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Impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands

Survey in form of Quantitative Questionnaire

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Abstract

This research investigates the influence of social media influencers' characteristics on consumer purchase intention and behavior within French luxury fashion brands. The study employs a deductive approach, utilizing the regression method, specifically linear regression, guided by the framework outlined by Saunders et al. (2009). The key findings reveal that expertise exhibits an indirect impact on purchase behavior, while attractiveness demonstrates both direct and indirect effects. Significance levels observed in these relationships highlight their substantive importance, emphasizing the nuanced interplay between influencer characteristics and consumer behavior. To enhance future research, recommendations include expanding the participant pool beyond 100, employing diverse recruitment strategies, refining the questionnaire for broader appeal, and addressing partial dependability through rigorous questionnaire refinement, bias elimination, and incorporation of established measurement scales.

Keywords/tags (subjects)

"Social Media Influencer", "Characteristics", "Consumer Purchase Intention", "Consumer Behavior", "French", "Luxury Fashion Brands"

Miscellaneous (Confidential information)

For example, the confidentiality marking of the thesis appendix, see Project Reporting Instructions, section 4.1.2

Contents

Figures

No table of figures entries found.

1 Introduction

1.1 Background, motivation, and purpose

These days, influencers are major participants in the fashion market. Customers and brands alike must adjust to these new, up-and-coming actors who are upending the established norms. With the advent of social media, young people's everyday lives now involve a new kind of consumption, particularly for those who are first-time buyers. Influencers persuade their followers to purchase something by endorsing them. We can now better understand which aspects of fashion influencers' legitimacy affect customers according to this study.

Fashion brands had to change as well as social media platforms were introduced. In order to market their product and reach a larger audience, companies are partnering with fashion influencers to implement new sales and marketing strategies. This study helps us understand how fashion influencers persuade their community to purchase things by analyzing the trustworthiness criteria of these influencers.

In today's world, businesses like influencer agencies require social media presence. Social media (SM) gives businesses the ability to reach a wider audience, expand their clientele, boost web traffic, improve customer service, and obtain honest feedback.

Even though I have always enjoyed fashion, how much do we actually know about it? Realizing that every field has a shadowy side is crucial. I conducted this study in an effort to discover and comprehend why fashion, trends, and brands have such a strong impact on us. Our environment shapes who we are, but so does inspiration. Although a lot of people are interested in fashion, not everyone is aware of the product's origins or the message the designer intended to get across. For example, the identification of models is still evolving, but they are objects, not humans, as we are all aware. These days, we all have a different perception of businesses and the fashion industry thanks to social media. even if we are aware that the picture on SM is inaccurate or, more accurately, entirely positive.

I hope to learn new habits and gain an understanding of this new development that, in my opinion, is changing history via this research. I had always been fascinated in fashion since I was a small child. I enjoy shopping, making ensembles, and wearing clothes. To find out all the 4 and 5 hidden mysteries, I want to become more interested in it. I want to work in this profession since I'm intrigued about it. Therefore, if a topic interests me, conducting research on it will be easier and more inspiring for me.

This empirical study's goal is to look at the possible Impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands.

1.2   Research objectives, questions and approach

The research objectives involve gathering pertinent insights from existing literature to identify the characteristics of social media influencers, as outlined in RO1. Additionally, the goal of the study is to better understand influencers' roles in the luxurious French fashion sector. Furthermore, as

stated in RO2, the study looks into how the characteristics of social media influencers affect customer intention and behavior when it comes to French luxury fashion firms. This will be accomplished through the administration of a quantitative questionnaire among French consumers. The specific impacts of trustworthiness, expertise, attractiveness, similarity, and perceived normalcy on consumer purchase intention and behavior will be examined as part of the detailed research questions (RQ2.1 to RQ2.5). The main objective is to add new knowledge regarding the characteristics of influencers and their impact on purchase behavior and Intention.

Research Question (RQ), Research Objective (RO):

RQ1: What are the social media influencer's characteristics?

RO1: To find out, what are the social media influencer's characteristics, through literature review.

RQ2: What is the impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands?

RO2: To find out what is the impact of Social Media Influencers' Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands, through quantitative questionnaire among French consumers.

The first set of hypotheses (RH1.1 to RH1.5) focuses on examining the influence of these characteristics on Consumer Purchase Intention in French Luxury Fashion Brands. Specifically, the study will explore whether trustworthiness, expertise, attractiveness, similarity, and perceived normality play significant roles in shaping consumers' intentions to make purchases in the luxury fashion sector.

RH1.1: Trustworthiness has an impact on Consumer Purchase Intention in French Luxury Fashion Brands.

RH1.2: Expertise has an impact on Consumer Purchase Intention in French Luxury Fashion Brands.

RH1.3: Attractiveness has an impact on Consumer Purchase Intention in French Luxury Fashion Brands.

RH1.4: Similarity has an impact on Consumer Purchase Intention in French Luxury Fashion Brands?

RH1.5: Perceived normally has an impact on Consumer Purchase Intention in French Luxury Fashion Brands?

Subsequently, the second set of hypotheses (RH2.1 to RH2.5) extends the investigation to Consumer Purchase Behavior in French Luxury Fashion Brands. This phase seeks to determine the impact of trustworthiness, expertise, attractiveness, similarity, and perceived normality on actual consumer behaviors within the context of French Luxury Fashion Brands.

RH2.1: Trustworthiness has a direct impact on Consumer Purchase Behavior in French Luxury Fashion Brands.

RH2.2: Expertise has a direct impact on Consumer Purchase Behavior in French Luxury Fashion Brands.

RH2.3: Attractiveness has a direct impact on Consumer Purchase Behavior in French Luxury Fashion Brands.

RH2.4: Similarity has a direct impact on Consumer Purchase Behavior in French Luxury Fashion Brands.

RH2.5: Perceived normally has a direct impact on Consumer Purchase Behavior in French Luxury Fashion Brands.

RH3: Purchase Intention is a mediator between influencer's characteristics and purchase behavior.

The impact of social media influencers' traits on consumer behavior and purchase intentions in French luxury fashion brands is the main topic of this study. The deductive approach has been selected as the methodology for this empirical investigation.

1.3   Thesis structure

The thesis's organizational framework can be outlined as follows: The structure of the thesis begins with the introductory chapter, the groundwork for the research topic, business context following by the motivation of the author to delve into the subject are established. The chapter articulates the investigation's purpose, outlines its objectives and questions, and elucidates the chosen research approach. Following that, the chapter of the literature review furnishes a

thorough examination of the pertinent concepts essential for the investigation, encompassing aspects of the luxury fashion industry, influencer characteristics, purchase behavior, and purchase intention.

Moving on to the methods section, an exhaustive explanation of the research design is presented, covering the selected research approach and the methodology applied for data gathering. Utilizing primary and secondary data sources is part of this. The results chapter elaborates on the conclusions drawn from the research. The Discussion chapter explores the constraints and credibility of the study, examines the research inquiries, and establishes parallels between the principal findings and those of earlier investigations. The Conclusion chapter focuses on important discoveries and their managerial ramifications. It also suggests directions for further research.

Figure 1. Thesis Structure

2 Literature review

2.1 Introduction

Over the past ten years, there has been a significant change in how luxury fashion firms incorporate social media into their marketing efforts, transforming the landscape of brand com ication and customer engagement. This section offers a thorough summary of academic studies that examine the relationship between social media and luxury fashion businesses, illuminating the tactics, effects, and difficulties that well-known firms encounter in this space.

However, the adoption of these platforms by luxury brands, particularly in the fashion industry, has been a subject of debate due to concerns regarding the preservation of exclusivity and brand image (Kapferer, J. N., & Bastien, V. 2009). Despite initial reservations, contemporary research

reveals the strategic importance of social media in brand-building for renowned luxury brands such as Hermes and Dior (Kapferer & Bastien, 2012).

Luxury fashion brands, traditionally cautious in their approach to social media, have gradually recognized the potential of these platforms in cultivating brand awareness, engaging with customers, and driving sales (Thomas, 2019). The literature showcases a paradigm shift in the perceptions and strategies employed by these brands, emphasizing the role of social media in showcasing products, sharing brand stories, and establishing personalized connections with consumers (Kapferer, J. N., & Bastien, V. 2009).

Hermes, the esteemed French luxury brand celebrated for its exceptional craftsmanship and heritage, has been subject to analysis in studies exploring the presence of primary luxury brands in social media (Liberal Ormaechea & Rodríguez Hernández, 20208). The brand's strategic storytelling, influencer collaborations, and visually engaging content stand as testament to the transformative influence of social media on the communication of luxury brands.

Similar to this, premium fashion companies like Hermès have shown to be exceptionally adept at navigating the nuances of social media while scrupulously maintaining an air of exclusivity and status. In the quest for maintaining their distinct identities, these brands have strategically integrated social media marketing in alignment with their core values (Dobre et al., 2021). This strategic maneuvering not only reflects a mastery of the challenges presented by social media but also underscores their commitment to preserving the essence of luxury and allure, captivating audiences through a balance of selective engagement and maintaining an elusive allure in the digital sphere.

This study of the literature seeks to explore the academic conversation around social media integration in the context of luxury fashion firms by offering a thorough examination of their tactics, the role of communication in brand image development, the impact of traditional modes of communication vis-à-vis emerging social media platforms, and the challenges and opportunities presented by this dynamic landscape.

The subsequent sections will scrutinize specific aspects such as the role of communication in shaping brand identity (Aaker, 1996; Keller, 2009), the significance of traditional modes of communication in the fashion industry (Hansen & Jahn, 2017), and the emergence of social media and its impact on brand image (Lipsman et al., 2012).

This literature study essentially summarizes previous academic works to clarify the development and consequences of social media adoption in the luxury fashion industry, so laying the groundwork for a thorough investigation of its complex aspects.

2.2   Overview of French luxury fashion brands

2.2.1   Dior Brand

Christian Dior, an indelible luminary in the fashion realm, established the House of Dior in 1946, precipitating a seismic shift in post-war fashion with his groundbreaking "New Look" style, recognized for its hallmark voluminous skirts and cinched waists, which encapsulated a newfound elegance and femininity in fashion (Crane, 2012). The profound impact of Dior's visionary approach reverberates through the annals of haute couture, solidifying the brand's image as an embodiment of opulence, sophistication, and trailblazing innovation. As an icon of luxury, Dior's illustrious trajectory has seamlessly intertwined with the evolution of the fashion landscape, setting enduring standards for both haute couture and prêt-à-porter fashion lines. The brand's meticulous craftsmanship, timeless designs, and avant-garde creativity have elevated Dior to a revered status, a veritable synonym for the epitome of style and refinement in the world of fashion (Crane, 2012).

Dior's continual ability to epitomize luxury and sophistication has intersected dynamically with the advent of social media, where the brand has adapted its communication strategies to resonate with a diverse global audience. Dior, the esteemed luxury brand renowned for its legacy, has successfully adapted its communication strategies to resonate with a diverse global audience. Through adept utilization of social media platforms, particularly Instagram, Vinerean and Opreana (2019) shed light on the brand's efforts in maintaining its heritage while reshaping its digital image. Dior's approach has enabled them to reach a wider demographic, engaging consumers through innovative digital experiences, immersive storytelling, and strategic collaborations.

Social media does, in fact, have a significant impact on how French luxury fashion brands are perceived in the modern digital era. Dior's incorporation of social media into its branding initiatives has not only maintained its air of exclusivity and luxury but has also enabled a more personal and interactive relationship with its clientele.

The enduring legacy of Dior resonates profoundly in its rich heritage, a pivotal force behind its global acclaim and sustained eminence within the fashion industry. Rooted in the visionary essence of its founder, Dior's heritage exudes an unwavering commitment to femininity, elegance, and refinement, eloquently epitomized by the iconic Bar Suit showcased in Dior's inaugural collection. This foundational heritage, steeped in a profound understanding of haute couture and impeccable craftsmanship, serves as the bedrock shaping the brand's creative trajectory (Antonaglia & Passebois Ducros, 2020).

Dior's heritage serves as an omnipresent guiding force, instilling a perpetual essence of sophistication and artistry that permeates through each successive collection. This legacy endures beyond fashion trends and time, giving each design a unique story that celebrates the brand's founding while simultaneously advancing Dior's modern relevance in the ever-changing world of fashion. The brand's adept fusion of its storied legacy with modern sensibilities further corroborates the argument that in an era dominated by social media's pervasive influence, heritage remains a cornerstone in the perpetuation and redefinition of the image of French luxury fashion brands. By leveraging the digital realm, Dior extends the narrative of its heritage, effectively engaging and enchanting a global audience, thereby fortifying its image as an epitome of sophistication and timeless elegance.

Dior's diverse product portfolio embodies an unparalleled spectrum encompassing fashion, accessories, fragrances, and cosmetics, illuminating the brand's multifaceted approach towards luxury. Notably, the Lady Dior handbag stands as an iconic emblem within the realm of luxury accessories, epitomizing the union of exquisite craftsmanship and timeless design (Antonaglia & Passebois Ducros, 2020). Crafted meticulously with the finest materials, this signature handbag has transcended the boundaries of mere accessory to symbolize an embodiment of refined sophistication and exclusivity. Similarly, the J'adore fragrance line epitomizes olfactory excellence and enduring allure, showcasing a distinctive blend of sophistication and timelessness that resonates profoundly within the luxury brands' communication and marketing strategies (Penteliuc-Cotoşman, 2018). These celebrated products serve as quintessential manifestations of

Dior's commitment to unparalleled quality and design ingenuity. Their enduring charm and iconic status within the realms of both fashion and fragrances significantly fortify Dior's brand image, anchoring it firmly in the echelons of the most coveted luxury brands. These iconic objects serve as powerful examples of the interconnectedness between superb craftsmanship, timeless appeal, and the maintenance of brand image in the light of social media's growing effect on brand perception.

