



Social Media Marketing and Customer Experience Impact on Intention to Purchase and Loyalty related to Luxury Brands

Quantitative Survey in Form of Questionnaire

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Social Media Marketing and Customer Experience Impact on Intention to Purchase and Loyalty related to Luxury Brands

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Abstract

This thesis explores how luxury brands leverage social networks, influencer collaborations, and visual communication strategies to shape consumer perceptions, adapt to socio-cultural trends, and remain competitive in a dynamic, evolving industry.

For our thesis, we adopted a cross-sectional research design, utilizing surveys within a deductive approach, guided by the philosophical framework of realism to ensure a comprehensive and structured analysis.

The analysis highlights the significant impact of SMMA (with a coefficient of 0.635) on LI, indicating that an increase in SMMA strongly influences LI, although further confirmation of its significance is needed. The coefficient interpretation suggests that SMMA positively affects LI, supporting the hypothesis that SMMA enhances LI, while the lack of clarity around CEx's significance leaves its influence uncertain. Model 1 demonstrates a robust relationship between SMMA, CE, and PI, validating the research hypotheses with statistically significant results and strong explanatory power. Model 2 suggests a likely positive relationship between SMMA and LI, though additional analysis is necessary to determine CE's contribution to this dynamic.

This study highlights opportunities for future research to explore regional variations, longitudinal impacts of social media, and the role of emerging technologies in shaping luxury brand marketing and consumer perceptions.

Keywords/tags (subjects)

Marketing, Social Media, Loyalty, Customer Experience, Luxury Industry

Miscellaneous (Confidential information)

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

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1 Introduction

1.1 Background, motivation, and purpose

Adaptation in the modern world of luxury has seen high-end brands invest more in social networks while engaging key influencers to promote their new line of products, as well as fortifying the brand image. It is this blending of the traditional prestige with modern connectivity that actually reshapes the marketing strategies that luxury brands take on to press into new channels for viewing audiences and making a desire base.

The luxury industry is highly dynamic and changes very rapidly; it is very intensely competitive within this high-end sector; brands continuously umph competition through innovations to grab encounters with the very demanding consumers as well as pertain to their changing wants and socio-cultural trends. These marketing strategies, indeed, are what mobile in this dynamic brand marketing and visual communication strategy that shapes the perception of luxury and brings out the consumers' purchase decision.

This resulted in the social networks to an already well-oiled machine for direct interaction between luxury brands and their clients, creating an intensely immersive and personalized experience. Today's Instagram, YouTube, and TikTok have evolved into theaters where controlled luxury brands turn on their most intricate audiences. By establishing cooperation with great personalities and content creators, such brands are expected to receive loyal attention from large and diverse audiences at the same time as the absolute authenticity and credibility of such cooperations.

The study, therefore, undertakes an in-depth analysis of brand marketing and visual communication strategies into the whole arena of luxury perception in the fashion industry. We are also interested in how they respond to the changing preferences of consumers as well as emergent socio-cultural trends.

1.2 Research objectives, questions and approach

The purpose of this dissertation is to explore the use of social network and influencer marketing strategies by luxury brands, along with their dimensions that reinforce the brand image and adaptation toward consumer preference shifts and sociocultural trends, which is important in this premium sector. It will then go on to consider the ways luxury brands are currently engaging with their customers through social networks and influencer marketing before finally identifying what can be considered key factors in making social network and influencer marketing campaigns successful for luxury brands.

Research Question and Objective:

RQ1 - What is the impact of Social Media Marketing Activities and Customer experience on Purchase intention and Loyalty in luxury fashion industry?

RO1: To find out what is the impact of Social Media Marketing Activities and Customer experience on Purchase intention and Loyalty in luxury fashion industry through quantitative survey in form of questionnaire among French Generation Z.

1.3 Thesis structure

This thesis is structured in six distinct chapters. The first chapter, entitled Introduction, introduces the subject of this thesis, as well as its objectives and motivations. The second chapter, entitled literature review, discusses the evolution of marketing in the luxury goods industry and the different aspects of luxury marketing. Key concepts include social networks, influencer marketing, brand image and customer interaction. Literature review on the use of social networks and influencer marketing by luxury brands

The third chapter entitled: research methods and implementation, details the methodology used in the research, highlighting the conceptual framework and methodological approaches adopted. The authors explain in detail the data collection and analysis methods used to study the impact of luxury marketing.

In the fourth chapter, the author presents the research results, highlighting the main conclusions drawn from the data analysis. It examines how brand marketing and visual communication strategies are implemented in the luxury fashion industry and how they impact consumers' perceptions of luxury. The fifth chapter provides an in-depth discussion of the research findings, analyzing the practical and theoretical implications of the conclusions drawn. The author also discusses the limitations of the study and suggests avenues for future research in the field of luxury marketing. Finally, in the sixth chapter, the author concludes the thesis by summarizing the main findings of the research and highlighting its importance for the luxury fashion industry.

2 Literature review

2.1 Luxury industry

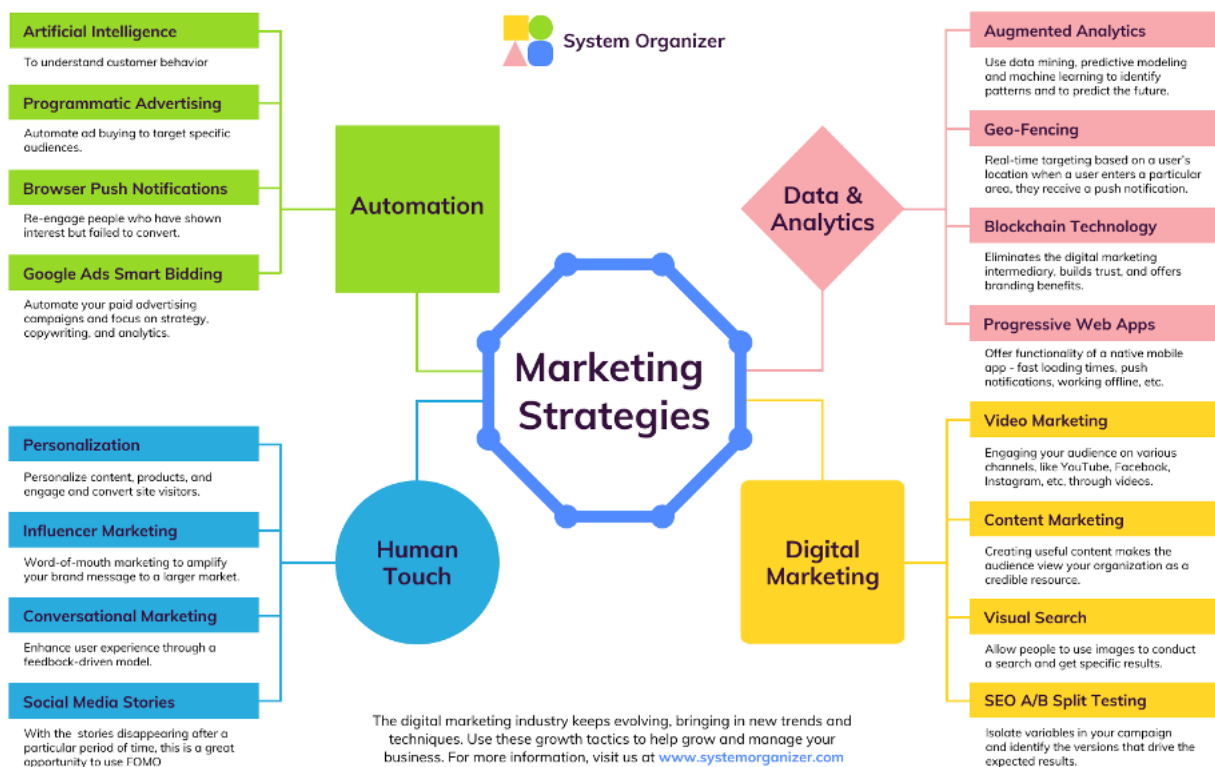
The luxury industry is shared between tradition and innovation, where marketing is not simple promotion, it is a central element in developing the image and history of the luxury house it is thus an emblem of elegance among a demanding clientele. The strategic adoption of social networks and influencer marketing has become an essential practice for renowned brands to maintain their distinctive positioning and effectively engage their demanding clientele. This review draws on various scientific insights to explore the importance of marketing in the luxury sector and the dynamic strategies employed by brands to address changes in consumer behavior. **“Luxury brands have embraced digital platforms to strike a balance between preserving tradition and responding to modern market needs”** (Escobar, 2016).

2.2 Social networks marketing

The arrival of social networks on the market has created new marketing strategies for luxury brands. These strategies have many strengths, focusing on establishing a strong brand identity and evolving in response to consumer preferences and socio-cultural changes. **“Social media enables**

luxury brands to create personalized experiences while showcasing their exclusivity and heritage” (Vinerean & Opreana, 2019)

Source: <https://venngage.com/blog/visual-communication/>



The framework provided gives a complete vision of modern marketing strategies, divided into four categories: Automation, Data & Analytics, Human Touch, and Digital Marketing. In each category, the tools and techniques that businesses can use to optimize their marketing efforts, improve user experience, and drive better results are highlighted.

