



# IMPACT OF LUXURY BRANDS SOCIAL MEDIA MARKETING EFFORTS ON CONSUMER BEHAVIOUR AND BRAND PURCHASE INTENTION

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**Abstract:** Social media marketing is a process which is used by different brands to create content for different social media platforms and promote the products or services they offer to the consumers.

This research paper has two main objectives that are to know the impact of luxury brands social media marketing efforts on consumer behaviour and the other is to find its impact on brand purchase intention. The other objective was to find the impact of luxury brands social media marketing efforts on brand awareness. This research used six dimensions of social media marketing efforts that are trendiness, interaction, entertainment, word of mouth, customization and social media marketing efforts. The dependent variables were consumer behaviour and brand purchase intention. Consumer behaviour included brand preference, customer loyalty and willingness to pay premium price. Brand awareness was also used. The sample size was 160 and a questionnaire was formed on 5-point Likert scale. Google forms was used and non-probability sampling was used. The data analysis was done through descriptive and PLS-SEM method was used in SMART PLS.

The results showed that luxury brands social media marketing efforts has a positive impact on both consumer behaviour and brand purchase intention. The results also showed the positive relationship between the social media marketing efforts of luxury brands and the brand awareness. Entertainment does not impact consumer behaviour positively. Maximum of the customers agrees that exclusive offers and promotions shared on social media influence their decision to purchase from a luxury brand. Though the luxury brands need to work on interacting with customers as it does not impact consumer behaviour as well as brand purchase intention.

**Keywords:** Consumer Behaviour, Brand Purchase Intention, Social Media Marketing Efforts, Luxury Brands, Brand Awareness

## I. INTRODUCTION

### 1.1 Background

In today's time each type of product is marketed in the market using social media. Luxury brands and social media have now become inseparable. There are different social media platforms like Instagram, Facebook etc. on which we as customers connect with the luxury brands and get new information about the products the brands launch. We usually come across to different sponsored advertisements the brands are shown on the social media platforms. The luxury brands try to follow the trends on social media. The content posted by luxury brands are easy sharable with other users on social media platforms.

In today's time of digitalization social media is not only a communication tool but also it has become an internal component of luxury brands social media marketing strategies which helps the brands to drive purchase intention among the consumers and cultivate brand loyalty.

Luxury brands historically employed celebrity endorsements, invitation-only events, and glossy magazines to convey their brand identity and influence the consumers. However, the rise of social media has democratized brand communication by removing barriers to entry and allowing businesses to communicate with clients all over the world. Instagram and other social media platforms, with their eye-catching designs, have turned into virtual showrooms for high-end companies exhibiting their history, craftsmanship, and core principles. Similarly, luxury brands can connect with their audience in unprecedented ways using real-time channels like Facebook, Twitter and Instagram by initiating conversations, soliciting feedback, and building trust. Luxury firms' social media presence builds a sense of community by allowing increasing levels of customer engagement and participation. Via likes, comments, shares, and direct messages, customers can actively engage in brand conversations, share their experiences, and seek out peer approval.

Research indicates that social media marketing for luxury brands has a favourable impact on consumers' positive perceptions of luxury, desires for luxury, and purchase intentions (Lee and Watkins, 2016; Chu et al., 2013). A 2017 Deloitte survey on millennial consumer behaviour found that millennials who are inclined to purchase luxury goods cite traditional sources such as magazines, along with internet, blogs, and videos, as their primary sources of information.

Many brands have actively participated in social media marketing, including Gucci, Burberry, Louis Vuitton, Dior, and others (Godey et al., 2016). Luxury companies that use social media can gain from it even when it goes against their image of exclusivity (Fraser, 2014). The usage of social media by some luxury brands for marketing can boost their consumer equity. Additionally, studies indicate that social media may positively influence customers' preferences for and inclinations to purchase premium brands (Kim and Ko, 2012; Govey et al., 2016).

By adopting innovation, authenticity, and openness, luxury businesses can leverage social media's transformative power to forge enduring relationships with their audience and solidify their position in the always evolving premium branding space.

## 1.2 Social Media Marketing Efforts or Activities

Social media marketing is a process which is used by different brands to create content for different social media platforms and promote the products or services they offer to the consumers. Social media marketing also helps the marketers to build community with the target audience. It is simpler to interact, share content, and collaborate while using social media. Customization, reputation, trendiness, interaction and entertainment are key components of marketing campaigns for luxury firms. These elements have a great effect on customers' purchase intents and brand equity.

### 1.2.1 Trendiness

According to (Naaman et al., 2011) trendiness refers to the latest topics which attracts trendy information that brands find related and interesting to share with its customers. It includes information related to various companies, feedbacks of different products and also recommendations. These types of information help in building brand awareness and brand loyalty. It also includes the trendy content famous among the customers.

### 1.2.2 Entertainment

Entertainment is an element of social media marketing that helps the brands to create positive feelings among the customers. This encourages the consumers to keep following up with the information shared by the brand. According to (Agichtein et al., 2008) entertainment is the experience that is created by the marketer on the social media platforms that are perceived as exciting by the customers.

### 1.2.3 Word of Mouth

In term of social media word of mouth is called as electronic word of mouth that means to spread information about a company or brand's product or service on the digital platform. Through word of mouth the customers share their experience with a brand's product, their thoughts and opinions about the brand.

### 1.2.4 Customization

Brands need to tailor their offers to a range of individual needs and preferences in order to meet customer expectations and boost retention (Seo & Park, 2018; Chan & Guillet, 2011). Customization can also be thought of as targeted advertising to a certain group of customers.

### 1.2.5 Interaction

Social media gives a space to discuss the common topics with the customers. Interaction is nothing but a two-way communication or interaction done by customers of a brand with the brand or other users.

## 1.3 Brand Purchase Intention and Consumer Behaviour

Brand purchase intention is nothing but the willingness of a consumer to purchase a particular product or a brand. It is a dependent variable that is impacted through various factors. A company's image, past performance, word-of-mouth referrals, and the quality of its products are just some of the factors that influence what customers think of it. Positive brand perceptions, such as those that associate the company with creativity,

reliability, or social responsibility, might boost consumers' desire to buy. Conversely, negative perceptions, such as concerns regarding product safety or ethical quandaries, may dissuade buyers from choosing the brand while making a purchase. Because of this, businesses must be proactive in maintaining positive brand perceptions and controlling their reputations through effective communication, consistent provision of high-quality products and services, and management of reputation strategies.

Effective marketing communications have a big impact on consumer opinions and purchase intentions. Businesses can use a range of channels, including as public relations, digital marketing, social media, and advertising, to effectively express persuasive messaging that fits with the requirements, interests, and beliefs of their customers. Emotional appeal, consistency, authenticity, and relevancy are essential components of effective marketing communications. Companies can draw in customers and persuade them to think about buying a brand by showcasing distinctive selling points, resolving customer complaints, and coordinating messaging with the company's value proposition.

Brand purchase intention helps the brands to design marketing activities or promotional activities. The intentions also reflect the brand awareness or knowledge in the mind of customers. Brand purchase intention can be analyzed to develop a plan of how the advertising campaign should be executed. There are various factors that influences purchase intention and some of them includes stimulus which is a cue that triggers a customer to consider a product to purchase. Cues can include different attributes. Another factor that influences the purchase intention is the recommendation of a brand's product from a reliable and trusted source. Recommendations of friends and family members can also impact the intention to purchase the product of a particular brand.

To understand consumer behavior is essential for every business as it not only helps to form the marketing plans but also to satisfy the needs and wants of the customers. Consumer behavior includes the decision-making process by which the people buy a particular product. These steps include identification of need that means that the customer feels the need to purchase a product to fulfill his want or need, then he or she will search the information from both internal and external sources, the next step includes evaluation of the alternatives that includes the evaluation of the relevant options and information collected on the basis of various criteria like features, price etc. In this step attributes are compared of different alternatives that helps to determine the best product or brand according to a customer's needs and wants. The next step includes the purchase decision after which the customer evaluates his or her purchase. The post purchase evaluation of a product is based on the perceived performance. The positive experience of customers leads to customer satisfaction, repeat purchase and also loyalty towards a brand.

Numerous cultural, social, economic, psychological, and demographic factors influence consumer behavior with regard to luxury products in India which are as follows:

**Cultural Factors:** Indian customers' attitudes on luxury goods are significantly influenced by the country's rich cultural legacy and practices. Things like tradition, custom, and social status hold great significance in Indian culture. Luxury companies that incorporate Indian patterns, craftsmanship, and traditions into their offerings tend to find more success with Indian clients who value cultural authenticity and history.

**Social Factors:** Family and peer networks significantly influence consumer purchasing decisions in India. Word-of-mouth recommendations and acceptance from peers and family play a big role in purchase decisions, especially when it comes to luxury products. Through celebrity relationships and endorsements, a luxury brand can also have more appeal amongst Indian consumers.

**Economic Factors:** The middle class and overall level of income in India drives demand for high-end goods and experiences. Rise in disposable incomes and urbanization have made the luxury brand industry very profitable. Indian consumers, particularly those who reside in cities, are ready to spend money on high-end products.

**Psychological Factors:** Customers' desire for luxury brands in India is mostly influenced by their social standing and aspirational identities. Luxury goods have come to stand for success and prestige since consumers aspire to greater wealth and social standing. Luxury brands that align with consumers' aspirations and sense of self evoke positive emotions and fulfil their psychological need for respect and acceptance.

**Demographic Factors:** Generational and regional factors also impact consumer behavior with regard to premium brands. While younger consumers may prioritize innovation, digital experiences, and sustainability, older generations may value heritage and classic luxury. Moreover, urban consumers exhibit different tastes than their rural counterparts, who may prioritize practicality and utility over style when making purchases as a result of their exposure to international trends and fashion.

#### 1.4 Social Media Marketing Efforts of Luxury Brands

Through social media marketing, luxury brands employ storytelling, exclusivity, and artistry to craft compelling brand experiences that resonate with consumers. In the digital sphere, luxury companies may

increase sales and cultivate a loyal client base by working with influencers, creating engaging content, offering exclusive deals, and engaging directly with consumers.

The use of Instagram by upscale apparel brands on social media has increased. To enter new markets, luxury brands—especially those in the fashion industry—work together with celebrities. Among the many celebrity types that appeal to various audiences are models, athletes, and singers.

Luxury Brands uses various strategies on social media and some of them are as follows:

**Stories:** High-end brands utilize Instagram Stories to share magazine spreads featuring their goods, product advertising, and behind-the-scenes images of them arranging different looks.

