

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Business Administration**



**Master Thesis**

**Social Media Marketing Effect on Consumer Behaviour**

**Rahul Verma**

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**CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE**

Faculty of Economics and Management

# **DIPLOMA THESIS ASSIGNMENT**

Rahul Verma

Business Administration

Thesis title

**Social Media Marketing Effect on Consumer Behaviour**

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## **Objectives of thesis**

The aim of this thesis is to examine the effect of social media marketing on consumer behavior. Specifically, this study aims to explore how social media marketing influences consumer attitudes and purchase intentions. The study will also examine the role of various social media marketing techniques, such as influencer marketing, content marketing, and social media advertising, in shaping consumer behavior. This research also aims to strategies for marketers to leverage social media to influence consumer behavior.

## **Methodology**

Theoretical part will be examined through the literature review aimed at influencer marketing, content marketing, and social media advertising.

To achieve the thesis aims, within the practical part the data will be gathered through own primary data collection method. The quantitative aspect of the research will involve a survey of consumers to gather data on their social media usage and purchasing behavior.

**The proposed extent of the thesis**

60 – 80 pages

**Keywords**

marketing, marketing communication, online marketing, social media, content marketing, influencer

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**Recommended information sources**

- KOTLER, Philip; KARTAJAYA, Hermawan; SETIAWAN, Iwan. *Marketing 5.0 : technology for humanity*. Hoboken, New Jersey: John Wiley & Sons, 2021. ISBN 978-1-119-66851-0.
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## **Declaration**

I have worked on my master's thesis titled “Social Media Marketing Effect on Consumer Behaviour”. I have used only the sources mentioned at the end of the thesis. As the author of the master thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission 29.11.2024

## **Acknowledgement**

I would like to thank supervisor Ing. Tereza Balcarová, Ph.D. and all other persons, for their advice and support during my work on this thesis.

# Social Media Marketing Effect on Consumer Behaviour

## Abstract

The thesis investigates the influence of social media marketing on consumer behavior in the Indian luxury fashion sector, specifically examining Instagram's role in shaping purchase intentions. Through quantitative research involving 390 respondents, the thesis analyzes the relationships between demographic factors, Instagram marketing elements, and consumer purchase intentions for luxury fashion brands. The findings reveal that Instagram marketing significantly influences purchase intentions, with advertisement frequency explaining 72.4% of variance in purchase decisions. The thesis identified a predominantly male (69%), young professional demographic aged 18-30, with monthly incomes between ₹50,000 to ₹1,00,000, challenging traditional luxury fashion consumer profiles. Strong correlations were found between brand presence and purchase intention (up to 0.751), while engagement metrics demonstrated significant impact (correlations up to 0.653). The research establishes Instagram as the preferred platform (58%) for luxury fashion engagement, with promotional content effectiveness (mean = 3.88) and high trust in influencer recommendations (mean = 3.90) emerging as key factors. Based on these findings, the thesis proposes integrated marketing strategies emphasizing consistent brand presence, targeted content delivery, and strategic engagement initiatives. These insights provide valuable direction for luxury fashion brands seeking to optimize their social media marketing efforts in the Indian market while maintaining brand prestige and driving consumer engagement.

**Keywords:** *Marketing Management, Marketing Communication, Online Marketing, Social Media Marketing, Content Marketing, Influencer Marketing*

# Vliv marketingu sociálních médií na chování spotřebitelů

## Abstrakt

Studie zkoumá vliv marketingu na sociálních médiích na chování spotřebitelů v indickém sektoru luxusní módy, přičemž se zaměřuje na roli Instagramu při formování nákupních úmyslů. Prostřednictvím kvantitativního výzkumu, který zahrnoval 390 respondentů, studie analyzuje vztahy mezi demografickými faktory, prvky marketingu na Instagramu a nákupními úmysly spotřebitelů u luxusních módních značek. Výsledky ukazují, že marketing na Instagramu výrazně ovlivňuje nákupní úmysly, přičemž frekvence reklamy vysvětluje 72,4 % variance v nákupních rozhodnutích. Studie identifikovala převážně mužskou (69 %) a mladou profesionální demografickou skupinu ve věku 18–30 let s měsíčními příjmy mezi ₹50 000 a ₹1 00 000, což vyvrací tradiční profil spotřebitelů luxusní módy. Byly nalezeny silné korelace mezi přítomností značky a nákupním úmyslem (až 0,751), zatímco metriky zapojení ukázaly významný dopad (korelace až 0,653). Výzkum potvrzuje Instagram jako preferovanou platformu (58 %) pro zapojení do luxusní módy, přičemž účinnost propagačního obsahu (průměr = 3,88) a vysoká důvěra v doporučení influencerů (průměr = 3,90) se ukázaly jako klíčové faktory. Na základě těchto zjištění studie navrhuje integrované marketingové strategie, které zdůrazňují konzistentní přítomnost značky, cílené doručování obsahu a strategické iniciativy zapojení. Tyto poznatky poskytují cenný směr pro značky luxusní módy, které se snaží optimalizovat své marketingové úsilí na sociálních médiích na indickém trhu, přičemž si zachovávají prestiž značky a podporují zapojení spotřebitelů.

**Klíčová Slova:** *Marketingové Řízení, Marketingová Komunikace, Online Marketing, Marketing Na Sociálních Médiích, Obsahový Marketing, Influencer Marketing*

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# **1. Introduction**

The digital landscape has significantly impacted marketing strategies, particularly in India's luxury market. Social media marketing plays a crucial role in shaping consumer behavior and brand engagement, especially among consumers known for their digital savviness and discerning consumption patterns. This thesis explores the role of social media marketing, the purchase intentions of consumers for experiential consumption, and their preference for brands aligned with their values (Chaffey & Ellis-Chadwick, 2019).

The Indian luxury market has experienced exponential growth in recent years, driven by rising disposable incomes, urbanization, and evolving consumer aspirations. Luxury fashion brands increasingly use social media platforms to augment their market penetration and cultivate brand affinity. The appeal of luxury is now intricately woven into the fabric of digital discourse, shaping aspirational narratives and consumption rituals. However, only some organizations have the same effect on buyers' purchasing behavior (Bala & Verma, 2018).

As the digital landscape continues to evolve, understanding the efficacy of social media strategies in influencing consumer behavior is paramount for marketers and brand managers. By elucidating the underlying mechanisms driving consumers' purchase intentions vis-à-vis luxury fashion brands on social media platforms, this research provides actionable insights for practitioners, facilitating informed decision-making and strategic alignment with evolving consumer preferences (Veleva & Tsvetanova, 2020).

Luxury fashion brands like Louis Vuitton and Gucci have strategically cultivated their digital presence through social media platforms to resonate with Indian consumers. The Indian luxury market is projected to grow at a compound annual growth rate of over 12%, surpassing USD 50 billion by 2025. Social media engagement metrics, including likes, shares, and comments, serve as tangible indicators of company presence on social media and consumer response, underscoring the role in shaping purchase intentions (Song, 2023).

Instagram has been the primary informal platform that has outperformed 1 billion registered accounts worldwide since 2010, making it accessible to marketers. It has become a prominent strategy for advertising and promoting brands to reach thousands or many people on the double. Instagram has become a collaborative platform for specific brands, as brands create relationships with shoppers by associating through customer-produced content on the platform (Lee & Youn, 2021).

Instagram has more significant proximity for brand advertisers than legitimate sites and email advertising due to the sheer number of users on Instagram, surpassing the number of people who visit the official sites and read particular messages. More consumers are moving to Instagram, while buyer traffic on legitimate sites is decreasing for various reasons. An essential guideline of Instagram marketing is that people offer, read, and generally connect more with a substance when it is surfaced through friends and trusted individuals. These social associations upgrade how advertisers reach customers (Veloutsou et al., 2022).

Instagram is India's most famous social site, with around 500 million users as of 2024. With the increasing number of luxury fashion brands starting their operations in India, Instagram has become the primary means for marketers to market their products and reach a wide range of customers, especially in the newer market segments. The cost-effectiveness of marketing methods provided by Instagram, such as Instagram brand pages and picture sharing, makes it a top choice for marketers to reach a wide range of customers (Rathi et al., 2022).

## **2. Objectives and Methodology**

### **2.1 Objectives**

The primary objective of the thesis is to evaluate the consumers' perceptions of social media marketing, specifically Instagram marketing, and how these perceptions influence their purchase intentions toward luxury fashion brands in India.

*The secondary objectives of the thesis are as follows:*

- ✓ To assess the specific Instagram marketing strategies (e.g., influencer endorsements, visual aesthetics, and interactive content) that consumers perceive as most influential in their inclination to purchase from luxury fashion brands.
- ✓ To investigate the role of demographic factors, such as gender, income level, and education, in shaping consumers' perceptions of Instagram marketing and moderating its impact on their purchase intentions toward luxury fashion brands in India.
- ✓ To provide strategies for marketers to leverage Instagram and other social media platforms based on consumer perceptions to effectively influence purchasing behavior in the luxury fashion sector.

#### **2.1.1 Research Problem**

Instagram is a popular social media platform for brands and consumers worldwide, with 70% of social media marketing in India covered by Instagram alone. This dominance is evident in the fashion industry, where Instagram is essential to luxury brand marketing strategies. With around 500 million Instagram users in India, the platform has become a necessary tool for brands to connect with their customers and increase brand awareness.

However, more research needs to be done on the impact of Instagram marketing on consumers' purchasing intentions, primarily focusing on luxury fashion brands. This research will also help marketers understand the importance of Instagram as a marketing tool and whether it should be included in their marketing mix. The present thesis will focus on answering the following research questions:

**RQ1** - How do consumers in India perceive Instagram marketing, and how do these perceptions influence their purchase intentions towards luxury brands within the context of social media marketing?

**RQ2** - Which characteristics of Instagram marketing (e.g., influencer endorsements, visual aesthetics, or interactive content) are perceived by consumers as most influential in their decision to purchase from luxury brands?

**RQ3** - How do demographic factors (e.g., age, income, education) influence consumers' perceptions of Instagram marketing and its impact on their purchase intentions towards luxury fashion brands?

### **2.1.2 Conceptual Framework**

#### **Research Hypothesis**

H1 - There is no significant relationship between demographic factors and purchase intention of luxury fashion brands.

H2 - There is no significant relationship between frequency of Instagram advertisements and purchase intention of luxury fashion brands.

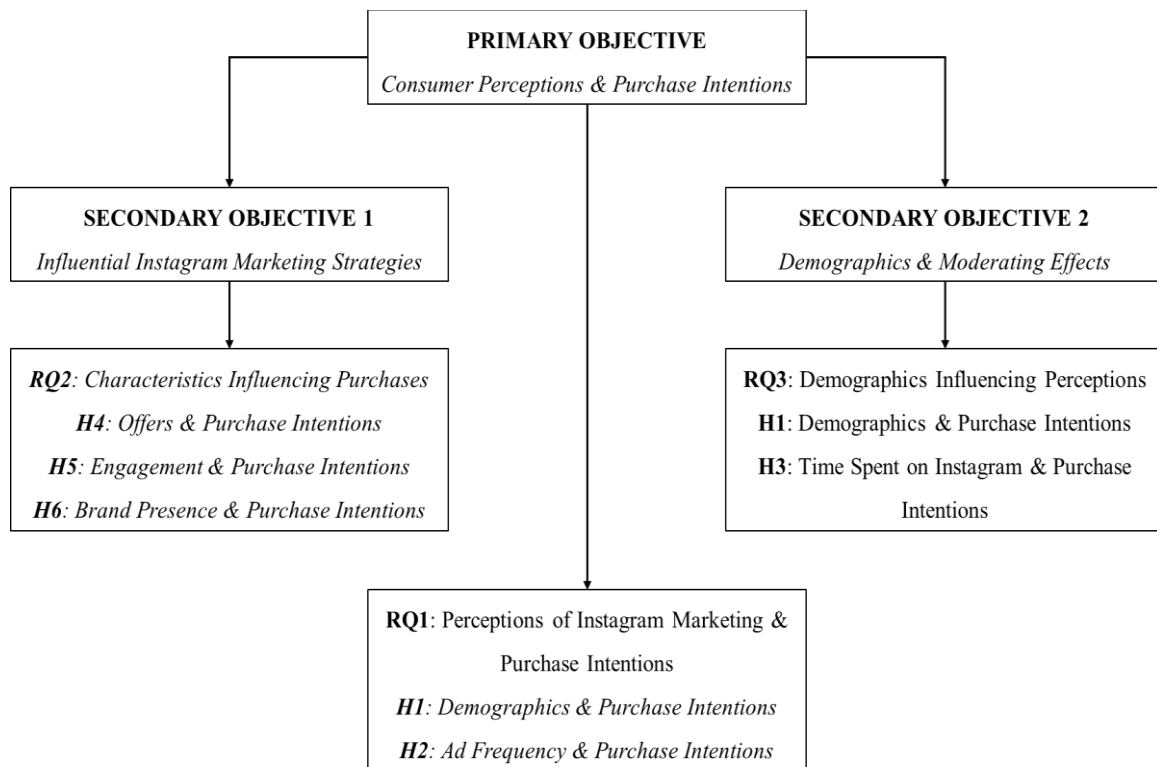
H3 - There is no significant relationship between time spent on Instagram and purchase intention of luxury fashion brands.