Automation plays a crucial role in enhancing efficiency and precision. With the integration of tools like artificial intelligence for customer behavior understanding, programmatic advertising for ad buying automation, businesses target their desired audiences with accuracy. Techniques such as browser push notifications help in reengaging those visitors who leave without converting after showing interest, whereas Google Ads Smart Bidding simplifies paid advertising management by

automating strategy, copywriting, and analytics altogether. All these together help brands economize on operations, minimize manual work, and hence maximize ROI.

Data & Analytics focuses on the power of information to drive insight-driven decisions and relevant content. Augmented analytics deploys predictive modeling and machine learning to find the trends that will help forecast outcomes for businesses. Geo-fencing further enhances targeting by sending notifications based on a user's real-time location, increasing relevance and engagement. Blockchain is one of the up-and-coming technologies that enhance trust and transparency in digital marketing, without any middleman, for branding plus. Progressive web apps are a mixture of mobile apps and websites for a seamless, fast user experience. By leveraging data and analytics, businesses can make smarter decisions, improve user engagement, and develop personalized marketing experiences.

The human touch category underlines how emotional connections with customers have to be developed. It is personalization that can help brands tailor content and products to specific user preferences, improving engagement and loyalty. Influencer marketing does for a brand what is normally expected from word-of-mouth by using trusted voices within targeted communities. Conversational marketing improves the user experience by directly and in real-time engaging people with your brand, creating a feedback-oriented relationship between brands and their audience. It involves the use of social media stories, which are usually short-lived, to stir up FOMO and facilitate instant user interaction and affinity. This category identifies that, even as technology becomes more necessary, human-centered approaches are at the heart of the most impactful marketing.

Digital marketing showcases varied means through which audiences are engaged and converted. Video marketing has become the leading mediator between users on YouTube, Instagram, and Facebook through highly engaging and shareable content. Content marketing lies at the heart of positioning businesses as credible resources through the creation of valuable and informative content. Accessibility is enhanced with tools such as visual search, which enables users to perform a search using an image and responds to the shifting user behaviors. SEO A/B split testing further

supports marketing efforts through the isolation of variables, testing of campaign versions, and identification of strategies that yield the best results. This category shows how businesses can use content, visual tools, and optimization techniques to meet evolving consumer demands.

2.2.1 Brand Identity

It is essential for a luxury brand to possess a specific identity with which it can impress and maintain the interest of its audience. This would help to illustrate the brand's heritage, know-how, and exclusivity, thanks to the special story of each product. Digital platforms create an unequalled opportunity for improving brand expression, as supported by the analysis of Le et al. (n.d) and findings by Escobar (2016). They let luxury brands express not only their heritage and know-how but also create an emotional touch with their consumers, strengthening their positioning in the market. "Luxury brands leverage social media to highlight craftsmanship and heritage, fostering an emotional connection with their audience" (Le et al., 2024)

2.2.2 Influencer marketing in the luxury industry

Influencer marketing has become a strong tool for luxury brands in reaching a more targeted audience and giving more credibility to the brand. According to De Veirman, Cauberghe, and Hudders' 2017 research, influencers are important in content creation and building trust among consumers, which might influence their perception of luxury brands.

2.3 Identified Research Gap

The current research tends to bridge a few knowledge gaps related to understanding marketing dynamics across the luxury industry regarding the digital and socio-cultural adaptation process. Firstly, this would deeply relate to how strategies taken up by luxury brands specifically have been developed and nurtured on social networks as well as through the concepts of influencer marketing-a dimension that most academic articles did not give particular heed to. While existing studies have investigated social networks or influencer marketing separately, there is still a lacuna of comprehensive research as regards how these components will create synergy to enhance brand image and increase customer engagement.

This thesis aims to fill this gap by providing empirical insights into the “synergy between influencer marketing and social networks, which enhances customer engagement and reinforces luxury brand positioning” (Vinerean & Opreana, 2019). Furthermore, it tries to add empirical evidence by providing concrete data and in-depth analysis of the results obtained from different marketing strategies on social platforms and through collaborations with influencers. “By aligning with influencers, luxury brands can connect with younger, digitally savvy consumers without compromising their exclusivity” (Escobar, 2016).

Also, from the literature review, it appears that there are added deficits with regard to the broad applicability of marketing strategies within the luxury landscape, particularly their ability to adapt to changes in consumer preferences and socio-cultural trends. First, few studies focus on how brand marketing and visual communication strategies influence perceptions of luxury in the fashion industry, and their implications for consumers' overall perception of luxury need to be elaborated. There is a significant gap in the analysis of how these strategies change with the change in consumer preferences and emerging socio-cultural trends, therefore, it is important to understand their adaptive nature in the light of technological advancement and changing consumer behavior. “Luxury brands must continuously adapt their strategies to align with evolving cultural and technological trends to remain relevant” (Le et al., 2024). Lastly, there is a very noticeable lack in researching the inclusion of ethical and sustainable considerations within the marketing strategies of luxury brands, therefore it will be important to determine the degree to which luxury brands include these values and how that corresponds with consumers' perceptions of luxury.

The research tries to answer these knowledge gaps in summary by providing an integral understanding of the complex scenario that marketing strategies maintain within the luxury industry, focusing on the interlinked dimensions of their adaptive capabilities, compatibility with ethics, and informing practitioners towards better and more socially responsible marketing.

2.4 Research Framework

We adopt a research framework that is integrated by two major areas. First, relationship marketing emphasizes the relevance of relationships between brands and customers by nurturing and reinforcing it in due course. In addition, customer loyalty, satisfaction, trust, and commitment are

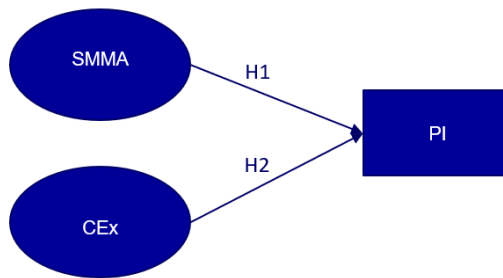
also its important concepts. Relationship marketing has some important contributions on how luxury brands make use of social networks and influencer marketing to develop long-lasting relations with customers for higher levels of brand engagement and brand loyalty.

The second is the theory of persuasive communication, which would deal with the attitude and behavior of people. It considers credibility, message effectiveness, and strategies of persuasion. My research would be able to investigate, through the integration of this theory, how luxury brands use social networks and influencer marketing to spread persuasive messages that can influence consumer perceptions and behaviors towards the brand.

These two frameworks hold particular relevance for our thesis as they provide conceptual tools through which to understand how luxury brands are interacting with their audiences in social networks and with influencers, shaping brand image, and influencing customer behavior. Combined, these theoretical approaches provide a basis for my research to offer deep analysis regarding the digital strategies of luxury brands and the determination of best practices that would have an increased impact on the market. According to Simona VINEREAN, 2019, different social media platforms enable various innovative strategies for an organization's social media appearance. In this framework, Instagram has become a popular social media platform for luxury fashion brands.

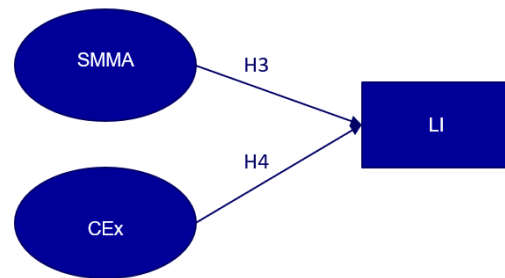
Adapted research framework:

Regression model 1:



$$PI_i = \alpha_0 + \alpha_1 SMMA_i + \alpha_2 CEx_i + \epsilon_i$$

Regression model 2:



$$LI_i = \beta_0 + \beta_1 SMMA_i + \beta_2 CEx_i + \epsilon_i$$

Research hypotheses:

