers thoroughly understood the characteristics of the respondents and the behavior of the variables under consideration by analyzing frequency distributions and descriptive statistics.

The statistical package for the social sciences (SPSS) was used by the researcher to conduct the analysis of the data gathered for the study. A variety of tools and methods are available in the widely used statistical software application SPSS for the modification, analysis, and presentation of data (Levesque, 2007). SPSS is defined as a powerful and user-friendly software utilized for every sort of statistical analysis (Levesque, 2007). SPSS is the optimal choice for marketing and survey companies whose focus in analyzing consumer behavior and making incessant forecasts (Vorhies, 2017).

The management and arrangement of data is one of SPSS's main responsibilities. It enables scientists to enter the gathered data into the program, ensuring that it is suitably structured and organized for analysis. Since SPSS supports a number of data formats, including spreadsheets, databases, and text files, it can handle a variety of data kinds. After importing the data into SPSS, researchers can run a number of statistical analysis. This involves descriptive statistics, such as computing measures of variability (standard deviation, range), as well as measurements of central tendency (mean, median, and mode).

Inferential statistics can also be performed using SPSS's capabilities, which include t-tests, correlation analysis, and regression analysis and analysis of variance (ANOVA). ANOVA is a statistical tool utilized to determine the difference between group means. It is used in experimental studies with a dependent variable treated as continuous numerical measure and more than one experimental groups within one or more indepdent variables (Sawyer, 2009). Moreover, ANOVA is mathematically predicated on linear regression as well as general linear models that quanifies the linkage between a predictor(s) and dependent variable (Wackerly et al., 2002). These support the exploration of relationships, testing of ideas, and interpretation of data by researchers.

Additionally, SPSS has tools for data visualization that let researchers make diagrams, graphs, and tables to efficiently explain their findings. This facilitates the interpretation of the results and their dissemination to a larger audience. Additionally, SPSS offers a user-friendly interface that makes it easier to perform statistical studies. Researchers can easily explore the software, choose the best analysis approaches, and produce results. Additionally, SPSS includes templates and wizards that let users create uniform reports and conduct particular analyses. The researchers' rapid completion of the demographic and statistical analysis was made possible by the study's usage of SPSS. With the help of the reliable platform it provided, they were able to handle and analyze the gathered data in order to study relationships, spot patterns, and draw valuable insights. The researchers were able to analyze the results and present them in a clear and succinct manner because to the software's tools for data management, statistical analysis, and visualization. Overall, SPSS was essential to the research process since it made it easier to analyze and evaluate the information gathered for the study on the usage of digital marketing by luxury fashion companies.

3.10 Results and Discussions:

This section presents the empirical findings on the demographic characteristics of the participants and the research questions and discusses the results for easy understanding.

3.10.1 Demographic Analysis:

This section presents the empirical data on the basic information of the participants including their age, gender, level of education and income. The results have been presented in Table 1.

Table 1: Demographic Characteristics of Participants

Demographics	N	%
Age	123	41
24-34	134	44.7
35-44	24	8
45-54	19	6.3
55+		
Gender		
Female	98	32.7
Male	202	67.3
Educational Level		
High school or equivalent	47	15.7
Bachelor's degree	159	53
Master's degree	74	24.7
Doctoral degree	18	6

Other	2	0.7
Income		
Less than $25000	203	67.7
$25,000 - $50,000	68	22.7
$50,000 - $75,000	13	4.3
$75,000 - $100,000	16	5.3

The distribution of age group participating in this survey is found to be varied. Among the 5 largest groups, have an age bracket of 35-44 years old 44.7 %, just after the 35-24 years old group which make percentage 41 %. The category account for 5% of the total period, whereas those over age of 24 form 2% of it. This universe exhibits a diversity of ages as shown by such data.

The data represents gender distribution in the sample including 300 people with identities of 67.3% as male and 32.7% as female. The above-given numerical classification discloses that there are more males in the population studied than females. It represents higher representation of male population as compared to the female population.

The survey conducted on education clearly shows that the most attributed degree is the Bachelors, which consists of 53% of the surveyed. Master's degree holders constitute the proportion of 24.7%, PhD gainers are at 6%. There is approximately 15.7% school attendance of high school or equivalent in the figure.

The data mean income per respondent income brackets. The majority (67.7%) makes less than $25,000 and the second group (22.7%) make between $25,000 - $50,000. At the moment the smallest proportion (4.3%) make between $50,000 - $75,000 and again about 5.3% of people who made between the $50,000 - $75,000 income bracket overlap with each other. This dichotomy gap shows the way income tends to be distributed among the population which the survey, spreading them between a comfortable living and a less than comfortable living.

3.10.2 Reliability:

Best and Kahan (2005) define reliability as the degree to which an instrument constantly measures everything it is intended to measure. If the instrument is reliable, similar results are expected in a similar environment in similar respondents (Cohen et al., 2008). In checking for reliability of the questionnaire, Cronbach's alpha values were used.