The innovative strategies in communication adopted by luxury brands reflect a profound adjustment to the changing technological landscape and consumer engagement methods. By integrating modern digital platforms with the enduring allure of classic sophistication, luxury fashion brands have successfully maneuvered the digital space while upholding their brand identity (Hanke, 2015). Dior is able to deliver its opulent catwalk displays, distinctive behind-the-scenes looks, and collaborative ventures to a global audience in real time by leveraging social media platforms like YouTube and Instagram. Through meticulously curated content, including visually captivating campaigns and interactive stories, Dior encapsulates the brand's narrative, fostering an immersive experience for audiences worldwide. This symbiotic merger of modern digital engagement and the brand's inherent sophistication delineates Dior's innovative approach to maintaining relevance while perpetuating its legacy of elegance and luxury.

Dior's elevation of its status owes significantly to strategic collaborations with influential personalities and eminent celebrities, successfully intertwining high fashion with the nuances of popular culture. By orchestrating well-calculated partnerships with distinguished figures such as Jennifer Lawrence and Natalie Portman, Dior has masterfully expanded its visibility and resonance across multifaceted consumer segments.

More recently, the brand has engaged in collaborations with numerous influencers, including Lena Mahfouf, further augmenting its reach and relevance in contemporary consumer circles. (Souissi, 2023). Dior's collaboration with influencers like Lena Mahfouf aims to impact consumer purchasing behavior by leveraging the influencer's large following and credibility. Through social media promotions and endorsements, these collaborations enhance brand visibility, create a relatable image for the luxury brand, and stimulate interest among the influencer's audience, ultimately driving potential consumers towards Dior's products or stores.

These collaborations transcend mere brand endorsements; they serve as powerful conduits, seamlessly blending the realms of haute couture and global pop culture. Leveraging the distinctive personas and global appeal of these esteemed personalities, Dior has artfully crafted an inclusive narrative, resonating with diverse demographics worldwide. The brand's strategic alliances extend beyond traditional fashion circles, positioning Dior at the nexus of fashion and cultural dynamism, effectively solidifying its relevance and broadening its consumer base.

Additionally, luxury brands such as Dior have adopted innovative strategies, incorporating augmented reality (AR) and immersive experiences to revolutionize customer engagement with their brands (Javornik et al., 2021). By pioneering interactive installations and leveraging cutting-edge digital experiences like virtual try-ons and immersive virtual reality showcases, Dior has effectively revolutionized the consumer-brand interaction paradigm. These groundbreaking initiatives have endowed consumers with a distinctive and personalized engagement with the brand, transcending conventional retail experiences (Smith, 2018). Augmented reality and immersive technology have enabled customers to experience Dior's collections in previously unheard-of ways, creating a feeling of exclusivity and innovation that is in line with the core values of the brand. By seamlessly integrating technology into its brand experience, Dior has elevated its position as a trailblazer in the luxury fashion sphere, epitomizing innovation while nurturing a stronger bond with its tech-savvy consumer base.

Dior's communication strategies are intricately woven around the art of storytelling, intricately weaving together the brand's rich heritage, unparalleled craftsmanship, and creative inspirations (Crane, 2012). The brand strategically employs narratives that evoke a spectrum of emotions and aspirations, engendering a profound connection with its audience. By transcending the conventional transactional relationship typical of luxury brands, Dior engrosses its audience in captivating tales that encapsulate the essence of the brand. Through these carefully curated stories, Dior masterfully communicates its legacy, underlining its commitment to refinement and sophistication while showcasing its unwavering dedication to the craft (Smith, 2018). This storytelling approach endows Dior with an unparalleled ability to resonate with consumers on a deeper level, forging enduring emotional connections that extend far beyond mere fashion purchases.

In conclusion, Dior's profound and enduring legacy, coupled with its array of iconic products and groundbreaking communication strategies, continues to fortify its standing as an archetype of

French luxury fashion houses. The enduring relevance of the brand amidst the continuously changing global fashion landscape, balancing its rich heritage with innovation while maintaining exclusivity, stands as a testament to its sustained impact. (Kukreja, 2022). Redefining and reasserting its dominance in the ever-evolving world of luxury fashion, Dior consistently strikes a careful balance between embracing new trends and honoring its historical history. Its capacity to preserve the spirit of refinement, style, and originality appeals to all age groups, solidifying its standing as a respected and enduring symbol in the world of fashion.

2.2.2 Hermes brand

Examining the impact of social media on the image and positioning of high-end fashion firms has focused a lot of attention on the well-known French luxury company Hermes. Social media has redefined brand engagement strategies, and luxury brands like Hermes have adapted by leveraging various platforms to maintain their exclusivity while connecting with a wider audience (Kapferer & Bastien, 2012). In recent studies, Kolk (2023) emphasizes the significant role of digital platforms in reshaping consumer interactions. The article focuses on Hermes' strategic utilization of social media, illustrating how the brand delicately balances accessibility and exclusivity. This approach serves to maintain Hermes' esteemed status in the luxury market.

Hermes has strategically utilized social media platforms such as Instagram, Facebook, Twitter, and YouTube to not only exhibit its exquisite product range but also to offer insights into its craftsmanship, heritage, and brand philosophy (Kukreja, 2022). By capitalizing on these platforms, Hermes provides glimpses into its meticulous artisanal processes, narrating stories behind their iconic products, thereby cultivating an aura of exclusivity and craftsmanship expertise The strategic application of social media, as highlighted in Monica and BalaÅŸ' research (2014), underscores how leveraging these platforms can significantly amplify brand awareness and boost customer engagement, particularly for luxury brands. Additionally, Hermes' approach resonates with the scholarly observations made by Chevalier and Mazzalovo (2012), stressing the importance of leveraging social media to convey a brand's heritage and values to an increasingly digital-savvy consumer base, ensuring a seamless blend of tradition and modernity in brand communication strategies.

Storytelling is crucial to Hermes' social media approach, as Hemantha (2021) noted in their extensive research "Retaining the cachet of Luxury Fashion brand's in social media through

narratives". The brand strategically utilizes storytelling techniques that align with its core brand values, effectively establishing emotional connections with its audience. By weaving narratives that resonate with its audience, Hermes has not only captured attention but also strengthened its relationships with customers. This approach has proven instrumental in solidifying the brand's presence and influence within the luxury fashion realm, showcasing the power of storytelling in shaping meaningful connections in the digital sphere. Hermes, for instance, has shared the story of the creation of their renowned Birkin bag on social media, highlighting the brand's commitment to fine workmanship and precision. The aforementioned method is consistent with the concepts of brand storytelling as expounded by Kim and Ko (2010). It highlights the critical role that emotional connections formed via brand tales have in shaping customer behavior and cultivating brand loyalty.

The Hermes Birkin bag stands as an epitome of exclusivity and aspiration in the world of luxury fashion" (Radón, 2012). Introduced by the French luxury brand Hermes, the Birkin bag is renowned for its exceptional craftsmanship, exquisite materials, and limited availability, making it one of the most coveted and exclusive fashion accessories globally" (Okonkwo, 2007). The bag's exclusivity is heightened by its production process, which involves skilled artisans meticulously crafting each piece by hand (Homer, 2022). Furthermore, the limited number of Birkin bags produced each year contributes to their rarity, creating an aura of exclusiveness that extends beyond the realm of mere fashion (HM, 2017).

The Birkin has become a status symbol, sought after by celebrities, socialites, and fashion enthusiasts alike, symbolizing not only wealth and luxury but also a certain level of prestige (Pomîrleanu, 2023). The ownership of a Birkin transcends a mere fashion statement; it epitomizes a lifestyle and serves as a conspicuous marker of social standing, underscoring the aspirational nature inherent in possessing this iconic accessory (Foster, 2021).

According to the study by Pangarkar and Shukla (2023) on conspicuous and inconspicuous consumption of luxury goods in a digital world (International Journal of Advertising, 42(7), 1145-1149), Hermes has successfully implemented a multifaceted strategy involving collaborations with social media influencers. This approach involves partnering with influencers, especially within fashion and travel spheres, which has significantly expanded the brand's outreach. Through these partnerships, Hermes has tapped into diverse consumer segments, leveraging the influencers' credibility and substantial follower base. Such collaborations have facilitated Hermes' entry into

niche markets and engagement with a wide range of demographics, thereby solidifying the brand's image and fostering consumer trust. This aligns with the research of Martin (2017), which emphasizes the effectiveness of influencer marketing in expanding brand visibility and credibility. Furthermore, these collaborations underscore the importance of authenticity and synergy between brand ethos and influencer values, reflecting the brand's commitment to maintaining its aura of exclusivity and sophistication.

The visual storytelling approach employed by Hermes on platforms like Instagram and Facebook resonates deeply with the brand's essence, showcasing luxurious product shots, behind-the-scenes content, and captivating lifestyle imagery (Hemantha, 2021). By focusing on visual narratives, Hermes reinforces its commitment to craftsmanship and elegance while providing an aspirational glimpse into its exclusive world (Romani Mistretta, 2017). This is in perfect accordance with the empirical study showing that emotional connections and engagement on social media platforms are greatly enhanced by visual material (Ashley & Tuten, 2015). Moreover, Syrdal and Briggs's (2018) findings—which emphasize the importance of aesthetic appeal and visual storytelling in building brand allure and emotional resonance among consumers and establishing long-lasting brand relationships in the luxury market correspond with the strategic use of visually appealing content on social media channels.

Maintaining brand exclusivity and a luxurious image while actively engaging with social media remains a strategic imperative for Hermes (Wang, 2021). The brand has adeptly managed this by meticulously curating content and messaging on digital platforms to impeccably align with its high-end image (Mosca & Civera, 2017). This tailored strategy ensures that Hermes' online presence seamlessly harmonizes with its offline brand persona, thereby effectively preserving its aura of exclusivity. Furthermore, Hermes' approach resonates with insights from Kapferer & Bastien (2015), who emphasize the significance of conveying consistent brand values across all touchpoints, digital or otherwise, to fortify the brand's image and maintain its aspirational allure in the eyes of the discerning luxury consumer.

In conclusion, Hermes' strategic deployment of social media platforms, complemented by captivating storytelling, influential collaborations, and visually compelling content, has substantially fortified its luxury image while nurturing profound connections with its audience. The brand's ability to balance accessibility and exclusivity on social media has been crucial to

maintaining both its enduring appeal and outstanding performance in the very competitive luxury fashion sector.This resonates with the findings of Godey et al. (2016), highlighting the significance of luxury brands such as Hermes in effectively utilizing digital platforms to strengthen their distinctive identity while aligning with the changing consumer aspirations and preferences.

2.2.3 Other French Luxury Brands

Within the domain of French luxury fashion, several prestigious brands such as Hermes have harnessed the power of social media, redefining their brand identities while fostering engagement and brand equity among diverse consumer segments.

Chanel, known for its sophistication and enduring style, has strategically utilized various social media platforms to craft a narrative surrounding its iconic heritage and exhibit its unmatched artistry. By engaging in immersive storytelling on platforms such as Instagram and YouTube, Chanel provides unique glimpses into its extravagant runway shows, the creative processes behind the scenes, and its rich historical archives (Fang & Zhang, 2020).

This strategy intricately weaves the heritage of the brand with modern allure, appealing to consumers in search of authenticity and sophistication (Halwani, 2021). Furthermore, Chanel's adeptness in storytelling aligns with the evolving consumer demand for compelling narratives from luxury brands, solidifying its position as an aspirational and captivating entity within the industry.

Vuitton, L., & Story, B. Michelle Liang., a brand known for its rich travel legacy and groundbreaking designs, has utilized social media platforms as a medium for creative expression and purposeful partnerships (Vuitton et al., 2015). Beyond promoting products, Louis Vuitton strategically leverages various social media platforms to position its collections as more than just clothing items; rather, they are presented as true works of art. For instance, a recent doctoral dissertation by Sánchez Zaragozá (2022) sheds light on Louis Vuitton's digital strategy, specifically on Instagram. The study proposes an online campaign aimed at promoting Instagram's 2022 Fall-Winter Men's Collection, emphasizing the brand's innovative approach to merging fashion and digital aesthetics. Louis Vuitton's captivating social media content, characterized by its exquisite aesthetic quality, not only serves as a source of entertainment but also plays a pivotal role in

fostering customer engagement (Bazi et al., 2023).This captivating digital experience not only influences brand love but also cultivates unwavering loyalty among its audience.

Social media networks' incorporation into high-end fashion brand communication has redefined strategies for engaging with global audiences. Platforms like Instagram, Facebook, and Twitter are now indispensable tools for luxury fashion brands, enabling them to build a closer relationship with their audience. This shift is evident in the collaborative efforts with influencers, artists, and musicians, underscoring the brand's visionary approach and enhancing its appeal to diverse demographics (Dahl, 2021). This dynamic interaction fosters a sense of inclusivity and immediacy, amplifying the brand's reach and impact.

The strategic alliances forged through such influencer collaborations significantly amplify brand visibility and appeal (Jin & Muqaddam, 2021). When mega-celebrities and micro-celebrities are compared on Instagram, subtle dynamics are revealed. This phenomenon is especially noticeable in the luxury fashion influencer marketing space (Jin & Muqaddam, 2021). The study titled 'Fame and Envy 2.0' explores these dynamics, shedding light on the distinctive impacts of influencer marketing strategies employed by different celebrity tiers (Jin & Muqaddam, 2021). Such research underscores the evolving landscape of brand promotion via social media channels and the complex web of influence in the luxury fashion industry.