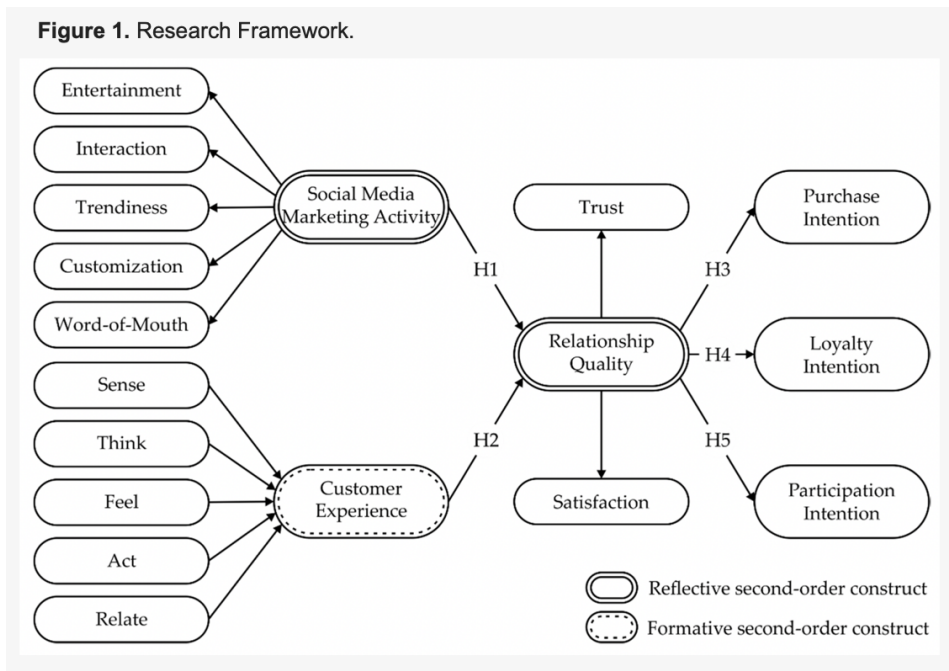
H1: SMMA -> PI (SMMA has a positive effect on PI)

H2: CEx -> PI (CEx has a positive effect on PI)

H3: SMMA -> LI (SMMA has a positive effect on LI)

H4: CEx -> LI (CEx has a positive effect on LI)

Here is the basic figure that we used as inspiration to create our research framework and our questionnaire:



2.4.1 SMMA: Social Media Marketing Activity

SMMA: (Social media marketing activity): By understanding the demand of SMM, one can experience customer experiences where purchases & loyalty intention changes towards luxury brands. It integrates the activities of social media marketing with community utility and brand awareness which requisite features in the luxury world. The paper discusses the influences of SMM on customer experiences, purchase intention, and brand loyalty for the luxury market.

Impact on Customer Experience Social media marketing enhances customer-brand interactions of luxury brands for more personalized experiences (Jianqiong & Ozuem, 2018). The engaging content in platforms such as Instagram and Facebook inspires toward community feeling among the followers of luxury brands (Fetais et al., 2022). Effect on Purchase Intention Research shows that the SMM action enhances the intention of purchase by increasing the brand equity and trust to the consumers in the SMM activities (Husain et al., 2022). SMM was shown to markedly impact purchase intention in the Indian luxury market, reflecting regional variations in consumer behavior (Husain et al., 2022). 5 Building Brand Loyalty Although there is no direct influence of SMM on brand loyalty, it plays a vital role in the community bonding and emotional ties, which are indeed needed for loyalty development (Fetais et al., 2022).

Effective SMM strategies can facilitate the transition from brand loyalty to brand trust, thereby cementing consumer passion toward luxury brands (Jianqiong & Ozuem, 2018). In contrast, some reports indicate that the efficacy of SMM is not culture-sensitive, nor does it differ significantly across consumer demographics; this could imply that luxury brands should fashion their strategies for particular markets to reap all the benefits possible from them (Colella et al., 2023).

2.4.2 CEx: Customer Experience

CEx (Customer experience): There is a significant relationship between customer experience in social media marketing and consumers' intention to purchase and loyalty towards luxury brands. Therefore, such 'inter-relational elements' exist because the luxury brand emphasizes the creation of unique and engaging experiences along the life course for its target market.

Dimensions of Customer Experience:

- **Affective and Sensory**: For example, affective and sensory dimensions have been identified as highly determining factors in shaping the customer experience in luxury services, resulting in increased satisfaction and loyalty (Brandão et al. 2023).
- **Brand Experience**: A positive brand experience improves consumer attitudes and induces loyalty among consumers, especially in the luxury fashion segment (Fanandaru et al., 2023).

Social Media Marketing Impact:

- **Community Engagement**: Social media marketing activities (SMMa) develop community engagement that indirectly promotes brand loyalty through emotional bonding called "lovemarks" (Fetais et al., 2022).
- **Experiential Marketing**: As of now, luxury brands have been seen to indulge more in experiential marketing where they provide vibrant experiences to be informed when customers decide to buy (Sumbly & Siraj, 2019).

Customer experience is greatly appreciated and considered in purchase intention and loyalty. However, it should be noted that not all consumers react the same way to social media marketing as their preferences and experiences may differ significantly.

2.4.3 PI: Purchase intention

PI: Purchase intention : The relationship among social media marketing, customer experience, and purchase intention of luxury brands is increasingly crucial in the digital era. Research has shown that besides increasing brand visibility, social media marketing also builds consumer trust and loyalty, an important factor for luxury brands. The subsequent sections further explain the factors that predominantly affect purchase intention in the context of a study.

Social Media Marketing Influence: Social media marketing significantly impacts purchase intention by enhancing brand equity and consumer engagement (Husain et al., 2022). Effective social media strategies, including electronic word of mouth (eWOM), positively influence purchasing decisions and intentions (Romadhoni et al., 2023). The presence of social influence on platforms mediates the relationship between social media marketing and purchase intention, particularly in luxury fashion (Sa'adah et al., 2023).

Customer Experience and Trust: A positive customer experience driven by social media interactions develops customer trust, which is integral to luxury brands (Sa'adah et al., 2023). Trust also mediates and strengthens the impact of social media marketing on purchase intention, particularly in the luxury industry (Husain et al., 2022).

5. Brand Loyalty

- Brand loyalty is significantly influenced by social media marketing, which in turn affects purchase intention. This relationship underscores the importance of maintaining customer engagement through social media (Almohaimmeed, 2019).

- Luxury brands that effectively leverage social media can cultivate a loyal customer base, leading to increased purchase intentions (Almohaimmeed, 2019).

On the other hand, though social media marketing is important, it is necessary to note that not all consumers appreciate digital marketing strategies. Some may prefer traditional marketing methods, and this could mean a division in consumer preference that luxury brands must negotiate.

2.4.4 LI : Loyalty Intention

LI: Loyalty intention : Social media marketing and customer experience have a multi-dimensional association with loyalty intention for a luxury brand. SMMa impacts brand loyalty and purchase intentions through the two mediators, mainly due to community participation and emotional connection rather than direct effects (Fetais et al., 2022). This means that, for a luxury brand, social media has to be used to establish deeper relationships with customers in order to increase customer experience.

3. Social Media Marketing Activities

- SMMa positively impacts community engagement and emotional connections (lovemark), which are crucial for brand loyalty(Fetais et al., 2022).
- Effective SMMA can lead to increased purchase intentions, as it creates a favorable brand image and encourages customer interaction(Almohaimmed, 2019).

4. Customer Experience

- Positive customer experiences with luxury brands enhance brand loyalty and purchase intentions, as consumers seek emotional satisfaction and social validation from their purchases(Fujiwara & Nagasawa, 2015).
- The luxury brand differs from mass-market competitors by offering multisensory customer experiences and customized contact. (Fujiwara & Nagasawa, 2015).

5 Loyalty Intention

- Customer experiences and emotional connections with brands develop more loyalty through social media sites. (Fanandaru et al., 2023).
- Commitment towards luxury brands is usually related to values and identity that the brand shares, which is often strengthened by effective strategy in social media.

On the other hand, social media marketing, though important, is not the sole determinant of loyalty, while other factors such as the quality of the product and heritage of the brand play a critical role in shaping consumer intentions and loyalty towards luxury brands.

3 Research methods and implementation

3.1 Research context

This thesis analyzes the luxury sector of the fashion industry, where brand marketing and visual communication strategies play a crucial role in creating and maintaining the luxury image. The aim is to explore how these strategies influence consumers' perception of luxury in a constantly evolving market marked by rapid changes in consumer preferences and socio-cultural trends. The research focuses on the adaptability of these strategies to market developments and their ability to meet changing consumer expectations.

3.2 Research design

The research design adopts a unique qualitative approach to obtain an in-depth understanding of the underlying mechanisms of the impact of brand marketing and visual communication strategies on luxury perception. This qualitative methodology allows for an in-depth exploration of consumer attitudes, perceptions and motivations in the luxury context of the fashion industry. Using semi-

structured interviews and a case study, the research aims to comprehensively examine how marketing strategies adapt to changing consumer preferences and socio-cultural trends in the luxury space.

3.2.1 Research purpose

The objective of this research is explanatory, aiming to gain a deeper and more nuanced understanding of the mechanisms that shape the relationship between brand marketing and visual communication strategies and their influence on the perception of luxury. Specifically, the study seeks to uncover how these strategies impact consumer attitudes, emotional engagement, and cognitive associations linked to luxury brands. By examining both tangible elements, such as logo design, color schemes, and typography, as well as intangible aspects, such as storytelling and brand heritage, this research aims to identify the key factors that contribute to the creation and reinforcement of a luxury brand identity. Furthermore, the study will explore the cultural and social contexts that mediate these perceptions, recognizing that the notion of luxury is not universal but deeply rooted in individual and collective values. Ultimately, this research aspires to provide actionable insights for brands seeking to enhance their positioning in a competitive and ever-evolving luxury market.