Table 2: Reliability Analysis

Variables	Items	Cronbach's Alpha
Digital Marketing	6	0.855
Purchase Intention	3	0.714
Customer Experiences	5	0.790

In a reliability measurement study of scales, the most often used statistics is Cronbach's alpha. For digital marketing, the alpha coefficient of 0.855 shows a qualified level of internal consistency among the six items, which questions the reliability of measuring related factors. Brand loyalty, as measured by composite alpha of 0.714 across three items, demonstrates limited reliability. The alpha value of customer experiences with 5 items being 0.79 suggests a good internal consistency of the measurement tool providing confidence in the validity of its construction. This statistics inform significant information about the validity and the dependability of each scale within their separate fields.

3.10.3 Regression Analysis:

Regression analysis is a common statistical technique utilized in social and behavioral sciences and physical sciences which entails determining and examining the association between a dependent variable and one or more predictors or independent variables (Zaid, 2015). Regession, particularly simple linear regression was performed to determine the effect of the predictors (digital marketing and customer experience) on purchase intention of customers. Linear regression examine the associations tha can be described by straight lines or generalizations to a plethora of dimensions (Zaid, 2015).

Table 3: Effect of Digital Marketing on Purchase Intention

		F (1/298) 369.172***			
		Sum of Squares = 1686.26			
		Mean Square = 933.0718/2.527			
		R = .744			
		R^2 = .553			
		Std. Error of Estimate = 1.5898			
Independent Variable	Dependent Variable	Unstandardized ß	Standardized ß	t-Value	p-Value
Constant		1.553		4.429	0.000
Digital Marketing	Purchase Intention	0.0358	0.744	19.21	0.000***

Notations: *p<0.05 ** p<0.01 ***p<0.001

The model has a really good correlation (R = 0.744) with dependent variable and explains 55.3% of the variability of data. The R squared which was adjusted for the number of predictors became 0.552. The standard error of estimate of the model is nearly constant at 1.5898, which signifies the high degree of the linear relationship. Altogether, the model provided with good forecasting capabilities and satisfying goodness-of-fit measures.

The ANOVA captures the results of a regression model analysis. This method decomposes the total variability into parts which are ascribed to regression and the random error component. This model is built around a regression component whose sum of squares is 933.071 and 1 degrees of freedom are yield a high F-value, which is 369.172, suggesting significant regression. Residual sum of squares (RSS) equals 753.187 and number of degrees of freedom are 298. Such an analysis shows why the regression model is important in explaining the variation observed in the data.

From the regression model's coefficients, the connection between variables is inferred. In this model, the constant term can be interpreted as baseline effect, and the coefficient for digital marketing gives a strong positive relationship. For every unit of digital marketing that is added, the DV increases by 0.358 units with a high level of statistical significance (t = 19.21, p < 0.001). The standardized coefficients (Beta) 0.744

clearly demonstrate the magnitude of impact of digital marketing on the outcome which hence makes it the most important predictor within the model.

Table 4: Effect of Customer Experience on Purchase Intention

F (1/298) 241.261***

Sum of Squares = 1686.26

Mean Square = 9754.417/3.127

R = 0.699

R^2 = .447

Std. Error of Estimate = 1.76933

Independent Variable	Dependent Variable	Unstandardized ß	Standardized ß	t-Value	p-Value
Constant		2.255		5.826	0.000
Customer Experience	Purchase Intention	0.400	.669	15.533	0.000***

Notations: *p<0.05 ** p<0.01 ***p<0.001

The model demonstrated a relative good fit with an R-squared value of 0.447, that is, approximately 44.7% of the variance in the dependent variable could be explained by the independent variable(s). The adjusted R-squared scores do not change still and are at 0.446 after the number of predictors considered in the model. The standard error of the estimate with the value of 1.76833 is the mean point deviation of the predicted from the actual values which shows that the model brings credibility in predictions only within this range of values.

The ANOVA outlines the roles of regression and residual variance in the total variance of data. In this situation, the regression model shows a highly significant F-statistic (241.261) with p-value of .000, which means that at least one of the predictors has the power to explain the variability in the response variable. The model's regression sum of squares (754.417) is bigger than the residual sum of squares (931.84) which confirm it is explanatory.

In this regression model the customer experience coefficient was 0.4, showing that there was a unit increase in the outcome with every unit increase in customer experience. The standardized coefficient (Beta) of 0.669 means that the customer experience has a strong influence on the end number, with a t-value of 15.533 , which tells us that the result is highly statistically significant($p < 0.001$). The constant term is 2.255 as it shows the forecast result when all the predictor variables equal zero.

3.10.4 Correlation Analysis:

Correlation is “a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases.” (Zaid, 2015, p.4).