H4 - There is no significant relationship between offers on Instagram and purchase intention of luxury fashion brands.

H5 - There is no significant relationship between engagement on Instagram and purchase intention of luxury fashion brands.

H6 - There is no significant relationship between presence of the brand on Instagram and purchase intention of luxury fashion brands.

**Figure 1 - Conceptual Framework**



*Source: Proposed by the author for the thesis*

The Figure 1 illustrates the logical flow of the research framework, connecting the overarching aim, research questions, and hypotheses. The research aim serves as the foundation, guiding the thesis toward understanding consumer perceptions of Instagram marketing and its influence on purchase intentions for luxury fashion brands in India. Each of the three research questions refines this aim into specific inquiries: RQ1 focuses on general perceptions and their impact on purchase intentions, RQ2 identifies the most influential Instagram marketing strategies, and RQ3 examines how demographic factors moderate these perceptions. The hypotheses operationalize these questions, providing testable statements that delve into specific variables like demographics, frequency of advertisements, engagement, and brand presence, ensuring that all components of the thesis are interconnected and systematically addressed.

### **2.1.3 Research Significance**

The thesis on social media marketing is crucial for stakeholders such as sellers, marketing agencies, and future researchers. In India, the use of social media as part of the marketing mix is relatively new but gradually increasing. The findings are important to luxury fashion brands, as they understand the significance of Instagram marketing for promoting their products. The research helps marketers understand whether their efforts convert prospects into consumers and the various Instagram marketing tools that effectively attract customer attention. Marketing agencies can also benefit from this research by understanding the value of Instagram in social media marketing and identifying which information customers find attractive in Instagram advertisements. This knowledge can help them include social media marketing in their services and adapt their campaigns accordingly. The thesis also provides essential rules for future analysts investigating similar report territories.

## **2.2 Methodology**

### **2.2.1 Research Design**

This thesis adopts a quantitative, exploratory research design to investigate the effect of Instagram marketing on luxury purchase intentions among the consumers in India. The quantitative, exploratory research design is ideal for this thesis because as it allows for the collection of measurable data from the large sample, providing insights into patterns in consumer purchase intentions. This approach is well-suited for evaluating how different Instagram marketing influences strategies luxury purchase intentions among consumers.

### **2.2.2 Questionnaire Construction**

The primary data collection instrument is a structured questionnaire (refer to Appendix 1) The questionnaire is divided into two main sections: demographic questions and Likert scale questions.

***Demographic Questions:*** This section gathers essential background information about the respondents to categorize them into relevant segments for deeper analysis. Key demographic questions include gender, age group, education level, occupation, income, and Instagram usage patterns.

***Likert Scale Questions:*** These questions measure respondents' attitudes, perceptions, and behaviors related to Instagram marketing and luxury purchases using a 5-point scale (1 = Strongly Disagree, 5 = Strongly Agree) These questions focus on various aspects of Instagram marketing, such as brand engagement, perceived authenticity, influencer impact, and purchase intentions.

The questionnaire comprises a total of 17 questions, with 5 demographic questions and 7 descriptive questions and 5 Likert scale questions focusing on various aspects of Instagram marketing, such as brand engagement, perceived authenticity, influencer impact, and purchase intentions according to the theoretical understanding based on the literature review.

### **2.2.3 Sample Size and Sampling Technique**

The sample size composed of 390 respondents, determined to achieve a confidence level of 95% with a 5% margin of error. The sample was drawn using non-probability convenience sampling to ensure representation across different segments of the population in India, categorized by various demographic measures (Ahmed, 2024).

### **2.2.4 Data Collection**

Data was collected through online surveys distributed via social media platforms and email. Respondents were screened to ensure they followed at least one luxury brand on Instagram, ensuring relevance to the thesis's focus as it is the easy way to collect the reliable data.

### **2.2.5 Statistical Analysis**

Data analysis conducted using statistical software (e.g., SPSS) The following statistical tools and techniques were employed:

#### ***1. Demographic Analysis: (Nesterenko, 2023)***

Frequency = (Number of respondents for a category / Total number of respondents)  $\times$  100

Percentage = (Frequency / Total number of responses)  $\times$  100

#### ***2. Descriptive Analysis: (Wang & Wong, 2021)***

Mean (Average): Mean = (Sum of all responses) / (Number of responses)

Standard Deviation (SD): SD =  $\sqrt{((\text{Sum of (Each response - Mean)}^2) / (\text{Number of responses} - 1))}$

#### ***3. Reliability Analysis: (Cheung et al., 2024)***

Cronbach's Alpha = (Number of items \* Average covariance between item-pairs) / (Average variance + (Number of items - 1) \* Average covariance between item-pairs)

#### ***4. Hypothesis Analysis: (Machová et al., 2022)***

Chi-Square Test = Sum of  $((\text{Observed frequency} - \text{Expected frequency})^2 / \text{Expected frequency})$  The Chi-Square test examines the independence between categorical variables, with a significance level set at 0.05.



### **3. Literature Review**

#### **3.1 Social Media Marketing**

Social media marketing (SMM) has transformed the marketing landscape since Web 2.0 technologies and interactive digital platforms. It has shifted from traditional one-way communication to a dynamic, multi-directional engagement model. Social media platforms function as digital ecosystems where users consume content and actively contribute to content creation, sharing, and community building. This has transformed customer relations, brand development, and market penetration. The democratization of content creation has led to new marketing paradigms where user-generated content is given equal weight to branded communications (Evans et al., 2021).

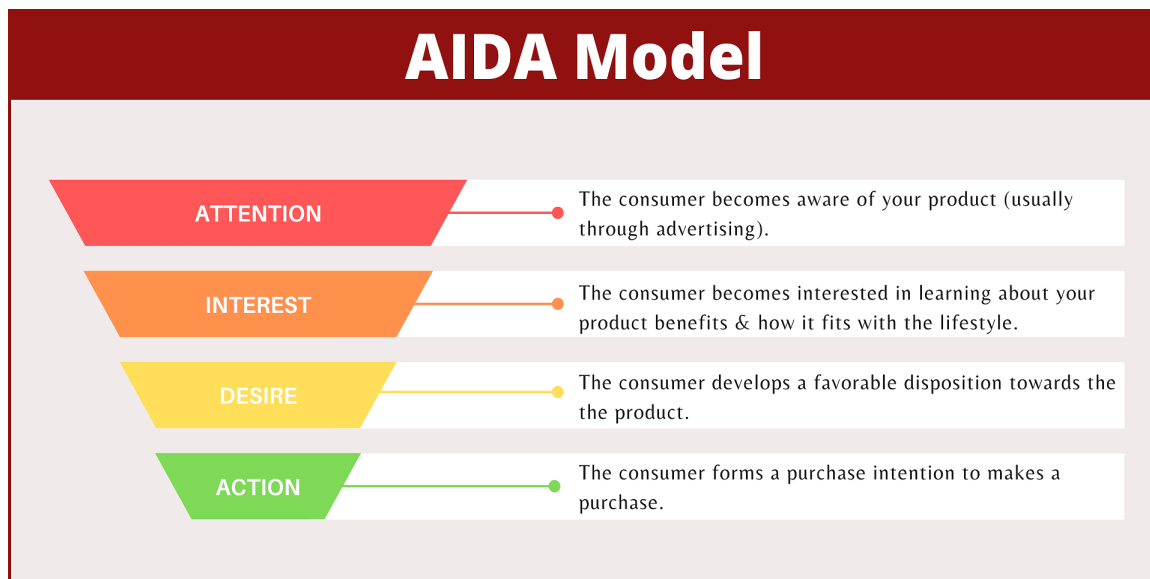
Social media marketing goes beyond promotion and includes community management, brand storytelling, and social customer service. This interactive approach has transformed traditional push marketing into a pull strategy, prioritizing engagement and value creation over hard selling. This has led to sophisticated content strategies that prioritize authentic storytelling and meaningful interactions.

The two-way communication channel allows brands to gather real-time feedback, adapt strategies dynamically, and create personalized customer experiences. New metrics for measuring marketing success include engagement rates, sentiment analysis, and social proof indicators. The relationship-building aspect is crucial for establishing brand loyalty and creating brand advocates (Rowley & Keegan, 2020).

Social media marketing is based on established communication theories, such as the Two-Step Flow of Communication Theory, which explains how information flows through social networks and opinion leaders. This theory is particularly relevant for understanding how social media influencers and brand advocates act as intermediaries between brands and broader audiences. The Uses and Gratifications Theory provides insights into consumer engagement with specific platforms and content types, helping marketers understand motivational factors driving user behavior (Tuten, 2023).

This understanding is crucial for developing content strategies that align with users' needs for information, entertainment, social connection, and self-expression. The Social Media Engagement Model further elaborates on these concepts, explaining how different content and engagement strategies can create varying levels of consumer involvement and brand connection, ultimately influencing purchase decisions and brand loyalty (Irshad et al., 2020).

Figure 2 - AIDA Model



*Source: Lewis, 1998*

Content creation tools have expanded to include AI-powered content generators, advanced video editing suites, and interactive platforms. Social listening tools have become sophisticated, using natural language processing and sentiment analysis to provide insights into consumer conversations and brand perception. Analytics platforms now offer predictive capabilities, helping marketers anticipate trends and optimize strategies proactively.

The AIDA Model, the traditional marketing framework, has been revolutionized in the social media context, with each stage carefully tracked and optimized through data-driven insights. This modernized application of the AIDA model demonstrates how traditional marketing frameworks can be adapted and enhanced for the digital, see Figure 2 (Dwivedi et al., 2021).

The Targeting and Segmentation Theory has been applied to create highly specific audience segments based on factors like online behavior, purchase history, content preferences, and social interactions. This precise segmentation leads to higher engagement rates and more effective resource allocation.

The integration of machine learning algorithms in behavioral targeting has also improved its accuracy. This has enabled marketers to deliver contextual and relevant content at the right moment in the customer journey. However, the implementation of these strategies must balance effectiveness with privacy concerns, leading to the development of new approaches that respect user privacy while maintaining efficiency (Lal et al., 2020).

The platform's evolution from a simple photo-sharing app to a comprehensive marketing ecosystem highlights the application of Visual Rhetoric Theory in visual storytelling techniques. The platform's features like Stories, Reels, and IGTV create multiple touchpoints for visual engagement, each requiring distinct strategic approaches.

The success of Instagram marketing relies on understanding how visual elements trigger emotional responses and cognitive processing in viewers. This understanding has led to the development of sophisticated visual marketing strategies that combine aesthetic appeal with psychological principles to create compelling and memorable experiences (Rana et al., 2020).

The Narrative Transportation Theory highlights how visual stories can create immersive experiences, resonating viewers with brand messages. This is particularly effective on Instagram, where visual narratives can unfold across various formats and touchpoints. The Source Credibility Theory, which emphasizes the influencer's expertise, trustworthiness, and authenticity, has led to more nuanced influencer selection and campaign design.

This understanding has resulted in more sophisticated influencer marketing strategies that prioritize authentic connections and genuine brand alignment over mere reach. This combination of theoretical frameworks has enabled marketers to create more effective and engaging Instagram campaigns that resonate with target audiences on both emotional and rational levels (Tuten, 2023).

The application of Social Influence Theory helps explain the complex dynamics between influencers, their followers, and brands, including social proof, authority, and parasocial relationships. Influencers now serve as content creators, brand strategists, and community builders, leveraging their audience understanding for authentic and effective brand integrations.

The Word-of-Mouth Communication Theory has been transformed by the scale and speed of information spread through influencer networks, leading to new metrics for measuring influencer effectiveness. Micro and nano-influencers have gained prominence, as smaller, engaged communities often generate higher conversion rates and more meaningful brand interactions (Ibrahim, 2022).

The Multimedia Learning Theory is increasingly used to create engaging content that effectively communicates brand messages and drives learning and retention. Platforms like TikTok and YouTube have led to the development of platform-specific video strategies that consider factors like attention spans, platform algorithms, and user behavior patterns.

Short-form video content is becoming a powerful tool for brand storytelling, combining social media's immediacy with video's emotional impact. The integration of interactive elements like shoppable videos and augmented reality features creates new opportunities for conversion and engagement (Almestarihi et al., 2021).

Social media marketing has evolved into a sophisticated science that combines quantitative and qualitative insights as mentioned in Figure 3. Modern analytics tools incorporate artificial intelligence and machine learning to provide predictive insights and real-time optimization recommendations.