This strategic approach aligns with the insights of Vrontis et al. (2021), emphasizing that partnerships with influencers and artists are pivotal for luxury brands in establishing emotional connections and resonance with younger, tech-savvy audiences.

Gucci, while predominantly Italian, has significantly influenced the French luxury fashion landscape through its innovative social media strategies (Armitage & Roberts, 2021). By embracing diverse platforms like TikTok, known for its creativity, and Instagram, renowned for its visual allure, Gucci crafts avant-garde campaigns that resonate with younger audiences (Nagasawa & Fukunaga, 2015). Their strategies involve immersive storytelling techniques and augmented reality experiences, creating interactive engagements that go beyond traditional marketing approaches. Gucci's adeptness in adapting to evolving digital landscapes aligns with contemporary consumer preferences for engaging, visually stimulating content (Sánchez & Sánchez, 2020). Additionally, as noted by Armitage and Roberts (2021), Gucci serves as an example of the globalization of luxury

fashion. Gucci's ability to blend artistic expression with digital marketing techniques underscores the importance of artistic branding for luxury fashion houses to resonate with modern consumers.

Balenciaga, under Demna Gvasalia's innovative direction, has not only established a formidable presence in the luxury fashion landscape but also revolutionized digital engagements. Zeitune offers insightful analysis of how social media affects luxury fashion businesses' brand image by examining their case study of Balenciaga. Zeitune (2021) delves into the popularization of haute couture through a detailed examination of the Balenciaga brand. This case study provides a deep knowledge of the brand's communication dynamics and its impact on brand image, shedding light on the tactics used by Balenciaga to traverse the digital landscape.

By strategically leveraging YouTube and Snapchat, Balenciaga has pioneered virtual presentations and immersive experiences, effectively challenging conventional fashion norms and setting new benchmarks for brand engagement (Pentina et al., 2018). Gvasalia's visionary approach resonates particularly well with the aspirations of a younger demographic seeking unique and unconventional narratives in luxury fashion (Cabigiosu & Cabigiosu, 2020). The brand's embracement of digital platforms is in line with contemporary studies on luxury branding, highlighting the importance of captivating and innovative digital strategies to engage millennials and Generation Z (Francis & Hoefel, 2018). Moreover, Balenciaga's digital innovation exemplifies the observations made by Okonkwo (2010), who suggests that luxury brands should adopt a progressive digital approach to stay relevant in today's ever-evolving market landscape.

Yves Saint Laurent, an emblematic French luxury fashion house, has masterfully harnessed social media platforms to perpetuate its legacy while captivating a wider audience (Li, 2022). Through strategic utilization of various social media platforms such as Instagram, Facebook, and Twitter, Yves Saint Laurent orchestrates a narrative that intertwines the brand's heritage, creativity, and contemporary aesthetics (Permatasari & Kalbaska, 2022). The brand's Instagram presence, for instance, showcases not only its latest collections and runway shows but also provides glimpses into the brand's archives, celebrating its iconic designs and the legacy of its founder (Skjulstad, 2017). This is consistent with research by Vrontis et al. (2021) emphasizing the value of historical storytelling for luxury brand management, particularly in the digital era, in order to create a feeling of appeal and continuity. Yves Saint Laurent's deliberate partnerships with both celebrities and influencers, prominently showcased across its social media platforms, serve to enhance the

brand's resonance and significance among a diverse range of consumer segments. This approach aligns with contemporary research, such as the findings of Hess et al. (2022), who show the subtle differences between traditional celebrities and social media influencers and investigate the unique development of reputational capital. The brand's dedication to exclusivity is emphasized by these strategic partnerships, which use storytelling elements to increase customer engagement and trust. This is demonstrated by the significant influence these alliances have on the perception of premium brands.

The deliberate social media representation of French luxury labels like Chanel and Louis Vuitton encapsulates a meticulous blend of tradition and innovation, underscoring their adaption to the digital era without compromising their opulent heritage. These brands have adeptly utilized platforms like Instagram, YouTube, and Twitter to showcase their rich legacy while engaging contemporary audiences (Kapferer & Bastien, 2012). The digital narratives of French luxury fashion brands serve as powerful tools, intertwining art, exclusivity, storytelling, and craftsmanship to strategically shape their brand image. These stories go beyond just presenting their famous works of art; they also explore the area of consumer interaction by offering close-up views of exclusive fashion presentations, elaborate handiwork methods, and significant partnerships. This multifaceted approach fosters a deeper connection with modern consumers, cultivating trust and loyalty by inviting them into the captivating world of these prestigious brands (Jelinek, 2018). This integration of heritage and modernity, as demonstrated through their strategic utilization of digital media, is consistent with scholarly perspectives highlighting authenticity, storytelling, and brand engagement in the context of the luxury industry's digital evolution (Bargenda, 2021). This blend of tradition and innovation marks a substantial paradigm shift in techniques for communication in the luxury fashion industry, crafting a contemporary narrative that underscores exclusivity, storytelling, engagement, and trust in the dynamic digital landscape.

2.3   Influencers characteristics

2.3.1   Concept of Trustworthiness

Trustworthiness is defined as the combination of honesty, integrity, and believability possessed by the endorser (Van der Waldt et al., 2009). Ohanian (1990) characterizes it as the level of

confidence consumers have in influencers' intentions to communicate the most valid assertions. When Instagram users perceive influencers as sound, reliable, dependable, honest, or trustworthy, they take into account the influencer's trustworthiness (Ceyhan et al., 2018; Ohanian, 1990; Munnukka et al., 2016). Trust and loyalty between influencers and customers have been shown to have a good effect on maintaining connections, boosting sales, and improving company image (FullScreen Insights and Shareable, 2018).

study found that approximately 50% of a sample aged 18 to 24 trust their influencers' posts, with 40% trusting influencers more than brand promotions. These findings underscore the critical role of trustworthiness in social media influencers (FullScreen Insights and Shareable, 2018).

Wang and Scheinbaum (2018) emphasize the significance of investigating the trustworthiness of public figures in the beauty industry. The findings indicate a robust relationship between social media influencers, physical attractiveness, and evolving customer perceptions, underscoring the need of partnering with trustworthy businesses for influencer marketing. De Brito Silva et al. (2019) investigate how digital influencers' Instagram involvement affects their ability to recommend goods and services, especially those in the beauty sector.

2.3.2 Concept of Expertise

Expertise is primarily defined as the extent to which the endorser is seen to possess sufficient knowledge, experience, or skills to endorse the product (Van der Waldt et al., 2009). Field experts are expected to offer more credible information on topics compared to those who lack familiarity with the context or field.

Experts in the area are supposed to provide more reliable information on subjects than others who are not acquainted with the field or context. Essentially, engaging with someone highly knowledgeable in a clearly marked advertisement should have a lesser impact than associating with less trustworthy celebrities from the same era (Ratten and Tajeddini, 2017; Guo et al., 2018; Serazio, 2015). Daneshvary and Schwer (2000) highlighted expertise as a crucial trait for influencers to be successful, well-recognized, and considered a credible source by their followers. An influencer will only be perceived as an expert in a specific area if their fans believe in their skills, proficiency, and knowledge (Schouten et al., 2019).

According to Schouten et al. (2019), expertise not only influences the perceived credibility of influencers but also shapes customers' buying behavior and intentions. An endorser with more expertise, perceived as an expert, can be more persuasive and enhance engagement with the brand (Erdogan, 1999; Ohanian, 1990). Therefore, social media influencers' knowledge may have a big impact on how engaged customers are and, in turn, what they plan to buy.

2.3.3 Concept of Attractiveness

Attractiveness, as described by Erdogan (1999, p. 299), is essentially a stereotype encompassing positive associations with an individual, encompassing not only physical appeal but also other attributes like personality and athletic prowess. Simply put, influencers possessing a high level of attractiveness are more likely to influence their followers' intent to make a purchase (Guo et al., 2018; Van der Waldt et al., 2009). The significance of attractiveness is underscored as a pivotal factor in conveying impactful messages, as noted by Wang and Scheinbaum (2018). However, some authors contend that while attractiveness positively contributes to evaluations, its impact on purchasing intentions remains somewhat unclear. Wang and Scheinbaum (2018) observed that physically appealing influencers are often favored by advertisers in formulating and executing promotional campaigns due to their heightened ability to shape customers' attitudes toward targeted brands. Moreover, Lou, C. and Yuan, S. (2019) demonstrated that an influencer's attractiveness not only influences customer trust in the content but also expedites brand awareness.

2.3.4 Concept of Similarity

Similitude pertains to the idea that the alignment between the advertiser and consumers exists. The greater the resemblances the more likely it is that the advertisement will draw notice given the distance between the source and the consumer. Similitude encompasses shared traits like nature, needs, hobbies, and more. This attribute is geared towards the audience (followers) of an endorsement, particularly when assessing promoted bakery items and employing language with positive attributes, as emphasized by Frimayana and Karsa. (2018). This approach elicits positive responses from consumers, subsequently impacting the purchase interest in bakery products. When employing similitude, It is important to include variables including age, gender,

culture, religion, and social conventions, as Frimayana and colleagues' research made clear. Respecting these factors is vital when targeting the audience (Frimayana & Karsa, 2018).

2.3.5 Concept of Perceived normalcy

In a key contemporary psychoanalytic work titled 'On Being Normal and Other Disorders' (Verhaeghe & Paul, 2008), Paul Verhaeghe explores the concept of normalcy as an idealization. He proposes that approximations to a societal ideal should be considered as manifestations of normalcy. Verhaeghe's argument is rooted in Lacan's notion that normalcy is attained through socialization, embedded within the normativity of social structures and relationships. This perspective makes it comprehensible that normalcy is constructed through a progression of increasingly high-quality social interactions. Moreover, it highlights the relative nature of normalcy, which can manifest in diverse forms based on the normative substance of a particular social structure.

The dynamic nature of normalcy is evident in the changing norms of psychiatric disorders and abnormal psychology. What was once classified as abnormal just a few years ago may now be embraced as the 'new normal,' imposing a new type of societal influence. This discussion delves into the persistent normative significance of 'normalcy,' advocating for a radical differentiation between the normal and abnormal, akin to the distinction between good and evil. The assertion is that society's treatment of the normal and abnormal is increasingly uniform, eroding the normative distinction between good and evil. (Verhaeghe & Paul, 2008),

While acknowledging that normalcy and abnormality are socially constructed, the argument rejects a metaphysical realist position and challenges the notion that being a social construct automatically implies normative relativity. The contention is that the standards of normalcy and abnormality involve complexities beyond initial perceptions. The discourse aims to uncover less apparent aspects of normalcy by addressing four interconnected yet distinct subthemes: normalcy in belief, normalcy in socialization, resilience as a component of normalcy, and institutional normalcy or integrity as a practical context for exercising normalcy.

2.4   Behavioural Theories

Ajzen and Fishbein presented the Theory of Reasoned Action (TRA) in 1980 as a cognitive model that attempted to forecast and comprehend individual behavior. This concept is predicated on the notion that people are logical beings who methodically consider all of the facts before acting.
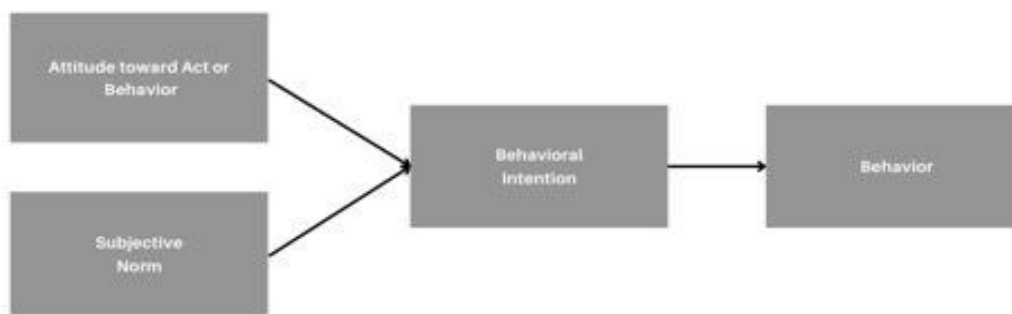
Figure 2. The Theory of Reasoned Action adapted from Ajzen and Fishbein (1980)

The Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein in 1980, forms the basis for understanding individual behavior. TRA asserts that attitudes, reflecting positive or negative evaluations of specific behaviors, and subjective norms, influenced by perceived social pressures, drive behavioral intentions, ultimately shaping subsequent actions. TRA underscores the intentional nature of decision-making, suggesting that behaviors can be predicted from attitudes within an individual's control.

The Theory of Planned Behavior (TPB) was created by researchers in 1991 when they realized that TRA's predictive power had limitations. TPB expands on TRA by incorporating perceived behavioral control, recognizing external factors like personal control and self-efficacy that influence intentions and subsequent behavior. This evolution acknowledges the complexities of translating intentions into actions.

All things considered, the Theory of Reasoned Action offers a fundamental comprehension of the connection between attitudes and actions, paving the way for the development of TPB.

Emphasizing perceived behavioral control, TPB serves as a precursor to exploring concepts like purchase intention and purchase behavior in the context of consumer decision-making. These theories offer valuable insights into the intentional aspects of consumer choices.

