

An Empirical Study to Measure Impact of Social Media on Buyers Intention Towards Luxury Fashion Apparel Brands



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Post Covid-19, Luxury fashion apparel brands have focused more over the social media that gives brands an opportunity to have direct connect with customers. It not only creates a strong connect but also affects buyer behaviour by strong online connect (Kelly, L., Kerr, G., & Drennan, J., 2010). Social media plays a vital role and affects purchase intention in case of luxury fashion apparel brands (Heine, 2011). For example, Louis Vuitton (LV) focuses on Facebook promotion through catwalk films display for their followers (Kapferer, J. N., Bastien, V., Crespi, R., & Grabar, E. , 2010). This Study has focused upon primary data collection using single cross sectional research design. Data was collected across major cities of Gujarat that is Ahmedabad, Baroda, Surat, Rajkot using survey method. Structured questionnaire was used for the study using variables such as Social media influence, Brand Preference, Brand Loyalty and Purchase Intention. Data analysis concludes this marketing is effective and has an impact on the buyers' intention towards luxury fashion apparel brands. Numerous applications from this study will make the revisit more beneficial for buyers' intention onwards luxury fashion apparel brands. Considering a strong research gap, this study contributes a value addition in the area of luxury fashion apparel brands.

Keywords: Brand Preference, Brand Loyalty, Purchase Intent, Luxury Fashion Apparel Brands, And Social Media Marketing

1. Introduction

Marketers have gradually changed the strategies and tools they employ to communicate with customers. The development of social networks and the digital age are fundamentally altering long-standing communication paradigms, which has an impact on how businesses interact with their customers (Essamri, A., McKechnie, S., & Winklhofer, H. , 2019), (Gielens, K., & Steenkamp, J. B. E. , 2019).

Also, new ways of learning about novel goods and services have emerged. The most innovative and practical tool for has emerged as social media for communicating in these two fields, used to target customers and connect with them to create brands and sway consumer decisions (Iblasi, W. N., Bader, D. M., & Al-Qreini, S. A. , 2016).

In its most basic form, social media consists of a variety of freely usable public media. (Kaplan, 2010). Consumer interaction changed along with the evolution of marketing channels. (Stankevich, 2017)The number of touch points and experiences raised expectations among consumers. Brand image is a crucial element that raises the brand's worth in terms of values, ideas, and impressions, according to Kotler (p. 8), "The consumer's personal perspective, which marketers can accomplish using social media as a digital marketing tool" (Malik, M. E., Naeem, B., & Munawar, M. , 2012), (Cheung, M. L., Pires, G. D., & Rosenberger III, P. J., 2019).

Because more people and businesses are using social media, a new era of communication has begun (Gallaugher, J., & Ransbotham, S. , 2010), (Patel, 2013). Marketing managers most frequently use this approach to create a brand strategy online. Social media also gives brands and businesses the flexibility to make changes (Lamberton, C., & Stephen, A. T. , 2016), (Rana, K. S., & Kumar, A. , 2016).

2. Literature Review

This reveals a link between social media marketing and consumer purchasing behavior across various industries (Iblasi, W. N., Bader, D. M., & Al-Qreini, S. A. , 2016), (Pütter, 2017), (Alves, H., Fernandes, C., & Raposo, M. , 2016), (Djatkiko, T., & Pradana, R. , 2016), (Khan, M. F., & Jan, A. , 2015), (Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. , 2013).

2.1 Social Media Marketing

Brands that use using social media as a marketing tool to connect with customers and provide them the chance to network use the term "social media marketing" (Lamberton, C., & Stephen, A. T. , 2016), (Mangold, W.G. and Faulds, D.J. , 2009). Social media marketing exemplifies 1 of 4 Ps (Clark, 2017), (Tuten, 2014). Social media marketing can achieve two-way communication instead of the customary one-way communication thanks to participation (Lamberton, C., & Stephen, A. T. ,

2016), (Heine, 2011). Social media requires ongoing modification and adaptation to stay current with the most recent trend (Garnyte, M. and Pérez, A.D.Á. , 2009). Customers may be influenced by social media marketing to look for luxury brands that represent their own identity and exclusivity of the products they use (V, S., M.Chitra and Maran, K. , 2016).