The Hierarchy of Effects Model has been adapted for the digital age, providing a framework for tracking consumer progression from awareness to purchase and advocacy. New metrics, such as viral reach, share of voice, and engagement depth, are specific to social media. Engagement measurement has become more nuanced, moving beyond simple likes and shares to include metrics indicating the quality and impact of interactions (Cheung et al., 2021).

Figure 3 - Social Media Marketing Strategy

SOCIAL MEDIA MARKETING PLATFORMS			
	PEOPLE	CONTENT	STRATEGIES
	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Local mkting</li> <li>• Advertising</li> <li>• Relationships</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-25</li> <li>• 26-35</li> </ul>	<ul style="list-style-type: none"> <li>• How-tos</li> <li>• Webinars</li> <li>• Explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• SEO</li> <li>• Advertising</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic</li> <li>• Influencer</li> </ul>
	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/ wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>
	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic</li> <li>• International</li> </ul>
	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Series content</li> </ul>
	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based mkting</li> <li>• App mkting</li> </ul>
			

Source: Business Standard Report, 2024

The Social Media ROI Model has evolved to include both tangible and intangible benefits, recognizing the value of social media marketing beyond direct sales. It includes attribution modeling that tracks the impact of social media interactions across multiple touchpoints in the customer journey.

The model also considers the long-term value of building and maintaining engaged social media communities, as a strong presence can create sustained competitive advantages. Advanced analytics tools enable marketers to calculate the lifetime value of followers and measure the ripple effects of social media engagement on broader business objectives (Mason et al., 2021).

The Expectancy-Disconfirmation Theory has enabled proactive customer satisfaction management. Sentiment analysis now includes cultural context, sarcasm detection, and multi-language capabilities. Social listening has expanded to predictive capabilities, enabling brands to identify emerging trends and potential issues before they become significant.

This proactive approach has transformed marketing strategies, enabling real-time optimization of campaigns and customer experience initiatives. Artificial intelligence has also enhanced the ability to process and analyze unstructured social media data, providing actionable insights for strategic decision-making (Li et al., 2021).

The Diffusion of Innovations Theory is a framework that helps marketers understand how new platforms and marketing approaches gain adoption among different user segments. It explains the rapid rise of platforms like TikTok and the varying adoption rates of new features across different demographic groups. This understanding is crucial for marketers to determine when and how to invest in new social media platforms and technologies (Zahay, 2021).

The Engagement-Interaction Model helps understand how different elements work together to create meaningful consumer connections. This includes content creation, influencer partnerships, analytics, and community management. The success of social media marketing depends on authentic, value-driven interactions that resonate with target audiences.

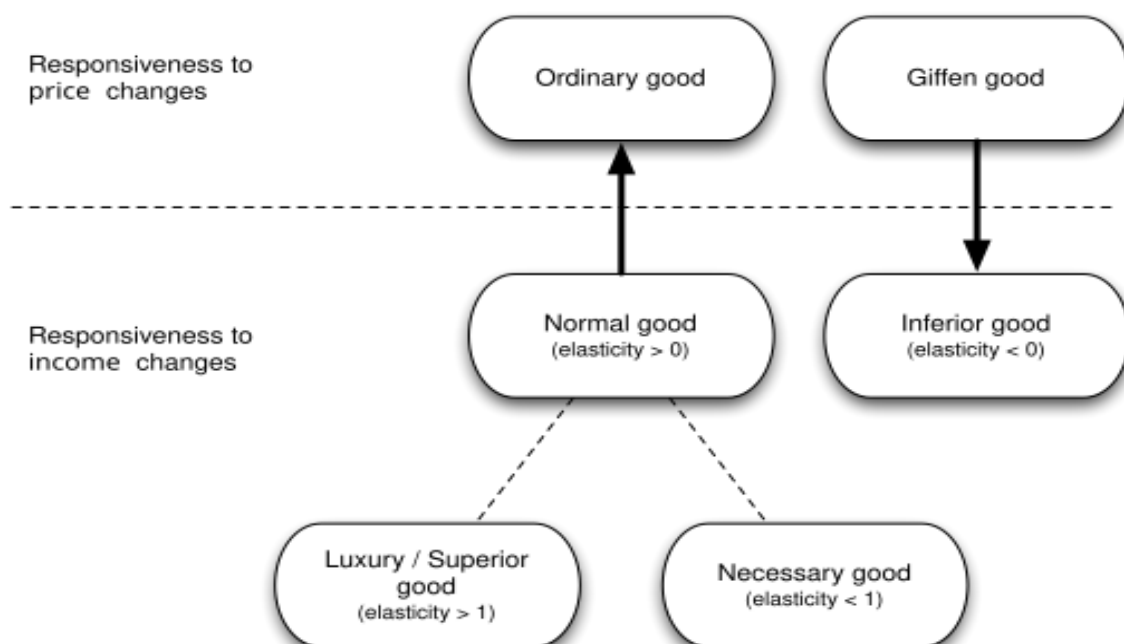
The evolution of tools and technologies offers new opportunities for brands to connect with consumers meaningfully. The future of social media marketing lies in balancing technological capabilities with human connection, creating experiences that drive business results and customer value (Wibowo et al., 2020).

### 3.2 Luxury Brand Marketing

Luxury brands in the fashion industry are more than just products; they represent a complex ecosystem of heritage, artistry, and cultural significance. The classification of goods has evolved from simple categorization to a nuanced understanding of how different products as mentioned in the Figure 4, fulfil various consumer needs and aspirational desires. Daily-use goods occupy the foundational level of consumption, driven by functional needs rather than emotional desires.

Luxury goods represent a spectrum of increasing emotional investment and decreased purchase frequency. Luxury fashion items transcend basic utility to become symbols of social status and personal achievement. The distinction between necessity and luxury has become increasingly sophisticated, with luxury brands crafting narratives that transform their products into cultural artifacts (Sestino & Amatulli, 2023).

Figure 4 - Types of Goods



Source: Fabs, 2009

The strategic positioning of luxury fashion brands involves a delicate balance between maintaining exclusivity while creating desire among broader consumer segments. These brands have mastered the art of creating perceived value through various elements including heritage, craftsmanship, scarcity, and social symbolism. The marketing strategies employed by luxury brands focus on creating emotional connections that justify premium pricing and foster long-term brand loyalty (Akrouit & Guercini, 2022).

Luxury fashion houses differentiate themselves from mass-market brands by offering high-quality, prestige products at a lower price point. This strategic positioning is reflected in their marketing strategies, which often invert traditional marketing rules. Luxury brands, like Louis Vuitton, Gucci, and Chanel, not only manufacture products but also serve as custodians of cultural heritage and taste.

Their marketing strategies extend beyond product features to include lifestyle curation, cultural participation, and social signaling. The distinction between mass-market, premium, and luxury brands is maintained through carefully orchestrated marketing communications that emphasize heritage, craftsmanship, and exclusivity (Bwambale, 2023).

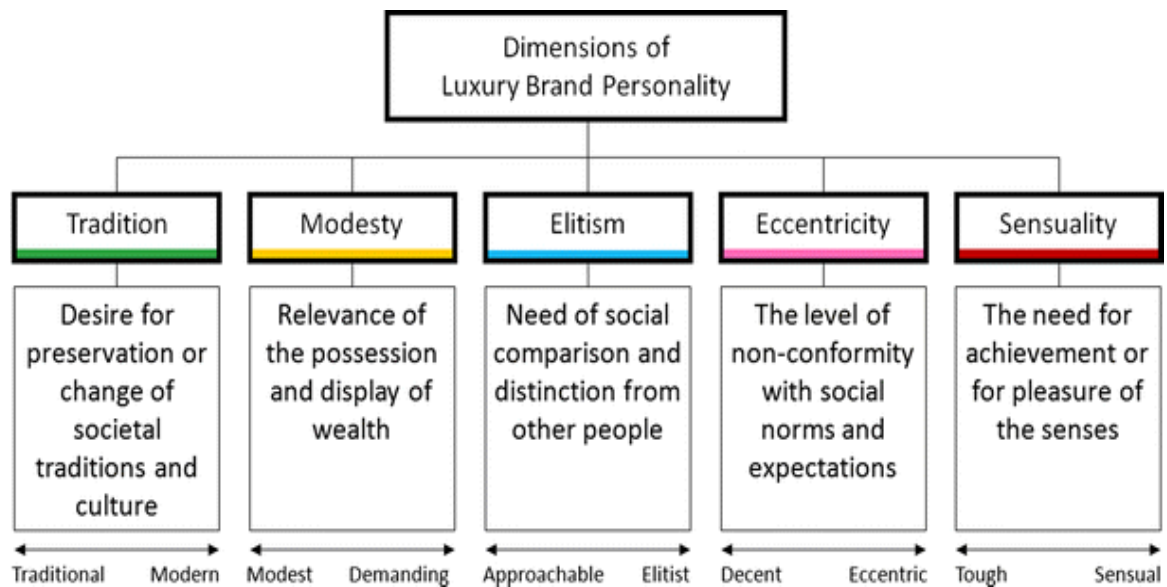
This strategic positioning is reinforced through every aspect of brand communication, from product design to retail experiences and digital presence. Luxury fashion brands have successfully created a unique market position where their products serve as both personal indulgences and social markers, distinguishing their owners from mass-market consumers. The emphasis on tradition and exclusivity in luxury fashion marketing creates a powerful narrative that justifies premium pricing and maintains brand desirability across generations (Veloutsou et al., 2022).

The foundation of luxury fashion brand marketing lies in the delicate balance between maintaining exclusivity and cultivating broader audience engagement through social media platforms as mentioned in Figure 5. Authenticity serves as the cornerstone of luxury brand identity, encompassing not just product quality but the entire brand narrative.

This authenticity is manifested through carefully crafted storytelling that weaves together elements of heritage, craftsmanship excellence, and unwavering commitment to superior quality. The challenge for luxury brands lies in maintaining their exclusive appeal while leveraging social media's democratic nature. This balance is achieved through content strategies that combine traditional luxury marketing with digital (Batat & Manika, 2020).



Figure 5 - Dimensions of Luxury Brands



*Source: Heine et al., 2018*

The evolution of luxury brand communication has necessitated a shift from purely aspirational messaging to more nuanced storytelling that resonates with both traditional luxury consumers and emerging affluent segments. This adaptation has required brands to develop new frameworks for maintaining their prestigious image while creating meaningful connections with digital audiences (Khan et al., 2022).

Instagram is revolutionizing luxury fashion marketing by providing a visual-centric platform for brands to showcase their artistic direction and brand essence. By creating immersive digital experiences, brands can mirror the sophistication of their physical retail environments. Instagram enables multi-layered storytelling, combining product showcases with behind-the-scenes glimpses into the world of luxury fashion. This comprehensive brand universe includes fashion shows, creative processes, and exclusive events, allowing luxury brands to maintain their aspirational appeal while providing intimate glimpses into their world, creating a sense of exclusive accessibility (Rathi et al., 2022).

Luxury fashion brands must maintain their market position by integrating branding elements across digital touchpoints, including social media posts and customer service exchanges. This holistic approach ensures that every interaction reflects the brand's luxury positioning. Luxury brands create lifestyle narratives that resonate with aspirational consumers, maintaining a balance between accessibility and exclusivity.

The association with exclusive events and elite lifestyles creates and maintains desire among consumers. The use of visual aesthetics, strategic partnerships with influencers, and curated content further amplifies the appeal of these brands, positioning them as symbols of status and affluence. This strategic positioning is reinforced through sophisticated visual storytelling and carefully selected partnerships, enhancing brand equity while maintaining exclusivity (Kyrrousi et al., 2022).

The personalization of customer engagement represents a critical evolution in luxury fashion marketing on social media platforms. The expectation of premium service extends beyond physical retail environments to digital interactions, requiring brands to develop sophisticated approaches to online customer service. Luxury brands have responded by creating digital concierge services and VIP programs that mirror the exclusivity of their in-store experiences. These personalized engagement strategies help maintain the sense of privilege and exclusivity that luxury consumers expect (Thaichon & Quach, 2023).

The integration of user-generated content and brand ambassador programs has added new dimensions to luxury brand authenticity, creating opportunities for organic advocacy while maintaining brand control. These programs are carefully structured to ensure that user-generated content aligns with brand standards while providing authentic perspectives on luxury experiences. The use of advanced social listening tools enables luxury brands to maintain their high standards of service by gathering and analyzing customer feedback in real-time, allowing for rapid response to changing consumer preferences and expectations. This data-driven approach to customer relationship management helps luxury brands maintain their position at the forefront of customer service excellence (Solomon & Mrad, 2022).

The combination of traditional luxury values with modern digital capabilities has created new opportunities for meaningful consumer engagement while preserving the essential characteristics of luxury brand marketing.

Social listening tools enable these brands to gather insights into consumer preferences, sentiments, and feedback, helping them refine their strategies and improve customer experiences. This kind of attention to detail, coupled with data-driven insights, is crucial for building lasting consumer relationships (Christodoulides & Wiedmann, 2022).