2.4.1 Concept of purchase intention

Positive connections are shown between the intention to purchase and the actual behavior of purchasing (Gupta et al., 2004). Five distinct stages which are shown in Figure 3, are found to be involved in the procedure that customers go through while choosing what to buy. The effort required for an individual to access information has significantly decreased in the second stage of information search and product evaluation, thanks to social media and internet content (Gupta et al., 2004). Gupta et al. (2004) state that despite this, customers still find it difficult to assess non-price characteristics in online material, such as product quality.
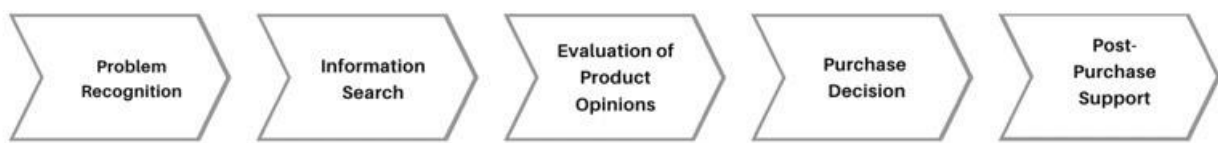
Figure 3: Consumer purchase behavior-process adapted from Gupta et al. (2004)

Influencer marketing on social media is a popular tactic used by marketers to raise brand recognition and/or influence consumer behavior Lou, C. and Yuan, S. (2019). Influencer marketing is a means of disseminating electronic word-of-mouth (eWOM) and, consequently, product-related evaluations and information that represent both buy intention and post-purchase experiences (Jaakonmäki et al., 2017).

According to Hughes et al. (2019), who looked at the effects of persuasion strategies on various social media platforms (such as Facebook and blogs), the audience's high level of involvement and low level of distraction, along with the message sender's expertise, influence the recipient to adopt a more enduring and long-lasting mindset (Hughes et al., 2019).

Later research by Chang et al. (2020) confirms their findings, suggesting that the seller should either provide an interesting hook or visuals and aesthetics to attract attention, or provide an

accurate and complete message to get more positive responses to online posts regarding purchase intention. Users of the central route often reply to the post before buy intention is initiated, but users of the peripheral route typically initiate direct purchase intention if they have good thoughts about the post (Chang et al., 2020).

Additionally, Bhattacherjee & Sanford, 2006 suggested that when the central route processing is employed, the person will focus more intently and take more time and effort to consider the target's possibilities. They often interact with posts on social media by like, sharing, and commenting on them (Bhattacherjee and Sanford, 2006). According to Petty and Cacioppo (1986), the central pathway is also linked to information processing of text, written material, and words of a message that results in longer-lasting behavioral changes. Businesses are progressively integrating social media influencers into their eWOM strategies and their digital marketing communications, as eWOM is the most important factor in influencing customer attitudes and buying behaviors (Dwivedi et al., 2020) (Sundermann & Raabe, 2019).

2.4.2 Concept of Purchase Behavior

According to Engel et al. (1995), a consumer's actual act of making a purchase of an item or service is tied to their purchasing habit. It constitutes a crucial aspect of studying consumer behavior as it mirrors authentic purchasing choices executed by individuals, subject to various internal and external factors that may exert influence. The concept emphasizes how important it is to buy and utilize a good or service since it captures the entire customer behavior cycle, from contemplation to evaluation after the sale. This concept emphasizes how important it is to buy and utilize a good or service since it captures the entire customer behavior cycle, from contemplation to assessment after the sale.

According to Hawkins and Mothersbaugh (2019), purchasing behavior refers to the actual decisions and actions made by customers while making purchases. According to the authors, a variety of elements, including environmental, social, cultural, and individual characteristics, might influence a person's purchasing behavior. According to Hawkins and Mothersbaugh (2019), marketers may create persuasive marketing strategies that connect with customers and motivate them to make purchases by having a thorough awareness of the various elements that drive buying behavior.

2.5   Brand Storytelling and Identity in French Luxury Fashion Brands

Within the domain of luxury fashion, the influential role of brand storytelling and identity in shaping brand reputation cannot be overstated. This artistry is exemplified with particular prowess by French luxury brands, renowned for their mastery in crafting narratives. These narratives intricately weave together elements of heritage, innovation, aspiration, and emotional connection. It transcends the mere act of selling products, transforming them into aspirational icons, trusted companions, and expressions of personal identity (Mainolfi, 2020).

In this tapestry of brand storytelling, Dior stands as an exemplar, seamlessly blending its haute couture legacy with contemporary design under the creative stewardship of Maria Grazia Chiuri of Vrontis et al., (2021). This dynamic storytelling not only captivates consumers but also resonates profoundly with those seeking enduring value and a brand with a rich and timeless legacy (Sikarskie, 2020).

French brands exhibit a mastery in constructing captivating narratives that allure their specific audience. A prime example of this prowess is Chanel, which epitomizes Parisian chic and innate elegance, skillfully immersing consumers in a realm of refined sophistication (de Amaral, 2020). As the fashion landscape evolves into the digital age, Chanel has adeptly adapted its storytelling strategies to engage with consumers within the masstige segment, exemplifying a dynamic response to contemporary marketing challenges (de Amaral, 2020).

Similarly, Hermès' unwavering commitment to meticulous craftsmanship and exceptional quality not only communicates a distinct sense of refined taste and individuality but also serves as a testament to the brand's dedication to unparalleled excellence (Xu, 2020). This focus on superior craftsmanship contributes to Hermès' enduring allure, positioning it as a paragon of understated luxury that discerning consumers seek, thereby consolidating its prestigious reputation within the domain of luxury fashion.

Regarding luxury brands in France, establishing an emotional connection plays a pivotal role. According to Hong et al (2022), consumers actively contribute to brand storytelling, influencing brand attitudes through a nexus of emotions and cognitions. Saint Laurent, for instance, strategically cultivates an atmosphere of rebellious chic individuality, showcased through daring

designs and unconventional campaigns. This deliberate narrative, as highlighted by Hong et al. (2022), appeals to individuals aspiring to authentically express themselves, transcending mere product ownership. The resulting emotional connection extends beyond conventional consumer-brand relationships, fostering robust brand loyalty and advocacy within a cohesive and like-minded community.

Authenticity plays a pivotal role in shaping luxury brand narratives, particularly in the digital era, where consumers increasingly seek genuine stories that align with a brand's values and actions (Morhart & Malär, 2020). Luxury brands, exemplified by Louis Vuitton, recognize the significance of authenticity in storytelling. For instance, Louis Vuitton strategically emphasizes its dedication to sustainability and craftsmanship, showcasing ethical sourcing practices and a commitment to artisanal techniques. This transparent approach not only resonates with conscientious consumers but also reinforces the brand's image as a responsible and forward-thinking luxury house (Morhart & Malär, 2020).

To sum up, French luxury fashion firms must understand brand storytelling in order to successfully negotiate the intricacies of the digital world. The comprehension of this complex relationship is enhanced by Von Wachenfeld (2021) perceptive investigation of the mediation of luxury brands in digital storytelling, as presented in "The Mediation of Luxury Brands in Digital Storytelling" in Fashion Theory. The study delves into the nuanced ways luxury brands mediate their narratives in the digital realm, shedding light on the strategic intricacies employed by these brands to maintain relevance and resonance. Through adeptly intertwining narratives of heritage, innovation, aspiration, and emotional connection, these brands transcend their traditional roles as mere providers of luxury goods. They metamorphose into cultural touchstones, reliable companions, and mirrors reflecting individual identities. As the digital landscape continues to evolve, the symbiotic relationship between brand storytelling and identity remains the linchpin for French luxury fashion brands to not only endure but thrive in the upper echelons of the fashion realm (Von Wachenfeldt, 2021).

2.6   Consumer and Brand Engagement and Perception in Luxury Fashion Brands

The correlation between brand reputation and consumer involvement is crucial in the luxury apparel sector. As we navigate the digital age, consumers cease to be passive recipients of brand messages; instead, they actively participate in brand interactions through various channels such as

social media, online reviews, and in-store experiences (Prentice & Loureiro, 2018). These dynamic engagements play a crucial role in shaping consumer perceptions of the brand, subsequently impacting their purchasing decisions and fostering brand loyalty (Prentice & Loureiro, 2018).

Luxury brands employ diverse strategies to interact with consumers and cultivate favorable perceptions. An essential aspect of this engagement involves the creation of exclusive and high-quality content, including product videos and fashion editorials. This content serves the dual purpose of inspiring and educating consumers, offering a glimpse into the brand's products, values, and aesthetic. By crafting such content, luxury brands effectively contribute to the development of a positive and desirable brand image (Hietajärvi, 2018).

For example, high-end fashion labels use YouTube and other sites to engage with customers and strengthen their brand. Dior, for example, effectively utilizes YouTube through its "Dior Backstage" video series (Hanke, 2015). This collection of videos grants viewers exclusive behind-the-scenes insights into the brand's fashion shows and offers makeup tutorials. By providing this immersive experience, Dior not only allows consumers to explore the inner workings of the brand but also inspires them to replicate the showcased looks (Berisha, 2019).

Artificial Intelligence (AI) and Augmented Reality (AR) are two cutting-edge technologies that are changing the digital marketing environment. Augmented reality (AR) enables immersive consumer experiences, offering virtual product trials as a prelude to purchase (Javornik et al., 2021). The integration of AI into marketing strategies involves leveraging extensive data for personalized and targeted content (Joy et al., 2022). Together, they redefine engagement, making marketing more interactive, memorable, and tailored to individual preferences. As brands embrace these innovations, the future of marketing is becoming increasingly dynamic and customer-centric.

Luxury brands harness the power of social media platforms to establish a personalized connection with consumers, cultivating a community spirit and a feeling of belonging. They actively disseminate exclusive behind-the-scenes content, engage in real-time interactions with their audience, and establish meaningful relationships with influencers and brand ambassadors (Bazi et al., 2020).

Djafarova and Rushworth (2017) suggest that celebrities' profiles are among the most followed on Instagram, often utilized for delivering marketing messages to their followers. Luxury firms,

especially those in the fashion industry, work with celebrities to break into new markets. Different audiences are attracted to different kinds of celebrities, such as singers, models, and athletes. Consequently, luxury brands engage them to promote their brand in exchange for compensation. (Bazi et al., 2020)

As outlined by De Veirman et al. (2017), luxury brands engage in value co-creation with influencers targeted towards specific customer segments. This involves collaborative efforts such as product testing, event organization, or financial incentives for the creation and sharing of original content. The expectation is that influencers will promote the brand's products to their follower base and potential customers.

Thanks to their shared experiences and social media glances into their lives, influencers are viewed as more accessible, trustworthy, and relatable than celebrities. Casaló et al. (2018) suggest that Instagram stands out as the preferred platform for opinion leaders (influencers), citing its immediacy and community-building features, predicting a continuation of this trend in the foreseeable future. Individuals turn to guidance on Instagram provided by influencers who create content aligning with their psychographic traits. The goal is to cultivate an aspirational self-image that mirrors that of the influencer, as highlighted by Pradhan et al. (2014). However, If consumers hold a negative view of the influencer, it can harm the brand they endorse (Campbell & Warren, 2012). Therefore, brands must carefully select influencers aligned with their values to avoid any potential negative impact.

The influence of consumer engagement and perception on brand reputation is of paramount importance. Positive brand reputation, as evidenced by studies such as Bernarto et al. (2020), contributes to heightened brand awareness, increased customer loyalty, and elevated sales. On the contrary, a negative brand reputation can inflict substantial harm on a brand's image, resulting in both lost sales and customers.

Park et al. (2020) study highlights the significance of keeping psychological distance in order to retain value judgments, especially when it comes to luxury fashion labels. The study emphasizes the detrimental effect that impressions of a brand as being unduly approachable due to social media marketing initiatives have on these opinions. Consequently, luxury brands are advised to adopt a social media strategy that portrays an 'aspirational dream,' incorporating exclusive

behind-the-scenes content to enhance perceptions of exclusivity and desirability (Park et al., 2020).

Cultivating a strong brand reputation through meaningful consumer engagement and positive perception-building is crucial for luxury businesses. By doing so, they can build strong relationships with their customers and achieve long-term success.

Graffigna and Gambetti (2014) developed a model that outlines the fundamental qualities a brand has to have in order to begin the process of building a meaningful relationship with consumers. To be perceived as a "life mate," embodying a humanized connection with customers akin to a lifelong companion, a brand needs to fulfill specific criteria. The initial prerequisite involves being a dream carrier, wherein the brand is perceived as a source of imagination, potential selves, and conceivable worlds where consumers can freely express themselves. Additionally, the brand must support consumers' projections and expectations. Upon meeting this criterion, the brand transitions into the friendship phase, being regarded by the customer as a friend and a significant aspect of their life, evoking positive emotions.

The second imperative is the brand acting as a relationship facilitator, encouraging consumers to enhance their interpersonal networks, fostering connections with shared passions and interests, and instilling a sense of self-confidence. Upon completion of this condition, the intimacy phase commences, signifying the initiation of genuine engagement, with the consumer acknowledging the brand as a crucial element in their daily life.

The final condition is the brand serving as a compass, evolving into a constant reference point for consumers throughout their lives. Upon reaching this stage, the "symbiotic phase" is achieved, representing the pinnacle of engagement, where the brand is perceived as indispensable.

2.7 Exclusive Products and Aspirational Factors in French Luxury Fashion Brands

Consumers choose luxury brands with the intention of obtaining exclusivity (Berthon et al., 2009), as well as seeking status and prestige (Amaldoss & Jain, 2005). According to Jackson (2004), the fundamental attributes of luxury products include exclusivity, premium pricing, image, and status, which collectively enhance their appeal beyond functional considerations.

Within the realm of luxury brands, the provision of exclusive experiences, such as private shopping appointments or coveted invitations to fashion shows, serves as a strategic approach. This tactic aims to reward and cultivate loyalty among customers, fostering a profound sense of privilege. Such exclusive encounters are intricately designed to align with the essence of luxury, emphasizing rarity and uniqueness. As highlighted by Kapferer (2015) in "Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare," this emphasis on exclusive experiences is a pivotal element for luxury brands seeking growth while maintaining their distinctive and exclusive appeal. Kapferer's insights underscore the delicate balance luxury brands must navigate to expand their reach without compromising their rarity (Kapferer, 2015).