Table 5: Correlations among the Variables

		Digital Marketing	**Purchse Intention**	**Customer Experience**
Digital Marketing	Pearson Correlation	1	.744**	.740**
	Sig. (2-tailed)		0.000	0.000
	N	300	300	300
Purchse Ntention	Pearson Correlation	.744**	1	.669**
	Sig. (2-tailed)	0.000		0.000
	N	300	300	300
Customer Experience	Pearson Correlation	.740**	.669**	1
	Sig. (2-tailed)	0.000	0.000	
	N	300	300	300

The correlation shows a strong positive interconnection between digital marketing, purchase conviction, and customer experience. Digital marketing presents a significant correlation between purchase intention (r =0.744, p <0.001) and customer experience (r = 0.740, p < 0.001). Likewise, for purchase intention and consumer experience, these variables exhibit a very significant positive correlation (r = 0.669, p < 0.001). These conclusions therefore demonstrate the positive influence, that successful digital marketing tactics have on the consumer’s purchase intentions as well as on their overall experience. What becomes evident is the interconnectedness of these factors in determining the consumer’s satisfaction and behavior.

CONCLUSION

In conclusion, this study sought to better understand how luxury fashion companies are affected by digital marketing by studying the methods employed as well as the benefits, drawbacks, and industry-specific examples. The researchers developed a hypothesis that suggested internet marketing benefits luxury fashion companies, and they then used descriptive statistical analysis to examine the information gathered from the sample. The study's conclusions showed that influencer marketing and social media marketing were the most successful forms of digital advertising for luxury fashion companies. These tactics aided in boosting client connection, boosting brand awareness, and boosting sales. The report also emphasized the difficulties high-end fashion firms confront in upholding their exclusivity and authenticity online. The benefits of Internet marketing for luxury fashion companies were substantial since it offered chances for wider reach, better client involvement, and higher revenue.

Luxury fashion firms could efficiently tell their brand story, highlight their distinctive products, and make themselves seem desirable to customers by utilizing digital platforms and approaches. It's crucial to recognize the study's limitations, though. The study concentrated on a narrow range of characteristics, so it's possible that it didn't fully account for all the aspects impacting how effective digital marketing is for the luxury garment industry. To investigate additional factors and their effects on digital marketing techniques, more research is required. In conclusion, this study adds to the body of knowledge on digital marketing in the luxury fashion industry and offers useful information for businesses in the luxury fashion industry looking to improve their digital marketing strategies. Fashion firms may make wise judgments and modify their plans to succeed in the always-changing digital world by understanding the methods, benefits, and difficulties involved with digital marketing.

Based on the empirical findings of the study, the following recommendations are proposed. The recommendations would be of immense help to businesses should they adhere to them.

The study found that digital marketing which comprises both Internet and social marketing positively influences consumer purchase intention. We are in a technological era, and due to technological advancement, consumers use the internet and social media on a daily basis. Therefore, businesses adhering to traditional methods should amalgamate it with digital marketing on social media platforms such as Meta (formerly Facebook), X (formerly Twitter), and Instagram. Aside from social media, the business can engage in digital marketing over the Internet such as sending emails, websites, and blogs. Engaging in social media and marketing is going to reach a larger or wider audience and this can influence the purchase intention of consumers.

Second, businesses should recruit personnel or talents with in-depth knowledge of digital marketing to handle that aspect on behalf of the company. They can work in teams, and brainstorm to ensure that the right messages are disseminated to consumers over the internet and on social media at the right time. Third, businesses should also enroll their marketing staff in training programmes, specifically on digital marketing. The training programmes will equip them with digital marketing skills and knowledge to immensely help the businesses. Knowledge of the optimal digital marketing strategies to implement is likely to influence internet and social media users to develop a purchase intention.

Fourth, there should constant evaluation or assessment of the digital marketing strategies and messages to discover areas with lacunas and shortfalls. Ascertaining these would help the digital marketing team to ameliorate their strategies to reach wider. Improvement in digital marketing will influence the audience to develop the intention to purchase luxury fashion brands.

Moreover, from the regression results, it was found that customer experience has a positive impact on the intention of customers to purchase luxury fashion brands. Given this finding, it is recommended that businesses should hold their customers in high esteem because they can make or unmake them. It is imperative for businesses to make customers have good or positive experiences in terms of customer service, high-quality products, value for money, and return policy. When the first-hand experience of customers is good, they are likely to have the intention to continue purchasing from that business. In other words, they will become loyal to the businesses making it extremely difficult to have an alternative.

In addition, fashion businesses via digital marketing can provide customers with more customized experiences by giving them access to browsing patterns, purchasing history and social media activity, ratings, reviews, and recommendations. This will make customers have a good experience and be elated and will make them feel appreciated by the companies. The good customer experience is likely to transcend into them purchasing luxury apparel. Moreover, fashion companies should have a team whose job is to engage constantly with customers on social media platforms such as X, Facebook, TikTok, Instagram, mobile applications, and e-commerce websites. The team should be available during working hours to attend to customers' inquiries, problems, and more. They must at all times make customers feel cherished and appreciated with their communication. This will make customers elated and will influence them to have a shopping intention of apparels.

There are a number of directions for further research based on the results and restrictions of this study:

Larger Sample Size: Larger and more varied sample sizes would improve the generalizability of the results and provide researchers a more complete knowledge of how digital marketing affects luxury fashion companies.

Inclusion of Other Luxury Categories: A better understanding of the effects of digital marketing on other segments could be gained by investigating how online marketing affects other categories within the luxury business, such as watches, jewelry, or accessories.