Scarcity and exclusivity are powerful drivers of purchase intentions, especially in the luxury fashion market. Limited-edition releases, exclusive collaborations, and seasonal collections create a sense of urgency and desirability among consumers. Luxury fashion brands use platforms like Instagram to orchestrate scarcity-driven marketing campaigns, building anticipation around their products.

Luxury fashion marketing employs a strategic approach of scarcity and exclusivity, enhancing demand generation and value creation. This goes beyond supply limitation and involves controlled availability, creating brand desirability. Limited-edition releases are used to create anticipation and desire among consumers.

Luxury brands use social media platforms, particularly Instagram, to orchestrate these releases, building narrative tension and emotional investment in product launches. Scarcity-driven marketing creates perceived value through controlled access, transforming launches into cultural events that reinforce the brand's prestigious position. These campaigns not only drive sales but also strengthen emotional connections between consumers and the brand (Kelleci, 2022).

Experiential marketing in luxury fashion has evolved from product-centric to experience-centric brand building. Modern luxury consumers seek immersive experiences that reflect their lifestyle aspirations, and social media platforms have become crucial tools for creating and distributing these experiences. Virtual events and digital experiences have emerged as powerful tools for brand building, preserving the essence of luxury while engaging with consumers.

These experiences mirror the sophistication and exclusivity of traditional luxury retail environments, creating memorable moments that strengthen brand loyalty. The focus on experiential marketing helps luxury brands differentiate themselves in an increasingly crowded digital landscape, transforming customers into brand advocates and extending their reach and influence through organic word-of-mouth (Sharma et al., 2022).

The Indian luxury market presents unique challenges and opportunities that require careful adaptation of global luxury marketing strategies. The complexity of Indian consumer behavior, characterized by a blend of traditional values and modern aspirations, necessitates a nuanced approach to luxury brand communication.

Indian consumers demonstrate a sophisticated understanding of luxury that combines global trends with local cultural context. This duality requires luxury brands to develop marketing strategies that respect and incorporate Indian cultural elements while maintaining their international luxury positioning.

The integration of Indian craftsmanship and artistic traditions into luxury brand narratives serves multiple purposes: it demonstrates cultural sensitivity, creates authentic connections with local consumers, and adds unique value to global luxury offerings. The creation of limited-edition collections inspired by Indian culture represents a strategic approach to market localization that enhances brand relevance while maintaining exclusivity (Xie & Lou, 2020).

Celebrity endorsements and influencer collaborations are also central to luxury fashion brand marketing in India. Partnering with Bollywood celebrities, sports personalities, and social media influencers who embody aspirational lifestyles enables luxury brands to connect with affluent Indian consumers (MajlesiRad et al., 2020).

Luxury fashion brands in India must also consider the omnichannel approach to engage with consumers who navigate both online and offline shopping experiences. Social media platforms bridge the gap between digital discovery and physical retail, allowing consumers to explore products online before making purchases in-store. This seamless integration between channels enhances the consumer journey and provides opportunities for luxury fashion brands to create meaningful connections across multiple touchpoints (Aeberhard et al., 2020)

### **3.3 Consumer Behavior & Purchase Intention**

The rise of social media platforms has significantly impacted consumer behavior, offering new opportunities and challenges for understanding factors influencing purchase decisions. The Theory of Planned Behavior (TPB) by Icek Ajzen provides a framework for analyzing behavioral intentions, highlighting the interplay of attitudes, subjective norms, and perceived behavioral control.

Platforms like Instagram, Facebook, and TikTok enable brands to craft personalized experiences through data-driven targeted advertising, appealing to consumer attitudes, preferences, and lifestyle aspirations. Influencer endorsements and user-generated content reinforce this process, making TPB a powerful tool for understanding how digital interactions shape purchase intentions. Social media acts as a conduit for influencing attitudes, fostering community-driven subjective norms, and enabling perceived control over purchasing decisions (Zhang et al., 2020).

Social media's interactive nature significantly influences consumer-brand relationships, fostering engagement and influencing attitudes towards products or services. Brands perceived as responsive and relatable deepen emotional connections, leading to higher likelihood of purchase. Positive interactions, like prompt replies or personalized content, build trust and reinforce favorable attitudes. Social media also establishes and spreads social norms and trends, impacting individual behavior.

The pressure to conform to trending products or popular endorsements drives purchase decisions, especially among younger consumers. Understanding the social dimension of TPB is crucial, as digital communities influence subjective norms. Consumers use social media's interactive tools to gather information, seek recommendations, and compare options, giving them a sense of control over their purchasing journey as highlighted in Figure 6 (McClure & Seock, 2020).

Figure 6 - Consumer Behavior Process



*Source - Kotler, 2021*

Social Identity Theory (SIT) by Henri Tajfel and John Turner highlights the role of group memberships and brand affiliations in shaping consumer behavior. It suggests that individuals' self-concept is shaped by their group affiliations, which in turn influences their preferences, values, and behaviors. In the digital age, social media platforms allow consumers to connect with like-minded individuals and immerse themselves in brand communities identities.

Businesses can align their brand image with specific social identities, fostering engagement and loyalty. Lifestyle brands can target niche audiences by curating content that aligns with their demographic aspirations and values. This strategy reinforces consumers' social identities and allows them to express themselves through consumption choices, fostering deeper emotional connections and strengthening the relevance of offerings (Zhao et al., 2023).

The rise of social media has significantly impacted millennials' interactions with brands, making it a crucial factor in their purchasing decisions. This generation, known for their digital fluency and preference for engaging experiences, engages with brands through likes, shares, and comments. Likes provide immediate validation and a sense of belonging, strengthening their connection with a brand. Shares expand a brand's visibility and virality, as consumers disseminate content, becoming brand ambassadors.

Sharing also allows millennials to curate and communicate their online identity, aligning with brands that align with their personal values. Comments offer an interactive platform for consumers to voice opinions, seek advice, and establish connections, fostering a sense of community within the brand's ecosystem. These interactive elements contribute to trust, loyalty, and advocacy, making consumers feel valued and heard. (Sharma, 2022).

The rise of social media has significantly influenced millennials' interactions with brands, making it a crucial factor in their purchasing decisions. This generation, known for their digital fluency, engages with brands through likes, shares, and comments. Likes provide validation and a sense of belonging, while shares expand a brand's visibility and virality. Sharing allows millennials to curate their online identity and align with brands that align with their values. Comments foster a sense of community within the brand ecosystem, contributing to trust, loyalty, and advocacy (Wang et al., 2022).

Engagement is crucial for millennial purchase intentions, as genuine interactions drive meaningful connections. Personalized responses, thoughtful conversations, and user-generated content are key strategies for authenticity. Brands that prioritize authentic engagement instill trust, leading to loyalty and increased brand advocacy. This authenticity encourages millennial consumers to make purchases, share experiences online, and recommend the brand. Businesses that invest in meaningful engagement cultivate strong relationships with millennials, resulting in sustained loyalty and increased brand advocacy (Ali et al., 2021).

Social commerce is a growing trend in online shopping that combines social interactions with purchasing activities to cater to consumer preferences. It offers a frictionless shopping journey embedded within social media platforms, with features like shoppable posts, in-app checkouts, and tailored product recommendations. These features reduce transaction barriers, making social commerce attractive for impulse buying. Social commerce simplifies the purchasing process and creates an engaging experience, fostering higher purchase intentions.

Social proof is a crucial factor in the social commerce environment, influencing consumer behavior and trust. Positive reviews, user-generated images, and influencer endorsements serve as testimonials of a product's quality, reducing uncertainty and reinforcing consumer confidence. Negative feedback can undermine trust, deter purchase decisions, and negatively affect brand perception. To overcome these challenges, businesses must cultivate and amplify social proof through innovative strategies.

Incentivizing user-generated content enhances brand authenticity and provides relatable use cases for potential customers. Fostering brand advocacy through loyalty programs and leveraging social listening tools can address consumer concerns and capitalize on positive sentiments within digital communities. These measures ensure social proof continues to drive positive consumer behavior and solidify purchase intentions (Zhang et al., 2023).

Peer influence is a key factor in social commerce, as it influences consumer behavior and encourages conformity to trends. Platforms like social commerce platforms capitalize on this by fostering interactions, user engagement, and community building. These platforms encourage consumers to engage with content reflecting their peers' choices, reinforcing their desire to conform (Gupta et al., 2021).

Businesses can use peer influence to create a stronger sense of belonging and identity among consumers, leading to greater brand affinity. Strategies like group buying and collaborative shopping tap into this communal nature, while social gifting allows consumers to share products as gifts within their networks. These features not only increase conversion rates but also strengthen emotional connections, driving sales and loyalty (Kamath et al., 2021).

User-generated content (UGC) is a crucial tool in social commerce, shaping consumer behavior and purchase intentions. It reflects authentic experiences and unbiased perspectives, establishing trust and boosting confidence in informed purchasing decisions. UGC also serves as social proof, amplifying the credibility of a product or service. It engages users, creating a personalized and meaningful interaction.

UGC also influences decision-making by offering relatable insights and fueling word-of-mouth marketing. Businesses that integrate UGC into their marketing strategies can build trust, encourage engagement, and strengthen emotional ties, driving consumer loyalty and purchase intentions in the digital-first economy (Al-Haddad et al., 2022).

Brands can capitalize on this by featuring positive reviews and testimonials on their websites, product pages, or marketing campaigns. Social proof is another critical factor, as people tend to conform to the actions of others when they are uncertain about what to do. UGC is powerful social proof that influences consumers' perceptions and behaviors. When consumers see evidence of others' positive experiences with a brand or product through reviews, testimonials, or user photos, they are more likely to perceive it as a popular and trustworthy choice.



Brands can enhance visibility and community by encouraging satisfied customers to share their experiences on social media and review platforms. This participatory approach transforms consumers into brand advocates, fostering deeper emotional connections and long-term loyalty. When consumers feel valued as contributors, they are more likely to remain engaged and committed to the brand. This two-way dialogue strengthens brand-consumer relationships, positively shapes brand perception, and drives purchase intentions (Bianchi et al., 2022).

User-generated content (UGC) significantly influences consumer behavior, with emotional triggers playing a crucial role in decision-making. Positive reviews and real-life experiences can evoke trust, satisfaction, and excitement about a product. Brands can strategically curate UGC to align with their target audience's values, aspirations, and lifestyles, enhancing the emotional connection and reinforcing the brand's relevance in their lives (Teixeira et al., 2023).

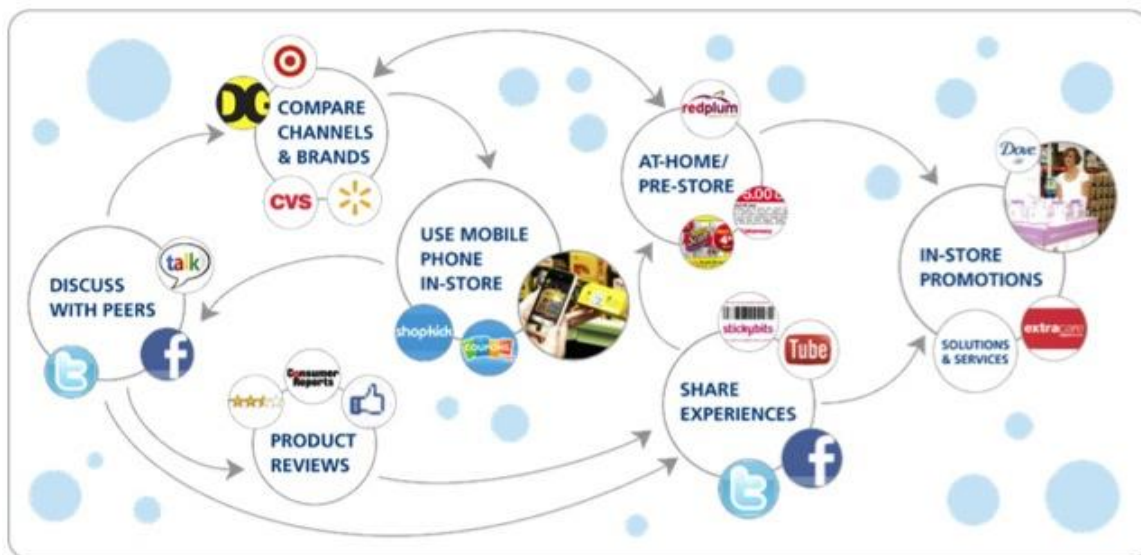
Brands can leverage the emotional impact of UGC by curating content that resonates with their target audience's values, aspirations, and lifestyles. UGC plays a pivotal role at various stages of the consumer decision-making process, from initial awareness to the final purchase decision. As consumers progress through the decision-making process, positive UGC reinforces their confidence in the brand or product, ultimately tipping the scales in favor of purchasing. Brands with easy access to relevant and authentic UGC can increase conversion rates and sales.