The landscape of exclusivity and luxury marketing has changed with the introduction of digital technologies. Giving anything a "luxury" label is inherently contradictory. On one hand, retailers aim to maximize the sales of their products, while, on the other hand, the act of declaring a product 'luxury' suggests exclusivity. Like magicians, luxury businesses aim to create an appearance of uniqueness, substituting perceived rarity for true scarcity. This idea aligns with a fundamental economic principle: when demand surpasses supply, prices ascend. A pertinent study conducted by social psychologists Worchel et al. (1975) experimented with consumer behavior by abruptly restricting access to a specific brand of cookies for one group, while the other group retained the ability to make purchases. This experiment reflects the psychological dynamics that underpin the association between scarcity, demand, and consumer valuation.

Additionally, Kapferer (2012) expounds on this phenomenon, asserting the pivotal role of "abundant rarity" as a key driver for the growth of luxury brands. His insights illuminate the intricate strategies employed by these brands to cultivate an aura of exclusivity and desirability, fostering a perception of scarcity that enhances their appeal in the eyes of consumers (Kapferer, 2012).

Luxury brands serve as more than just commodities; they provide consumers with a platform to articulate their identity and social standing. This distinction between emerging and mature markets becomes evident when considering the perception of luxury brands. In emerging markets, consumers tend to emphasize the association between luxury brands and prestige, as well as their role in defining social hierarchies (Shukla & Purani, 2012). This inclination sheds light on the intricate relationship between luxury consumption, brand prominence, and the societal context.

As Pino et al. (2019) discuss in their exploration of brand prominence and social status in luxury consumption, the dynamics of luxury perception vary across different markets, influencing the way consumers interpret and engage with these brands.

The quest for exclusivity is intricately linked to aspirational desires in luxury consumption. Luxury items frequently serve as emblems of accomplishment and social acknowledgment, with consumers aspiring to be part of an exclusive echelon. This aspiration plays a pivotal role in enhancing the appeal of luxury brands. Specifically, consumers engaged in luxury consumption are predominantly motivated by a sense of achievement vanity. Their evaluation of luxury brands hinges on criteria such as price, prestige, and the brand's capability to reflect their professional accomplishments (Sharda & Bhat, 2019).

Luxury goods are often associated with scarcity and exclusivity. One of the main reasons people buy luxury goods is to maintain their status, which is lost if the things become too easily obtained. Price plays a significant role in who is able to afford luxury products and serves to confirm the degree of rarity and exclusivity of a product (Dubois & Duquense, 1993).

In an era where sustainability and ethical practices have become central to consumer values, luxury brands face a dual challenge: maintaining exclusivity while aligning with socially responsible practices. Consumers increasingly seek products that not only exude opulence but also adhere to ethical standards. Luxury brands are responding by integrating sustainable practices into their production processes, embracing eco-friendly materials, and communicating transparently about their efforts. This shift toward ethical luxury introduces a new dimension to exclusivity, where consumers perceive rarity not only in terms of product availability but also in the brand's commitment to environmental and social responsibility (Kapferer & Michaut-Denizeau, 2014).

2.8 Credibility Measures and Trust-building Mechanisms in the Context of Luxury Fashion Brands

French luxury fashion firms' social media credibility is crucial to their success in the rapidly changing world of digital communication. This section unravels the intricate web of strategies employed by these iconic brands to cultivate and bolster credibility, delving into the mechanisms that underpin the establishment of trust in the ever-changing internet environment.

French luxury fashion brands have, for an extensive period, relied on their profound history and heritage as fundamental pillars of their credibility. This legacy serves not only as a testament to the brand's enduring presence but also encapsulates the timeless sophistication and craftsmanship synonymous with French luxury (Mainolfi, 2020). The luxury industry is currently undergoing a reassessment of its heritage strategies, witnessing a discernible reduction in the emphasis on legacy. Conversely, traditional sectors like food are increasingly investing in their company history, which assumes a more pivotal role in the overall value proposition (Mainolfi, 2020). As a result, the capability to engage effectively with a younger audience, progressively captivated by the allure of luxury, has become paramount. This challenge is particularly pronounced when it comes to narrating the roots and history of a brand. In this context, companies are increasingly recognizing the necessity to meticulously manage their heritage, seeking new and innovative communication codes that are both respectful and consistent with their past (Mainolfi, 2020).

Luxury brands encounter distinctive challenges in managing brand authenticity compared to the mass market. Our conceptualization of brand authenticity encompasses four dimensions: continuity, credibility, integrity, and symbolism (Morhart et al., 2015). While credibility is centered on a brand's openness and honesty with customers, continuity is a reflection of a brand's durability and ability to stay true to its roots. Integrity relates to a brand's moral purity, and symbolism highlights a brand's capacity to empower consumers to be authentic to themselves. The challenges faced by luxury brands stem from the intersection of these dimensions with the inherent characteristics of luxury (such as agency, exclusivity, high quality, use of high-end materials, etc.), which can sometimes clash with these authenticity dimensions (Morhart & Malär, 2020).

In the realm of luxury branding, the presentation of genuine craftsmanship by a dedicated artisan in a showroom contributes to consumers' perceptions of authenticity by enhancing the sense of continuity and credibility (Morhart & Malär, 2020). This approach not only showcases the product but also establishes a connection with consumers through the genuine and passionate display of artisanal skills, fostering a heightened appreciation for the brand's authenticity (Morhart & Malär, 2020). Luxury firms find that the tangible display of workmanship in a showroom environment is a

useful tool for telling their audience about true creativity and commitment, which strengthens the brand's overall credibility.

Luxury fashion brands strategically collaborate with influencers to reinforce authenticity and enhance credibility (Kozinets, 2020). Influencers, boasting dedicated followings, serve as invaluable conduits for brands to engage with diverse audiences (Lin & Spence, 2018). Simultaneously, celebrity endorsements leverage the existing fame of public figures, elevating brand prestige and establishing connections with their vast fan bases (Kozinets, 2020). This symbiotic association not only amplifies brand credibility but also capitalizes on the inherent trust consumers place in brands endorsed by admired figures (Lin & Spence, 2018). Notable personalities such as Beyoncé and Dwayne Johnson exemplify this trend, serving as influential figures who transcend traditional celebrity endorsements (Kozinets, 2020).

Some research has adopted the self-congruency perspective and found that similarity between consumers and influencers improves influencer credibility and thus brings about positive brand attitudes (Ki et al., 2020)

2.9 Identified Research Gap

The ever-evolving landscape of the French luxury fashion industry demands continuous adaptation to contemporary trends, notably the incorporation of influencers. While extensive research exists on the identity of French fashion luxury (Heine, 2012). Limited attention has been directed towards understanding the characteristics of influencers and their influence on both purchase intentions and behavior (Chekima et al., 2020). Consequently, there is a noticeable void in the existing literature regarding the traits of social media influencers. This study seeks to address this gap by contributing innovative insights through an exploration of influencer credibility within the fashion industry and its consequential impact on consumer behavior.

To address this research void, we undertook a thorough examination of publications elucidating diverse facets of influencer marketing in the fashion industry, including the following references: Lou et al. (2019), Ki et al. (2020), and Souissi (2023). While the methodologies and frameworks employed in these studies are relatively similar, the contextual nuances arise due to the novelty associated with influencers in this evolving field. Our analysis considered the context,

methodology, and framework employed in each publication, providing a comprehensive understanding of the existing knowledge landscape. By synthesizing insights from these publications, we identified common themes, gaps, and methodological approaches, laying the groundwork for our own research.

In alignment with the identified research gap, our study employs a rigorous research design that delves into the characteristics of influencers in the French luxury fashion context. We aim to enhance the existing body of knowledge by investigating the nuanced ways in which influencer characteristics impact consumer behavior, filling a crucial void in the literature. Through our meticulous methodology and robust framework, we strive to contribute valuable insights that advance the understanding of influencer dynamics within the realm of French luxury fashion.

2.10 Theoretical Framework

The inspiration for crafting my survey questionnaire stemmed from previous empirical studies, particularly a work closely aligned with my research focus. I drew insights from Ajzen and Fishbein's (1980) study titled "Understanding Attitudes and Predicting Social Behavior" from Prentice-Hall.

In the context of French luxury fashion brands, my conceptual model seeks to investigate the influence of social media influencers' characteristics on consumer purchase intention and behavior. The central focus is on how fashion, as shaped by influencers and the associated brand image, becomes a destination image. This, in turn, leads people to identify with the products and become persuaded to make purchases. Influencers in the fashion industry have a significant impact on customers' purchasing intentions and behaviors.

Figure 4: Proposed Conceptual Model based on TRA (Ajzen & Fishbein, 1980)

Adapted research framework
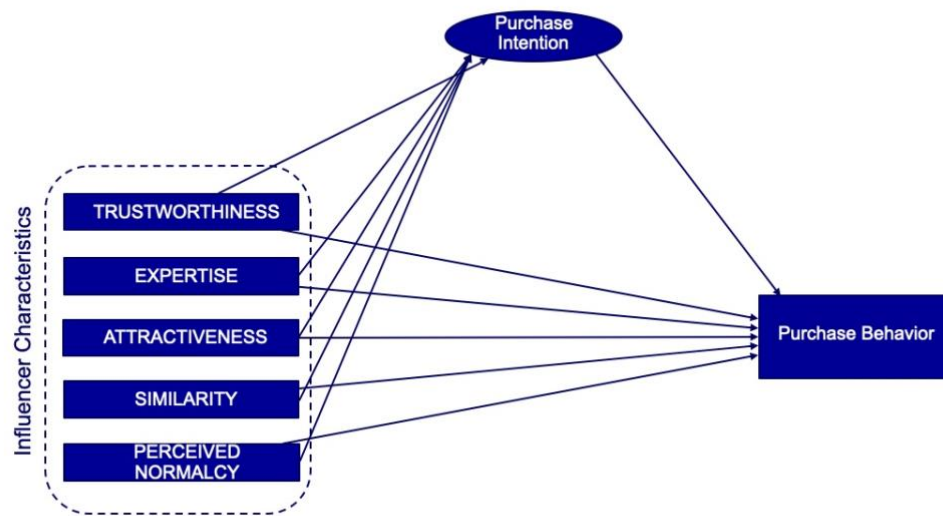
Characteristics of Influencers

 The left-hand side of the depicted conceptual model showcases the factors related to influencers' characteristics. These elements were identified and comprehensively investigated in the literature review. The subsequent enumeration presents these distinctive factors:

Trustworthiness: Trustworthiness: Van der Waldt et al., (2009) investigated the impact of influencers' trustworthiness, defined as "the honesty, integrity, and believability the endorser possesses." Their findings emphasize the crucial role trustworthiness plays in shaping consumers' attitudes towards influencers and sponsored content. Sub-section 2.8.3

Expertise: A 2017 research by Khamitov and Boerman examined how influencers impact consumers' perceptions of sponsored material. They found that consumers' opinions about sponsored content were greatly impacted by their assessments of influencers' skill. Section 2.8.3

Attractiveness: According to Limbu and Law (2020), it describes the influencer's physical attributes and demeanor. An influencer has a higher chance of being trusted if they are viewed as beautiful. Section 2.8.

Similarity: According to Limbu and Law (2020), similarity in an influencer's physical appearance and personality traits plays a crucial role. When influencers are perceived as attractive, they enhance their credibility, impacting consumer trust and attitudes. Sub-section 2.8.1.

Perceived Normalcy : Perceived Normalcy: Verhaeghe and Paul's (2008) work, 'On Being Normal and Other Disorders,' frames normalcy as an idealization influenced by societal norms, emphasizing its dynamic and relative nature. Influencers have more power over potential customers' purchase decisions and habits when they are seen as typical.

3   Research methods and implementation

3.1   Research context

In undertaking and finalizing this study, I adopted a comprehensive set of methods and implementation strategies, which are elucidated in the subsequent sections. To serve as a crucial reminder, the main goal of this study is to investigate the complex effects of the characteristics of social media influencers on consumer intention to buy and behavior, with a focus on French luxury fashion brands.

Owing to the ever-changing digital world of today, Social Media Influencers have become pivotal individuals in influencing the attitudes and actions of consumers. The central focus of this study is the relationship between these influencers and the prestigious field of French Luxury Fashion Brands. The choice of a quantitative questionnaire as the primary research tool underscores a commitment to a rigorous and systematic approach in gauging the intricate relationships between various influencer characteristics and consumer actions.

This research context highlights the significance of examining the interaction between social media influencers and consumer dynamics within the unique context of French Luxury Fashion Brands in addition to providing a foundation for understanding the landscape in which the study is conducted. The subsequent sections elucidate the specific methodologies employed and the rationale behind their selection, providing a comprehensive overview of the strategies utilized to illuminate the intricate connections between influencers and consumer behavior.

3.2   Research design

The Research Methods for Business Students book by Saunders et al. (2009) served as the model for designing and organizing the research. This study plan outlines every procedure and step the author took while conducting the investigation. The tactics used, methodological decisions taken, time period used, and methodologies and procedures applied all demonstrate the research's methodology, approaches, and philosophy.