**Live Videos:** Luxury labels regularly use live video streaming to give customers an unmatched front-row experience at fashion events.

**IGTV:** High-end brands utilize Instagram TV to provide exclusive looks at the strategy that goes into releasing new lines of clothing and advertising campaigns.

**Instagram shopping:** Instagram allows wealthy customers to peruse and make instant purchases. Several brands have integrated Instagram shopping into their profiles, such as Dior, Prada, Balmain, Gucci, etc. (Simona Vinerean & Alin Opreana, 2019)

Together, these strategies boost brand recognition, facilitate fan communication, and present luxury items in an interesting and captivating manner on Instagram.

Social media seems to be especially important for luxury brands to succeed (Phan et al., 2011). First luxury brand to realize that social media could be used to engage customers and eventually generate purchase intention was Burberry (Phan et al., 2011).

### 1.5 Impact of Social Media Marketing Efforts of Luxury Brands on Brand Purchase Intention and Consumer Behaviour

The social media marketing campaigns of luxury brands have a significant and diverse impact on consumers' brand-buying intentions and behaviors. Luxury brands may be able to improve their perception, encourage purchase intentions, foster community engagement, increase brand awareness, and ultimately influence consumer behaviour by utilizing social media platforms effectively.

## II. LITERATURE REVIEW

1. "Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior"- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R., 2016

The research studied the relationships of how social media marketing efforts influence the brand equity creation and consumer behaviour towards luxury brands. Survey was used and the respondents were customers of majorly of five different brands. The result of this study was that social media marketing efforts have a positive impact on brand equity. A conceptual framework for social media marketing efforts, brand equity and customer reactions were studied. The strongest impact of SMMEs is at the level of the consumer's brand loyalty, followed by preference for a luxury brand, and finally the willingness to pay a premium price.

2. "Effect of Social Media Marketing of Luxury Brands on Brand Equity, Customer Equity and Customer Purchase Intention" - Rizwan Raheem Ahmed, 2023

The findings show a robust relationship between social media marketing and brand equity. Social media marketing initiatives have a direct impact on customer equity through brand equity. Additionally, these programs have a large and direct impact on purchase intention through brand equity. There is a strong correlation between brand equity and customer equity. Purchase intention and brand equity are positively and significantly correlated. Brand equity acts as a substantial and positive mediating factor in the interaction between customer equity and social media marketing efforts (SMMEs). The study presents an exciting new perspective: social media marketing, the hype about haute couture, and Preto Porte have a big impact on purchase intention and consumer equity in the Pakistani market.

3. "A Study On Consumer Behaviour Towards Luxury Products"- Gopaljee Tiwari & Barma Lohith, 2023

The study's goal was to examine customer behavior when it comes to premium brand purchasing. The link between consumer purchasing, the dependent variable, and the independent variables of price, perceived quality, perceived societal standing, and brand loyalty, and the moderating variable of income. Through mass emails to friends and colleagues, 100 respondents provided the original data, which was then analyzed using condensed and descriptive statistics. Perceived social status and brand loyalty have a stronger correlation with the elements influencing customer purchase behavior than price and perceived quality. Monthly income has no bearing on the link between the independent variable, brand loyalty, and the dependent variable, consumer purchasing behavior.

4. "The consumer behavior of luxury goods: a review and research agenda" - Amrita Dhaliwal, Devinder Pal Singh, 2020

The study provides a comprehensive evaluation of the various factors influencing consumer behavior toward luxury items and synthesizes previous research in this area. Reputable databases were searched in order to compile the results. Twenty-two publications in all were located and sorted based on the themes, analysis details, and study type.

The results provide an overview of the perspectives that have been used to study behavior connected to luxury goods in the past. This research discusses the antecedents of luxury purchasing behavior and classifies them into four main categories: aspects related to luxury objects, individual variables, psychological factors, and cultural and societal factors. Furthermore, a novel model is developed to elucidate the relationship between these antecedents and luxury consumer behavior.

5. "Remodeling Consumer Brand Choice Behavior: The Effects Of Social Media Influences And Celebrity Endorsement"- Abul Kalam, 2022

The researchers' other top goal was looking at the different issues surrounding celebrity endorsers and social media effects. In light of this, we investigate the present research trend in detail to provide a state-of-the-art understanding of the earlier. Researchers investigated the effects of social media and celebrity endorsers on consumer brand purchase decisions. We have conducted a detailed analysis of 200 peer-reviewed papers, 86 of which are research frameworks from double-blind, scientific journals published over the last five years and containing at least four citations. We also looked closely at the theories of social learning and source reliability that were used to assess the proposed relationships. We have followed the structure of the analyzed studies on social media influences and celebrity endorsers in listing and summarizing the factors examined in different study contexts.

6. "Celebrity endorsement and its impact on purchase intention of luxurious brands"- Mostafa Nabil, 2022

The aim of this research is to investigate the potential impact of celebrity endorsement on consumers' purchase intentions of luxury items. Responses to the survey were submitted by a sample of 145 respondents. The data were examined using factor analysis, regression analysis, and reliability tests to assess the hypothesis. Research findings indicate that luxury brands' purchase intentions are impacted by celebrity endorsement, especially when considering the five aspects of celebrity endorsement: physical appeal, reliability, product-celebrity fit, celebrity credibility, and celebrity knowledge. However, the statistics showed that reliability has the biggest influence, even while celebrity talent is also relatively important.

7. "Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era"- Jamil, Dunnan, Rana Faizan Gul, Muhammad Usman Shehzad, Syed Hussain Mustafa Gillani, Fazal Hussain Awan, 2022

The purpose of this study was to look into how social media marketing activities (SMMA) affect consumers' intents to buy, participate in, and continue. This study also looks at the mediating roles of social identification and satisfaction. Participants in the study demonstrated proficiency on Facebook and Instagram, two widely used social media platforms in Pakistan. Data was collected using a self-administered questionnaire completed by the respondents. Through the use of an online community, we invited users of Facebook and Instagram to complete the survey utilizing the official online questionnaire system. Data from 353 respondents were obtained, and structural equation modeling (SEM) was used to evaluate the data. The results show that SMMA have a major impact on users' intentions.

8. "The Effects of Social Media Marketing on Customer's Purchase Intention; a Moderated Mediation Model from Apparel Industry of Pakistan"- Pu Liu, Hassan Ali Qureshi, 2023

The main objective of this study was to examine the relationship between SMM and PI using BI from Pakistani designer clothing labels as a mediating factor. In this study, brand image served as a mediator. A study was conducted with a quantitative questionnaire design. The results indicate that SMM has a positive impact on purchasing intention. Additionally, it is found that brand image has a significant mediating effect. The study's conclusions will help decision-makers understand the importance of social media marketing in relation to purchase intentions and brand promotion.

9. "The Effect of Social Media Marketing on Luxury Brand Customer Equity among Young Adults"- Finadya Rienetta, Sri Rahayu Hijrah Hati And Gita Gayatri, 2017

The current study examines the impact of social media marketing for luxury brands on young adults' purchase intention and customer equity. An online survey of 225 young adults revealed that social media marketing

positively affects value equity, brand equity, and relationship equity. The study also found, contrary to previous research, that young adults who buy luxury brands prioritize value equity and relationship equity over brand equity because the former directly and significantly affects customer equity while the latter only has an indirect effect.

10. "Social Media Activities and Its Influence on Customer-Brand Relationship: An Empirical Study of Apparel Retailers' Activity in India"- Sukanya Sharma, Saumya Singh, Fedric Kujur and Gairik Das, 2020  
This study aimed to determine how much Social Media Marketing Activities (SMMA) by businesses genuinely enhance customer connections and stimulate buy intention, as well as how SMMA is applied to promote fashion items like apparel. SMMA is also an effective instrument for developing business marketing plans. These days, it's an essential tool for working with both people and businesses. Customers' propensity to make purchases through social media is proven to be positively and statistically significantly impacted by the relationship that exists between the "costumer" and the brand.

11. "Impact of Social Media on Consumer Buying Behavior"- Sony Varghese, Ms. Mansi Agrawal, 2021  
The study looks into how user-generated content and content availability can affect customer buying behavior. The consumer decision process is broken down into six parts by the EBM model, which has been implemented. Furthermore, investigations have been carried out to ascertain the model's suitability for social media utilization. A quantitative survey has been carried out to look into the many aspects of the decision-making process that customers go through. A study claims that in the digital age, social media significantly affects consumers' judgments on what to buy.

12. "The Impact of Social Media Marketing Activities on Consumer Purchase Intention: Case of Facebook Live Streaming"- Sompoach Jakwatanaham, Bordin Phayaphrom, Wasutida Nurittamont, 2022  
The study sample consisted of 205 respondents in total, selected by a straightforward sampling process. Quantitative surveys were used to collect data based on the social media activities (SMMA) model constructs. On the data, multiple regression analysis was done. It has been found that purchase intention is strongly impacted by each aspect of social media marketing activity. Perceived trust is the best predictor, followed in order by entertainment, interaction, and electronic word of mouth (eWOM). The findings will help e-commercial live streamers comprehend that, even when live streaming provides entertainment and interactive experiences to the audience as engagement outcomes, trust and eWOM remain the primary influencing aspects for customers' desire to purchase.

13. "Social Media Marketing Efforts of Luxury Brands on Instagram Simona"- Vinerean and Alin Opreana, 2019  
This article focuses at the Instagram space occupied by luxury fashion brands and highlights key strategies that should be part of any social media marketing strategy. Subsequent research endeavors ought to focus on developing a quantitative marketing research study employing primary data to examine the degree to which Instagram influences luxury fashion purchases, both in general and with respect to a particular high-end brand. This study's foundation was the luxury fashion sector, where social media strategies have been successfully used to interact and reach clients and aspirational consumers.

14. "The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y"- Bamini KPD Balakrishnan, Mohd Irwan Dahnil, Wong Jiunn Yi, 2013  
The objective of this research is to examine the impact of social media marketing on the purchase intention and brand loyalty of Generation Y. In Malaysian universities, surveys are conducted randomly and questionnaires are sent to undergraduate students. Three hypotheses and two claims were developed and tested using regression and mean analysis. The results showed that online marketing communications, mainly through online communities, electronic word of mouth, online reviews, and online ads on business websites and social media platforms, effectively improve brand loyalty and product purchase intention. These findings can help marketing managers comprehend the value of social media marketing as a strategy for connecting with younger consumers who are just starting to become consumers. It also implies that the internet plays a big role in modern marketing since it makes it possible for advertisers to get in touch with customers faster and more efficiently.