Social media platforms have revolutionized communication and commerce and bring growing concerns about privacy and trust. Millennials, who have grown up in the digital era, are increasingly vigilant about online privacy, fearing data breaches, identity theft, and potential exploitation for targeted advertising and manipulation. The Cambridge Analytica scandal and other high-profile data breaches have exacerbated these concerns, leading millennials to adopt more cautious behaviors when engaging with social media platforms (Fathima et al., 2023).

Trust is the foundation of any successful relationship between social media platforms and their users. However, scandals and controversies have eroded trust in these platforms, such as algorithmic biases, spreading misinformation, and opaque data collection practices. This lack of transparency and accountability further undermines trust, making it easier for users to feel confident sharing their personal information and engaging with content on these platforms.

Privacy and trust significantly influence consumer behavior, shaping how millennials interact with social media platforms and brands. In response to these concerns, millennials are increasingly inclined to exercise caution in their online activities, curating their profiles, limiting information shared, and actively seeking out platforms and brands that prioritize privacy and transparency (Khan et al., 2023).

Figure 7 - Digital Consumer Behavior



*Source - Business Standards Report, 2020*

As can be seen in Figure 7, this altered behavior has an effect on the kind of content that they interact with and extends to the decisions that they make regarding their purchases. The intention of consumers to make a purchase is intricately connected to their perceptions of trust and privacy. Millennials are discerning consumers who place a high value on authenticity and integrity in the brands that they support. It is more likely that consumers will maintain their trust and loyalty to brands that place a priority on transparency and responsible data practices (Weismueller et al., 2020).

The impact of social media on Indian consumer behavior is significant due to the country's diverse cultural, social, and economic factors. Cultural factors, such as the richness of Indian culture and traditions, significantly influence consumer behavior. Social media platforms serve as digital arenas where these cultural identities are expressed, celebrated, and sometimes commodified. During festivals like Diwali or Holi, social media becomes inundated with posts showcasing traditional attire, festive decorations, and unique cuisines, influencing consumer choices and purchase patterns (Sharma et al., 2021).

Digital darshan has emerged, where individuals seek virtual experiences, spiritual guidance, and product recommendations aligned with their cultural values and beliefs, impacting purchase intentions. Social factors have redefined social interactions, enabling individuals to connect, share, and engage with others globally. Social bonds and peer influence hold significant sway over consumer decisions in India. Social media influencers leverage their credibility and reach consumer preferences and purchase intentions (Zhang et al., 2023).

Economic factors, such as increasing disposable incomes, urbanization, and digital penetration, drive the rapid transformation of India's financial landscape. Social media platforms serve as marketplaces where consumers browse, compare, and purchase products and services. E-commerce giants capitalize on this trend by deploying targeted advertising, personalized recommendations, and exclusive deals. The rise of social commerce blurs the lines between social interaction and commercial activity (Alqaysi & Zahari, 2022).

### **3.4 Social Media & Luxury Brands**

Luxury fashion brands are increasingly using social media to connect with their audience, particularly millennials. Traditional marketing methods like print advertisements and high-profile events have been replaced by digital marketing. Social media allows brands to directly communicate with consumers, bypassing intermediaries and creating a personal connection.

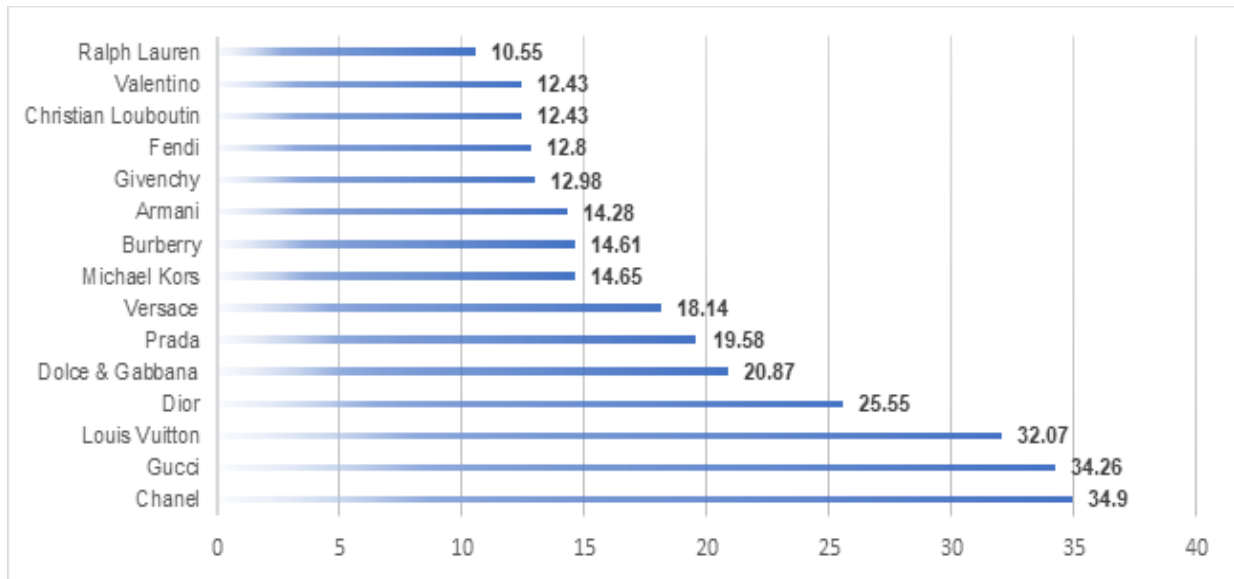
This allows brands to present a curated image that highlights exclusivity, sophistication, and cultural relevance. Millennials, digital natives, view luxury brands through the lens of aspiration, associating them with prestige and belonging to an elite group. Social media's interactive nature allows millennials to engage with brands in a more personal and authentic manner, solidifying their perception of the brand as relevant and exclusive (Chen et al., 2021).

The reach and virality of social media content are significant, enabling luxury fashion brands to extend their influence far beyond the reach of traditional marketing channels. What was once a strategy for niche audiences has now evolved into a global phenomenon. The viral nature of social media posts, especially those featuring limited-edition releases or exclusive collaborations, ensures that luxury brands can quickly capture attention, further enhancing their impact among millennials and increasing their visibility across diverse platforms as mentioned in Figure 8 (Jayawardena et al., 2023).

Social media has revolutionized brand engagement and image, with millennials actively participating in conversations through likes, shares, comments, and direct messages. This dynamic interaction allows consumers to feel connected to brands they admire, influencing their opinions and contributing to the larger conversation. This engagement establishes a sense of community, leading to stronger brand loyalty. Positive interactions enhance a brand's credibility and authenticity, while negative feedback can lead to reputational damage.

Luxury brands must manage negative feedback carefully, as dissatisfied consumers can quickly express grievances on social media platforms. Millennials value transparency and authenticity, and luxury brands must prioritize responsiveness and transparency in their social media interactions. Failure to manage these interactions may result in backlash and loss of audience trust. Therefore, luxury fashion brands must continuously refine their social media strategies to maintain a positive and authentic image (Colella & Amatulli, 2021).

Figure 8 - Luxury Brands on Instagram



*Source - Journal of Marketing, 2023*

Luxury fashion brands can strengthen millennial brand loyalty and advocacy by engaging with user-generated content and fostering community-building initiatives. As social media evolves, consumers have become content creators, sharing personal experiences, photos, and reviews. Luxury brands can harness this power by reposting customer images or testimonials, acknowledging and celebrating their loyal fan base.

This interaction fosters a deeper sense of connection, making consumers feel recognized and valued. Authenticity and influencer marketing are also important in this context, as millennials prioritize raw and transparent content. Collaborating with trusted fashion influencers allows luxury brands to extend their reach authentically. However, transparency is crucial to maintain trust in these collaborations, as brands risk alienating followers and diminishing the authenticity of their messaging (Chen, 2023).

Luxury fashion brands are leveraging social media to engage with their audience and build lasting relationships. The shift from traditional one-way communication to dynamic two-way interaction has made it crucial for brands to focus on relationship-building rather than just product promotion. Authentic storytelling is a powerful tool for deepening brand engagement, showcasing unique narratives such as the brand's history, craftsmanship, and values.

This content evokes emotions in the audience, forging stronger connections and trust. Social media's interactive features, such as polls and quizzes, have become invaluable for keeping consumers involved in the brand's journey. These interactive content elements foster a sense of community and ownership, catering to millennials' desire for personalized experiences (Colella et al., 2022).

Luxury brands are leveraging data-driven marketing to enhance their customer experience by tailoring messages, invitations, and product suggestions. This personalization not only enhances the consumer experience but also reinforces the brand's sense of exclusivity. Customers feel special treatment when they receive exclusive offers or personalized product recommendations, fostering loyalty and attachment.

Social listening tools are crucial for luxury brands to monitor conversations and respond to customer feedback in real-time. These tools help gauge audience sentiments, address concerns, and resolve issues before they escalate, demonstrating commitment to customer satisfaction. By being responsive and attentive, luxury brands can build trust with their followers, ensuring the brand's reputation and customer satisfaction remains high (Sunny & Siwach, 2024).

Luxury fashion brands can leverage influencer partnerships to authentically engage with their target audience. These partnerships leverage the trust and influence of fashion influencers and key opinion leaders (KOLs), who often embody the lifestyle and values they want to promote. By aligning with influencers whose personal brand aligns with their own, luxury brands can ensure their messages resonate with their target audience.

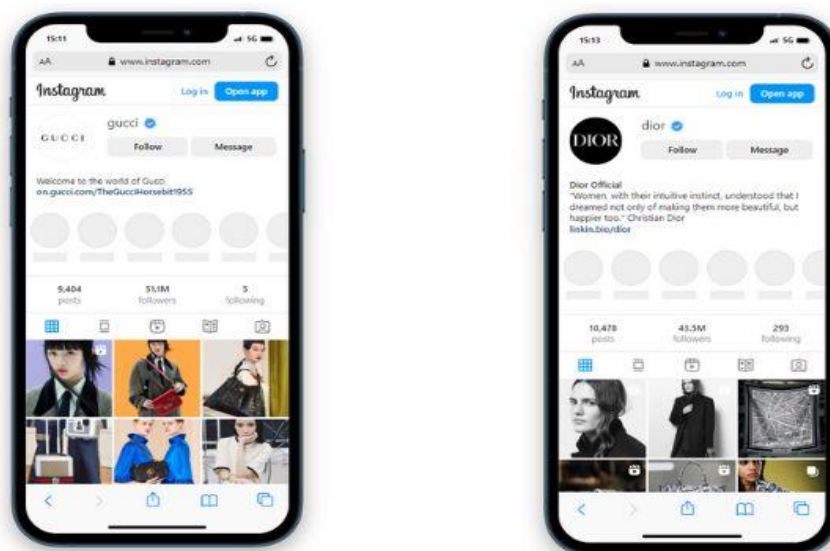
Influencers act as authentic advocates, sharing their experiences and endorsements that carry weight with their followers. This authenticity fosters deeper relationships between the brand and the influencer's audience, expanding the brand's reach while maintaining credibility. Influencers also add their personal touch, making the brand feel more relatable and less commercial, especially in the luxury market where exclusivity is valued (Bazi et al., 2020).

Luxury fashion brands use exclusive access and rewards to promote brand loyalty. These include promotions, early access to collections, and invitations to private events. These rewards incentivize repeat purchases and reinforce the brand's exclusivity. Maintaining this sense of exclusivity across all social media channels is crucial for brand consistency and effectiveness. Luxury brands should engage in two-way communication, offering visually compelling content that resonates with their audience (Dobre et al., 2021).

User-generated content can be a key tool in this strategy, as it allows customers to share their positive experiences with the brand, reinforcing its exclusivity and desirability. This shared content boosts engagement and acts as organic promotion, expanding the brand's reach beyond its immediate followers. Monitoring performance indicators and customer engagement metrics helps luxury brands refine their strategies and adjust their approach, ensuring relevance and effectiveness in fostering brand loyalty (Oliveira & Fernandes, 2022).

The role of social media in influencing consumer behavior, particularly among millennials, is becoming increasingly significant in the luxury fashion segment. Conversion rates and sales performance are crucial metrics for assessing the efficacy of social media marketing efforts. Direct effects of social media marketing on conversion and sales include increased brand awareness, enhanced engagement, influencer partnerships, and integration of social commerce.

Figure 9 - Luxury Brands Instagram



*Source - The Social Shepherd Report, 2022*

Luxury fashion brands can showcase their products through visually captivating content, compelling storytelling, and strategic use of hashtags and keywords as shown in Figure 9. The interactive nature of social media fosters real-time dialogue between brands and consumers, allowing luxury fashion brands to humanize their brand persona, respond promptly to inquiries, and provide personalized recommendations (Castillo-Abdul et al., 2022)

Collaborating with credible influencers within the millennial demographic can yield substantial dividends for luxury fashion brands. Social commerce integration can help these brands reduce purchase friction and facilitate impulse buys, elevating conversion rates and optimizing sales performance. Indirect effects include brand loyalty, advocacy, and optimization through data insights (Zhang et al., 2021).