3.2.2 Research philosophy

The research philosophy underpinning this study is pragmatism, which offers a flexible and integrative approach suited to the exploration of complex phenomena such as the perception of luxury through brand marketing and visual communication strategies. Pragmatism is rooted in the belief that research should focus on practical outcomes and real-world applications, emphasizing the interplay between theory and practice. This philosophy allows the study to adopt a mixed-methods approach, combining qualitative and quantitative techniques to provide a more comprehensive understanding of the subject matter. By prioritizing the research problem and the questions it seeks to answer, pragmatism facilitates the integration of diverse perspectives and methods, enabling the study to address both abstract theoretical constructs and concrete practical implications. Moreover, the pragmatic perspective acknowledges the dynamic and context-dependent nature of luxury, encouraging adaptability in methodological choices to suit the evolving nature of the field.

This philosophy ultimately aims to bridge the gap between academic insight and actionable strategies, ensuring that the findings contribute both to scholarly discourse and practical applications for luxury brands.

3.2.3 Research approach

The research approach aligns with the pragmatic philosophy, enabling a flexible and combined methodology that integrates both theoretical and practical aspects. This pragmatic stance supports the use of a mixed-methods approach, where qualitative and quantitative techniques are employed to provide a comprehensive understanding of the research problem. The flexibility inherent in this approach allows the study to adapt its methods to the specific requirements of the research questions, ensuring that both exploratory and explanatory objectives are met. By blending theoretical frameworks with practical insights, the approach bridges the gap between abstract academic models and their real-world applications. For instance, qualitative methods such as interviews and content analysis can help uncover nuanced consumer perceptions and brand strategies, while quantitative techniques like surveys or experiments can provide measurable evidence of the impact of marketing and visual communication on the perception of luxury. This integration of methods not only enhances the reliability and validity of the findings but also ensures that the research remains contextually relevant and actionable for stakeholders in the luxury industry.

3.2.4 Research strategy/method/s

The research method will be a combination of semi-structured interviews and a case study. This combination offers a wealth of qualitative data and allows greater adaptability in view of the luxury market which is constantly evolving.

3.2.5 Methodological choice

The choice of a unique qualitative methodology allows an in-depth exploration of consumer perceptions of luxury in the fashion industry, thus effectively responding to the thesis problem.

3.2.6 Time horizon

The time horizon for this research is cross-sectional, chosen to capture a snapshot of current practices and behaviors within the luxury industry at a specific point in time. This approach allows the study to focus on the prevailing marketing strategies and visual communication tactics employed by luxury brands, as well as the immediate perceptions and attitudes of consumers toward these efforts. By concentrating on a defined time frame, the research can provide insights into contemporary trends and dynamics, offering a clear picture of how brands are positioning themselves in the current market and how consumers are responding. While this approach does not track changes over time, it is particularly suitable for identifying patterns, relationships, and contextual factors that define the present state of the industry. Additionally, the cross-sectional design facilitates the collection of data within a manageable scope, ensuring that the findings are both timely and relevant for addressing the challenges and opportunities faced by luxury brands in today's competitive environment.

3.3 Data collection

The collection of quantitative data through survey in form of questionnaire is chosen for its potential to better understand the perceptions of consumers in the luxury industry.

3.4 Data analysis

3.4.1 Quantitative data analysis

We have collected 103 respondents participated in our quantitative questionnaire. The quantitative primary data has been analyzed with SPSS also.

3.4.2 Qualitative data analysis

Qualitative data collection/extraction is beyond the scope of this thesis.

3.5 Ethical considerations

Data collected through the quantitative questionnaire has been treated confidentially and used only for this research. Participants remained anonymous, and their involvement voluntary with the

right to withdraw at any time. The data were analyzed ethically using SPSS, with results presented in aggregate form to protect individual identities. This research took into consideration data protection regulations, ensuring transparency, integrity, and respect for participants' privacy.

4 Research Results

4.1 Profile of Respondents

In this section, we present the results obtained following the analysis of the data collected through a quantitative questionnaire. This study aims to explore the impact of social media marketing and customer experience on consumer purchase intention and loyalty in the luxury brand sector. A total of 103 participants responded to our survey, which allows us to draw up a representative profile of the sample and analyze the relationships between the variables studied.

The analysis of the respondents' profile allows us to better understand the diversity and representativeness of the sample used in this study. Here are the main demographic characteristics:

- Gender

The majority of participants are female with 62.1%, followed by men representing 33% of the sample.

A minority of 2% of participants identify as non-binary, while 3% preferred not to disclose their gender.

Genre/ Gender

103 réponses

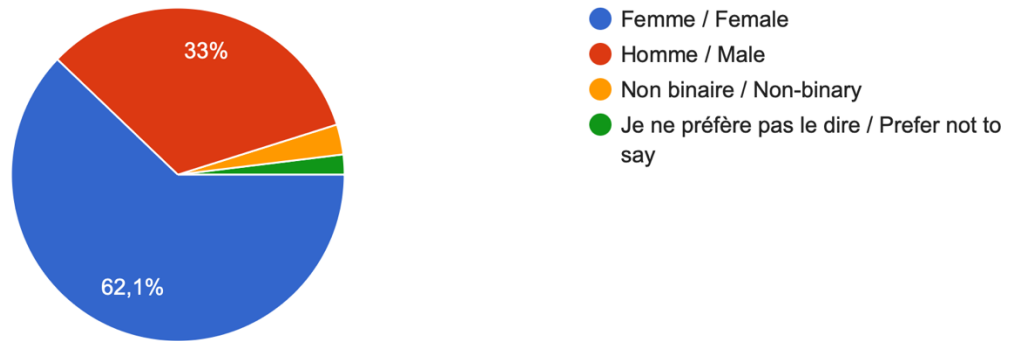


Figure 1 : Respondent's Gender

- Age Group

Most participants are from Generation Z ranging in age between 12 and 27 years making up to 63.1%. The data suggests a highly curious interest in luxury branding from the younger generation groups concerning social media platforms. Millennials, aged between 28 and 43 years, constitute 17.5% of the participants; the rest of the generations are in smaller proportions.

Age (année / years old)

103 réponses

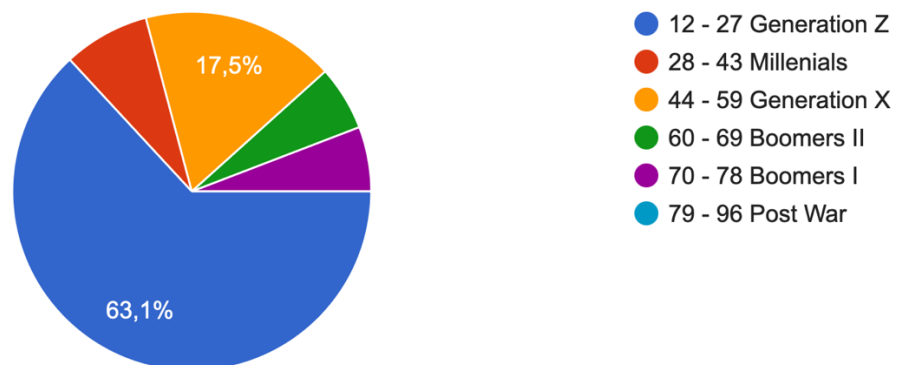


Figure 2: Respondent's Age

- Nationality

Most participants are from France, representing 71.8% of the sample. The other participants are a diverse bunch of nationalities spread out over a few continents, further emphasizing the global scale of this research.

Nationalité / Nationality

103 réponses

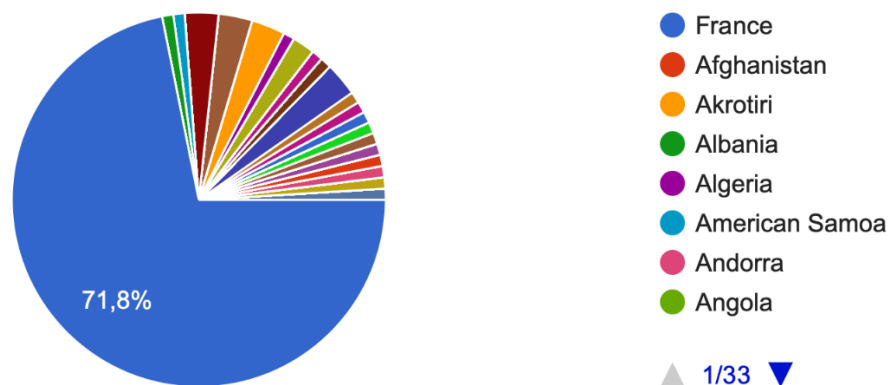


Figure 3: Respondent's Nationality

4.2 Linear Regression Analysis Results

This section explains the results of the linear regression analysis carried out to assess the impact of social media marketing activities (SMMA) and customer experience (CEX) on purchase intention (PI) and customer loyalty (LI). Constructs' scores were calculated as their items' averages. The explanations of the results are based on the coefficients, Model Summary, and ANOVA tables.