15. "Effect of Social Media Marketing on Purchase Intention Mediated by Customer Trust and Consumer Brand Engagement (Survey on Consumer of Local Brand Of Skincare Product in West Sumatra, Indonesia)" - Putri Nadhira Adelina.,Ratni Prima Lita., Syafrizal,2022

This research is conducted to explore the mediating effect on purchase intention with social media marketing, customer trust and consumer brand involvement. The data was analyzed through using PLS SEM method. The research findings showed that social media marketing has a positive and significant impact on consumer trust, consumer brand engagement and purchase intention. The results also showed that brand engagement mediates the relationship between social media marketing and purchase intention. Whereas, consumer trust is not significant to purchase intention and also it does not mediate the relationship between social media marketing and purchase intention.

16. "The Effect of Social Media Marketing on Luxury Brand Purchase Intention"- Wenyi Leong, Omkar Dastane, Herman Fassou Haba,2022

This research objective was to study the impact of social media marketing on consumers' online purchase intention related to luxury brands. This study was done through explanatory research and quantitative method. Social media marketing was an independent variable and online purchase intention was the dependent variable. Luxury perception acted as a mediator. Snowball sampling was used. Data was collected by a questionnaire with the sample size of 211 Malaysian online shoppers of luxury brands. The findings shows that social media marketing positively and significantly impacts the online purchase intention for luxury brands.

17. "The Influence of Social Media's Marketing Efforts on Brand Equity and Consumer Response"- Rida Sehar, Sarfraz Ashraf and Faisal Azam, 2019

This research investigates the effect of social media marketing efforts on brand equity and consumers' behavior towards the brand. Different brands were used to study. A structured questionnaire was formed with five elements of social media marketing efforts (entertainment, interaction, Word of Mouth, trendiness, customization), three dimensions of brand equity (brand awareness, brand image, brand quality) and three dimensions of consumer response (preference, price premium, loyalty). The findings of this study showed that there is a positive link between the three variables that are social media marketing efforts, brand equity and consumer response.

18. "The Influence of Social Media Marketing Activities on Indonesian Local Apparel Brand Purchase Intentions"- Anhari Firdaus and Lusianus Kusdibyo,2021

The objective of this research was to measure the impact of social media marketing activities on purchase intention of small local apparel brand companies in Indonesia. Data was collected through an online survey. The study used PLS-SEM to test the hypotheses. The findings showed that social media marketing variables that are entertainment, trendiness and e-WOM has positive impact on purchase intention.

19. "Effect of online social media marketing efforts on customer response"- Yogesh Upadhyay, Justin Paul, Raturaj Baber, 2022

This study was conducted among the customers of major smartphone brands in India. The objective of this study was to examine the influence of social media marketing efforts on customer behaviour through brand equity and trust. It also studies that how brand equity and brand trust interact during the process. The findings showed that brand equity partially mediate the impact of social media marketing efforts on consumer response. Brand trust does not succeed in conversion to customer response.

20. "The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy"- Siti Maria, Tommy Pusriadi, Yundi Permadi Hakim and Dio Caesar Darma, 2019

This research was done with the aim to analyze the impact of social media marketing, word of mouth and the effectiveness of advertising on brand awareness and its effect on intention to purchase. The sample size was of 50 customers of transportation services in Samarinda. The data was collected through a questionnaire and analyzed through SPSS. The findings of this study were that social media marketing and effectiveness of advertising directly effects the brand awareness of Go-Jek. Social media marketing and effectiveness of advertising indirectly impacts the intention to purchase through Go-Jek awareness.

21. "Analyzing Consumer Behavior Towards Luxury Jewelry Brands"- Erika Gail Austria,Belle Chloe D. Dacara and Allyssa Gabrielle S. Peralta, 2022

This quantitative study was done with the objective to analyze consumer behaviour towards luxury branded jewelries. A survey was used to collect the primary data. The findings shows that word of mouth helps in increasing brand recognition. The results shows that females have a higher brand recognition of this luxury jewelry than men regarding demographics.

22. “Role of Social Media Marketing Activities (SMMA) in Apparel Brands Customer Response: A Moderated Mediation Analysis”- Zobi Khan , Yongzhong Yang , Mohsin Shafi and Ruo Yang, 2019

This research was done to analyze the impact of clothing or apparel brand social media marketing efforts on brand equity and consumer behavior in Pakistan. A questionnaire was used for which the sample size was 406 customers who used clothing brands. SPSS was used to analyze the data. The results showed that SSMMAs had the mediating effect of FSMMAs, brand equity, and customer response.

23. “Exploring the Impact of Social Media Marketing Features on Purchase Intention in the Fast-Food Industry”- Jalal Rajeh Hanaysha,2022

This study was done to test the impact of four social media marketing activities on purchase intention in the fast-food industry. This study was conducted in United Arab Emirates and a survey was conducted among several customers. The results showed that there is a significance of selected social media marketing activities in impacting consumer purchase intention.

24. “The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty”- Yusuf BİLGİN, 2018

This research was done with the objective to examine the impact of social media marketing efforts on brand awareness, brand image and brand loyalty. The other objective of this research was also to examine the impact of brand awareness and brand image on brand loyalty. The factors of social media marketing efforts used are entertainment, interaction, trendiness, advertisement and customization. The findings show that social media marketing efforts is effective on brand image and brand loyalty. The other results were that brand image have a significant effect on brand loyalty.

### III. RESEARCH METHODOLOGY

This chapter includes various things like research objectives, research design, sample size and other information that helps in completion of this study.

#### 3.1 Research Objectives

1. To know the impact of luxury brands’ social media marketing efforts on consumer behaviour.
2. To evaluate the impact of luxury brands’ social media marketing efforts on brand awareness
3. To know the impact of luxury brands’ social media advertisements on consumer behaviour
4. To know the impact of social media marketing efforts on brand purchase intention.

#### 3.2 Framework

The independent variable is social media marketing efforts and dependent variable includes the consumer behaviour and brand purchase intention.

The six factors of social media marketing efforts used are entertainment, trendiness, customization, interaction and word of mouth and social media advertisements. The dependent factors include brand loyalty, willingness to pay premium price and preference. Brand purchase intention is another dependent variable. Brand awareness is also included in the study.

#### 3.3 Research Design

Mixed research is the type of research design used in the research analysis because it combines quantitative and qualitative methods in a single study. In this type of study, the research design is conclusive. It is descriptive and is based on a questionnaire. It is cross-sectional in terms of description.

#### 3.4 Data Collection

##### 3.4.1 Primary Data

The primary data is collected through a questionnaire. A google form was circulated through various social media channels.

##### 3.4.2 Secondary Data

To collect the secondary data was collected through various research papers, websites etc.to find the research gaps and also to set the research objectives. Secondary data also helped to know about the topic in a better and broader manner.

##### 3.4.3 Sample size

A sample size of 160 was used to conduct this research.

##### 3.4.4 Sampling Technique



Non probability sampling method is used for this research under which convenience sampling technique is used to reduce the biasness and get insights from wide respondents.

### 3.5 Data Analysis

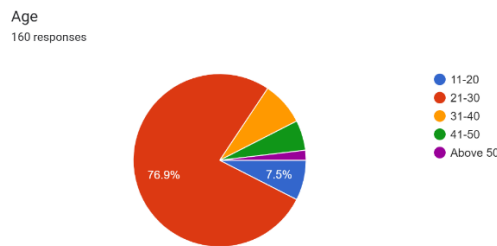
For data analysis Smart Pls and excel is used.

## IV. DATA ANALYSIS

### Demographic Results

#### 1. Age

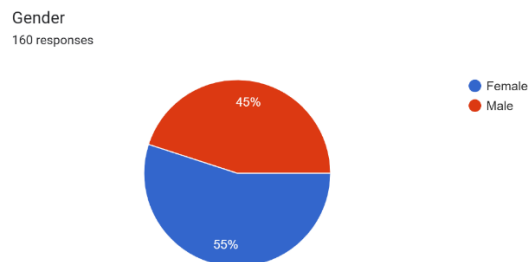
Age	Frequency	Percentage
11-20	12	7.5%
21-30	123	76.9%
31-40	13	8.1%
41-50	6	5.6%
Above 50	3	1.9%



From the above pie chart, it can be observed that 76.9% that is 123 respondents are between the age of 21-30. 8.1% that is 13 respondents are between the age of 31-40. 7.5% that is 12 respondents are between the age of 11-20. 5.6% that is 6 respondents are between the age of 41-50. 1.9% that is 3 respondents are aged above 50 years.

#### 2. Gender

Gender	Frequency	Percentage
Female	88	55%
Male	72	45%

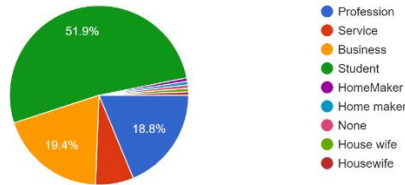


From the above pie chart, it can be observed that the maximum that is 55% of the respondents are female and 45% of the respondents are male.

#### 3. Occupation

Occupation	Frequency	Percentage
Profession	30	18.8%
Service	11	6.9%
Business	31	19.4%
Student	83	51.9%
Homemaker/housewife	4	2.4%
None	1	0.6%

Occupation  
160 responses



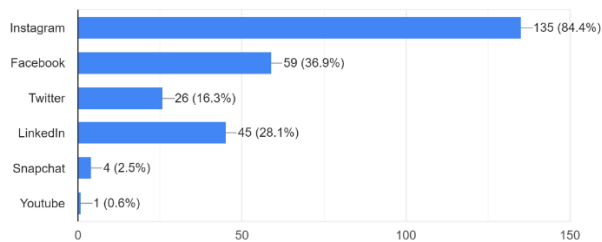
83 respondents (51.9%) are students. 31 (19.4%) respondents are having business as their occupation. 11 (6.9%) respondents are having occupation as service. 30 respondents (18.8%) are professionals. 4 respondents are housewife/home maker. 1 respondent has none of the above occupation.