Exploration of Additional Digital Marketing Tactics: The strategies used by luxury fashion companies could be better understood by looking into a wider range of digital marketing strategies, such as virtual reality experiences, augmented reality try-ons, or tailored marketing strategies.

Analysis of Customer Behavior and Purchase Intentions: It would be beneficial to do research that focuses on consumer perceptions, attitudes, and behaviors in relation to digital marketing in the luxury fashion industry to gain important insights into the efficacy of various strategies and their influence on consumer decision-making.

Longitudinal Studies: Researchers would be able to look at how customer behavior and changes in digital marketing strategies affect luxury enterprises over time by conducting longitudinal studies over a lengthy period of time.

Scholars may improve our comprehension of the function of digital marketing in the luxury fashion sector and offer helpful insights for practitioners in establishing successful marketing strategies by addressing these constraints and exploring future research directions.

REFERENCES

Accenture. (2018). Global Consumer Pulse Research: The Pulse Of The Fashion Industry. Accenture Strategy.

American Marketing Association (2022). The Four Ps of Marketing. Retrieved from https://www.ama.org/marketing-news/the-four-ps-of-marketing/

Belch, G. E., & Belch, M. A. (2021). Advertising And Promotion: An Integrated Marketing Communications Perspective (12th Ed.). Mcgraw-Hill Education.

Bertolucci, D., & Resta, B. (2020). How Luxury Brands Use Social Media During COVID-19: Analyzing The Strategies Of Gucci, Fendi, And Balmain. Journal Of Fashion Marketing And Management, 24(3), 363-377.

Bertolucci, M. (2020). Social Media Marketing In The Luxury Fashion Industry. In Handbook Of Research On Managing Fashion Industry Operations (Pp. 123-142). IGI Global.

Best, J. W., & Kahn, J. V. (2005). Research In Education (10th Ed.). New Delhi, India: Prentice Hall.

Bishop, L., Adams, C., & Cox, S. (2019). Virtual Reality Fashion Retail: Factors Influencing The Online Shopping Experience. Journal Of Fashion Marketing And Management, 23(2), 194-213.

Bridson, K., Evans, J., & Hickman, T. (2020). How Luxury Fashion Brands Engage Consumers On Instagram: A Relationship Quality Perspective. Journal Of Fashion Marketing And Management, 24(2), 239-256.

Bughin, J. (2013). How Digital Marketing Operations Can Transform Business. Mckinsey & Company. Retrieved From Https://Www.Mckinsey.Com/Business-Functions/Marketing-And-Sales/Our-Insights/How-Digital-Marketing-Operations-Can-Transform-Business

Chaffey, D., Ellis-Chadwick, F., Johnston, K., & Mayer, R. (2011). Digital Marketing: Strategy, Implementation, And Practice (5th Ed.). Pearson Education Limited.

Chaffey, D., & Johnston, K. (2011). Internet Marketing: Strategy, Implementation And Practice (4th Ed.). Pearson Education.

Chevalier, M., & Mazzalovo, G. (2012). Luxury Brand Management: A World Of Privilege. John Wiley & Sons.

Choi, J., Kim, E., & Kim, Y. (2020). The Effects Of Virtual Reality And Augmented Reality Experiences On Luxury Fashion Brand Websites. Journal Of Fashion Marketing And Management, 24(4), 485-503.

Choi, S. M., & Park, S. Y. (2020). How Does Influencer Marketing Work? The Effects Of Influencer-Generated Content On Followers' Purchase Intentions. Journal Of Advertising Research, 60(2), 142-153.

Choi, Y. J., & Park, E. J. (2020). The Impact Of Influencer Marketing On Consumer Behavior: Moderating Roles Of Self-Congruity And Perceived Warmth. Sustainability, 12(11), 4521.

Choi, Y. S., & Park, S. Y. (2020). The Impact Of Influencer Marketing On Consumer Purchase Intention: The Moderating Role Of Brand Familiarity And Influencer Trustworthiness. Journal Of Open Innovation: Technology, Market, And Complexity, 6(4), 157.

Chu, S.-C., & Kim, Y. (2013). Determinants Of Consumer Engagement In Electronic Word-Of-Mouth (Ewom) In Social Networking Sites. International Journal Of Advertising, 32(1), 47-75.

Cohen, L., Manion, L., & Morrison, K. (2008). Research Methods In Education (6th Ed.). London, UK: Routledge.

Creswell, J. W., & Creswell, J. D. (2018) Research Design: Qualitative, Quantitative, And Mixed Methods Approaches. Sage, Los Angeles.

Dhaoui, I. (2014). Luxury Fashion Branding: Literature Review, Research Trends, And Research Agenda. Journal Of Brand Management, 21(5), 420-437.

Di, Y., Cao, C., Wang, X., & Guo, J. (2019). Analysis On The Innovation Of Digital Marketing Strategies Of Luxury Fashion Brands: Taking Gucci As An Example.