4.2.1 Impact of Social Media Marketing Activities (SMMA) and Customer Experience (CEX) on Purchase Intention (PI)

A linear regression analysis was conducted to determine the factors that influence the buying intentions of customers. Two variables, namely social media marketing activities and customer experience, were used as determinants. The results of this analysis are presented as follows.

Table 1: Model Summary, ANOVA, and Coefficients for Purchase Intention (PI)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,827 ^a	,684	,678	,87102277608	

a. Predictors: (Constant), CE, SMMA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164,284	2	82,142	108,270	<,001 ^b
	Residual	75,868	100	,759		
	Total	240,153	102			

a. Dependent Variable: PI
b. Predictors: (Constant), CE, SMMA

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,065	,274		-,236	,814
	SMMA	,793	,105	,655	7,515	<,001
	CE	,224	,092	,211	2,422	,017

a. Dependent Variable: PI

The obtained regression coefficient is 0.793 with a p-value < 0.001, which shows a strong and significant relationship between the two variables.

It implies that for each unit increase in social media marketing activities, purchase intention increases by 0.793 units. The figure below illustrates this relationship:

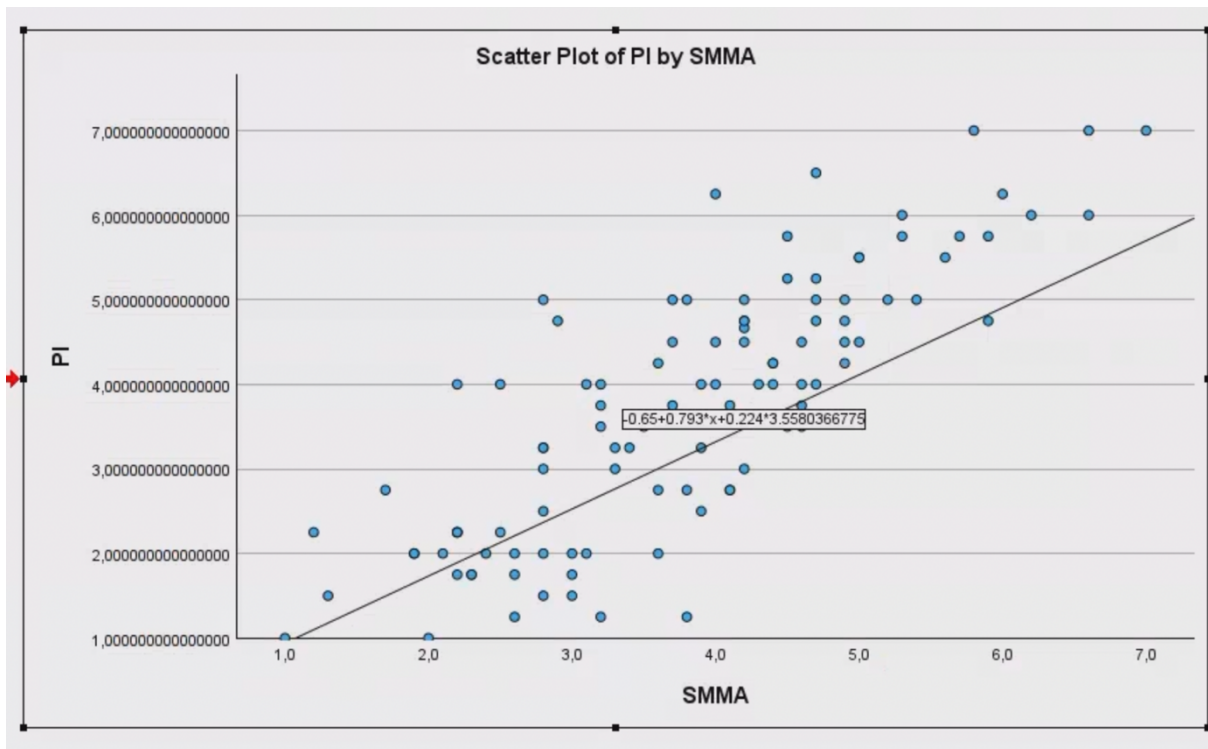


Figure 4: Relationship Between SMMA and Purchase Intention

The steep slope of the regression line confirms that SMMA is a key lever for positively influencing consumers' purchasing intention.

The analysis also reveals a positive and significant relationship between customer experience (CEX) and purchase intention (PI)

The resultant coefficient is 0.224, along with a p-value of 0.017, indicating a positive but moderate and statistically significant relationship.

This demonstrates that customer experience explains purchase intention, even if less apparently so compared to the influence of social media marketing activities. The chart below shows this relation:

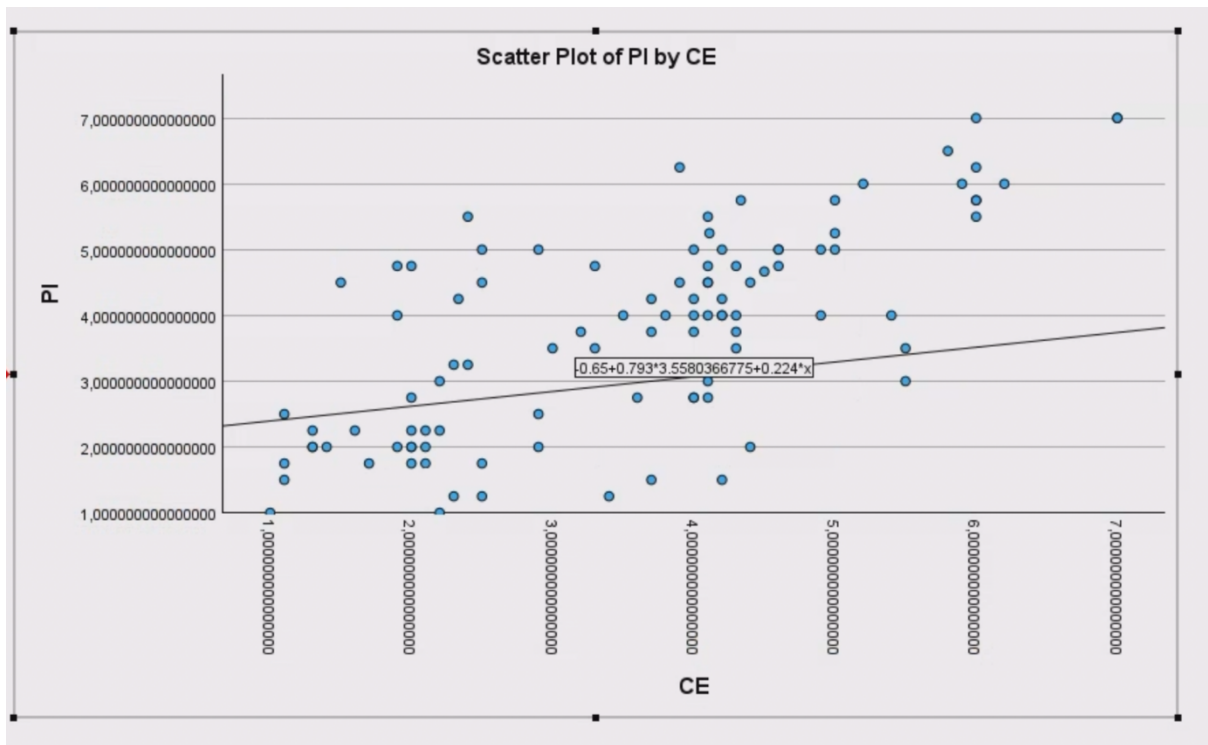


Figure 5: Relationship Between CEx and Purchase Intention

From the Model Summary in the analysis, the coefficient of determination, R^2 , is 0.684, meaning that the two independent variables—social media marketing activities (SMMA) and customer experience (CEx)—explain 68.4% of the variation in purchase intention (PI). The finding underlines the strength of the model by indicating that it has the capacity to explain a large part of the fluctuations observed in consumers' purchase intention.

The ANOVA table shows an F-statistic value to be 108.270 and a p-value that is less than 0.001, which can be interpreted as verifying the overall significance of the model. The results thus portray that the association of independent variables—SMMA with CEx—on purchase intention is statistically significant. Hence, this proves appropriateness of the model for the study at hand.

The regression coefficients provide further insight into the unique influence of each variable. The coefficient B in the regression for SMMA is 0.793 with a p-value of less than 0.001, indicating

strong significant influence of this variable on purchase intention. In other words, for every single unit increase in social media marketing activities, the purchase intention will increase by 0.793 units. This proves that SMMA is a major lever of influence for consumers. By contrast, customer experience (CEX) has a coefficient B of 0.224 with a p-value of 0.017, which is positive but relatively moderate in strength. That is to say, improvement in customer experience also contributes to increasing purchase intention, though the effect is not as strong as that of social media marketing activities.