**Social Media Engagement and Brand Awareness**

**Ques 1) Which social media platforms do you use regularly? (Select all that apply)**

Social Media Platform	Frequency	Percentage
Instagram	135	84.4%
Facebook	59	36.9%
Twitter	26	16.3%
LinkedIn	45	28.1%
Snapchat	4	2.5%
YouTube	1	0.6%

Which social media platforms do you use regularly? (Select all that apply)  
160 responses

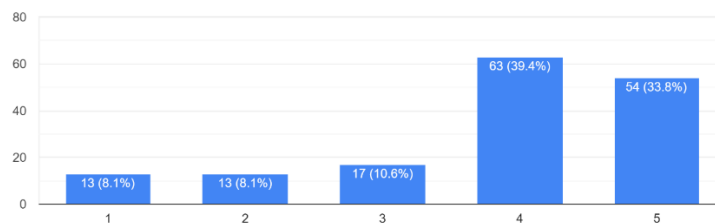


Maximum of the respondents i.e. 84.4% use Instagram regularly. 36.9% of the respondents use Facebook regularly. 16.3% of the respondents use Twitter regularly. 28.1% of the respondents use LinkedIn regularly. 4 respondents use Snapchat and 1 of the respondent use YouTube regularly.

**Ques 2) I actively engage with luxury brands on social media (e.g., liking posts, commenting, sharing).**

	Frequency	Percentage
Strongly Agree	54	33.8%
Agree	63	39.4%
Neutral	17	10.6%
Disagree	13	8.1%
Strongly Disagree	13	8.1%

I actively engage with luxury brands on social media (e.g., liking posts, commenting, sharing).  
160 responses

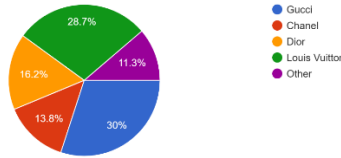


From the above graph it can be observed that 33.8% i.e. 54 respondents strongly agree to the statement “I actively engage with luxury brands on social media (e.g., liking posts, commenting, sharing). 63 respondents i.e. 39.4% agree to the statement. 10.6% i.e. 17 respondents are neutral to the statement. 13 respondents strongly disagree and 13 of them disagree with the above statement.

**Ques 3) Which luxury brand’s account do you follow?**

Social Media Platform	Frequency	Percentage
Gucci	48	30%
Chanel	22	13.8%
Dior	26	16.2%
Louis Vuitton	46	28.7%
Other	18	11.3%

Which luxury brand’s account do you follow?  
160 responses

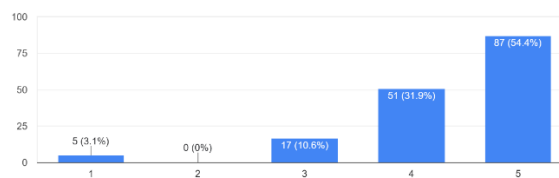


From the above pie chart, it can be analyzed that 30% of the respondents follow Gucci brand’s account. 28.7% of the respondents follow Louis Vuitton brand’s account. 16.2% of the respondents follow Dior brand’s account. 13.8% of the respondents follow Chanel brand’s account. 11.3% of the respondents follow other luxury brands’ account.

**Ques 4) I can recognize the luxury brand quickly among competing brands**

	Frequency	Percentage
Strongly Agree	87	54.4%
Agree	51	31.9%
Neutral	17	10.6%
Disagree	0	0%
Strongly Disagree	5	3.1%

I can recognize the luxury brand quickly among competing brands  
160 responses

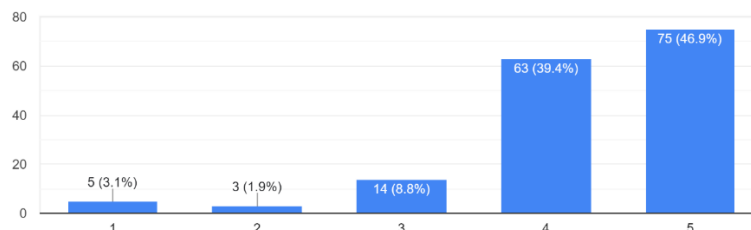


From the above graph it can be analyzed that maximum of the respondents can recognize the luxury brand quickly among the competing brands. 54.4% i.e. 87 respondents strongly agree and 51 respondents i.e. 31.9% agree that they can recognize the luxury brand quickly among competing brands. 3.1% i.e. 5 respondents strongly disagree with the above statement and 17 of them are neutral towards the statement.

**Ques 5) I am familiar with the products of this luxury brand**

	Frequency	Percentage
Strongly Agree	75	46.9%
Agree	63	39.4%
Neutral	14	8.8%
Disagree	3	1.9%
Strongly Disagree	5	3.1%

I am familiar with the products of this luxury brand  
160 responses



From the above graph it can be analyzed that maximum of the respondents are familiar with the products of luxury brand they follow. 46.9% i.e. 75 respondents strongly agree and 63 respondents i.e. 39.4% agree that they are familiar with the products of luxury brand they follow. 3.1% i.e. 5 respondents strongly disagree with the above statement and 14 of them are neutral towards the statement. 3 of the respondents disagree with the statement.

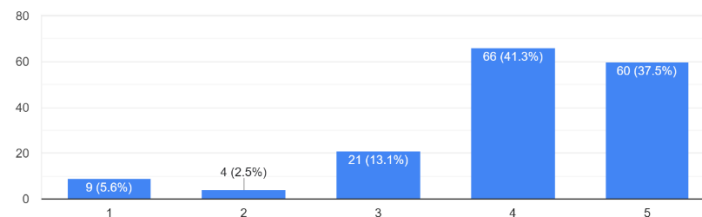
## Social Media Marketing Efforts

### Entertainment

**Ques 6) The content found on luxury brands social media seems interesting.**

	Frequency	Percentage
Strongly Agree	60	37.5%
Agree	66	41.3%
Neutral	21	13.1%
Disagree	4	2.5%
Strongly Disagree	9	5.6%

The content found on luxury brands social media seems interesting.  
160 responses

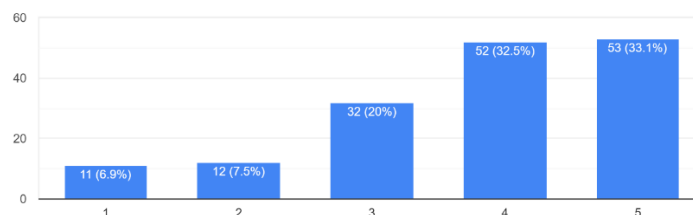


From the above graph it can be analyzed that most of the respondents find the content on luxury brands' social media interesting. 60 respondents (37.5%) strongly agree and 66 respondents (41.3%) agree that they find the content on luxury brands' social media interesting. Whereas 9 of the respondents strongly disagree and 4 disagree with the statement "The content found on luxury brands social media seems interesting". 21 of the respondents are neutral to this statement.

**Ques 7) The content shared on luxury brands social media is enjoyable.**

	Frequency	Percentage
Strongly Agree	53	33.1%
Agree	52	32.5%
Neutral	32	20%
Disagree	12	7.5%
Strongly Disagree	11	6.9%

The content shared on luxury brands social media is enjoyable.  
160 responses

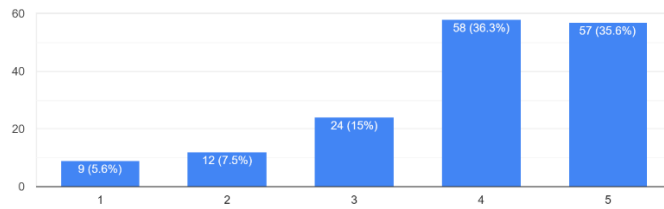


From the above graph it can be analyzed that most of the respondents find the content shared on luxury brands' social media enjoyable. 53 respondents (33.1%) strongly agree and 52 respondents (32.5%) agree that they find the content shared on luxury brands' social media enjoyable. Whereas 11 of the respondents strongly disagree and 12 disagree with the statement "The content shared on luxury brands social media enjoyable". 32 of the respondents are neutral to this statement.

**Ques 8) It is fun to collect information on luxury items through brands social media.**

	Frequency	Percentage
Strongly Agree	57	35.6%
Agree	58	36.3%
Neutral	24	15%
Disagree	12	7.5%
Strongly Disagree	9	5.6%

It is fun to collect information on luxury items through brands social media.  
160 responses



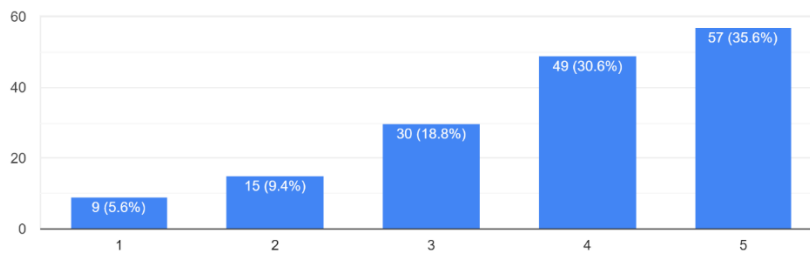
From the above graph it can be analyzed that 57 respondents (35.6%) strongly agree and 58 respondents (36.3%) agree that it is fun to collect information on luxury items through brands social media. Whereas 9 of the respondents strongly disagree and 12 disagree with the statement. 24 of the respondents are neutral to this statement.

**Customization**

**Ques 9) The luxury brands social media provide customized services.**

	Frequency	Percentage
Strongly Agree	57	35.6%
Agree	49	30.6%
Neutral	30	18.8%
Disagree	15	9.4%
Strongly Disagree	9	5.6%

The luxury brands social media provide customized services.  
160 responses

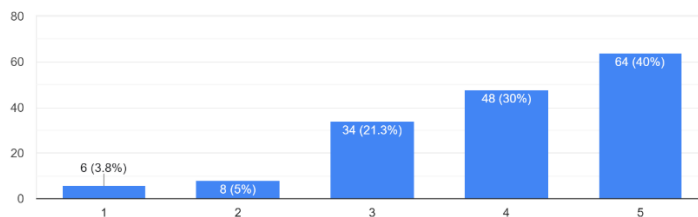


From the above graph it can be analyzed that 57 respondents (35.6%) strongly agree and 49 respondents (30.6%) agree that the luxury brands social media provide customized services. Whereas 9 of the respondents strongly disagree and 15 disagree with the statement. 30 of the respondents are neutral to this statement.