2019 International Conference On Education, E-Business, Information Management And Computer Science (EBIMCS).

Di, Y., Zhang, H., Yang, B., & Lu, Z. (2019). Luxury Fashion Brand Advertising Strategy: A Research On Luxury Fashion Brand Advertising Strategy Based On New Media. In 2019 2nd International Conference On Economy, Management, Law And Education (ICEMLE 2019) (Pp. 236-239). Atlantis Press.

Douglas, M. (2015). *Sources Of Data*. Retrieved From Http://Www.Onlineetymologydictionary/Data.

Dubois, B., & Paternault, C. (1995). Observations: Understanding The World Of International Luxury Brands: The "Dream Formula". Journal Of Advertising Research, 35(4), 69-76.

Dubois, B., Czellar, S., & Laurent, G. (2005). Consumer Segments Based On Attitudes Toward Luxury: Empirical Evidence From Twenty Countries. Marketing Letters, 16(2), 115-128.

Dubois, E., Laurent, G., & Czellar, S. (2016). Consumer Segmentation Based On Attitudes Towards Luxury: Empirical Evidence From Twenty Countries Across The World. Journal Of Business Research, 69(1), 276-284.

Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2019). Re-Examining The Unified Theory Of Acceptance And Use Of Technology (UTAUT): Towards A Revised Theoretical Model. Information Systems Frontiers, 21(3), 719-734.

Fernández-Moya, M. (2020). Social Media Marketing Strategies In Luxury Fashion Brands. Journal Of Theoretical And Applied Electronic Commerce Research, 15(1), 86-101.

Fernández-Moya, M. L. (2020). Digital Marketing Strategies Of Luxury Fashion Brands. Journal Of Fashion Marketing And Management, 24(1), 26-44.

Fionda, A. M., & Moore, C. M. (2009). The Anatomy Of The Luxury Fashion Brand. Journal Of Brand Management, 16(5-6), 347-363.

Füller, J., Mühlbacher, H., Matzler, K., & Jawecki, G. (2010). Consumer Empowerment Through Internet-Based Co-Creation. Journal Of Management Information Systems, 26(3), 71-102.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social Media Marketing Efforts Of Luxury Brands: Influence On Brand Equity And Consumer Behavior. Journal Of Business Research, 69(12), 5833-5841.

Godey, B., Pederzoli, D., Aiello, G., Donvito, R., & Singh, R. (2016). An International Comparison Of Fashion Marketing Communications Strategies. Journal Of Business Research, 69(12), 5793-5798.

Grewal, D., Roggeveen, A. L., Tsiros, M., & Wetzels, M. (2020). How Digital Marketing Operations Can Create Competitive Advantage: The Critical Role Of Strategic Digital Marketing. Journal Of Retailing, 96(2), 221-235.

Grewal, L., Bhattacherjee, A., De Ruyter, K., Wetzels, M., & Dedehayir, O. (2021). Role Of Online Social Media Brand Community In Co-Creating New Product Value. Journal Of Business Research, 131, 54-65.

Gupta, P. B. (2019). The Rise Of Social Media Influencers: Implications For Luxury Fashion Brands. Journal Of Fashion Marketing And Management, 23(4), 487-498.

Hasan, Z. U. (2023). 4 Ps in Digital Marketing Mix. Retrieved from https://www.linkedin.com/pulse/4-ps-digital-marketing-mix-zaheer-ul-hasan/

Hennigs, N., Wiedmann, K. P., & Klarmann, C. (2019). Luxury Fashion Consumption In The Digital Age: A Multiple-Layer Conceptual Framework. Journal Of Business Research, 99, 530-540.

Hennigs, N., Wiedmann, K. P., Klarmann, C., & Behrens, S. (2020). Instagram Influencers In Fashion And Luxury: Exploring Consumer Engagement, Credibility, And Attitude. Journal Of Business Research, 120, 329-339.

Hennigs, N., Wiedmann, K. P., Klarmann, C., & Behrens, S. (2020). How Social Media Can Impact Fashion Brand Equity. Journal Of Business Research, 116, 176-186.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2013). Electronic Word-Of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers To Articulate Themselves On The Internet? Journal Of Interactive Marketing, 27(2), 83-97.

Hoeffler, S., & Keller, K. L. (2002). Building Brand Equity Through Ingredient Branding. Journal Of Marketing, 66(1), 50-68.

Hoyer, W. D., Chandy, R., Dorotic, M., Krafft, M., & Singh, S. S. (2010). Consumer Cocreation In New Product Development. Journal Of Service Research, 13(3), 283-296.

Hsu, C. L., Tsou, H. T., & Chen, C. J. (2020). How Social Media Influences Luxury Consumption: The Role Of Social Comparison And Envy. Journal Of Business Research, 117, 715-724.

Hsu, C. L., Tsou, H. T., & Chen, Y. C. (2020). The Persuasive Impact Of In-Feed Social Media Advertising On Brand Loyalty: Mediation Effect Of Consumer–Brand Engagement. Journal Of Interactive Advertising, 20(2), 106-121.

Jham, V., Hosany, S., & Mostafa, M. M. (2017). An Exploration Of Customer Brand Engagement On Youtube. Journal Of Retailing And Consumer Services, 38, 205-216.