The results obtained clearly indicate that social media marketing campaigns are the most critical factor in explaining consumers' purchase intention. On the basis of their ability to interact with, inform, and captivate consumers, digital marketing activities on social media hold a vital role in customer decision-making processes. Though customer experience is an adjunct factor, it enables further brand relationship development, fostering higher levels of consumer satisfaction. Taken together, these two factors can shed substantial light on processes underlying the buying intentions in the luxury fashion market.

4.2.2 Impact of Social Media Marketing Activities (SMMA) and Customer Experience (CEX) on Customer Loyalty (LI)

Moreover, regression analysis was used to examine the impact of SMMA and CEX on customer loyalty. The findings reveal strong relationships among these factors.

Table 2: Model Summary, ANOVA, and Coefficients for Customer Loyalty (LI)

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	,779 ^a	,608	,600	,9255		
a. Predictors: (Constant), CE, SMMA						
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132,626	2	66,313	77,426	<,001 ^b
	Residual	85,647	100	,856		
	Total	218,273	102			
a. Dependent Variable: LI						
b. Predictors: (Constant), CE, SMMA						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,167	,291		,572	,569
	SMMA	,635	,112	,550	5,668	<,001
	CE	,277	,098	,274	2,818	,006
a. Dependent Variable: LI						

The results from the regression analysis show that social media marketing activities influence customer loyalty. The derived regression coefficient is $B = 0.635$ with an accompanying p-value less than 0.001, hence indicating a statistically positive significant effect. To be more specific, every one-unit increase in SMMA corresponds to a 0.635-unit increase in customer loyalty. The following chart demonstrates this relationship:

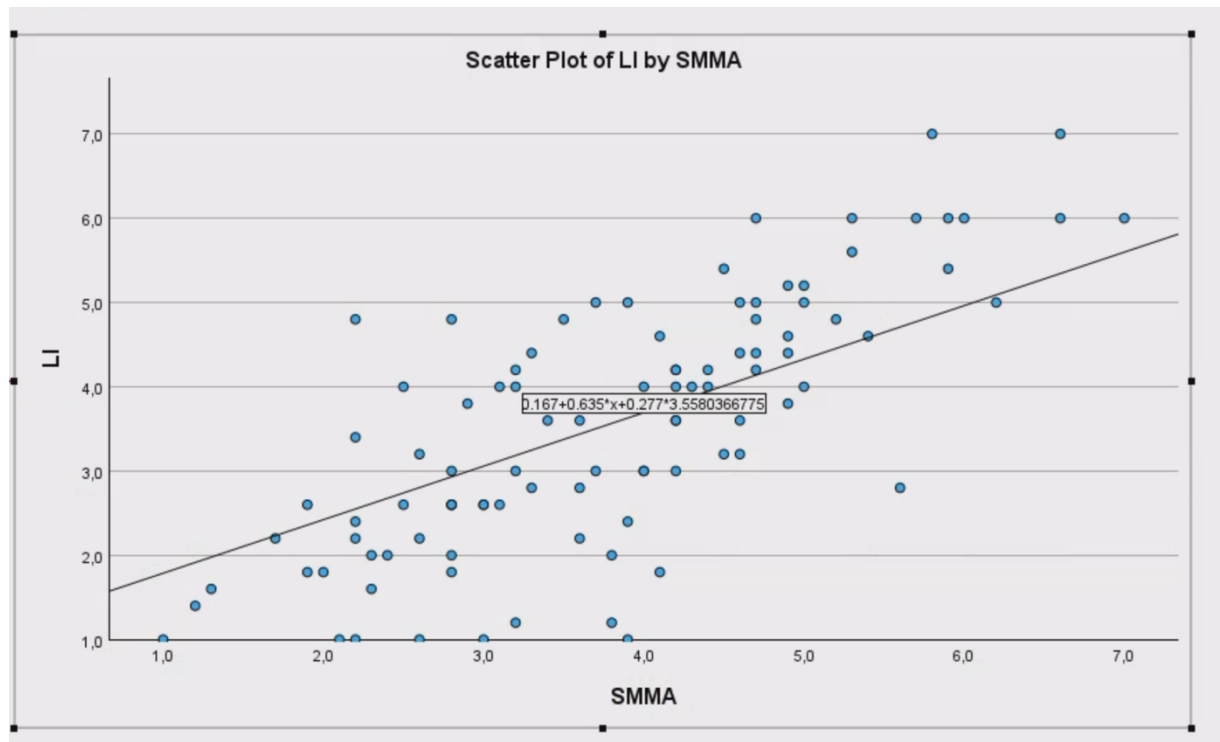


Figure 6: Relationship Between SMMA and Customer Loyalty

Such interpretation means that this result shows the importance of SMMA in strengthening customer loyalty; the steep slope of the regression line indeed indicates it. Indeed, the dispersion of points around the line is low, which would imply a strong and quite consistent relationship between the variables. It would, therefore, appear that social media marketing strategies are one of the most important levers in building consumer loyalty with respect to creating a strong and lasting commitment to the luxury brands.

Results from the regression analysis show that CEx has a positive and statistically significant impact on customer loyalty. The estimated regression coefficient is $B = 0.277$, with a p-value of 0.006, thus confirming the statistical significance of this relationship. In other words, when the customer experience increases by one unit, customer loyalty will increase by 0.277 units. The following graph shows this relationship:

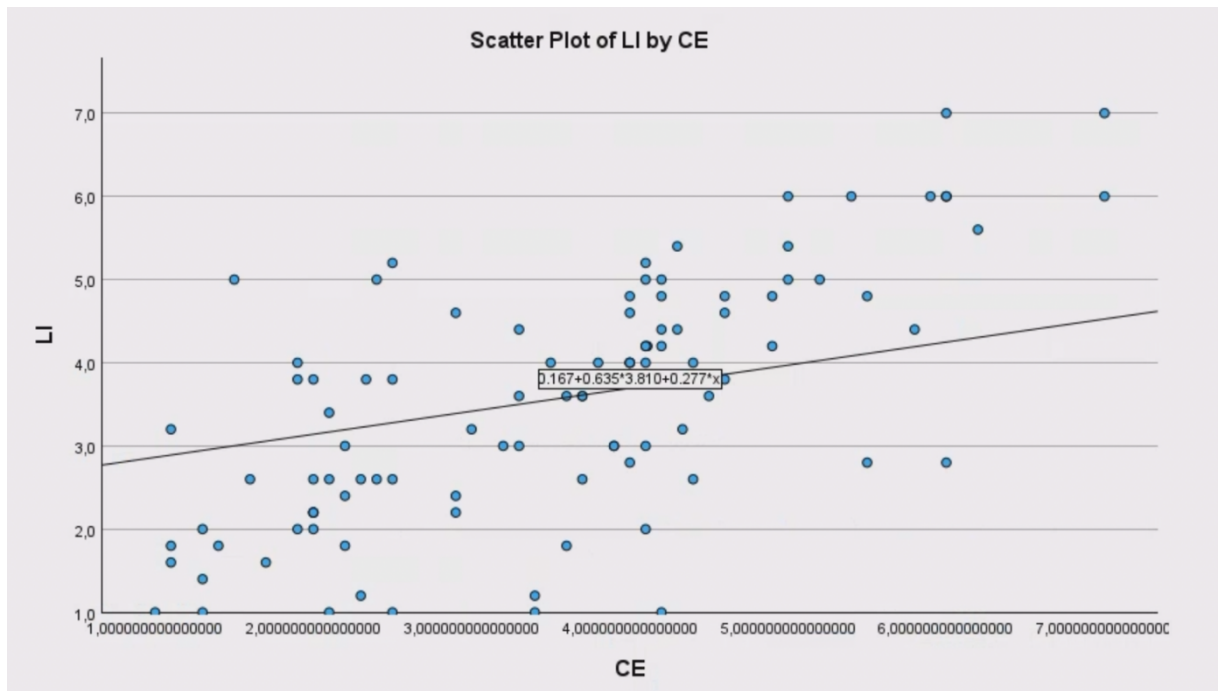


Figure 7: Relationship Between CEx and Customer Loyalty

Analysis of these results has shown that, although the influence of customer experience on loyalty is positive, it is not as high as that belonging to the activities of social media marketing. The moderate effect here is depicted by the rather flat slope of the regression line, with more variability reflected by the scatter of data points around the line. This further confirms, however, the view of customer experience as playing only a supportive role in shaping customer loyalty and therefore only enabling quality interactions with higher satisfaction. Thus, customer experience, while being less dominant than SMMA, still remains a very important factor in reinforcing consumer engagement and their long-term loyalty to luxury brands.