**Ques 10) It is easy to use luxury brands social media.**

	Frequency	Percentage
Strongly Agree	64	40%
Agree	48	30%
Neutral	34	21.3%
Disagree	8	5%
Strongly Disagree	6	3.8%

It is easy to use luxury brands social media.  
160 responses

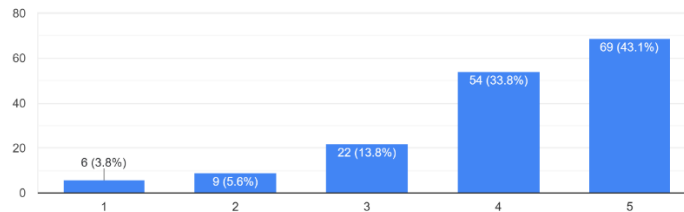


From the above graph it can be analyzed that most of the respondents strongly agree i.e. 64 respondents (40%) to the statement that it is easy to use luxury brands social media. 30% of the respondents i.e. 48 respondents agree with the above statement. 34 respondents are neutral towards the above statement. Whereas 6 respondents strongly disagree and 8 disagree with the above statement.

**Ques 11) Luxury brands social media offers customized information search.**

	Frequency	Percentage
Strongly Agree	69	43.1%
Agree	54	33.8%
Neutral	22	13.8%
Disagree	9	5.6%
Strongly Disagree	6	3.8%

Luxury brands social media offers customized information search.  
160 responses

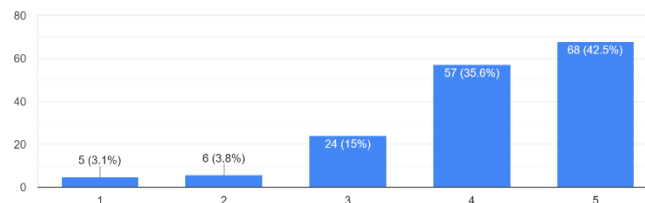


From the above graph it can be analyzed that most of the respondents strongly agree i.e. 69 respondents (43.1%) to the statement that luxury brands social media offers customized information search. 33.8% of the respondents i.e. 54 respondents agree with the above statement. 22 respondents are neutral towards the above statement. Whereas 6 respondents strongly disagree and 9 disagree with the above statement.

**Interaction****Ques 12) It is easy to convey my opinion through luxury brands social media.**

	Frequency	Percentage
Strongly Agree	68	42.5%
Agree	57	35.6%
Neutral	24	15%
Disagree	6	3.8%
Strongly Disagree	5	3.1%

It is easy to convey my opinion through luxury brands social media.  
160 responses

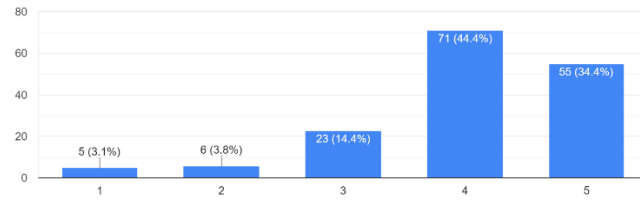


From the above graph it can be analyzed that most of the respondents strongly agree i.e. 68 respondents (42.5%) to the statement that it is easy to convey my opinion through luxury brands social media. 35.6% of the respondents i.e. 57 respondents agree with the above statement. 24 respondents are neutral towards the above statement. Whereas 5 respondents strongly disagree and 6 disagree with the above statement.

**Ques 13) It is possible to exchange opinions or conversation with others through luxury brands social media.**

	Frequency	Percentage
Strongly Agree	55	34.4%
Agree	71	44.4%
Neutral	23	14.4%
Disagree	6	3.8%
Strongly Disagree	5	3.1%

It is possible to exchange opinions or conversation with others through luxury brands social media.  
160 responses

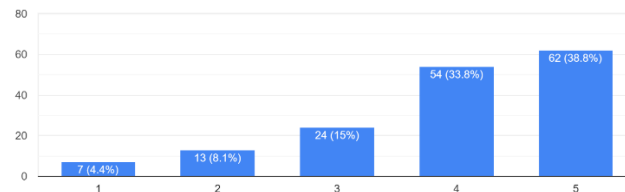


From the above graph it can be analyzed that most of the respondents strongly agree i.e. 55 respondents (34.4%) to the statement that it is possible to exchange opinions or conversation with others through luxury brands social media. 44.4% of the respondents i.e. 71 respondents agree with the above statement. 23 respondents are neutral towards the above statement. Whereas 5 respondents strongly disagree and 6 disagree with the above statement.

**Ques 14) It is possible to do two-way interaction through luxury brands social media.**

	Frequency	Percentage
Strongly Agree	62	38.6%
Agree	54	33.8%
Neutral	24	15%
Disagree	13	8.1%
Strongly Disagree	7	4.4%

It is possible to do two-way interaction through luxury brands social media.  
160 responses



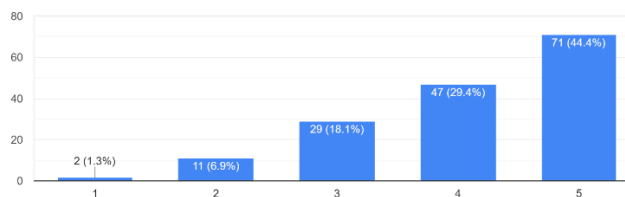
From the above graph it can be analyzed that most of the respondents strongly agree i.e. 62 respondents (38.8%) to the statement that it is possible to do two-way interaction through luxury brands social media. 33.8% of the respondents i.e. 54 respondents agree with the above statement. 24 respondents are neutral towards the above statement. Whereas 7 respondents strongly disagree and 13 disagree with the above statement.

**Word of Mouth**

**Ques 15) I would like to pass out information on products or services from luxury brands social media to my friends.**

	Frequency	Percentage
Strongly Agree	71	44.4%
Agree	47	29.4%
Neutral	29	18.1%
Disagree	11	6.9%
Strongly Disagree	2	1.3%

I would like to pass out information on products or services from luxury brands social media to my friends.  
160 responses



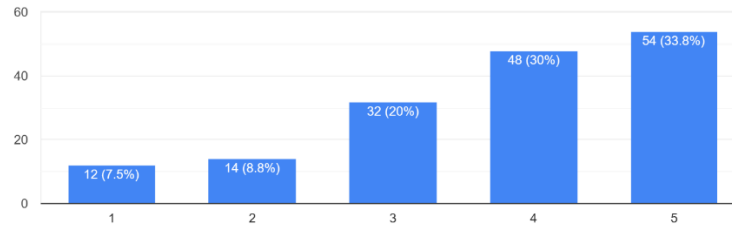
From the above graph it can be analyzed that most of the respondents strongly agree i.e. 71 respondents (44.4%) to the statement that he or she would like to pass out information on products or services from luxury brands social media to my friends.

29.4% of the respondents i.e. 47 respondents agree with the above statement. 29 respondents are neutral towards the above statement. Whereas 2 respondents strongly disagree and 11 disagree with the above statement.

**Ques 16) I would like to upload contents from luxury brands social media on my blog or micro blog.**

	Frequency	Percentage
Strongly Agree	54	33.8%
Agree	48	30%
Neutral	32	20%
Disagree	14	8.8%
Strongly Disagree	12	7.5%

I would like to upload contents from luxury brands social media on my blog or micro blog.  
160 responses

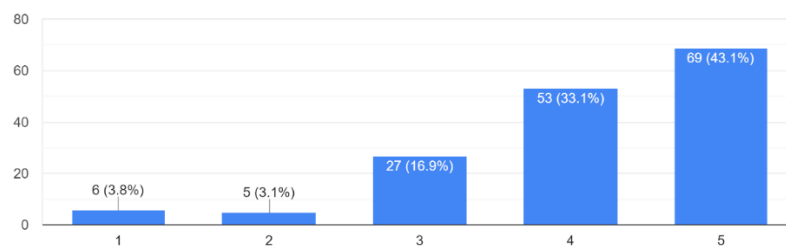


From the above graph it can be analyzed that 54 respondents i.e. 33.8% respondents strongly agree to the statement that he or she would like to upload contents from luxury brands social media on my blog or micro blog. 30% of the respondents i.e. 48 respondents agree with the above statement. 32 respondents are neutral towards the above statement. Whereas 12 respondents strongly disagree and 14 disagree with the above statement.

**Ques 17) Positive reviews and recommendations on social media encourages me to buy from a luxury brand.**

	Frequency	Percentage
Strongly Agree	69	43.1%
Agree	53	33.1%
Neutral	27	16.9%
Disagree	5	3.1%
Strongly Disagree	6	3.8%

Positive reviews and recommendations on social media encourages me to buy from a luxury brand.  
160 responses



Through the above graph it can be seen that maximum respondents i.e. 69 respondents strongly agree to the statement that positive reviews and recommendations on social media encourages to buy from a luxury brand. 53 respondents i.e. 33.1% agree with the statement. 27 respondents are neutral towards the above statement. Whereas 6 respondents strongly disagree and 5 respondents disagree with the statement.

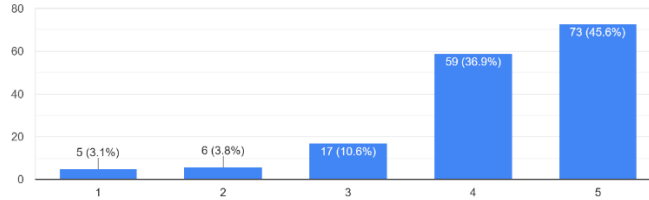
**Trendiness**

**Ques 18) I get information regarding new trends through social media of luxury brands.**

	Frequency	Percentage
Strongly Agree	73	45.9%
Agree	59	36.9%
Neutral	17	10.6%
Disagree	6	3.8%
Strongly Disagree	5	3.1%



I get information regarding new trends through social media of luxury brands'.  
160 responses

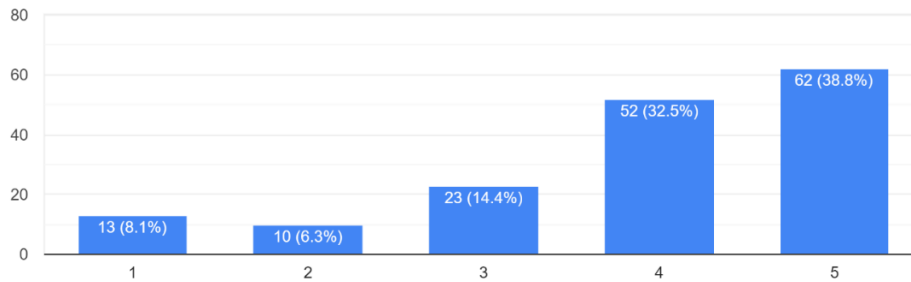


Through the above graph it can be seen that maximum respondents i.e. 73 respondents strongly agree to the statement that they get information regarding new trends through social media of luxury brand. 59 respondents i.e. 36.9% agree with the statement. 17 respondents are neutral towards the above statement. Whereas 5 respondents strongly disagree and 6 respondents disagree with the statement.