Social media permits to develop a brand's identity or image and who represent online communities, collaborative projects, or content sharing (Colella, G., Amatulli, C., & Martinez-Ruiz, M. P. , 2019), (Lim, Y., Chung, Y., & Weaver, P. A., 2012). Frequently combining some of these social media platforms are frequently included in the broad definition of social media, though (Kaplan, 2010), (Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. , 2017), (Amatulli, C., Peluso, A. M., & Colella, G., 2017).

2.1.1 Interaction

Brand and customer communication is fundamentally changing, learn that social interaction is a major factor in generating user-generated content (Gallaugher, J., & Ransbotham, S. , 2010); (Kaplan, 2010), (Daugherty, T., Eastin, M. S., & Bright, L. , 2008).

2.1.2 Trendiness

Social media, a crucial channel for product searches, provides the most recent news and popular subjects (Naaman, M., Becker, H., & Gravano, L. , 2011). Since they view rather than corporate outreach through conventional promotional activities, with the use of social media as a source of information (Mangold, W.G. and Faulds, D.J. , 2009); (Vollmer, C., & Precourt, G.).

2.1.3 Word of mouth (WOM)

Consumer-to-consumer brand interactions are linked with eWOM by social media (Muntinga, D. G., Moorman, M., & Smit, E. G. , 2011). Research demonstrates that when compared to marketer-made online information sources (Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (, 2006). The best social media platforms for eWOM are who are free to create and disseminate brand information (Kim, A. J., & Ko, E. , 2012); (Vollmer, C., & Precourt, G.).

2.1.4 Marketing on social media and building brand equity

The brand concept underwent significant changes as the idea of brand equity was developed. Brand awareness and image are connected by the dominant brand equity model put forth by Keller (Keller, 1993).

2.1.5 Brand equity and consumer response

Despite disagreements over most academics concur that greater brand equity results depending on their relative importance and methods of measurement (Christodoulides, G., & De Chernatony, L., 2010); (Aaker, 1991); (Keller, K. L., & Lehmann, D. R. , 2006).

2.1.6 Brand preference

In the face of numerous competing brands on the market, brand preference is the propensity of consumers to favour a brand based on their knowledge and perceptions of it. It's common practise to ask them to from a category or list of brands, consumers select their top brands (Keller, K. L., Parameswaran, M. G., & Jacob, I., 2011).

2.1.7 Price premium

According to Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F, (2004), who defines a potential direct predictor of consumer behaviour may be the price premium to (Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F, 2004).

2.1.8 Brand loyalty

The biased (non-random) behaviour of a decision making over time toward one or more other brands is known as brand loyalty (Jacoby, 1971).

2.2 Luxury Brands

Luxury goods, also known as luxury brands, are a variety of goods that are sold in upscale department stores and boutiques and are made of rare or expensive ingredients, have premium packaging, and are in the most expensive price range (Chakraborty, 2016).

In addition, because it is based on both social and personal value factors, the perception of luxury brands is arbitrary (Heine, 2011). Both demonstrate a brand's resilience and strength while also taking the family into account (Cheah, I., Phau, I., Chong, C. and Shimul, Sadat, A. , 2015).

According to (Heine, 2011), when defining luxury, the psychological-sociological, microeconomic, and managerial perspectives are taken into account. In fact, academics and marketing executives have clarified what luxury is and what luxury goods are. These studies combine a variety of meanings that are viewed as being equivalent, including the high cost of goods, social status, the creation of handicrafts, whether it is symbolic or functional, as well as its ostentation and value. It is possible to define luxury as something individualized and subjective (Kapferer, 1997), (Kapferer, J. N., Bastien, V., Crespi, R., & Grabar, E. , 2010).