From the Model Summary, it can be established that the model has a strong ability to explain customer loyalty. The coefficient of determination, expressed as R^2 , is 0.608, meaning that 60.8% of the variation in loyalty is explained by the two independent variables: social media marketing activities and customer experience.

The ANOVA table confirms the overall model significance through an F-statistic value of 77.426 and a p-value less than 0.001, which indicate that the present model fits significantly well to the data and that predictive variables have a substantial role in explaining loyalty.

Looking into the regression coefficients, social media marketing activities seem to play the dominant role. In fact, SMMA has a coefficient B equal to 0.635, with a p-value less than 0.001, confirming a strong and statistically significant impact on customer loyalty. On the other hand, although positive, CEx has a coefficient B equal to 0.277, with a p-value of 0.006, which is moderate but significant.

These results show that social media marketing activities are the dominant variable in explaining customer loyalty. They contribute to a strong tie between consumers and brands, especially due to the increasing digital interactions. Nevertheless, customer experience, although secondary, has a complementary role in reinforcing customer satisfaction and contributing to the development of a long-term relationship with the brand. The interaction of these two factors then allows for a large explanation of the mechanisms behind customer loyalty in the luxury fashion sector.

Summarizing

From the SPSS data, it is evidently clear that SMMA has a direct and strong effect on PI and LI, while CEx shows a positive but relatively moderate effect acting as a complementary factor. These findings highlight that in the luxury fashion industry, SMMA is the main driver of consumer behavior and the basis for building long-term loyalty.

4.2.3 Evaluation of Hypotheses

Hypothesis 1: SMMA → PI (SMMA has a positive effect on PI)

The results of the regression analysis confirm a strong and significant relationship between Social Media Marketing Activities (SMMA) and Purchase Intention (PI), with a coefficient of 0.793 ($p < 0.001$). This indicates that the more a luxury brand invests in social media marketing, the higher the consumers' purchase intention. The data supports this hypothesis, showing that digital marketing efforts, such as influencer collaborations, visually appealing content, and interactive campaigns, effectively drive consumer interest and purchasing decisions. The significant effect of SMMA on PI highlights the power of digital interactions in shaping consumer behavior. Through social media, luxury brands can engage their audience, increase brand awareness, and create a sense of exclusivity, all of which contribute to a stronger purchase intention.

Hypothesis 2: CEx → PI (CEx has a positive effect on PI)

The analysis reveals a positive but moderate relationship between Customer Experience (CEx) and Purchase Intention (PI), with a coefficient of 0.224 and a p-value of 0.017. This suggests that while customer experience does influence purchase intention, its effect is not as strong as that of SMMA. The hypothesis is supported, but the impact is less pronounced. A positive customer experience, characterized by seamless interactions, personalized services, and high-quality brand engagement, contributes to consumer trust and satisfaction, which in turn increases purchase intention. However, the findings suggest that luxury consumers may place greater importance on social media marketing and brand visibility rather than direct customer experience when making purchasing decisions. Therefore, while CEx enhances PI, it acts more as a complementary factor rather than the main driver of purchase behavior.

Hypothesis 3: SMMA → LI (SMMA has a positive effect on LI)

The study results indicate a significant relationship between Social Media Marketing Activities (SMMA) and Loyalty Intention (LI), with a coefficient of 0.635 and a p-value of less than 0.001. This confirms that social media marketing plays a crucial role in fostering customer loyalty. The hypothesis is strongly supported, demonstrating that continuous engagement through social media platforms strengthens brand-consumer relationships. Luxury brands that effectively utilize social media marketing create emotional bonds with their audience, reinforcing brand attachment and loyalty. By maintaining a consistent and interactive presence on digital platforms, brands can cultivate a sense of exclusivity and community, encouraging long-term consumer commitment. The findings highlight that beyond influencing purchase intention, SMMA is a powerful tool for maintaining customer retention in the luxury sector.

Hypothesis 4: CEx → LI (CEx has a positive effect on LI)

The results show a positive and statistically significant relationship between Customer Experience (CEx) and Loyalty Intention (LI), with a coefficient of 0.277 and a p-value of 0.006. This supports the hypothesis that an improved customer experience contributes to higher customer loyalty. However, the effect is moderate compared to the impact of SMMA. A well-crafted customer experience, marked by personalized interactions, superior service quality, and strong brand engagement, fosters long-term relationships with consumers. Although the findings indicate that social media marketing plays a more dominant role in driving loyalty, customer experience remains a critical factor in maintaining consumer trust and satisfaction. A seamless and premium customer journey enhances brand perception, ensuring that consumers remain loyal over time.

5 Discussion

5.1 Limitations, reliability and validity

This study has several limitations that may affect the generalizability and interpretation of the results. First, the sample size, while sufficient for initial insights, may not capture the diversity of the broader luxury consumer market. A larger, more diverse sample could strengthen the reliability of

the findings. Second, the study's reliance on self-reported data in a questionnaire format may introduce bias, as participants' responses could be influenced by social desirability or recall inaccuracies.

In terms of reliability and validity, the study's methodology (SPSS quantitative analysis) provides a foundation for reliable results through statistical rigor. However, external factors, such as rapidly evolving social media platforms and influencer dynamics, may limit the temporal validity of the findings. Despite these limitations, the research's methodological design (semi-structured interviews and quantitative measures) provides a balance of reliability and validity, enhancing confidence in the core findings.

5.2 Answering the research questions

RQ1: What is the impact of Social Media Marketing Activities and Customer experience on Purchase intention and Loyalty in luxury fashion industry?

Our findings suggest that Social Media Marketing Activities (SMMA) and Customer Experience (CE) significantly influence both Purchase Intention (PI) and Loyalty (LI) in the luxury fashion industry. Specifically, SMMA, particularly through influencer collaborations and visually compelling content, enhances brand perception and fosters emotional engagement, leading to higher purchase intention. Additionally, CE plays a moderate role in shaping PI, indicating that a positive and immersive customer journey contributes to consumer decision-making. Furthermore, luxury brands that tailor their digital strategies to align with socio-cultural trends, such as sustainability and inclusivity, strengthen customer loyalty.

5.3 Dialogue between key results and knowledge base

The findings of this study align with and provide additional perspectives to existing research on the role of social media marketing, customer experience, and adaptability in shaping consumer perceptions and behaviors toward luxury brands.

Fanandaru et al. (2023) argue that "brand experience positively influences consumer attitudes and loyalty, significantly enhancing brand equity." Our results confirm this assertion, as customer experience (CEX) was found to positively impact purchase intention (PI) and, indirectly, loyalty. This reinforces the importance of emotional and sensory experiences in building a strong and lasting connection between luxury brands and their consumers.

Similarly, Sa'adah et al. (2023) highlight that "social influence significantly affects purchase intention, and consumer trust mediates this relationship." Our study aligns with this conclusion, demonstrating that interactions on social media foster consumer trust, which plays a critical role in influencing purchase intention. Trust acts as a bridge, enabling luxury brands to leverage social influence effectively.

Fetais et al. (2022) state that "social media marketing activities (SMMA) foster community engagement and emotional connections (lovemarks) but do not directly impact brand loyalty." Our findings provide a slightly different perspective, showing a direct and significant relationship between social media marketing activities (SMMA) and purchase intention (PI), as well as an indirect influence on loyalty. This discrepancy may arise from contextual differences in consumer behavior or variations in the platforms analyzed.

In the research by Husain et al. (2022), it is emphasized that "brand equity and status consumption positively affect luxury purchase intention." This aligns with our findings, which highlight that social media marketing activities enhance brand equity and consumer engagement, leading to stronger purchase intentions. These results underscore the significance of social media as a tool for improving brand positioning.

Contrary to our findings, Laksamana (2023) found that "social media marketing and customer relationships do not directly impact brand loyalty." While this study suggests the importance of mediating factors such as customer engagement, our results indicate a direct impact of SMMA on both purchase intention and loyalty, further supported by the role of emotional and community-based connections.

Sari and Udayana (2023) highlight the role of cognitive variables and global identity in influencing purchase commitment and knowledge-sharing behavior. This observation resonates with our results, which reveal that cognitive engagement through social media interactions enhances consumer understanding and positively influences purchasing decisions for luxury brands.

Xu and Ozuem (2018) emphasize that "integrating consumer expectations via social media improves engagement and marketing communication for luxury brands." Our study aligns with this conclusion, showing that the adaptability of luxury brands to sociocultural trends—such as sustainability and inclusivity—enables them to maintain relevance and strengthen their relationships with consumers.

Furthermore, Almohaimmeed (2019) demonstrates that "social media marketing significantly influences both brand loyalty and purchase intention." This observation is consistent with our findings, where social media activities directly impact purchase intention while facilitating emotional engagement that supports long-term loyalty.