**Ques 19) Using luxury brands social media is very trendy.**

	Frequency	Percentage
Strongly Agree	62	38.8%
Agree	52	32.5%
Neutral	23	14.4%
Disagree	10	6.3%
Strongly Disagree	13	8.1%

Using luxury brands social media is very trendy.  
160 responses

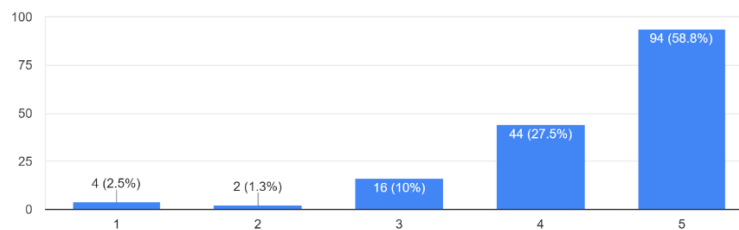


From the above graph it can be analyzed that using luxury brands' social media is very trendy because most of respondents strongly agree to the statement i.e. 62 (38.8%) respondents. 52 respondents agree with the statement. On the other hand, 13 respondents strongly disagree and 10 disagree with the statement. 23 respondents are neutral about the above statement.

**Ques 20) Content shared on social media by luxury brands is latest.**

	Frequency	Percentage
Strongly Agree	94	58.8%
Agree	44	27.5%
Neutral	16	10%
Disagree	2	1.3%
Strongly Disagree	4	2.5%

Content shared on social media by luxury brands is latest.  
160 responses



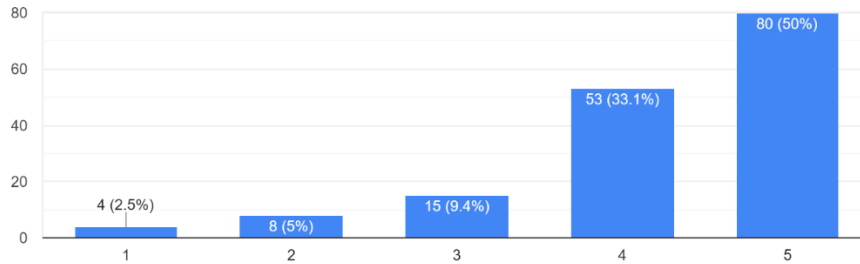
From the above graph it can be analyzed that content shared on social media by luxury brands is latest because maximum respondents strongly agree to the statement i.e. 94 (58.8%) respondents. 44 respondents agree with the statement. On the other hand, 4 respondents strongly disagree and 2 disagree with the statement. 16 respondents are neutral about the above statement.

**Social Media Advertisements**

**Ques 21) I like the ads that this luxury brand has published on social media.**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	80	50%
Agree	53	33.1%
Neutral	15	9.4%
Disagree	8	5%
Strongly Disagree	4	2.5%

I like the ads that this luxury brand has published on social media.  
160 responses

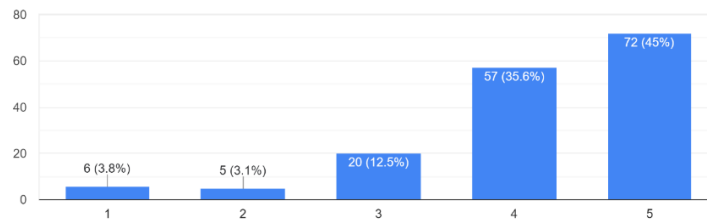


Through the above graph it can be seen that maximum respondents i.e. 80 respondents strongly agree to the statement that they like ads of luxury brands published on social media. 53 respondents i.e. 33.1% agree with the statement. 15 respondents are neutral towards the above statement. Whereas 4 respondents strongly disagree and 8 respondents disagree with the statement.

**Ques 22) The ads released by luxury brands on social media are interesting.**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	72	45%
Agree	57	35.6%
Neutral	20	12.5%
Disagree	5	3.1%
Strongly Disagree	6	3.8%

The ads released by luxury brands on social media are interesting.  
160 responses

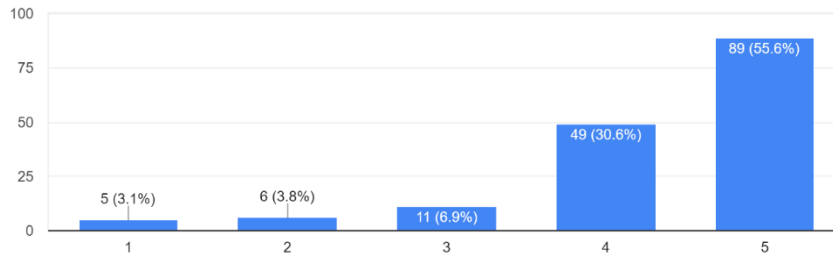


From the above graph it can be analyzed that most of the respondents strongly agree i.e. 72 respondents (45%) to the statement that the ads released by luxury brands on social media are interesting. 35.6% of the respondents i.e. 57 respondents agree with the above statement. 20 respondents are neutral towards the above statement. Whereas 6 respondents strongly disagree and 5 disagree with the above statement.

**Ques 23) Social media ads positively affect my attention towards luxury brands.**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	89	55.6%
Agree	49	30.6%
Neutral	11	6.9%
Disagree	6	3.8%
Strongly Disagree	5	3.1%

Social media ads positively affect my attention towards luxury brands.  
160 responses



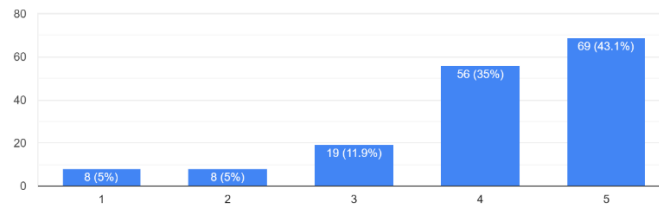
From the above graph it can be analyzed that maximum respondents i.e. 89 respondents (55.6%) strongly agree to the statement that social media ads positively affect my attention towards luxury brands. 30.6% of the respondents i.e. 49 respondents agree with the above statement. 11 respondents are neutral towards the above statement. Whereas 5 respondents strongly disagree and 6 disagree with the above statement.

**Brand Purchase Intention**

**Ques 24) I will definitely buy products marketed on luxury brand’s social media pages that I follow.**

	Frequency	Percentage
Strongly Agree	69	39.8%
Agree	56	34.3%
Neutral	19	11.9%
Disagree	8	5%
Strongly Disagree	8	5%

I will definitely buy products marketed on luxury brand’s social media pages that I follow.  
160 responses

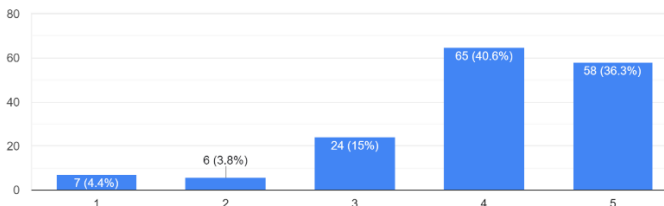


From the above graph it can be analyzed that maximum i.e. 69 respondents strongly agree that he or she will definitely buy products that are marketed on the social media pages of the luxury brand they follow. Whereas 56 respondents agree and 19 are neutral about the above statement. 8 strongly disagree and 8 disagree with the statement.

**Ques 25) I intend to buy products marketed on luxury brand’s social media pages that I follow.**

	Frequency	Percentage
Strongly Agree	58	36.3%
Agree	65	40.6%
Neutral	24	15%
Disagree	6	3.8%
Strongly Disagree	7	4.4%

I intend to buy products marketed on luxury brand’s social media pages that I follow.  
160 responses

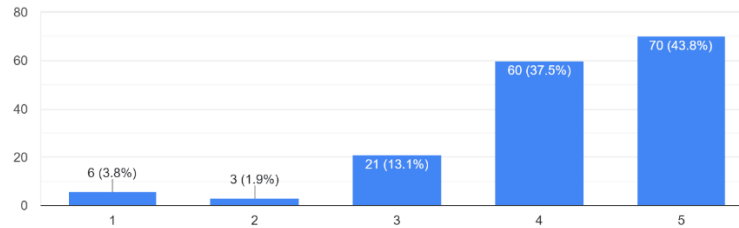


From the above graph it can be analyzed that maximum i.e. 65 respondents agree that he or she is intended to buy products that are marketed on the social media pages of the luxury brand they follow. Whereas 58 respondents strongly agree and 24 are neutral about the above statement. 7 strongly disagree and 6 disagree with the statement.

**Ques 26) I would like to buy luxury brand products.**

	Frequency	Percentage
Strongly Agree	70	43.8%
Agree	60	37.5%
Neutral	21	13.1%
Disagree	3	1.9%
Strongly Disagree	6	3.8%

I would like to buy luxury brand products.  
160 responses



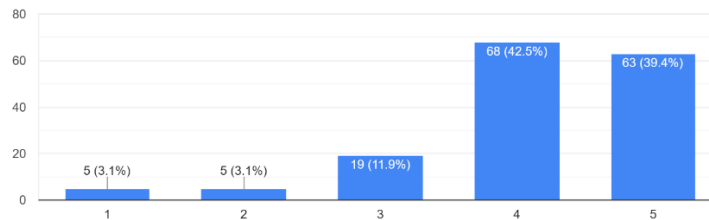
From the above graph it can be analyzed that maximum i.e. 70 respondents strongly agree that he or she would like to buy luxury brand products. Whereas 60 respondents agree and 21 are neutral about the above statement. 6 strongly disagree and 3 disagree with the statement.

**Consumer Behaviour**

**Ques 27) I will suggest the luxury brand/brands I follow on social media to others.**

	Frequency	Percentage
Strongly Agree	63	39.4%
Agree	68	42.5%
Neutral	19	11.9%
Disagree	5	3.1%
Strongly Disagree	5	3.1%

I will suggest the luxury brand/brands I follow on social media to others.  
160 responses

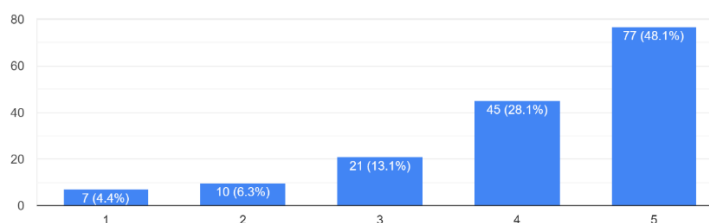


From the above graph we can analyze that most of the respondents agree that they will suggest the luxury brand or the brands they follow on social media to others. 68 agree with the statement whereas 63 respondents strongly agree with the statement. 19 respondents i.e. 11.9% of them are neutral for the statement. On the other hand, 5 respondents disagree with the statement and even 5 respondents strongly disagree with the statement.