Jin, B., Muqaddam, A., & Ryu, K. (2019). Impact Of Instagram Visual Design Cues On Luxury Fashion Brand Evaluation: The Mediating Role Of Consumer Perceived Quality And Brand-Person Fit. Journal Of Retailing And Consumer Services, 51, 340-348.

Jin, S. A., Muqaddam, A., & Ryu, J. S. (2019). Analyzing Luxury Fashion Brands On Social Media: A Study Of Visual And Textual Contents On Instagram. Journal Of Retailing And Consumer Services, 49, 96-106.

Kapferer, J. N. (2012). The New Strategic Brand Management: Advanced Insights And Strategic Thinking (5th Ed.). Kogan Page Publishers.

Kapferer, J. N., & Bastien, V. (2012). The Specificity Of Luxury Management: Turning Marketing Upside Down. Journal Of Brand Management, 19(5), 323-338.

Kim, A. J., & Johnson, K. K. (2020). Power Of Brand Credibility In Consumer-Generated Influencer Marketing. Journal Of Advertising Research, 60(2), 142-154.

Kim, A. J., & Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study Of Luxury Fashion Brand. Journal Of Business Research, 65(10), 1480-1486.

Ko, E., & Megehee, C. M. (2012). Luxury Fashion Branding: New Studies And Research Directions. Journal Of Business Research, 65(10), 1395-1398.

Koerber, A., & Mcmichael, L. (2008). Qualitative Sampling Methods: A Primer For Technical Communicators. Journal Of Business And Technical Communication, 22(4), 454-473. DOI: 10.1177/1050651908320362.

Lee, D., Hosanagar, K., & Nair, H. (2018). Advertising Content And Consumer Engagement On Social Media: Evidence From Facebook. Management Science, 64(11), 5105-5131.

Levesque, R. (2007). SPSS Programming And Data Management: A Guide For SPSS And SAS Users.

Liu, X., Li, Y., Gao, Y., & Wang, X. (2016). The Role Of Ingredient Branding In Luxury Fashion: Examining Consumers' Preferences And Purchase Intentions. Journal Of Fashion Marketing And Management: An International Journal, 20(1), 68-82.

Marwick, A., & Boyd, D. (2011). I Tweet Honestly, I Tweet Passionately: Twitter Users, Context Collapse, And The Imagined Audience. New Media & Society, 13(1), 114-133.

Mckinsey. (2020). The State Of Fashion 2020: Coronavirus Update. Retrieved From Https://Www.Mckinsey.Com/Business-Functions/Marketing-And-Sales/Our-Insights/The-State-Of-Fashion-2020-Coronavirus-Update.

Mesly, O. (2015). *Creating Models In Psychological Research*. Etats-Unis: Springer Press.

Molinillo, S., Liébana-Cabanillas, F., Anaya-Sánchez, R., & López-Meneses, E. (2018). The Power Of Social Media Influencers: An Examination Of Brand Engagement

And Brand-Related Behaviors. International Journal Of Information Management, 42, 36-49.

Müller, C., Schreieck, M., Wiesche, M., & Krcmar, H. (2018). Social Media Analytics: A Survey Of Techniques, Tools And Platforms. Business & Information Systems Engineering, 60(5), 443-454.

Muniesa, D., & Giménez, C. (2020). Sustainability Communication In Luxury Fashion: An Analysis Of Burberry's CSR Reports. Sustainability, 12(4), 1383.

Muniesa, J., & Giménez, L. A. (2020). Digitizing Luxury Fashion: Interventions And Infrastructures In The Production Of Value. Journal Of Cultural Economy, 13(3), 275-291.

Neuman, L. W. (2006). Social Research Methods Qualitative And Quantitative Approach, 6th Edn, Upper Saddle River Pearson, New Jersey.

Nikitina, A. (2020). Luxury Fashion Brands And Digital Marketing: An Analysis Of Luxury Fashion Brand Campaigns In The Digital Era. Journal Of Global Fashion Marketing, 11(1), 1-14.

Nikolaidis, A., Aguirre, E., & Slater, D. (2018). Digital Marketing Capabilities And Firm Performance: The Role Of Knowledge Integration In Adopting New Digital Channels. Journal Of Marketing Management, 34(1-2), 105-135.

Obilor, E. I. (2023). Convenience And Purposive Sampling Techniques: Are They The Same? International Journal Of Innovative Social & Science Education Research 11(1):1-7.

Okonkwo, U. (2017). Luxury Fashion Branding: Trends, Tactics, Techniques (2nd Ed.). Palgrave Macmillan.

Ortved, J. (2011). The Next Frontier In Luxury Fashion: Digital Strategy. Business Of Fashion. Retrieved From Https://Www.Businessoffashion.Com/Articles/Intelligence/The-Next-Frontier-In-Luxury-Fashion-Digital-Strategy

Pantano, E. (2014). Innovation Drivers In Retail Industry. Journal Of Retailing And Consumer Services, 21(5), 857-859.