Margaretha and Kristyanto (2023) argue that "social media marketing significantly impacts purchase intentions through brand equity, engagement, and customer bonding." Our results confirm this, showing that brand engagement and customer interaction serve as key mediators that enhance the effectiveness of social media strategies for luxury brands.

Finally, Fujiwara and Nagasawa (2015) emphasize that "sensory and emotional experiences are critical for enhancing customer satisfaction and brand loyalty in luxury markets." Our findings support this by demonstrating that customer experiences, enriched through emotional and sensory engagement, are essential for influencing purchase intention and loyalty. Luxury consumers seek immersive and unique experiences that differentiate these brands from mass-market competitors.

5.4 Compliance with research ethics guidelines

The study adhered to rigorous ethical standards to ensure the integrity and ethical conduct of the research process. Ethical compliance was a priority throughout the research, beginning with the informed consent process. Participants were fully informed about the study's objectives, their rights, and the handling of their data. Consent was obtained before the collection of any data, ensuring that all participation was voluntary and that participants could withdraw at any time without consequence.

In handling and analyzing the data, **confidentiality and data protection** were strictly observed. All data were anonymized to prevent any identification of individual participants, and results were presented in aggregate form to maintain privacy. Data storage and analysis adhered to current data protection regulations, and digital security measures were implemented to protect against unauthorized access, aligning with industry standards on data privacy.

Furthermore, the study recognized the importance of ethical integrity in reporting. The data analysis was conducted objectively, without any manipulation or selective reporting that might skew the results. In addition, the questionnaire and research methods were designed to avoid any potential biases that could influence participant responses, upholding ethical standards in the research design and implementation.

Finally, the study considered the broader impact of its findings on luxury brand marketing practices. In recognizing the power of influencer marketing and social media, the research implicitly supports the responsible use of these tools, advocating for transparency and authenticity in brand-consumer relationships. This consideration aligns with ethical guidelines in marketing, which emphasize the importance of honesty, transparency, and respect for consumer autonomy.

6 Conclusions

This study provides valuable insights into the evolving role of social media marketing and influencer collaborations in shaping the perception of luxury brands within the fashion industry. By examining the impact of brand marketing and visual communication strategies, this research highlights how digital platforms, specifically social media, have transformed traditional luxury marketing by fostering greater consumer engagement and shaping brand loyalty.

6.1 Key Findings

The research reveals several key findings about the relationship between luxury brand strategies and consumer perceptions:

1. **Impact of Social Media on Brand Perception:** Social media marketing, especially through visually appealing content and influencer partnerships, plays a significant role in shaping the perception of luxury brands. The interactive nature of platforms like Instagram and TikTok enables brands to reach a broad, engaged audience while maintaining an aura of exclusivity.
2. **Role of Influencers in Enhancing Brand Authenticity:** Influencer collaborations are highly effective in building credibility and trust, especially when influencers are perceived as authentic and aligned with the brand's values. This trust translates into increased purchase intentions and loyalty, particularly among younger, socially connected consumers.
3. **Adaptability to Cultural and Social Trends:** Luxury brands' responsiveness to evolving consumer values, such as sustainability and inclusivity, allows them to remain relevant and appealing to contemporary audiences. This adaptability strengthens their brand image, making it more relatable without diminishing its premium essence.

These findings align with existing literature, emphasizing the powerful influence of digital marketing on consumer-brand relationships, especially within the luxury sector.

6.2 Managerial implications

For luxury brand managers and marketers, this study offers actionable insights to enhance marketing strategies and consumer engagement:

1. **Strategic Social Media Investment:** Managers should prioritize high-quality, visually immersive content tailored to specific platforms. Given the strong influence of visual communication on consumer perceptions, investing in aesthetically aligned content is crucial to reinforce brand identity and appeal to luxury consumers.
2. **Selective Influencer Partnerships:** Managers are encouraged to collaborate with influencers who reflect the brand's image and values. Instead of focusing solely on reach, selecting influencers who convey authenticity and share similar brand values can enhance credibility and foster a loyal following.
3. **Incorporating Social Responsibility in Brand Messaging:** As consumers become more socially aware, luxury brands can benefit from integrating messages of sustainability and inclusivity. By publicly endorsing these values, brands can resonate with a socially conscious audience, enhancing both brand loyalty and long-term relevance.

By adopting these strategies, luxury brands can leverage social media more effectively, increasing consumer engagement while maintaining their exclusive positioning.

6.3 Recommendations for future research

This study opens avenues for future research to further understand the evolving dynamics of luxury brand marketing:

1. **Exploring Regional Variations in Luxury Brand Perception:** Future studies could examine how cultural and regional differences impact the perception of luxury brands and the effectiveness of social media strategies across diverse markets.

2. **Longitudinal Studies on Social Media Influence:** Conducting longitudinal research would provide deeper insights into how consumer perceptions and behaviors evolve over time in response to changing social media trends and platforms.

3. **Analyzing the Impact of Emerging Technologies:** With the rise of augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), future research could explore how these technologies influence luxury marketing strategies and consumer experiences.

By investigating these areas, researchers can gain a deeper understanding of digital marketing's long-term effects on luxury brand perception and its implications for evolving consumer expectations.

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Appendices

Appendix 1. Questionnaire

Questions Réponses **103** Paramètres

Rubrique 1 sur 5

“Social media marketing and customer experience impact on intention to purchase and loyalty related to luxury brands”

B I U ↻ ✕

Chers participants,

Nous sommes actuellement en double diplôme à Jamk University of Applied Sciences à Jyväskylä en Finlande, dans le cadre de notre échange avec Kedge Business School Bordeaux. Nous avons réalisé ce questionnaire dans le but de comprendre l'influence et l'impact des réseaux sociaux sur l'intention d'achat d'un produit de luxe .

En répondant à ce questionnaire, vous participerez directement à l'élaboration de notre thèse.

Toutes les réponses recueillies seront reçues de façon anonyme et traitées de manière confidentielle.

Ce questionnaire est anonyme. Il vous prendra environ 10 minutes.

Merci pour votre aide !

Charline HECKMANN & Eva-Louna MADIEC

Dear participants,

We are currently doing a double degree at Jamk University of Applied Sciences, Jyväskylä in Finland as part of our exchange with Kedge Business School Bordeaux. We carried out this questionnaire with the aim of understanding the influence and impact of social networks on the intention to purchase a luxury product.

By answering this questionnaire you will directly participate at the development of our thesis.

All responses will be received anonymously and treated as confidential.

This survey will remain anonymous. It will take you about 10 minutes.

Thank you for your help !

Charline HECKMANN & Eva-Louna MADIEC

Nationalité / Nationality *

1. France
2. Afghanistan
3. Akrotiri
4. Albania
5. Algeria

CUS1 : J'achète un produit d'une marque de luxe parce que la marque offre une expérience unique sur les médias sociaux.

CUS1: I purchase a product from a luxury brand because the brand offers a unique experience on social media.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

⋮

CUS2 : J'achète un produit de marque de luxe parce qu'il offre un service de qualité.

CUS2: I purchase a luxury brand product because of provides quality service.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

LB01 : Je suis prêt à partager des informations sur un produit de luxe avec mes amis sur les réseaux sociaux

WOM1: I am willing to share information about a luxury product with my friends on social networks

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Rubrique 3 sur 5

Customer Experience



Veuillez indiquer dans quelle mesure vous êtes d'accord avec les affirmations ci-dessous sur une échelle de 1 à 7, dans laquelle :

- 1 : Pas du tout d'accord
- 2 : Pas d'accord
- 3 : Légèrement en désaccord
- 4 : Ni d'accord ni en désaccord (neutre)
- 5 : Légèrement d'accord
- 6 : D'accord
- 7 : Tout à fait d'accord

Please indicated to what extent do you agree with the statements below on the scale from 1 to 7, where:

- 1: Strongly disagree
- 2: Disagree
- 3: Slightly disagree
- 4: Neither agree nor disagree (neutral)
- 5: Slightly agree
- 6: Agree
- 7: Strongly agree

INT4: Je suis susceptible d'acheter un produit de marque de luxe particulier promu sur les réseaux sociaux.

INT4 : I am likely to buy a particular luxury brand product promoted in social networks.

	1	2	3	4	5	6	7	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Rubrique 5 sur 5

Intention de fidélité / Loyalty intention



Veuillez indiquer dans quelle mesure vous êtes d'accord avec les affirmations ci-dessous sur une échelle de 1 à 7, dans laquelle :

- 1 : Pas du tout d'accord
- 2 : Pas d'accord
- 3 : Légèrement en désaccord
- 4 : Ni d'accord ni en désaccord (neutre)
- 5 : Légèrement d'accord
- 6 : D'accord
- 7 : Tout à fait d'accord

Please indicated to what extent do you agree with the statements below on the scale from 1 to 7, where:

- 1: Strongly disagree
- 2: Disagree
- 3: Slightly disagree
- 4: Neither agree nor disagree (neutral)
- 5: Slightly agree
- 6: Agree
- 7: Strongly agree