**Ques 28) I regularly visit this luxury brand.**

	Frequency	Percentage
Strongly Agree	77	48.1%
Agree	45	28.1%
Neutral	21	13.1%
Disagree	10	6.3%
Strongly Disagree	7	4.4%

I regularly visit this luxury brand.  
160 responses

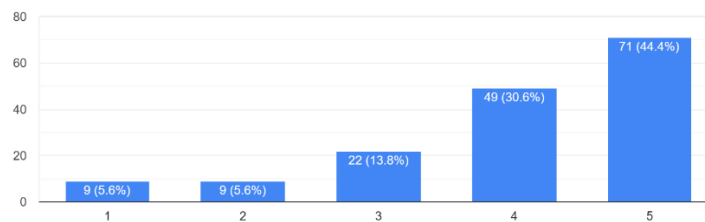


From the above graph we can analyze that maximum of the respondents strongly agree that they visit the luxury brand regularly that depicts their loyalty towards a particular brand. 45 agree with the statement whereas 77 respondents strongly agree with the statement. 21 respondents i.e. 13.1% of them are neutral for the statement. On the other hand, 10 respondents disagree with the statement and even 7 respondents strongly disagree with the statement.

**Ques 29) I am willing to pay a premium price for luxury products/services promoted on social media.**

	Frequency	Percentage
Strongly Agree	71	44.1%
Agree	49	30.6%
Neutral	22	13.8%
Disagree	9	5.6%
Strongly Disagree	9	5.6%

I am willing to pay a premium price for luxury products/services promoted on social media.  
160 responses

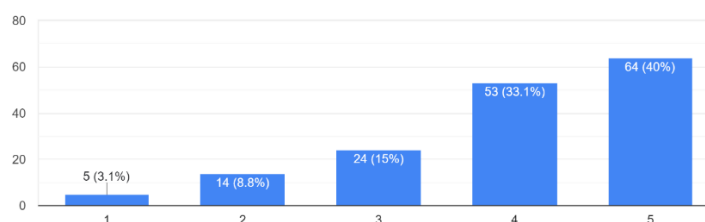


From the above graph it can be analyzed that 44.4% i.e. 71 respondents are willing to pay a premium price for luxury products or services that are promoted on social media. 49 i.e. 30.6% respondents agree to pay premium price. 22 respondents are neutral towards paying premium price for luxury products or services. 9 respondents strongly disagree and does not want to pay premium price and 9 of them disagree as well.

**Ques 30) The price of the particular luxury brand would have to increase before I switch to another brand.**

	Frequency	Percentage
Strongly Agree	64	40%
Agree	53	33.1%
Neutral	24	15%
Disagree	14	8.8%
Strongly Disagree	5	3.1%

The price of the particular luxury brand would have to increase before I switch to another brand.  
160 responses



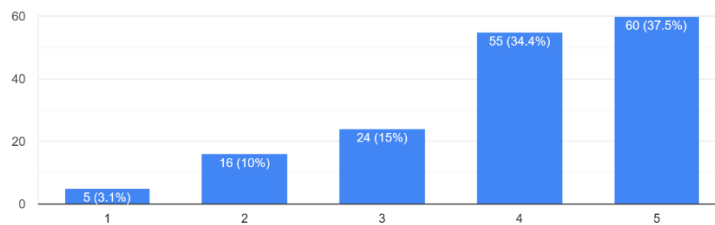
From the above graph it can be analyzed that 40% i.e. 64 respondents strongly agree to the statement that the price of the particular luxury brand would have to increase before they switch to another brand. 53 i.e. 33.1% respondents agree to the statement. 24 respondents are neutral towards the statement. 5 respondents strongly and 14 respondents disagree with the statement.

**Ques 31) Although another brand has the same features as this brand, I would prefer to purchase from the same luxury brand.**

	Frequency	Percentage
Strongly Agree	60	37.5%
Agree	55	34.4%
Neutral	24	15%
Disagree	16	10%
Strongly Disagree	5	3.1%

Although another brand has the same features as this brand, I would prefer to purchase from the same luxury brand.

160 responses



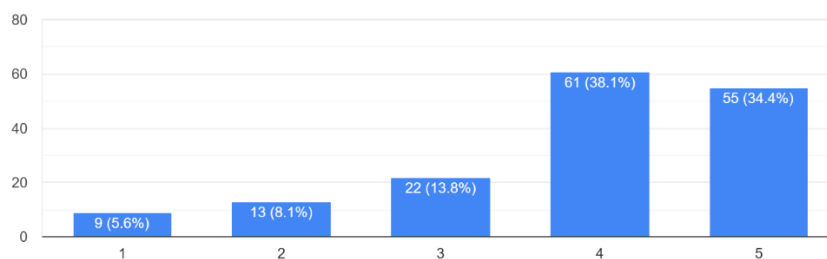
From the above graph it can be analyzed that 37.5% of the respondents i.e. 60 respondents strongly agree to the statement “ although another brand has the same features as this brand, I would prefer to purchase from the same luxury brand”. 55 respondents i.e. 34.4% agrees to the statement. 24 respondents are neutral towards the statement. 5 strongly disagree and 16 disagree with the statement.

**Ques 32) Although there is another brand as good as this one, I prefer to buy from the same luxury brand.**

	Frequency	Percentage
Strongly Agree	55	34.4%
Agree	61	38.1%
Neutral	22	13.8%
Disagree	13	8.1%
Strongly Disagree	9	5.6%

Although there is another brand as good as this one, I prefer to buy from the same luxury brand.

160 responses



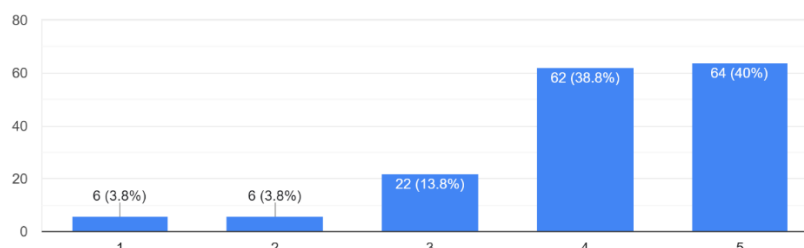
From the above graph it can be analyzed that 38.1% of the respondents i.e. 61 respondents agree to the statement “ although there is another brand as good as this one, I prefer to buy from the same luxury brand”. 55 respondents i.e. 34.4% strongly agree to the statement. 22 respondents are neutral towards the statement. 9 strongly disagree and 13 disagree with the statement.

**Ques 33) Luxury brands' social media presence enhances my perception of their exclusivity and prestige.**

	Frequency	Percentage
Strongly Agree	64	40%
Agree	62	38.8%
Neutral	22	13.8%
Disagree	6	3.8%
Strongly Disagree	6	3.8%

Luxury brands' social media presence enhances my perception of their exclusivity and prestige.

160 responses



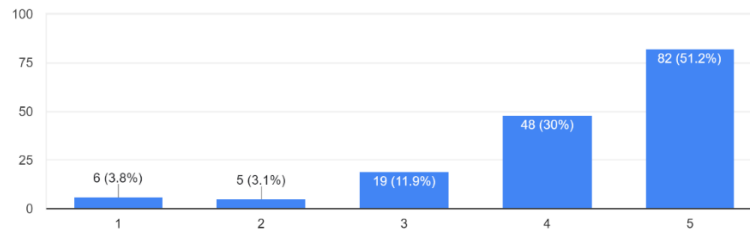
Through the above graph it can be seen that most of the respondents agree and strongly agree to the statement that luxury brands’ social media presence enhances perception towards exclusivity and prestige. 64 respondents i.e. 40% strongly agree with the statement and 62 respondents i.e. 38.8% agree with the above statement. 22

respondents are neutral towards the above statement. Whereas 6 respondents strongly disagree and 6 respondents disagree with the statement.

**Ques 34) Exclusive offers and promotions shared on social media influence my decision to purchase from a luxury brand.**

	Frequency	Percentage
Strongly Agree	82	51.2%
Agree	48	30%
Neutral	19	11.9%
Disagree	5	3.1%
Strongly Disagree	6	3.8%

Exclusive offers and promotions shared on social media influence my decision to purchase from a luxury brand.  
160 responses

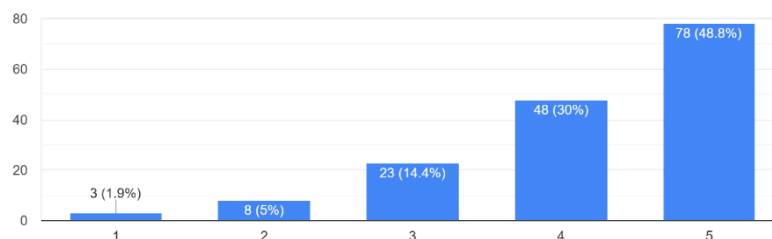


Through the above graph it can be seen that maximum respondents i.e. 82 respondents strongly agree to the statement that exclusive offers and promotions shared on social media influence the decision to buy from a luxury brand. 48 respondents i.e. 30% agree with the statement. 19 respondents are neutral towards the above statement. Whereas 6 respondents strongly disagree and 5 respondents disagree with the statement.

**Ques 35) Social media marketing efforts by luxury brands have influenced my decision to purchase their products/services.**

	Frequency	Percentage
Strongly Agree	78	48.8%
Agree	48	30%
Neutral	23	14.4%
Disagree	8	5%
Strongly Disagree	3	1.9%

Social media marketing efforts by luxury brands have influenced my decision to purchase their products/services.  
160 responses



Through the above graph it can be seen that maximum respondents i.e. 78 respondents strongly agree to the statement that social media efforts by luxury brands have influenced decision to purchase their products or services. 48 respondents i.e. 30% agree with the statement. 23 respondents are neutral towards the above statement. Whereas 3 respondents strongly disagree and 8 respondents disagree with the statement.

### Measurement Model Analysis

To know about the reliability and validity of the data set and the questionnaire I used metrics like Cronbach's alpha, average variance extracted (AVE), composite reliability (rho\_a), and composite reliability (rho\_c).