Papadopoulou, P., Andreou, E., & Kanellis, P. (2017). Enhancing Customer Satisfaction Through Personalized Digital Marketing: The Role Of Perceived Control, Trust, And Value. Journal Of Research In Interactive Marketing, 11(4), 418-438.

Pappas, N., Chrysochou, P., & Foscht, T. (2020). Luxury Personalization Strategies: The Role Of Privacy Concerns And Customer Empowerment. Journal Of Business Research, 120, 346-357.

Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-Based Brand Equity: Improving The Measurement—Empirical Evidence. Journal Of Product & Brand Management, 14(3), 143-154.

Park, H., & Rhee, H. (2021). The Impact Of Pop-Up Store Experiences On Luxury Brand Equity. Journal Of Retailing And Consumer Services, 60, 102481.

Park, J., Kim, Y., & Lennon, S. J. (2010). Off-Line Factors Influencing Online Reviews On Apparel Shopping: Interaction Between Cognitive And Affective Evaluations. Journal Of Retailing And Consumer Services, 17(3), 226-233.

Park, S. Y., & Rhee, J. (2021). The Impact Of The Experiential Pop-Up Store On Consumer Brand Experience: The Moderating Role Of Brand Community Identification And Narcissism. Sustainability, 13(5), 2792.

Pham, Q. T., & Hoang, N. P. (2020). Exploring Factors Affecting Online Shopping Behavior Of Vietnamese Consumers. Journal Of Asian Finance, Economics, And Business, 7(3), 303-311.

Pham, T. L., & Hoang, A. (2020). The Effects Of Digital Marketing Communication On Customer Loyalty: An Integrative Model And Research Propositions. Journal Of Retailing And Consumer Services, 54, 1-9.

Phan, M. T., & Heine, K. (2011). The Impact Of Social Media On Luxury Fashion Branding. The Journal Of Global Business Management, 7(1), 49-58.

Phan, M., Thomas, R. J., & Heine, K. (2020). Customer Segmentation In Luxury Fashion Marketing: Integrating Demographic And Psychographic Data. Journal Of Fashion Marketing And Management, 24(1), 2-18.

Phau, I., & Prendergast, G. (2000). Consuming Luxury Brands: The Relevance Of The 'Rarity Principle'. Journal Of Brand Management, 8(2), 122-138.

Phau, I., Pougnet, S., & Hu, H. (2017). Luxury Fashion Brands And The Online Environment: Investigating The Drivers Of Purchase Intention. Journal Of Business Research, 77, 167-177.

Phua, J., & Jin, S. V. (2017). Use Of Social Media And Youtube To Reach Luxury Consumers. Journal Of Business Research, 80, 11-20.

Prahalad, C. K., & Ramaswamy, V. (2004). Co-Creation Experiences: The Next Practice In Value Creation. Journal Of Interactive Marketing, 18(3), 5-14.

Prantner, L. (2020). A Digital Strategy Framework For Luxury Brands: Bridging The Gap Between Offline And Online. Business Horizons, 63(2), 231-241.

Prantner, T. (2020). Digital Marketing Strategies For Luxury Brands: Balancing Tradition And Innovation. International Journal Of Economics, Commerce, And Management, 8(7), 8-15.

Product Mindset (2022). EKB Model of Consumer Behaviour https://productmindset.substack.com/p/ekb-model-of-consumer-behaviour

Pwc. (2019). Experience Is Everything: Here's How To Get It Right. Pwc Consumer Intelligence Series. Retrieved From Https://Www.Pwc.Com/Gx/En/Consumer-Markets/Consumer-Insights-Survey/Assets/Pwc-Consumer-Intelligence-Series-Experience-Is-Everything.Pdf

Pwc. (2021). Consumer Insights: Global Survey Findings On Shopping Behaviors. Retrieved From Https://Www.Pwc.Com/Gx/En/Industries/Retail-Consumer/Consumer-Insights-Survey.Html

Rahi, S. (2017). Research Design And Methods: A Systematic Review Of Research Paradigms, Sampling Issues And Instruments Development. International Journal Of Economics & Management Sciences, 6(2), 1-5. DOI: 10.4172/2162-6359.1000403.

Rakuten Marketing. (2018). The 2018 Influencer Marketing Global Survey: Luxury Brands Edition. Retrieved From Https://Rakutenmarketing.Com/En-Uk/Campaigns/Influencer-Marketing-Survey

Retail Weeks Report. (2014). The New DNA Of Luxury. Raconteur. Retrieved From Https://Www.Raconteur.Net/Report/The-New-Dna-Of-Luxury.

Rojas, F. (2023). Rethinking The 4 P's In The Digital Marketing Mix. Retrieved from https://www.forbes.com/sites/forbesagencycouncil/2023/04/24/rethinking-the-4-ps-in-the-digital-marketing-mix/?sh=647673035989

Shorten, A., & Moorley, C. (2014). Selecting The Sample. Evidence-Based Nursing, 17(2), 32–33.

Statista. (2021). Number Of Social Media Users Worldwide From 2010 To 2025. Retrieved From Https://Www.Statista.Com/Statistics/278414/Number-Of-Worldwide-Social-Network-Users/

Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2016). Drivers Of Consumer–Brand Identification. International Journal Of Research In Marketing, 33(3), 421-428.