Figure 5: Onion Research Design (Sundermann & Raabe, 2019, p. 10838)
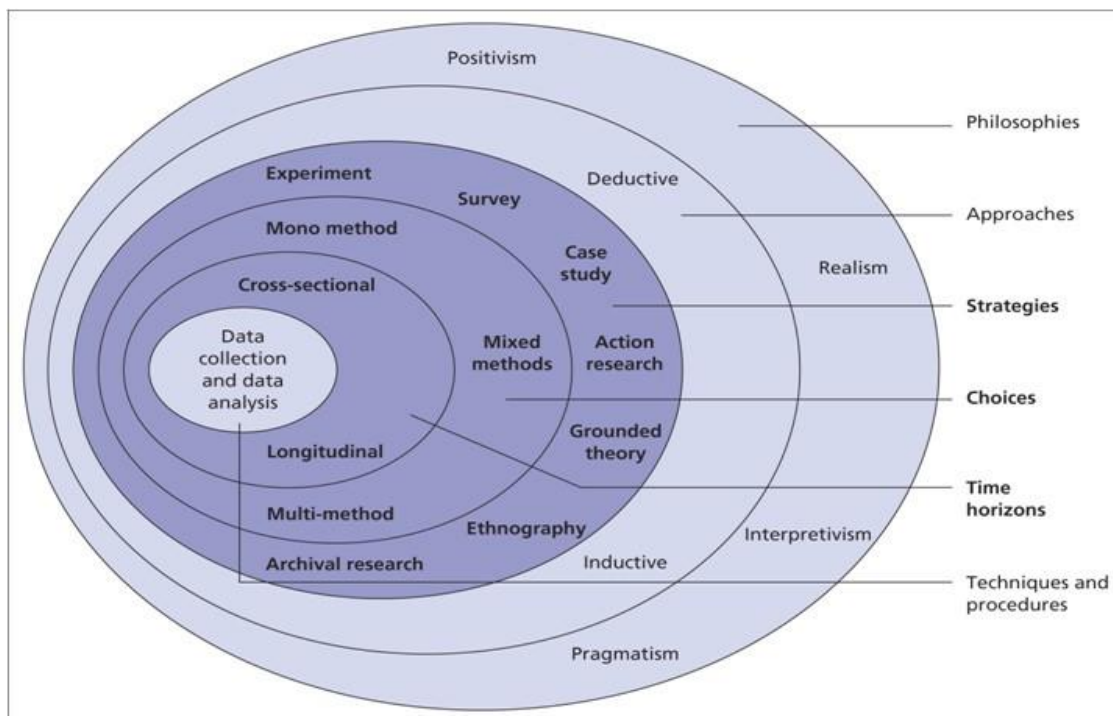
3.2.1   Research purpose

This study's goal is exploratory in that it is predicated on the hunt for ideas and theories that might account for the evolution of French luxury fashion identity throughout time. This form of investigation proves beneficial when the researcher encounters uncertainty regarding the problem's nature, the factors at play, or the the study's possible results. The goal of exploratory research is to get a deeper comprehension of the issue or phenomenon being studied.

Conducting exploratory investigations can serve as a valuable approach for my research project since I want to learn more about how influencers affect the issue of fashion identity and to come up with fresh concepts for more study. Additionally, exploratory research might assist me in coming up with fresh concepts or theories for additional study. I could uncover more factors or components that are relevant to the problem of consumer fashion identity by conducting an open-ended inquiry into this matter.

3.2.2 Research philosophy

Realistic philosophy was the source of research employed in this study. The tenet of this school of thinking is that reality exists apart from our consciousness. To put it another way, realism is the physical theory of scientific inquiry that demonstrates the veracity of reality. It is a reality entirely separate from the mind. Mirrored is the notion that the mind and its contents are all that exist. To summarise, critical realism and direct realism are two types of realism that are distinguished by this scientific approach to information gathering. Direct realists believe that most things in the world cannot be changed. They are level-focused, meaning they are concerned with people, groups, or organizations. In contrast to critical realists, they recognize the significance of examining a subject from various perspectives. Realistic philosophy emphasizes observable and verifiable underlying causal relationships while maintaining that the universe exists independently of human awareness. Put another way, reality is objective and discoverable through scientific study techniques rather than being purely the result of human subjectivity or imagination.

I was attracted to this idea because it resonated with my individual principles and the practicalities faced by social media influencers. To accomplish my aim of understanding consumer behavior toward fashion influencers, the study is performed realistically. It will help me understand why individuals pay attention to fashion influencers on social media, whether consciously or unconsciously. Since our perception of the world may change, especially in the case of social media, direct reality struck me as the greatest alternative. As such, I'm interested in learning more about how we learn about the outside world when it comes to fashion influencers and the fashion business.

3.2.3 Research approach

To assess a theory or hypothesis, evidence must be gathered and analyzed as part of the deductive technique used in this research. Using this method, the researcher begins with a theory or hypothesis and after collects and analyzes data to support it.

I have found that employing deductive reasoning serves as a valuable method for examining a hypothesis, determining its alignment with or deviation from established theories or models. It offers a methodical and organized technique that may improve the dependability of the outcomes. My role models serve as the conduit between the consumer's intention and behavior and the credibility of French fashion influencers.

3.2.4 Research strategy/method/s

Various approaches and techniques might prove advantageous within the study's field. Based on my perspective and the topic matter, I have determined that the most effective strategy for doing my study will be a quantitative survey in the form of a questionnaire. A bipolar questionnaire (closed question) will be used as the survey instrument to gather quantitative data, requesting that respondents rate their level of satisfaction on a 5-point scale, with 1 representing strongly disagree and 5 representing strongly agree. Numerical data must be gathered for quantitative research so that it may be objectively analyzed using SPSS software.

Quantitative research is often chosen for drawing conclusions about a broader population. By employing statistical analysis and gathering data from a representative sample, one can extrapolate findings to the entire population. Personally, I prefer utilizing questionnaires over interviews as they allow me to interact with a larger number of individuals regarding fashion influencers, resulting in a higher volume of responses within a shorter timeframe. My interest lies in understanding the overall public opinion regarding the impact of social media fashion influencers on consumers' self-perception in the realm of fashion. Consequently, the responses sought aim for broad insights rather than intricate details.

3.2.5 Methodological choice

A commendable methodological selection involves employing a quantitative survey as the sole approach. Achieving consistency and standardization in both data collection and analysis is possible by consistently applying a single research for the entire study. By doing this, you can increase the results' dependability and lower the possibility of bias that can occur from combining different research techniques.

I looked at a lot of choices and came to the conclusion that the best way to go about doing my study would be to use a single exploratory approach, more precisely, a quantitative questionnaire survey. This approach is expected to yield a substantial amount of data efficiently and rapidly. However, it is crucial to acknowledge that relying solely on this strategy may pose drawbacks, potentially diminishing the validity of the outcomes.

3.2.6 Time horizon

The design of this research is cross-sectional in nature, meaning data from a sample of people or groups were collected all at once. Because the data is collected at a predetermined time, analysis is made simple. As a result, finding patterns or links in the data is much simpler. Furthermore, this research might offer a moment in time view of a population. This can be a useful strategy for determining the frequency of a given ailment, behavior, or attitude among a community, particularly when analyzing the goals and deeds of consumers inspired by French fashion influencers.

Planning makes it possible to set a future date for evaluating or takin g for granted particular operations. In this case, it allows us to generate concepts or hypotheses concerning the impact of fashion influencers within a designated period (2022–2024) .I would like to set a boundary on this research since as social networks develop quickly, so will our intentions and behaviors.

3.3 Data collection

This inquiry was conducted using a survey questionnaire as a research technique. To gather numerical data for this research, the investigator distributed a Google form link through email,

Whatsapp, Instagram, Messenger, and various other social media channels. By design, these systems produce graphs that show the quantitative data. Participants were drawn in through a combination of word-of-mouth and diverse social media platforms. The relevance of the panel of respondents stems from their background in the luxury fashion sector since they are clothes or bags customers with varying perspectives on their usage of social media and high-end fashion items. For a quantitative research sample to be deemed relevant, it must receive at least 130 answers. As a consequence, 132 people responded to the survey.

The quantitative questions, which include the agreement scale, are designed with predetermined response options to aid the author in data analysis. The most appropriate choice for constructing a straightforward survey that yields diverse data and a succinct summary is the quantitative agreement scale response question format. This is because the questions do not necessitate detailed responses.

3.4   Data analysis

3.4.1 Quantitative data analysis

The rational basis of the investigation renders quantitative data analysis entirely fitting. The explanatory investigation is set up and planned to guarantee that the data gathered can be utilized to produce population statistics. Charts will be used to show the data, and the statistical approach will be used. Because of its extensive statistical analysis, user-friendly design, time-saving capabilities, interaction with other applications, and widespread usage in academia, SPSS software is a valuable tool. I mostly utilized it to analyze how purchase intention and behavior are impacted by influencer credibility.

This is how the SPSS analysis was carried out. I started by entering my data into Excel, cleaning it out, then creating a table using the SPSS language. After the excel was complete, I cleaned it up and entered the data spreadsheet into SPSS to start the analysis process. With the use of many tools, SPSS allows users to compute inferential statistics, test hypotheses, and extrapolate population-level conclusions from sample data. The author use the regression approach, namely linear regression. The author employed data visualisation tools and export tables to effectively and concisely communicate the study report's conclusions.

3.4.2 Qualitative data analysis

For my investigation, qualitative data analysis is not essential., as our research primarily centers on quantitative data to fulfill our research objectives.

3.5 Ethical considerations

Throughout the entire thesis process, meticulous attention has been devoted to upholding ethical standards, particularly in safeguarding the privacy and confidentiality of the respondents. To ensure the anonymity of individuals, their records are presented in an aggregated form within the publication. Furthermore, every effort has been made to cross-reference all sources used in this work to their original authors, thereby acknowledging intellectual contributions appropriately.

It is crucial to note that the generation of the thesis text itself did not involve the use of artificial intelligence. However, artificial intelligence has been employed in auxiliary capacities, such as employing Turnitin to check for plagiarism, utilizing Zotero for APA reference style management, and leveraging Grammarly for scrutinizing English grammar, punctuation, and overall writing style. These applications have been instrumental in enhancing the quality and integrity of the thesis while maintaining a steadfast commitment to ethical research practices.

4 Research Results

4.1 Demographic data

Responses to the quantitative survey were gathered regarding: "Impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands", and 132 people in all participated in the research. Demographic questions were included to acquire information about the characteristics of the group, with a specific focus on age, gender, and nationality. This demographic data will be utilized to enhance comprehension of the participants in the research and to discern any identifiable tendencies or patterns.

As indicated in Figure 2, the majority of participants fell within the age range of 9-24 years (93.9%). The remaining respondents encompassed various age groups, with 4.5% being in the 25-40 age range, 0.8% in the 41-56 range, and another 0.8% in the 57-66 age range.
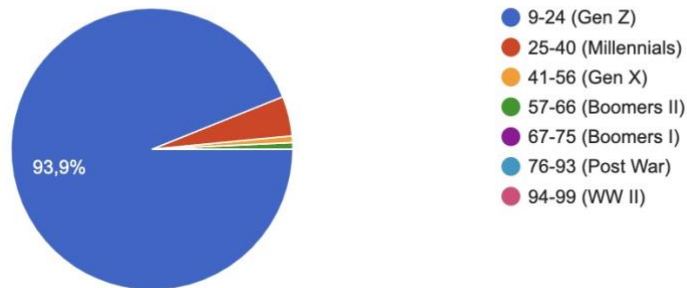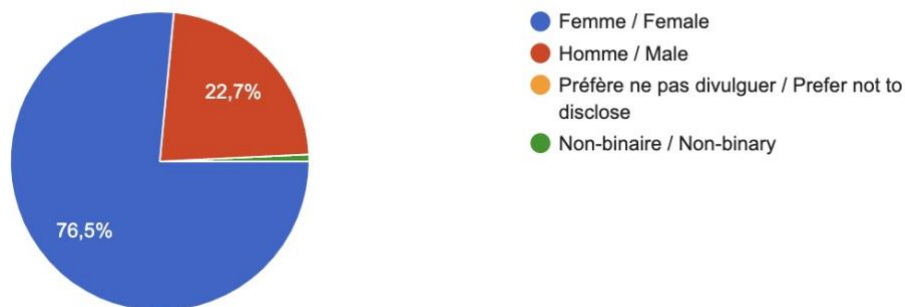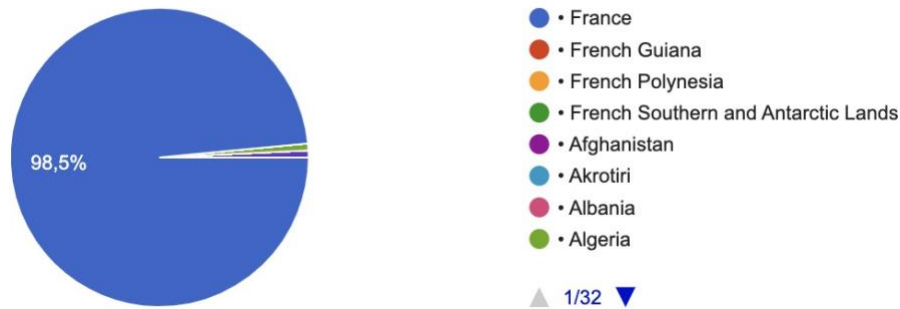
Figure 6: Age of the participant

Figure 7 reveals that the majority of respondents were female (76.5%), with men accounting for 22.7%, and 0.8% identifying as non-binary.

Figure 7: Gender of the participant

In Figure 8, we observe that the majority of participants are from France, constituting 98.5% of the total.

Figure 8: Nationality of the participant

The majority of survey participants fall within the 9 to 24 age range and are predominantly French women. This can be attributed to the author's age, gender, and nationality, influencing the accessibility of the questionnaire shared on social media, which tends to reach users primarily between the ages of 15-30. Given the author's age of 22, a significant portion of respondents belongs to this demographic, thus explaining the prevalence of individuals aged 9-24. Additionally, the author's female identity, interest in social networks and fashion influencers, and the questionnaire's focus on the latter justify the predominance of women among the respondents.