Table 1: Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ADS	0.783	0.784	0.874	0.698
Brand awareness	0.824	0.832	0.919	0.85
Brand loyalty	0.723	0.735	0.878	0.782
Brand preference	0.84	0.842	0.926	0.862
Brand purchase intention	0.783	0.789	0.874	0.698
Customization	0.829	0.83	0.898	0.745
Entertainment	0.731	0.734	0.848	0.65
Interaction	0.78	0.78	0.872	0.695
Trendiness	0.682	0.714	0.825	0.613
Willingness to pay premium price	0.756	0.757	0.891	0.804
Word of mouth	0.697	0.697	0.832	0.622

- All of the provided Cronbach's alpha values range from 0.682 to 0.829. Though value more than 0.7 is acceptable and trendiness alpha value is less than 0.7.
- The values of rho\_a and rho\_c is fairly high across all variables that ranges between 0.698 to 0.85. This offers more proof of the reliability of the measuring model.

Table 2: Discriminant Validity- Fornell-Larcker Criterion

	Brand Awareness	Brand Purchase Intention	Consumer Behaviour	Customization	Entertainment	Interaction	Social Media Advertisements	Trendiness	Word of Mouth
Brand Awareness	0.922								
Brand Purchase Intention	0.583	0.835							
Consumer Behaviour	0.535	0.706	0.815						
Customization	0.523	0.47	0.45	0.863					
Entertainment	0.523	0.578	0.52	0.604	0.806				
Interaction	0.643	0.592	0.542	0.63	0.56	0.834			
Social Media Advertisements	0.613	0.767	0.694	0.517	0.683	0.699	0.835		
Trendiness	0.656	0.671	0.679	0.486	0.582	0.67	0.726	0.782	
Word of Mouth	0.582	0.667	0.668	0.595	0.578	0.695	0.723	0.698	0.787

- The Fornell-Larcker criterion is a widely used method for assessing discriminant validity in confirmatory factor analysis (CFA) or structure equation modelling (SEM).
- The inter-construct correlation matrix shows that the absolute correlation value of each construct is less than the square root of the average of the variance obtained (AVE).



Table 3: Factor Loading

Variables	Outer loadings
ADS1 <- Social Media Advertisements	0.856
ADS2 <- Social Media Advertisements	0.788
ADS3 <- Social Media Advertisements	0.859
BA1 <- BRAND Awareness	0.919
BA2 <- BRAND Awareness	0.925
BL1 <- Consumer Behaviour	0.739
BL2 <- Consumer Behaviour	0.845
BP1 <- Consumer Behaviour	0.854
BP2 <- Consumer Behaviour	0.806
BPI1 <- Brand Purchase Intention	0.808
BPI2 <- Brand Purchase Intention	0.886
BPI3 <- Brand Purchase Intention	0.81
C1 <- Customization	0.869
C2 <- Customization	0.858
C3 <- Customization	0.863
E1 <- Entertainment	0.8
E2 <- Entertainment	0.818
E3 <- Entertainment	0.8
I1 <- Interaction	0.828
I2 <- Interaction	0.845
I3 <- Interaction	0.827
TREND1 <- Trendiness	0.655
TREND2 <- Trendiness	0.865
TREND3 <- Trendiness	0.809
WOM1 <- Word of Mouth	0.795
WOM2 <- Word of Mouth	0.756
WOM3 <- Word of Mouth	0.808
WPPP1 <- Consumer Behaviour	0.812
WPPP2 <- Consumer Behaviour	0.831

- Higher loadings suggest stronger relationships between the indicator and the construct, suggesting that the indicator effectively conveys the underlying concept.
- “Trend 1” which is a indicator of trendiness has low factor loading which is not strongly associated with trendiness.

### Structural Model

Path analysis, often known as structural equation modelling (SEM), is a multivariate technique used to test theories regarding the relationships between interacting variables. This approach is best described as a hybrid of factor analysis and multiple regression analysis. Structural equation modelling is used to investigate the structural relationship between observable variables and latent entities. Bootstrapping was also used through LV scores of each dimension in SMART-PLS.

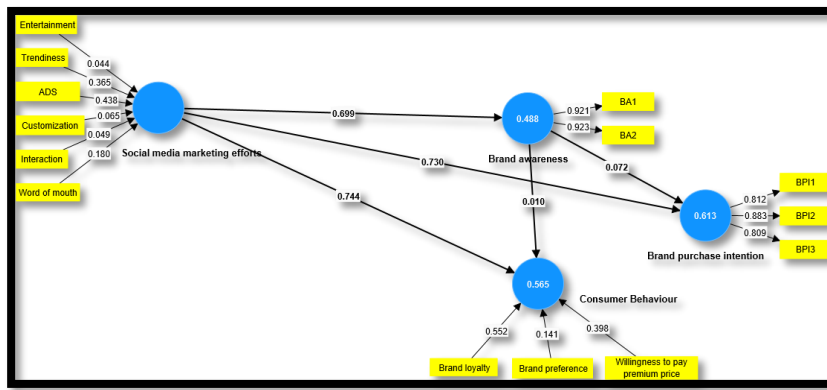


Table 4: Path coefficient matrix showing direct impact

	Path coefficients	P value
Brand awareness -> Brand purchase intention	0.072	0.356
Brand awareness -> Consumer Behaviour	0.01	0.906
Social media marketing efforts -> Brand awareness	0.699	0
Social media marketing efforts -> Brand purchase intention	0.73	0
Social media marketing efforts -> Consumer Behaviour	0.744	0

**Hypothesis 1- Social media marketing efforts by luxury brands have a positive impact on consumer behaviour**

From the table of path coefficient matrix, we can observe that there is a positive impact of social media marketing efforts on consumer behaviour. When the coefficient is near to 1, it means that consumer behaviour is greatly influenced by social media marketing efforts, suggesting that effective social media marketing can have an impact on consumer behaviour.

**Hypothesis 2: Social media marketing efforts by luxury brands positively impacts brand purchase intention.**

From the table of path coefficient matrix, we can observe that there is a positive impact of social media marketing efforts on brand purchase intention. The coefficient value is 0.73.

**Hypothesis 3: Social media marketing efforts by luxury brands positively impacts brand awareness**

The path coefficient value is 0.699 that is near to the value of 1 and it supports the hypothesis statement.

Table 5: Path coefficient matrix of individual dimension of social media marketing efforts

	Path coefficients
Customization -> Brand Purchase Intention	0.005
Customization -> Consumer Behaviour	0.032
Entertainment -> Brand Purchase Intention	0.038
Entertainment -> Consumer Behaviour	-0.008
Interaction -> Brand Purchase Intention	-0.049
Interaction -> Consumer Behaviour	-0.113
Social Media Advertisements -> Brand Purchase Intention	0.486
Social Media Advertisements -> Consumer Behaviour	0.333
Trendiness -> Brand Purchase Intention	0.143
Trendiness -> Consumer Behaviour	0.286
Word of Mouth -> Brand Purchase Intention	0.164
Word of Mouth -> Consumer Behaviour	0.262

From the above table it can be analysed that interaction does not have a positive relationship with brand purchase intention as well with the consumer behaviour as the path coefficients value are negative. Even

entertainment has a weaker impact on consumer behaviour. Customization has positive effect on both brand purchase intention as well as on consumer behaviour. Social media advertisements have positive effect on both brand purchase intention as well as on consumer behaviour. Trendiness as well as word of mouth also positively impacts the consumer behaviour and the brand purchase intention.

## V. FINDINGS

The main research objective was to find out the impact of social media marketing efforts of luxury brands on consumer behaviour and brand purchase intention.

The results of path coefficient showed that social media marketing efforts by luxury brands has a positive impact of consumer behaviour with the path coefficient value of 0.744 that is close to the value of 1. The effective social media marketing efforts done by luxury brands helps the brand to positive effect the purchase decision of the consumer.

Similarly, the path coefficient value of 0.73 also depicts a positive impact of social media marketing efforts of luxury brands on brand purchase intention.

If you talk about the impact of brand awareness of luxury brands impacting on the brand purchase intention as well as the consumer behaviour then these have a weak relationship with the social media marketing efforts as many respondents were aware about the luxury brands but they might not buy or have any intention to purchase from the particular luxury brand.

From the descriptive analysis we can find that maximum of the customers agrees that exclusive offers and promotions shared on social media influence their decision to purchase from a luxury brand.

Through the coefficient matrix we can also tell that few dimensions of social media marketing efforts like customization and social media advertisements have a significant positive influence on consumer behaviour and purchase intention. The direct effects of other factors, such as interaction and entertainment, are weakened by this approach, though.

## VI.

### 6.1 Conclusion

There are different social media platforms like Instagram, Facebook etc. on which we as customers connect with the luxury brands and get new information about the products the brands launch. The luxury brands try to follow the trends on social media. The content posted by luxury brands are easy sharable with other users on social media platforms.

The results of path coefficient showed that social media marketing efforts by luxury brands has a positive impact of consumer behaviour with the path coefficient value of 0.744 that is close to the value of 1. The effective social media marketing efforts done by luxury brands helps the brand to positive effect the purchase decision of the consumer.

The path coefficient value of 0.73 also depicts a positive impact of social media marketing efforts of luxury brands on brand purchase intention.

The path coefficient value of 0.699 also shows that social media marketing efforts by luxury brands has a positive impact on the brand awareness.

But brand awareness does not impact both consumer behaviour and brand purchase intention.

Maximum of the customers agrees that exclusive offers and promotions shared on social media influence their decision to purchase from a luxury brand.

Entertainment does not impact consumer behaviour positively which should be looked upon by the brands and they should make sure that the brand follows latest news, trends etc. to attract the customers.

In conclusion we can say that luxury brands social media marketing efforts has a positive impact on both consumer behaviour and brand purchase intention. The results also showed the positive relationship between the social media marketing efforts of luxury brands and the brand awareness. Though the brands are required to work on interacting with customers as it does not impact consumer behaviour as well as brand purchase intention.

### 6.2 Recommendations

The luxury brands should realise the importance of interacting with consumers on social media platforms. Latest information about the different products should also be given by the luxury brands.

### 6.3 Future Scope

This research is only limited to a few of the dimensions of consumer behaviour and as well as social media marketing efforts so in future more other variables and dimensions can be taken to study.

### 6.4 Current Limitations

The sample size is less which is of 160 and it might not cover the whole population.

This research covers on the luxury brands and this topic can be included for other type of brands and other industries.

The dimension of brand awareness was only included and other dimensions of brand equity can also be used in future based research studies.

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