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Social media platforms like Instagram, TikTok, and Pinterest have transformed into dynamic marketing ecosystems for luxury brands, allowing them to reach a global audience in real-time. This enhances brand awareness among affluent consumers who might be out of reach due to geographic or socio-economic limitations.

Social media's ability to connect brands with new markets directly influences their brand equity, which is derived from consumer perception, loyalty, and market positioning. Features like shoppable posts and direct product tagging on platforms like Instagram streamline the path from brand awareness to purchase, enabling luxury brands to convert exposure into tangible business outcomes (Michaelidou et al., 2022).

By curating visually stunning content, initiating interactive campaigns, and maintaining an authentic voice, luxury fashion brands can cultivate genuine relationships with consumers. Personalized experiences, exclusive access, and responsive customer service further solidify brand loyalty, enhancing brand equity in the long term (Kong et al., 2021).



Luxury fashion brands rely on storytelling to differentiate themselves from competitors and position their products as symbols of culture, status, and craftsmanship. Social media platforms like Instagram, TikTok, and YouTube allow brands to tell their stories in real-time, allowing them to directly interact with consumers and share behind-the-scenes content.

This brand's story allows consumers to form an emotional connection to the brand, making their purchases feel more personal and meaningful. Luxury fashion consumers are buying into a narrative that aligns with their values and aspirations, making brand storytelling through social media a powerful tool for luxury brands to communicate their identity, establish their values, and create lasting emotional connections with their customers (Lim et al., 2021).

Luxury fashion brands are increasingly leveraging influencer collaboration and amplification to gain visibility and credibility in the saturated digital landscape. Influencers, particularly those who resonate with the millennial demographic, provide a gateway for brands to tap into their established trust and rapport with their followers.

Influencers act as advocates for the brand, sharing genuine experiences with products and fostering trust among followers. These collaborations can lead to authentic endorsements that resonate with consumers, driving brand awareness and purchase intent. The immediacy of social media allows for real-time engagement, allowing luxury brands to participate in discussions, interact with followers, and amplify their presence at key moments. This direct engagement helps luxury brands stay relevant in an ever-evolving digital landscape, where consumers expect constant interaction and personalized responses (Husain et al., 2022).

Social media has significantly impacted luxury fashion brands' marketing strategies, but its long-term impact on brand resilience and consumer loyalty is still evolving. Sustainability, brand resilience, and adaptability to changing consumer preferences are crucial for long-term success. Luxury brands must stay agile, continuously monitoring the social media landscape and adjusting their strategies to align with values and expectations (Song & Kim, 2022).

The long-term impact of social media should be measured in terms of sustained brand loyalty, customer advocacy, and brand equity. Establishing enduring relationships requires proactive engagement through compelling content, personalized interactions, and community-building efforts. Luxury brands must balance exclusivity with inclusivity and sustainability, ensuring they remain relevant and resilient according to consumer expectations (Yiangou et al., 2020).

## 4. Practical Part

This thesis uses a quantitative research design, where structured questionnaire is used to collect data, including 17 questions focused on demographic questions, descriptive questions and Likert scale questions using 5-point scale. The sample of 390 respondents was drawn using non-probability convenience sampling, and data was collected through online surveys.

### 4.1 Respondents Demographics

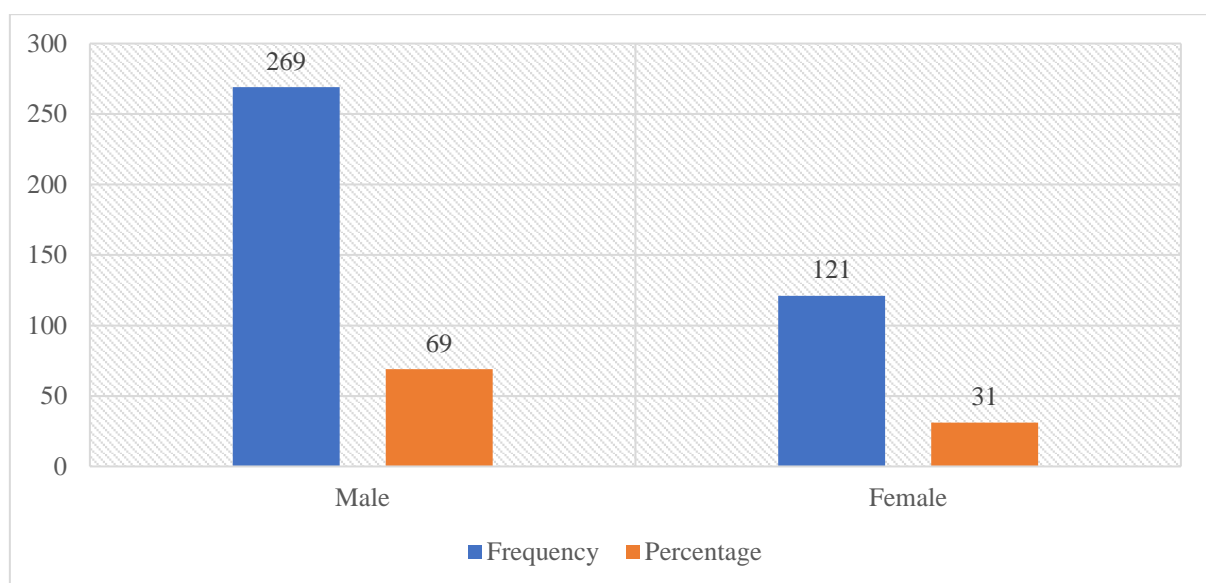
The thesis found that 69% of the participants were male, with 269 out of 390 identifying as male. Female respondents made up 31% of the sample as mentioned in the Graph 1. This gender difference could suggest men are more active on Instagram about luxury fashion brands in social media marketing in India.

Table 1 - Respondent Gender

Gender	Frequency	Percentage
Male	269	69
Female	121	31
Total	390	100

*Source - Based on the primary data collected by the author*

Graph 1 - Respondent Gender



*Source - Based on the primary data collected by the author*

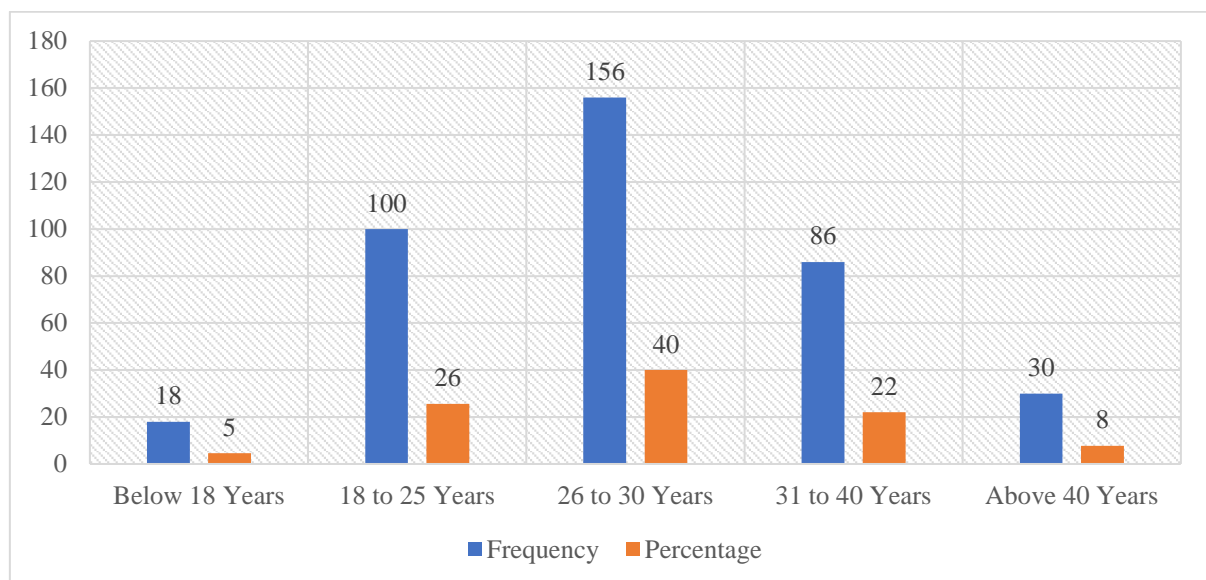
The majority of respondents in a thesis are aged between 18 and 30, making up 40% of the total sample. The 18 to 25 age group is the second-largest, accounting for 26% of the total sample as shown in Graph 2. The 31 to 40 age group is the third-largest, accounting for 22%. This demographic is likely the primary audience for luxury fashion brands on Instagram, as they are more engaged with social media and influenced by digital marketing. The younger age groups, below 18 and above 40, are less involved in this social media-driven market segment.

Table 2 - Respondent Age Group

Age Group	Frequency	Percentage
Below 18 Years	18	5
18 to 25 Years	100	26
26 to 30 Years	156	40
31 to 40 Years	86	22
Above 40 Years	30	8
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 2 - Respondent Age Group



*Source - Based on the primary data collected by the author*

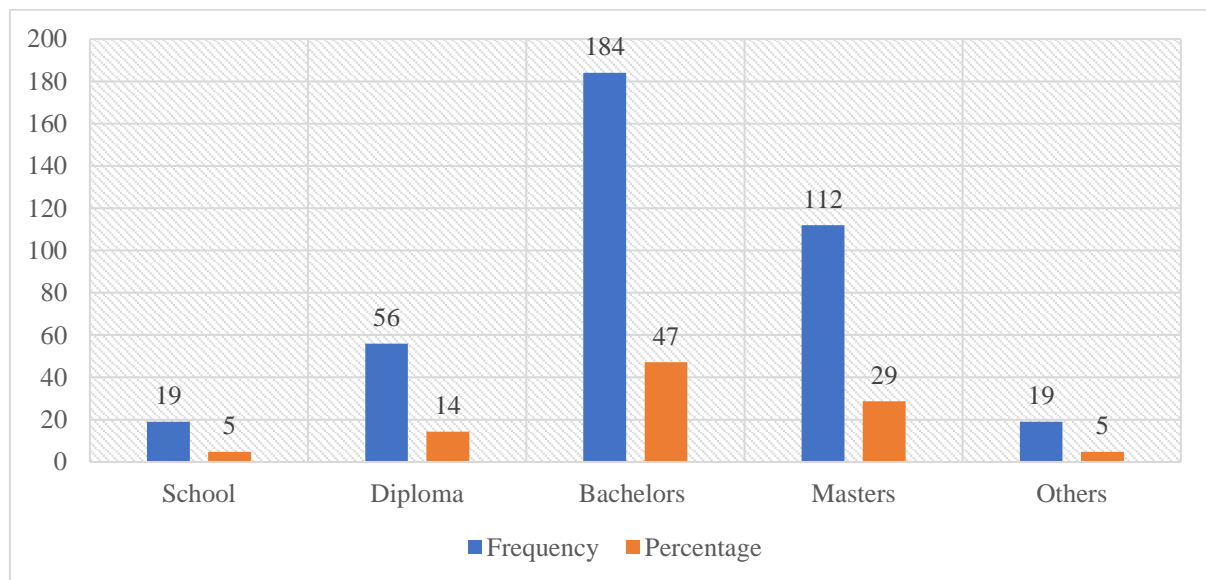
The majority of respondents (47%, or 184) hold a Bachelor's degree, making them the core demographic. 29% have a Master's degree, indicating advanced education levels. 14% have a Diploma, and 5% are still in school as described in Graph 3. This indicates that most respondents are well-educated, which could influence their awareness and perceptions of social media marketing strategies, especially in the luxury fashion sector where informed consumer choices are common.