4.2   Quantitative data

Quantitative data refers to numerical information subjected to analysis through statistical methods. This type of data serves to test hypotheses and ascertain the presence of a substantial connection between the variables. For example, the author used quantitative data to investigate the possible connection between customers and fashion influencers. This study was conducted in two stages: first, to investigate purchasing intention; next, to use SPSS software to do a linear regression analysis to investigate behavior.

## 4.2.1 Purchase Intention, Regression 1

Purchase intention refers to a customer's propensity or willingness to purchase a good or service. Numerous elements, such as personal preferences, perceived value, cost, brand reputation, and marketing tactics, all have an impact. The author of this study looked at how

customers' purchase intentions were affected by fashion influencers and their traits, with a particular emphasis on women between the ages of 9 and 24.

Figure 9: Regression Model, Purchase Intention

Regression models to estimate:

Model 1: Effects on mediator
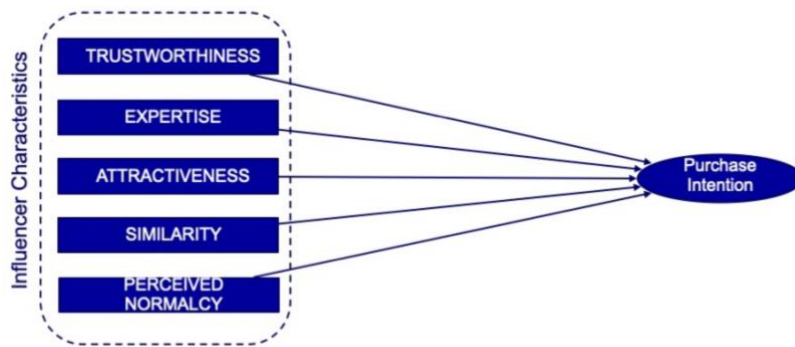
$$PI_i = \alpha_0 + \alpha_1 TRUST_i + \alpha_2 EXP_i + \alpha_3 ATTR_i + \alpha_4 SIMIL_i + \alpha_5 NORMAL_i + \varepsilon_i$$

The summary table of the model (Table 1) presents data concerning R-squared values. R-square is a measure of the model's explanatory power that expresses how much of the total variance in the purchase intention variable can be explained by the influencer characteristics variables in the present model. Higher R-square values indicate a better fit for the model.

Table 1: Model Summary (Purchase Intention)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,667[a]	,445	,423	,68928

a. Predictors: (Constant), PERCEIVED NORMALCY, ATTRACTIVE, TRUSTWORTHINESS, EXPERTISE, SIMILARITY

Trustworthiness, Expertise, Attractiveness, Similarity and Perceived Normalcy explain 44,5% of the Purchase Intention.

Table 2: Model Anova (Purchase Intention)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,949	5	9,590	20,185	<,001^b
	Residual	59,863	126	,475		
	Total	107,812	131			

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), PERCEIVED NORMALCY, ATTRACTIVE, TRUSTWORTHINESS, EXPERTISE, SIMILARITY

Regression is significant with a significance level lower than 0,001.

Table 3: Model Coefficients (Purchase Intention)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,787	,298		2,638	,009
	TRUSTWORTHINESS	,190	,121	,162	1,576	,118
	EXPERTISE	,433	,119	,451	3,636	<,001
	ATTRACTIVE	,209	,104	,177	2,015	,046
	SIMILARITY	-,086	,129	-,087	-,667	,506
	PERCEIVED NORMALCY	,041	,098	,048	,414	,680

a. Dependent Variable: PURCHASE INTENTION

Based on results from Table 3 we can test research hypotheses.

Trustworthiness does not have a significant effect (significant level 0,118) on Purchase Intention. The Hypothesis RH1.1 is not confirmed.

Expertise has a positive significant effect (significant level 0,001) on Purchase Intention. When **Expertise** increases by 1-unit, BI increases by 0.433 units. The Hypothesis RH1.2 is confirmed.

Attractiveness has a positive significant effect (significant level lower than 0,046) on Purchase Intention. When **Attractiveness** increases by 1-unit, BI increases by 0.209 units. The Hypothesis RH1.3 is confirmed.

Similarity does not have a significant effect (significant level 0,506) on Purchase Intention. The Hypothesis RH1.4 is not confirmed.

Perceived normalcy does not have a significant effect (significant level 0,680) on Purchase Intention. The Hypothesis RH1.5 is not confirmed.

4.2.2 Purchase Behavior, Regression 2

Purchasing behavior pertains to the series of steps that consumers undertake during the buying process. These include determining a need or want, looking into choices, weighing options against alternatives, making a purchase, and carrying out assessments after a purchase. The author of this study looked at how customers' purchasing behavior is affected by fashion influencers and their characteristics.

Figure 10 : Regression Model, Purchase Behavior
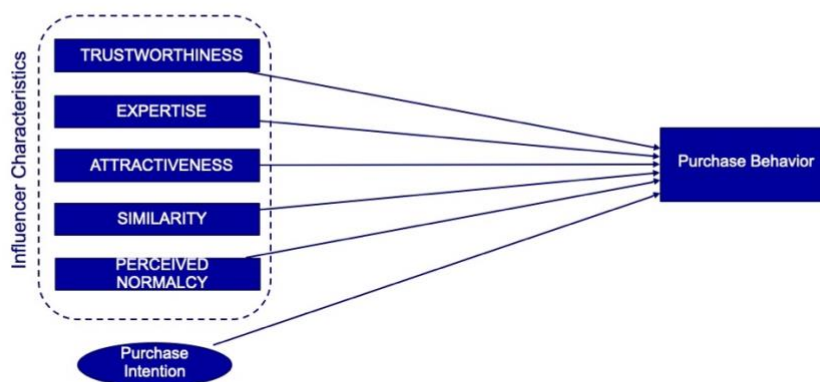
$$PB_i = \beta_0 + \beta_1 TRUST_i + \beta_2 EXP_i + \beta_3 ATTR_i + \beta_4 SIMIL_i + \beta_5 NORM_i + \delta PI_i + \varepsilon_i$$

Indirect effect of j-th characteristic of influencer on PI: $\alpha_j \delta$

Direct effect of j-th characteristic of influencer on PI: β_j

Total effect of j-th characteristic of influencer on PI: $\beta_j + \alpha_j \delta$

The summary table of the model (Table 4) presents data concerning R-squared values

Table 4: Model Summary (Purchase Behaviour)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,654[a]	,428	,400	,62797

a. Predictors: (Constant), PURCHASE INTENTION, ATTRACTIVE, PERCEIVED NORMALCY, TRUSTWORTHINESS, EXPERTISE, SIMILARITY

42,8% of Purchase Behavior is explained by the direct effect of influencer's characteristics and Purchase Intention.

Table 5: Model of Anova (Purchase Behaviour)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,826	6	6,138	15,564	<,001[b]
	Residual	49,293	125	,394		
	Total	86,119	131			

a. Dependent Variable: PURCHASE BEHAVIOR

b. Predictors: (Constant), PURCHASE INTENTION, ATTRACTIVE, PERCEIVED NORMALCY, TRUSTWORTHINESS, EXPERTISE, SIMILARITY

Regression is significant with a significance level lower than 0,001.

Table 6: Model of Coefficients (Purchase Behaviour)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,126	,279		4,034	<,001
	TRUSTWORTHINESS	-,106	,111	-,101	-,954	,342
	EXPERTISE	-,064	,114	-,075	-,561	,576
	ATTRACTIVE	,343	,096	,326	3,569	<,001
	SIMILARITY	,100	,118	,114	,848	,398
	PERCEIVED NORMALCY	-,043	,090	-,057	-,478	,634
	PURCHASE INTENTION	,449	,081	,502	5,530	<,001

a. Dependent Variable: PURCHASE BEHAVIOR

Based on results from Table 6 we can test research hypotheses.

Trustworthiness does not have a significant direct effect (significant level 0,342) on Purchase Behavior. The Hypothesis RH2.1 is not confirmed.

Expertise does not have a significant direct effect (significant level 0,576) on Purchase Behavior. The Hypothesis RH2.2 is not confirmed.

Attractiveness has a significant positive direct effect on Purchase Behavior (significant level lower than 0,001). When **Attractiveness** increases by 1-unit, PB increases by 0.343 units. The Hypothesis RH2.3 is confirmed.

Similarity does not have a significant direct effect (significant level 0,398) on Purchase Behavior. The Hypothesis RH2.4 is not confirmed.

Perceived normalcy does not have a significant direct effect (significant level 0,634) on Purchase Behavior. The Hypothesis RH2.5 is not confirmed.

Purchase Intention has a significant positive effect on Purchase Behavior (significant level lower than 0,001). When **Purchase Intention** increases by 1-unit, PB increases by 0.449 units. It means that Purchase Intention is a mediator and transmits the indirect effect of Expertise and Attractiveness to Purchase Behavior. The Hypothesis RH3 is confirmed.

The indirect effect of Expertise is 0.433 x 0.449= 0.194

The Indirect Effect of Attractiveness is 0.209 x 0.449= 0.094

The direct effect of Attractiveness is 0.343.

The total effect of Expertise is 0.194.

The total effect of Attractiveness 0.094 + 0.343= 0.437

Expertise has only an indirect effect on Purchase Behavior while Attractiveness has both, indirect and direct effects on Purchase Behavior.

5   Discussion

5.1   Limitations, reliability and validity

The number of respondents, which is one hundred for a minimum reliable statistical analysis, is a major drawback of this study. By increasing the number of responders, the number of mistakes is reduced and the validity of the responses is increased.

Because the conceptual model for the linear regression statistical analysis utilized in this research study is simplified, its validity and reliability are compromised, which limits the correctness of the results. As a result, the validity is only partially shown. It is necessary to conduct a Structural Equation Modeling (SEM) investigation in order to obtain more precise results and a more suitable validity.Responding to the research inquiries

5.2   Dialogue between key results and knowledge base

The synthesis of the key findings in light of existing knowledge (as mentioned in "5.2 Dialogue between key results and knowledge base") reveals crucial insights into the impact of social media influencers' characteristics on consumer purchase intention and behavior in the context of French luxury fashion brands. Despite the non-confirmation of several hypotheses, these results contribute to our understanding of the nuanced dynamics within this domain.

In the realm of trustworthiness, the non-significant effect on both purchase intention and behavior challenges conventional assumptions. In the work by Ohanian, R. (1990), the study reveals that the concept of trustworthiness significantly influences purchase intention. Contrary to previous literature that may have underscored trust as a key factor, these results imply a need for reconsideration of the role of trustworthiness, particularly within the realm of French luxury fashion brands and social media influencers.

Conversely, the confirmed positive and significant effects of expertise, with its impact being indirect, and attractiveness, which exerts both direct and indirect influence, on purchase intention align with findings from the literature reviewed in the studies I have worked on. In the work by Khamitov and Boerman (2017), expertise is identified as a key factor influencing consumer attitudes toward sponsored content. Wang and Scheinbaum's (2018) study supports the proven impact of both expertise and attractiveness on enhancing brand credibility. Similarly, Chekima, Chekima, and Adis (2020) demonstrate that expertise and attractiveness play a crucial role in the advertising effectiveness of social media influencers. These aligned results affirm the substantial influence that expertise and attractiveness wield in shaping consumer intentions, supporting the notion that consumers are drawn to influencers perceived as experts and possessing attractive qualities, particularly in the context of luxury fashion.

The non-significant direct effects of expertise on purchase behavior may point to the intricate interplay of various factors influencing consumers' actual purchasing decisions. These results challenge assumptions about the direct impact of influencers' expertise on tangible consumer actions in the realm of French luxury fashion.

Contrary to my research findings, which indicate that 'Similarity' and 'Perceived Normalcy' do not have a direct or indirect effect on the purchase intention and purchase behavior of consumers of French luxury brands, my literature review has uncovered contrasting evidence. Notably, works such as Frimayana (2018) and the study by Verhaeghe and Paul (2008) present insights suggesting that these factors may indeed play a significant role in shaping consumer attitudes and behaviors in the context of luxury brand consumption. While my study results differ, it is crucial to acknowledge the diverse perspectives and findings within the existing body of literature on this subject. It is plausible that consumer mentality may evolve over the years concerning influencers

in the world of French fashion luxury brands, contributing to variations in the observed impact of 'Similarity' and 'Perceived Normalcy'.

The mediating role of purchase intention in the relationship between influencers' characteristics and actual purchase behavior underscores the importance of understanding the psychological processes at play. This finding aligns with a growing body of literature emphasizing the significance of consumer intentions as precursors to tangible actions.

In summary, even if some of the hypotheses were not verified, the study's findings provide important new information on how social media influencers affect customer behavior in the particular setting of French luxury fashion firms. The dialogue between key results and existing knowledge provides a foundation for further exploration and refinement of theoretical frameworks in this dynamic and rapidly evolving field.

5.3   Answering the research question

This study set out to find out how influencers' traits affect customers' inclinations to buy and how they behave when it comes to French luxury companies. The research sought to address its inquiries through a research framework derived from a thorough literature review, providing a structured approach to obtaining answers.

Research Question (RQ), Research Objective (RO):

RQ1: What are the social media influencer's characteristics?

RO1: To find out, what are the social media influencer's characteristics, through literature review.

Research Question 1 (RQ1) aimed to uncover the characteristics of social media influencers, guided by Research Objective 1 (RO1) and informed by a literature review. The identified characteristics include Trustworthiness, Expertise, Attractiveness, Similarity, and Perceived normalcy.