Veloutsou, C., & Li, W. (2015). Evaluating The Impact Of Internet Marketing Strategies On Retail Fashion Brands. Journal Of Fashion Marketing And Management, 19(2), 227-245.

Veloutsou, C., Gioulistanis, E., & Moutinho, L. (2005). Connectivity Between Fashion Buyers And Sellers. Journal Of Fashion Marketing And Management: An International Journal, 9(1), 39-51.

Veloutsou, C., Guzman, F., & Tzokas, N. (2018). Value Co-Creation: Insights From Luxury Fashion Retailing. Journal Of Business Research, 90, 365-378.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2020). From Multi-Channel Retailing To Omni-Channel Retailing: Introduction To The Special Issue On Multi-Channel Retailing. Journal Of Retailing, 96(2), 135-140.

Vorhies, B. (2017). SPSS Statistics To Predict Customer Behavior [Webinar]. Data Science Central.

Wackerly, D D., Mendenhall, W., & Scheaffer, R. L. (2002). Mathematical Statistics With Applications. 6th Ed. Pacific Grove, CA: Duxbury Press.

Wang, D., Zhao, S., & Yang, X. (2021). The Effects Of Influencer-Generated Content On Social Commerce Intentions: A Theoretical Framework. Journal Of Retailing And Consumer Services, 63, 102671.

Wiedmann, K. P., Hennigs, N., Siebels, A., & Völckner, F. (2020). Brand Authenticity: An Integrative Framework And Measurement Scale. Journal Of The Academy Of Marketing Science, 48(6), 1070-1090.

Zhan, L., & He, Y. (2012). Understanding Luxury Consumption In China: Consumer Perceptions Of Best-Known Brands. Journal Of Business Research, 65(10), 1452-1460.

APPENDIX A

Survey Questionnaire

The Impact of Digital Marketing on Luxury Fashion Brands

Thank you for taking the time to participate in this research study. The purpose of this study is to examine the impact of digital marketing on luxury fashion brands. Your responses will be treated with utmost confidentiality and will only be used for research purposes.

Please answer the following questionnaire to the best of your knowledge and based on your experiences. Your input is valuable in helping us understand the factors that influence consumer behavior in the luxury fashion industry.

Digital Marketing Experience

1. To what extent do you believe digital marketing plays a significant role in the success of luxury fashion brands today?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

2. How effective do you find digital marketing in building brand awareness for luxury fashion brands compared to traditional marketing strategies?

- Much less effective
- Less effective
- Equally effective
- More effective
- Much more effective

3. How important is it for luxury fashion brands to maintain a consistent brand image across all their digital marketing channels?

- Not at all important

- Somewhat unimportant
- Neutral
- Somewhat important
- Extremely important

4. How frequently do you engage with luxury fashion brands on social media platforms (e.g., Instagram, Facebook, etc.?

- Never
- Rarely
- Occasionally
- Frequently
- Very frequently

5. How influential are social media influencers in your decision-making process when considering purchasing from a luxury fashion brand?

- Not at all influential
- Slightly influential
- Moderately influential
- Highly influential
- Extremely influential

Purchase Intention

1. To what extent do you find online reviews and testimonials from other customers helpful when evaluating luxury fashion products?

- Not helpful at all
- Slightly helpful
- Somewhat helpful
- Moderately helpful
- Extremely helpful

2. To what extent do you find online reviews and testimonials from other customers helpful when evaluating luxury fashion products?

- Not at all likely
- Slightly likely

- Somewhat likely
- Moderately likely
- Extremely likely

3. How effective do you find email marketing in keeping you informed about new products, promotions, and exclusive opportunities from luxury fashion brands?

- Not at all effective
- Slightly effective
- Somewhat effective
- Moderately effective
- Extremely effective

Customer Experience

1. To what extent has digital marketing increased your overall awareness of different luxury fashion brands?

- Not at all increased
- Slightly increased
- Somewhat increased
- Moderately increased
- Extremely increased

2. How important is it for luxury fashion brands to offer a seamless and personalized online shopping experience?

- Not at all important
- Somewhat unimportant
- Neutral
- Somewhat important
- Extremely important

3. To what extent do you trust the information and images presented by luxury fashion brands on their digital channels?

- Not at all trusting
- Slightly trusting
- Somewhat trusting

- Moderately trusting
- Highly trusting

4. How important do you think it is for luxury fashion brands to stay up-to-date with the latest digital marketing trends and technologies?

- Not at all important
- Somewhat unimportant
- Neutral
- Somewhat important
- Extremely important

Demographic Information

1. What is your age?

a) 18-24 b) 25-34 c) 35-44 d) 45-54 e) 55+

2. What is your gender?

a) Female b) Male

3. What is your level of education?

a) High school or equivalent b) Bachelor’s degree c) Master’s degree d) Doctoral degree e) Other

4. What is your level of income?

a) Less than $25,000 b) $25,000 - $50,000 c) $50,000 - $75,000 d) $75,000 - $100,000 e) Over $100,000