Table 3 - Respondent Education

Education	Frequency	Percentage
School	19	5
Diploma	56	14
Bachelors	184	47
Masters	112	29
Others	19	5
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 3 - Respondent Education



*Source - Based on the primary data collected by the author*

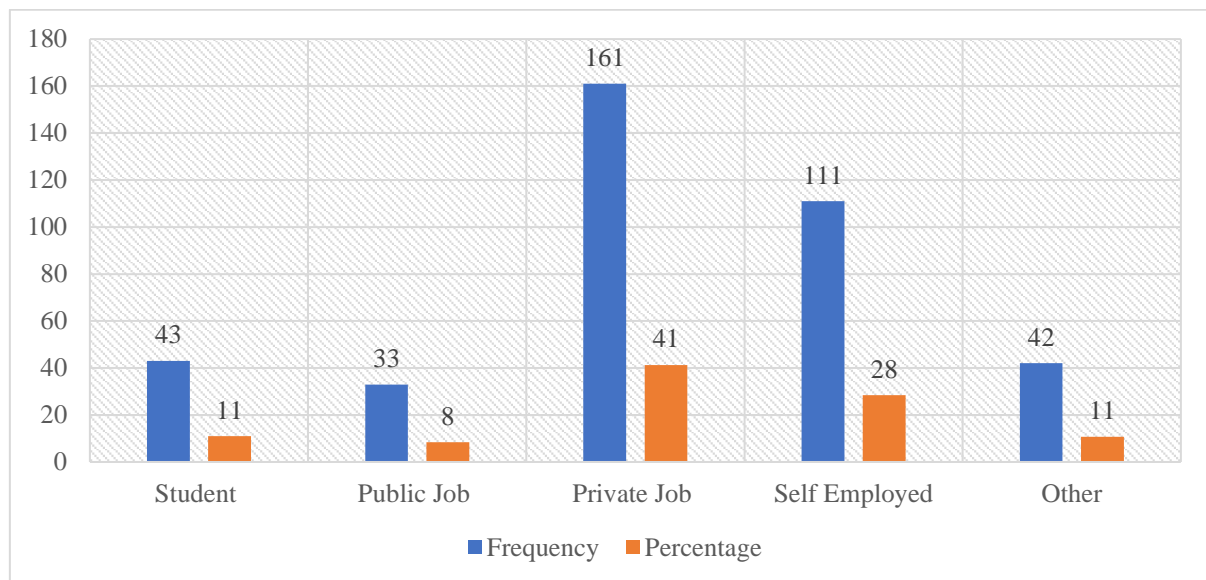
The thesis reveals that most respondents are employed in the private sector, accounting for 41% of the sample, with 28% being self-employed. This indicates a strong presence of entrepreneurial individuals as mentioned in Graph 4. The remaining 11% are students and "Other" individuals, while public sector employees make up 8%. This suggests that professionals and entrepreneurs are predominant, possibly due to their financial capacity and interest in luxury fashion brands.

Table 4 - Respondent Occupation

Occupation	Frequency	Percentage
Student	43	11
Public Job	33	8
Private Job	161	41
Self Employed	111	28
Other	42	11
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 4 - Respondent Occupation



*Source - Based on the primary data collected by the author*

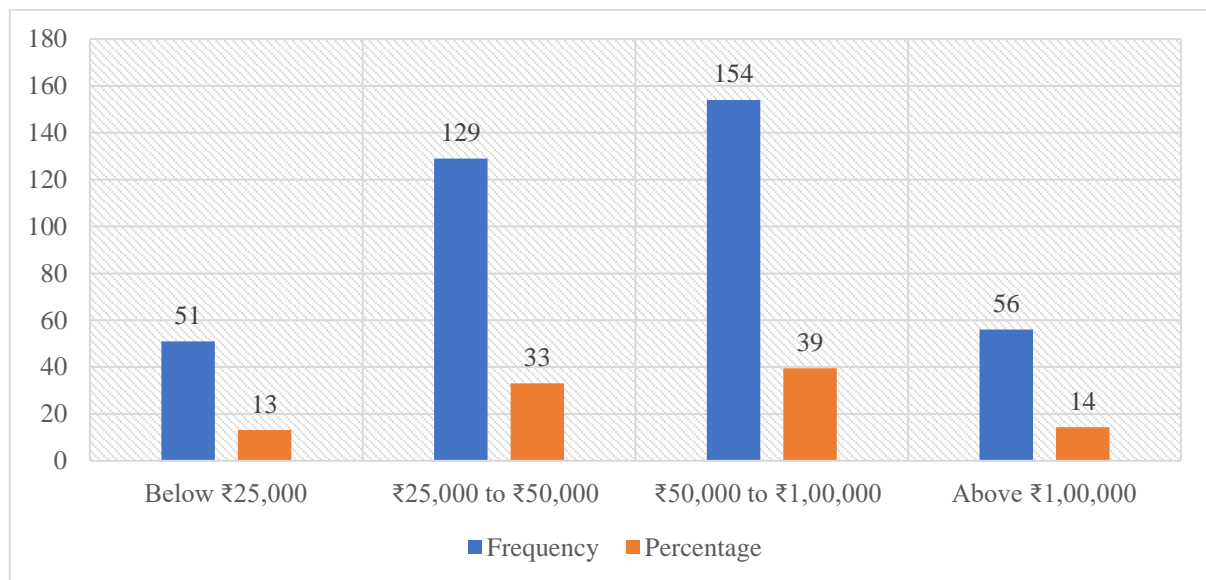
The most respondents earn between ₹50,000 to ₹1,00,000 monthly, making up 39% of the sample. The remaining 33% earn between ₹25,000 to ₹50,000. 14% have monthly incomes above ₹1,00,000, while 13% fall below ₹25,000 as shown in Graph 5. This income distribution aligns with potential luxury fashion brand consumers, who typically have disposable income. This income profile may also influence their engagement with social media marketing on platforms like Instagram.

Table 5 - Respondent Income

Income	Frequency	Percentage
Below ₹25,000	51	13
₹25,000 to ₹50,000	129	33
₹50,000 to ₹1,00,000	154	39
Above ₹1,00,000	56	14
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 5 - Respondent Income



*Source - Based on the primary data collected by the author*

## 4.2 Social Media & Brand Interaction

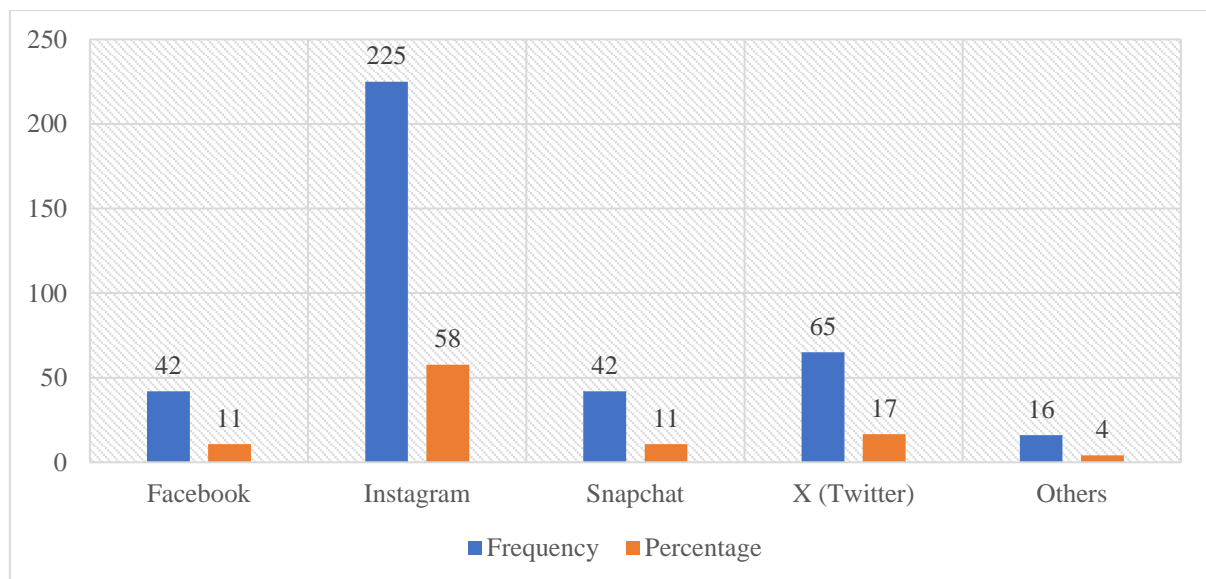
Instagram is the most popular primary social media platform among respondents, with 58% identifying it as their main channel as described in Graph 6. This is significant as the thesis focuses on Instagram's influence on consumer behavior towards luxury fashion brands. X (Twitter) is the second most common platform, used by 17% of participants. Facebook and Snapchat have similar usage levels, each being the primary platform for 11% of respondents. Other platforms account for only 4%, indicating minimal focus on alternatives outside the major social media platforms.

Table 6 - Primary Social Media

Primary Social Media	Frequency	Percentage
Facebook	42	11
Instagram	225	58
Snapchat	42	11
X (Twitter)	65	17
Others	16	4
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 6 - Primary Social Media



*Source - Based on the primary data collected by the author*

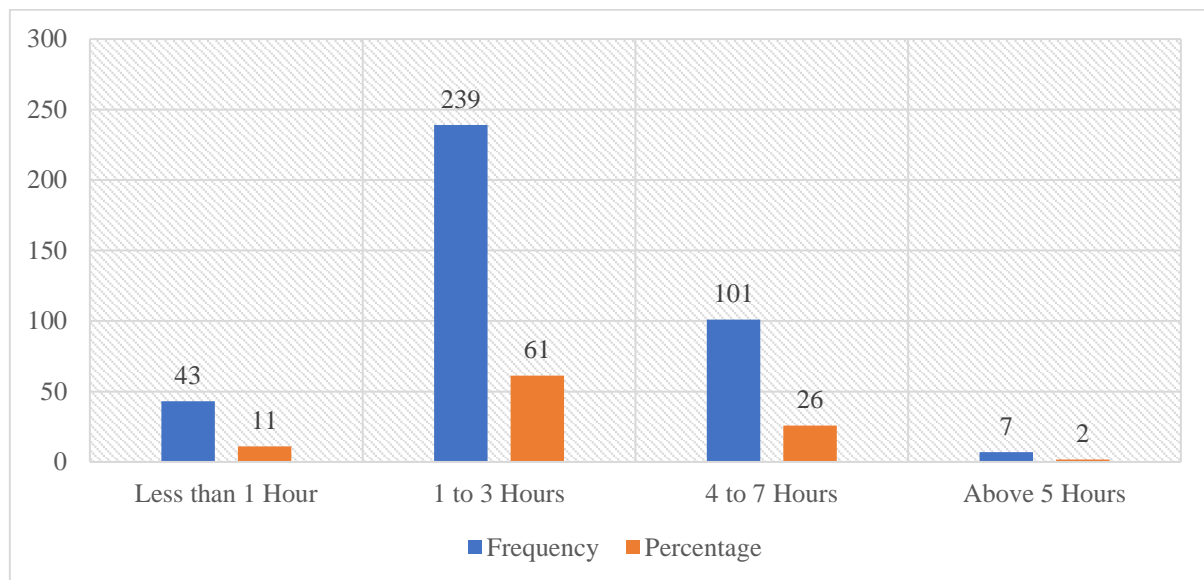
The most of respondents on Instagram have been using the platform for a significant amount of time, with 47% having been on it for 4-7 years and 38% having used it for 1 to 3 years as described in Graph 7. This familiarity with the platform could lead to a better understanding of content and marketing strategies. A smaller portion, 4%, are relatively new users with less than a year on the platform. The remaining 11% are heavy users, with daily usage exceeding 5 hours, indicating a highly engaged audience exposed to a larger volume of Instagram content.

Table 7 - Instagram Usage Duration

Instagram Usage Duration	Frequency	Percentage
Less than 1 Year	14	4
1 to 3 Years	150	38
4 to 7 Years	184	47
Above 5 Hours	42	11
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 7 - Instagram Usage Duration



*Source - Based on the primary data collected by the author*



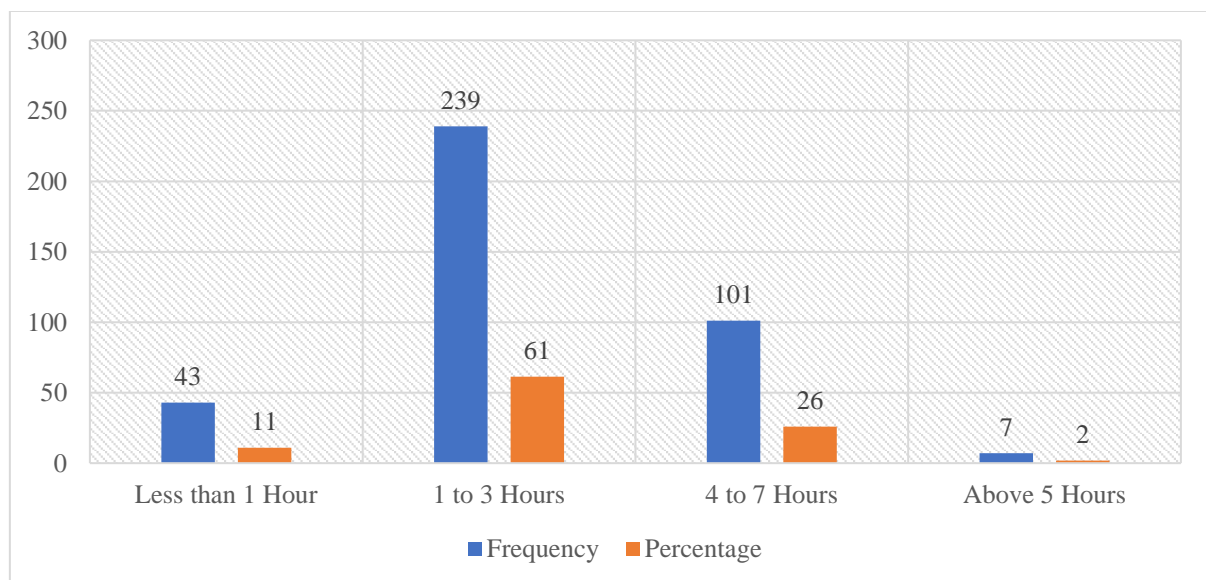
The majority of Instagram users, 61%, spend 1 to 3 hours daily, indicating a balanced engagement level. 26% spend 4 to 7 hours daily, indicating a significant portion of highly active users as mentioned in Graph 8. The smaller group, 11%, spends less than 1 hour daily, indicating a lighter level of engagement. Only 2% spend more than 7 hours daily, indicating a minimal segment of high-frequency users. This distribution aligns with effective marketing exposure and avoids user fatigue, providing insights into the varying degrees of daily interaction that might influence consumer response to luxury brand content on Instagram.