Trustworthiness emerged as a critical influencer trait, defined by a combination of honesty, integrity, and believability. The literature highlighted its pivotal role in shaping consumer confidence, fostering trust and loyalty, and ultimately influencing purchasing decisions.

Expertise, referring to the perceived knowledge, experience, or skills of an endorser, was recognized as another significant characteristic. The literature underscored its impact on perceived credibility, shaping consumer behavior, and influencing engagement with brands.

Attractiveness, encompassing positive associations with an individual, including physical appeal and personality traits, was identified as a stereotype influencing consumer purchasing intentions. While physically appealing influencers are preferred in promotional campaigns, the exact impact on purchasing intentions remains somewhat unclear.

Similarity, focusing on the alignment between an advertiser and consumers, played a crucial role in consumer responses to endorsements. Shared traits such as age, gender, culture, and social conventions were highlighted as key factors eliciting positive responses and impacting purchase interest.

Perceived normalcy, explored through societal idealization, was acknowledged as a construct influenced by socialization and embedded within normative social structures and relationships. The concept challenged simplistic notions of normative relativity, emphasizing the complexities involved in defining and understanding normalcy.

In conclusion, the literature review provided a comprehensive understanding of social media influencer characteristics, shedding light on Trustworthiness, Expertise, Attractiveness, Similarity, and Perceived normalcy. These characteristics are integral to comprehending their influence on consumer purchase intention and behavior in the context of French luxury brands.

Research Question (RQ), Research Objective (RO):

RQ2: What is the impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands?

RO2: To find out what is the impact of Social Media Influencers' Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands, through quantitative questionnaire among French consumers.

Research Question 2 (RQ2) is dedicated to understanding the influence of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands. This inquiry is guided by Research Objective 2 (RO2), and the exploration is set to unfold through a quantitative questionnaire administered among French consumers. The investigation seeks to uncover valuable insights into how specific influencer traits impact consumers' intentions and behaviors in the realm of French luxury fashion.

In addressing Research Question 2 (RQ2) concerning the impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands, the findings from the questionnaire suggest a nuanced relationship. While expertise appears to exert only an indirect influence on Purchase Behavior, Attractiveness emerges as a multifaceted factor, demonstrating both direct and indirect effects on consumer purchase decisions. These results underscore the complexity of the interplay between influencers' characteristics and consumer behavior within the context of French luxury fashion brands. Further exploration is warranted to dissect the mechanisms through which these characteristics, particularly Attractiveness, shape consumer intentions and actions in the realm of high-end fashion, contributing valuable insights to the understanding of influencer marketing dynamics in this specific industry.

5.4 Compliance with research ethics guidelines

Respondent data was meticulously safeguarded, ensuring that strict adherence to established norms was maintained in maintaining anonymity. Respecting ethical standards is essential to maintaining the study's integrity. Respondents were fully informed before to beginning the study, emphasizing the ethical standards that were upheld throughout the investigation.

6 Conclusions

6.1 Key Findings

The key findings of this study suggest that trustworthiness does not have a significant impact on purchase intention, contradicting Hypothesis RH1.1. Conversely, expertise and attractiveness have significant and positive effects on purchase intention, confirming Hypotheses

RH1.2 and RH1.3, respectively. On the other hand, similarity and perceived normalcy do not have a significant impact on purchase intention, failing to validate Hypotheses RH1.4 and RH1.5.

Regarding purchase behavior, the results indicate that trustworthiness and expertise do not have a direct significant effect, not confirming Hypotheses RH2.1 and RH2.2. In contrast, attractiveness has a significant and positive direct effect on purchase behavior, supporting Hypothesis RH2.3. Similarity and perceived normalcy also do not have a direct significant effect on purchase behavior, failing to validate Hypotheses RH2.4 and RH2.5.

An important conclusion arises from the analysis of the relationships between purchase intention and purchase behavior, indicating that purchase intention plays a significant mediating role. Specifically, expertise and attractiveness have indirect effects on purchase behavior through purchase intention, confirming Hypothesis RH3. These results suggest the importance of purchase intention as a mediator in the relationship between perceived product characteristics and purchase behavior. In summary, while expertise indirectly influences purchase behavior, attractiveness exerts both direct and indirect effects, emphasizing its central role in the purchase decision-making process.

6.2 Managerial implications

According to a manager of a high-end French company, these findings could be utilized for selecting influencers by established criteria, such as credibility attributes (appealing, prestigious, involved, etc.).The influencer with the highest degree of trustworthiness might then be selected by managers. If the two characteristics that were highlighted attractive and prestigewere present, influencer agencies would have an easier time determining which ones were the most profitable. The influencer's attractiveness will likely determine how much money the business makes. This work has the potential to enhance influencer recruitment practices. As a manager, make sure you choose the most appealing influencer to hire.

6.3 Recommendations for future research

Upon reflection on my current work, I see certain limits that may be addressed in further investigations. I suggest concentrating on two important areas for development.

First off, more participants than the existing 132 would produce more reliable and accurate data. I could investigate a number of approaches to do this, like extending my efforts to recruit participants across more platforms, providing incentives to those who might be interested, using targeted advertising to reach particular demographics, working with other researchers or organizations, and making sure the questionnaire is relevant and easy to understand in order to draw in a larger audience.

Second, given my research's present partial dependability, improving its reliability is crucial. I intend to do this by making the questionnaire clearer and more precise, removing items that are biased or redundant, using well-established and trustworthy measurement scales, and performing validity tests to make sure the questionnaire correctly captures the intended constructs.

By implementing these recommendations, I want to develop a deeper understanding of the subject and enhance the relevance and general trustworthiness of my study findings.

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7   Appendice

Thesis Form: Impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands

"Cher participant,
Je m'appelle Mathilde et je poursuis actuellement un programme de double diplôme avec KEDGE Business School en France et JAMK University of Applied Sciences en Finlande. Dans le cadre de mon mémoire de licence, j'étudie l'impact des médias sociaux sur l'image des marques de luxe françaises.

Votre participation à cette étude est précieuse, quels que soient votre expertise dans le domaine ou votre intérêt pour le sujet. Je vous invite à remplir le questionnaire, où vos évaluations honnêtes, allant de "Pas du tout d'accord" à "Tout à fait d'accord" pour chaque affirmation (notez qu'il y a plusieurs types d'affirmations), aideront à analyser l'influence des médias sociaux.

Votre contribution nous permettra de mieux comprendre le rôle des médias sociaux dans la perception des marques françaises de mode de luxe. Soyez assuré que vos réponses seront confidentielles et que les données seront agrégées pour protéger votre vie privée.

Si vous connaissez d'autres personnes intéressées par ce sujet, n'hésitez pas à leur transmettre le questionnaire. Leur participation serait précieuse.

Je vous remercions de votre collaboration. Si vous avez des questions, n'hésitez pas à me contacter.

Meilleures salutations, Mathilde

Dear Participant,
I am Mathilde, currently pursuing a double degree program with KEDGE Business School in France and JAMK University of Applied Sciences in Finland. For my bachelor's thesis, I am researching the impact of social media on the image of French Luxury Fashion Brands.

Your participation in this study is highly valued, given your expertise in this area. I invite you to complete the questionnaire, where your honest ratings, ranging from 'Strongly Disagree' to 'Strongly Agree' for each statement (note that there are various types of statements), will help analyze social media's influence.

Your contribution will greatly enhance our understanding of social media's role in shaping the perception of French Luxury Fashion Brands. Rest assured, your responses will be confidential, and data will be aggregated to protect your privacy.

If you know others interested in this topic, please share the questionnaire with them. Their participation would be valuable.

Thank you for your cooperation. If you have questions, feel free to reach out.

Best regards, Mathilde Researcher"

Questions démographiques / Demographic questions

Quel âge avez-vous ? / How old are you ? *

○ 9-24 (Gen Z)

○ 25-40 (Millennials)

○ 41-56 (Gen X)

○ 57-66 (Boomers II)

○ 67-75 (Boomers I)

○ 76-93 (Post War)

○ 94-99 (WW II)

Quel est votre genre ? / What is your gender? *

○ Femme / Female

○ Homme / Male

○ Préfère ne pas divulguer / Prefer not to disclose

○ Non-binaire / Non-binary

Quelle est votre nationalité ? / What is your nationality? *

• France ▼

Explication / Explanation

Dans les autres parties du questionnaire, veuillez indiquer dans quelle mesure vous êtes d'accord ou non avec les affirmations ci-dessous sur la base de l'échelle suivante / In the remaining parts of

the questionnaire, please indicate to which extent you agree or disagree with the statements below based on the following scale:

1 - En total désaccord / Strongly disagree
2 - En désaccord / Disagree
3 - Neutre / Neutral
4 - D'accord / Agree
5 - Tout à fait d'accord / Strongly agree

Pour information un influenceur est une personne qui partage régulièrement du contenu sur les réseaux sociaux, influençant ainsi ses abonnés en matière de mode, de lifestyle ou d'autres sujets spécifiques. / An influencer is someone who regularly shares content on social media, influencing their followers in areas such as fashion, lifestyle, or other specific subjects.

PART 1: TRUSTWORTHINESS (TRUST)
Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, *19*(3), 39-52.

Je considère que l'influenceur est honnête. / I consider the influencer honest. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère l'influenceur comme une personne dépendante. / I consider the influencer dependeble. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère que l'influenceur est digne de confiance. / I consider the influencer trustworthy. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère que l'influenceur est sincère. / I consider the influencer sincere. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère que l'influenceur est fiable. / I consider the influencer reliable. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

PART 2: EXPERTISE (EXP)

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity influencers' perceived expertise, trustworthiness, and attractiveness. Journal of advertising, 19(3), 39-52.

Je considère l'influenceur comme un expert du produit. / I consider the influencer an expert on * the product.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère que l'influenceur est suffisamment expérimenté pour faire des affirmations sur le * produit. / I consider the influencer sufficiently experienced to make assertions about the product.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

J'ai l'impression que l'influenceur en sait beaucoup sur le produit. / I feel the influencer knows * a lot about the product.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

J'estime que l'influenceur est qualifié pour faire des affirmations sur le produit. /I feel the * influencer is qualified to make assertions about the product.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère que l'influenceur est suffisamment compétent pour faire des affirmations sur le *
produit. / I consider the influencer sufficiently skilled to make assertions about the product.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

PART 3: ATTRACTIVENESS (ATTR)
Ohanian, R. (1990). Construction and validation of a scale to measure celebrity influencers' perceived expertise, trustworthiness, and attractiveness. Journal of advertising, 19(3), 39-52.

Je considère l'influenceur comme très attrayant. / I consider the influencer very attractive. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère l'influenceur comme beau/belle. / I consider the influencer handsome/beautiful. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je pense que l'influenceur est classe. / I think the influencer is classy. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je trouve que l'influenceur a de l'élégance. / I think the influencer is elegant. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je pense que l'influenceur est séduisant(e). / I think the influencer is sexy. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

PART 4: SIMILARITY (SIMIL)
Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer influencer and advertising effectiveness. Journal of Consumer Marketing.

L'influenceur et moi avons beaucoup de points communs. / The influencer and I have a lot in common. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

L'influenceur et moi sommes très semblables. / The influencer and I are a lot alike. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je peux facilement m'identifier à l'influenceur. / I can easily identify with the influencer. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

PERCEIVED NORMALCY (NORMAL)
Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer influencer and advertising effectiveness. Journal of Consumer Marketing.

L'influenceur est un bon exemple d'une personne ordinaire. / The influencer is a good example of an ordinary woman/men. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Je considère l'influenceur comme ayant un aspect ordinaire. / I consider the influencer as normal looking. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

PART 5: PURCHASE INTENTION

Chandran, S., & Morwitz, V. (2005). Effects of Participative Pricing on Consumers' Cognitions and Actions: A Goal Theoretic Perspective. The Journal of consumer research, 32(2), 249-259.

Je suis susceptible d'acheter un produit de marque de mode de luxe présenté par un influenceur. / I am likely to buy a luxury fasion brand product presented by influencer. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Il est certain que j'achèterai un produit de marque de luxe présenté par l'influenceur. / It is certain that I will purchase a luxury fasion brand product presented by influencer. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Il est probable que j'achète un produit de marque de luxe présenté par un influenceur. / It is probable that I will buy a luxury fasion brand product presented by influencer. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Il y a de fortes chances que j'achète un produit de marque de mode de luxe présenté par un influenceur. / There is a good chance that I will buy a luxury fasion brand product presented by influencer. *

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

PART 6: PURCHASE BEHAVIOR
Irshaid, N. (2020). The impact of Social media influencers on the customers purchase. Process in the fashion and beauty industry in Palestine.

Les mentions J'aime/commentaires/partages sur les plateformes de médias sociaux concernant les produits de mode de luxe influent sur le choix des produits que je fais. *

Likes/comments/shares on social media platforms about luxury fashion products influence the product I choose.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Les mentions J'aime/commentaires/partages sur les plateformes de médias sociaux à propos de produits de mode de luxe influent sur mon choix de marque. *

Likes/comments/shares on social media platforms about luxury fashion products influence my brand choice.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Les mentions J'aime/commentaires/partages sur les plateformes de médias sociaux concernant les produits de mode de luxe influent sur le choix de l'endroit où j'achète. *

Likes/comments/shares on social media platforms about luxury fashion products influence the place of my purchase.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree

Les mentions J'aime/commentaires/partages sur les plateformes de médias sociaux concernant les produits de mode de luxe ont une influence sur le moment de mon achat. *

Likes/comments/shares on social media platforms about luxury fashion products influence the time of my purchase.

	1	2	3	4	5	
En total désaccord / Strongly Disagree	○	○	○	○	○	Tout à fait d'accord / Strongly Agree