2.1.3 Consumer buying decision

It describes the process by which a consumer first recognizes a problem, then seeks information, weighs their options, then decides and purchases a product (Bruner, G. C., & Pomazal, R. J., 1988). People's needs, desires, or impulsive purchasing decisions based on a seller's initiatives, like online advertising, Online shopping experiences, social influence, and word-of-mouth can all have an impact. The effectiveness of social media advertisements, consumer opinions, evaluations from significant key opinion leaders, product information, brand-related factors, and customer service are just a few of the variables the researcher discovered by reviewing earlier studies (Stankevich, 2017), (Pütter, 2017), (Iblasi, W. N., Bader, D. M., & Al-Qreini, S. A., 2016), (Ashman, 2015), (Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J., 2014).

2.3 Need of the Study

Studying Businesses try to make something different by focusing on differentiation. As the field of social media marketing matures, new research findings are added here. To assess how social media marketing influences consumers' choice. The statistically supported social media marketing model must be presented from a managerial, practitioner, corporate, and societal point of view.

2.4 Scope of the Study

- The study's focus will be on the four main cities in Gujarat: Ahmedabad, Surat, Vadodara, and Rajkot.
- To research the impact of social media marketing on luxury fashion apparel brands.
- The study took into account a variety of demographic factors to research the effect of social media on buyers' intention.

2.5 Research Gap

Many researches has been done in social media marketing on different industries, but particularly social media marketing on customers' intention towards luxury fashion apparel brands.

3. Research Methodology

3.1 Objectives of the Study

To identify impact of social media marketing on customers' intention towards luxury fashion apparel brands.

3.2 Research Design

The research design has the most fundamental influence on the ability to infer the reasons behind any discernible disparities in a dependent measure is known as internal validity.

This investigation employs a descriptive research design. The fundamental purpose of Descriptive research is used to assess the validity of theories developed to reflect the state of the world. This kind of research focuses on the past or the present while providing information on the current state of affairs, such as the standard of living in a community or consumer attitudes toward marketing initiatives. The study was carried out using both quantitative and qualitative methods for social research design.

3.3 Sampling Design

Sample size and target population: The target population of current study is the customers that prefer social media marketing to purchase luxury fashion apparel brands.

A range of secondary sources, including books, magazines, newspapers, journals, and websites, were used for the data. The Primary Data was gathered through a consumer survey.

A quantitative survey was used to obtain the study's data. Prior to the creation of the instruments for collecting quantitative data, a variety of literature was reviewed. A closed-ended structured interviewing tool was used to speak with the consumers. The objectives of the research guided the creation of the questionnaire. To guarantee that each respondent receives the identical questionnaire, all of the questions have been standardised.

4. Data Analysis

4.1 Demographics

The respondents' socio-demographic details were considered crucial in determining impact of social media marketing. All the respondents are aware social media marketing to purchase luxury fashion apparel brands.

Factors	Particulars	Frequency	Percent
Gender	Male	257	66.07
	Female	132	33.93
	Total	389	100.0
Age	18-28	136	34.96
	29-38	172	44.22
	39-48	56	14.40
	49-58	25	6.42
	Total	389	100.0

Marital status	Married	275	70.69
	Unmarried	114	29.31
	Total	389	100.0
Annual Family Income	Less than 2,00,000	29	7.46
	2,00,001-4,00,000	119	30.59
	4,00,001-6,00,000	129	33.16
	6,00,001-8,00,000	63	16.20
	Above 8,00,000	49	12.60
	Total	389	100.0
Locality	Urban	228	58.61
	Rural	161	41.49
	Total	389	100.0
Education	HSC	1	.26
	Graduation	176	45.24
	Post-graduation and above	212	54.50
	Total	389	100.0
Family members	1-2	17	4.37
	3-4	186	47.81
	5-6	144	37.02
	More than 6	42	10.80
	Total	389	100.0

4.2 Reliability

If a measurement consistently yields results that are similar, it is considered to have higher reliability. To assess reliability, Cronbach's alpha was used. Nunnally (1978) provided a general rule of thumb, stating that an alpha value of at least 0.70 is a reliable internal consistency sign. Every construct's alpha value was discovered to be higher than the average (Nunnally, 1978).

Reliability Statistics	
Cronbach's Alpha	N of Items
0.970	14

4.3 Hypothesis Testing

H₀1: Social media marketing has no significant impact on consumer preference towards luxury fashion apparel brand.

H₁1: Social media marketing has significant impact on consumer preference towards luxury fashion apparel brand.

ANOVA test					
	S O S	Df-value	M S- value	F- value	Sig. value
Between Groups	25.032	4	6.258	5.607	.000
Within Groups	293.536	263	1.116		
Total	318.567	267			

At a 5% significance level, the alternate hypothesis is accepted. As the P-values for the consumer preference were found to range between 0.000 and 0.050, which is lesser than 0.05. As a result, there is a big disparity between the impact of social media marketing and consumer preference.

H₀2 : There is no significant impact of social media marketing on brand loyalty with reference to luxury fashion apparel brand

H₁2 : There is significant impact of social media marketing on brand loyalty with reference to luxury fashion apparel brand

ANOVA					
	S O S	Df-value	M S- value	F- value	Sig. value
Between Groups	29.178	4	7.294	10.997	.012
Within Groups	174.449	263	.663		
Total	203.627	267			

Here the significance value is 0.012 which concludes a Significant Difference between impact of social media and brand loyalty.

H₀₃ : There is no significant impact of social media marketing on Purchase intention with reference to luxury fashion apparel brand

H₁₃ : There is significant impact of social media marketing on Purchase intention with reference to luxury fashion apparel brand

ANOVA					
	S O S	Df-value	M S- value	F- value	Sig. value
Between Groups	25.032	4	6.258	5.607	.000
Within Groups	293.536	263	1.116		
Total	318.567	267			

Here, alternate hypothesis is accepted at a 5% significance level which concludes a significant difference between purchase Intention and social media impact.

5. Conclusion

The research concludes that all factors - brand loyalty, consumer preference, Price, purchase intent, and word of mouth have positively influence on buyer's intention. Word of mouth and brand loyalty. The study's least significant factor that influences the buyers' intention towards luxury fashion apparel brands. Also this study concludes that strong buyers' intention takes to the brand loyalty as well as word of mouth.

6. Managerial Implications

- A number of implications for marketers and businesses are brought up by the current study for the factors like brand loyalty, consumer preference, Purchase intention, price as well as word of mouth. According to the study's findings, these elements are essential for social media marketing success. Businesses and marketers will benefit greatly from the findings of demographic research.
- It is significant to note that most studies are conducted in developed regions given the dearth of research on social media marketing. The researcher has used a highly effective statistical tool, i.e. SPSS. A significant implication to marketer is that luxury fashion apparel brand must emphasis on the price and word of mouth; they must ensure that there is a word of mouth. Brand loyalty plays important role in attracting consumers towards the luxury fashion apparel brand.
- According to this study, brand attitude is greatly influenced by purchase intention. Companies and brands can benefit from the results of this study by incorporating social media marketing strategies into their advertising plans to create positive customer preferences and positive purchase intentions.

7. Future Scope

The study is limited to few developed cities and particular sample size only. Only a few social media marketing variables were used in this study to predict purchase intent and brand loyalty; other variables might also be used in this capacity. Both research variables and demographic variables can be used in comparative analysis. This study can be expanded by comparing various locations and cultures. In addition to this, it is essential to do a second round of testing with a larger sample size. The model should be expanded to accommodate additional social media platforms.

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