Table 8 - Instagram Daily Hours

Instagram Daily Hours	Frequency	Percentage
Less than 1 Hour	43	11
1 to 3 Hours	239	61
4 to 7 Hours	101	26
Above 5 Hours	7	2
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 8 - Instagram Daily Hours



*Source - Based on the primary data collected by the author*

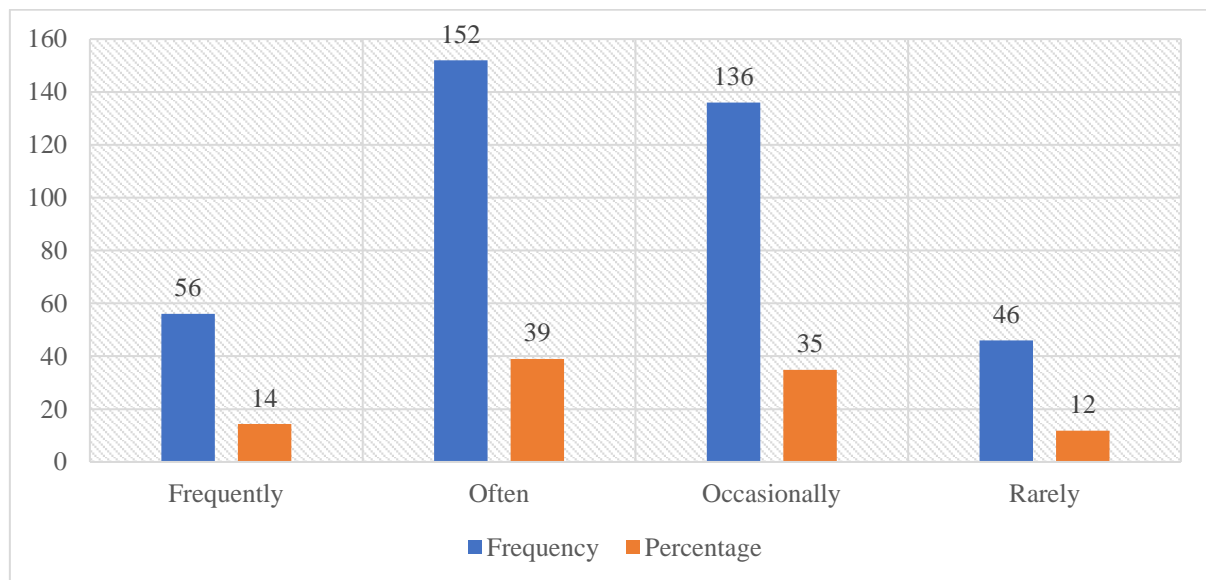
The data indicates that 39% of respondents frequently encounter luxury brand promotions on Instagram, with over half of the sample being frequent users as shown in Graph 9. However, 35% of respondents only see promotions occasionally, and 12% rarely, indicating some variability in exposure levels due to personal interests, browsing behavior, or Instagram's algorithmic targeting. This suggests that luxury brand advertisements are highly visible to a large audience.

Table 9 - Luxury Brand Promotions

Luxury Brand Promotions	Frequency	Percentage
Frequently	56	14
Often	152	39
Occasionally	136	35
Rarely	46	12
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 9 - Luxury Brand Promotions



*Source - Based on the primary data collected by the author*

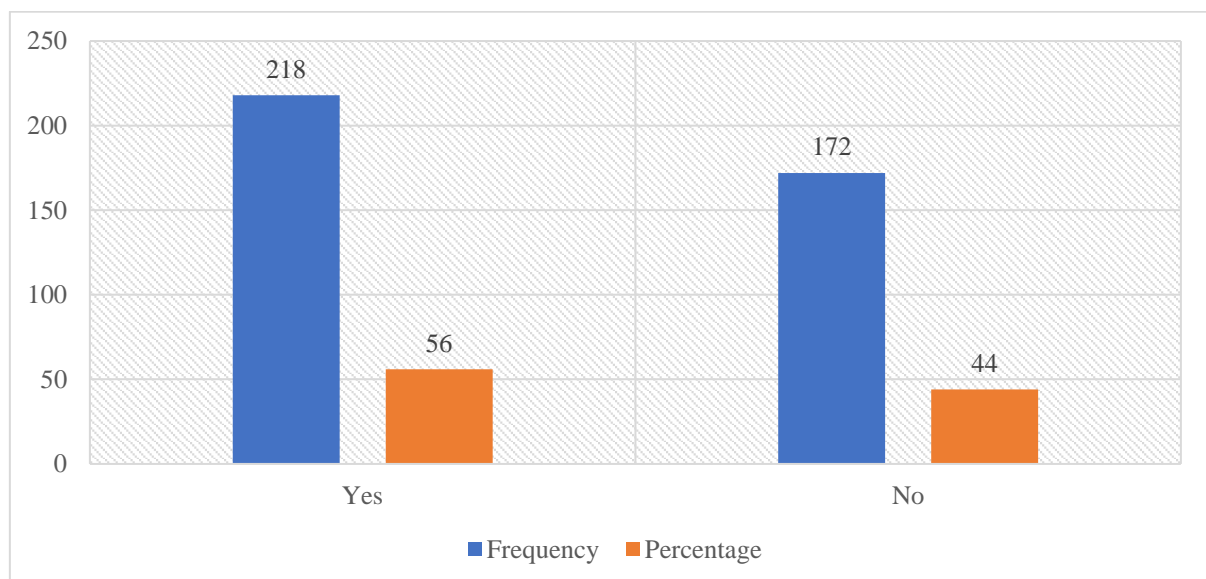
The thesis shows that 56% of respondents on Instagram actively engage with brands, indicating a proactive consumer base that responds to marketing efforts as mentioned in Graph 10. This engagement can take various forms, such as liking posts, commenting, sharing, or participating in brand-related activities. Conversely, 44% of respondents do not engage with brands, suggesting a passive approach or lack of interest in brand interactions, which could help identify potential barriers to engagement.

Table 10 - Brand Engagement Activity

Brand Engagement Activity	Frequency	Percentage
Yes	218	56
No	172	44
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 10 - Brand Engagement Activity



*Source - Based on the primary data collected by the author*

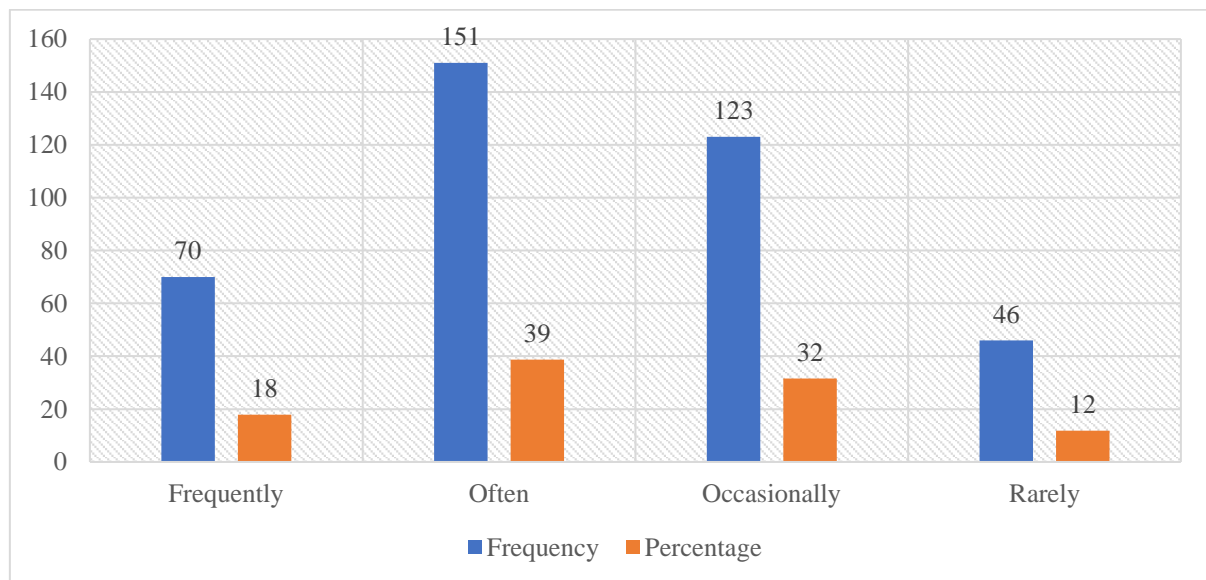
The data shows that 39% of respondents receive luxury brand updates on Instagram frequently, while 18% do so frequently as shown in Graph 11. This indicates a strong awareness and interest in luxury brand developments among the audience. However, 32% receive updates occasionally, suggesting engagement with the content. 12% receive updates rarely, suggesting they may not prioritize or actively follow luxury brands on Instagram. Overall, the data suggests a significant audience's interest in luxury fashion trends.

Table 11 - Luxury Brand Updates

Luxury Brand Updates	Frequency	Percentage
Frequently	70	18
Often	151	39
Occasionally	123	32
Rarely	46	12
Total	390	100

*Source - Based on the primary data collected by the author*

Graph 11 - Luxury Brand Updates



*Source - Based on the primary data collected by the author*

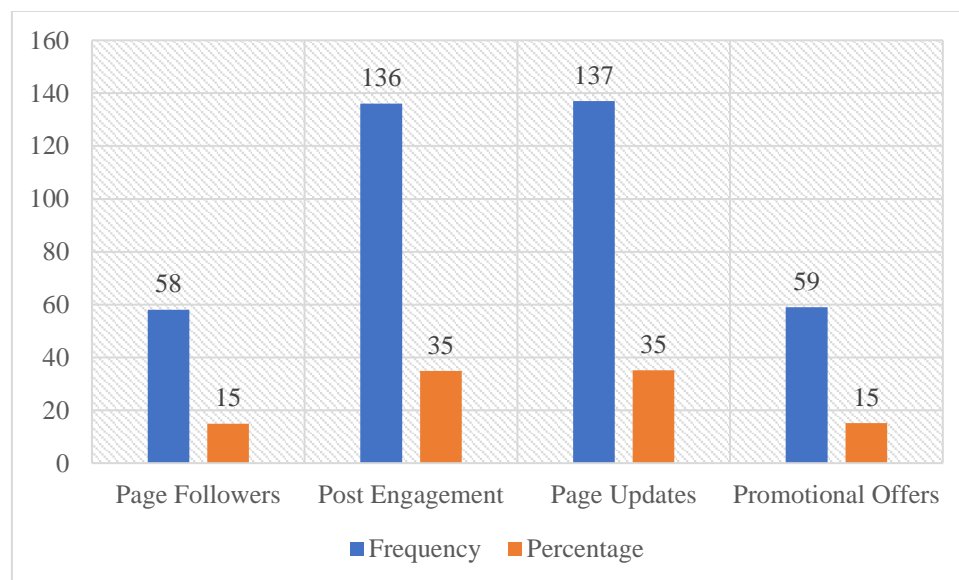
The thesis reveals that post engagement and page updates are the most influential factors in respondents' purchasing decisions for luxury brands on Instagram, with 35% of respondents citing these as key factors as described in Graph 12. The content and updates shared by brands are crucial in shaping consumer interest and encouraging purchases, emphasizing the importance of effective content strategies in social media marketing. Page followers and promotional offers also contribute to overall marketing effectiveness, indicating that follower counts, and special offers can influence consumer decisions.

Table 12 - Instagram Purchase Influence

Instagram Purchase Influence	Frequency	Percentage
Page Followers	58	15
Post Engagement	136	35
Page Updates	137	35
Promotional Offers	59	15
<i>Total</i>	<i>390</i>	<i>100</i>

*Source - Based on the primary data collected by the author*

Graph 12 - Instagram Purchase Influence



*Source - Based on the primary data collected by the author*

### 4.3 Descriptive Statistics

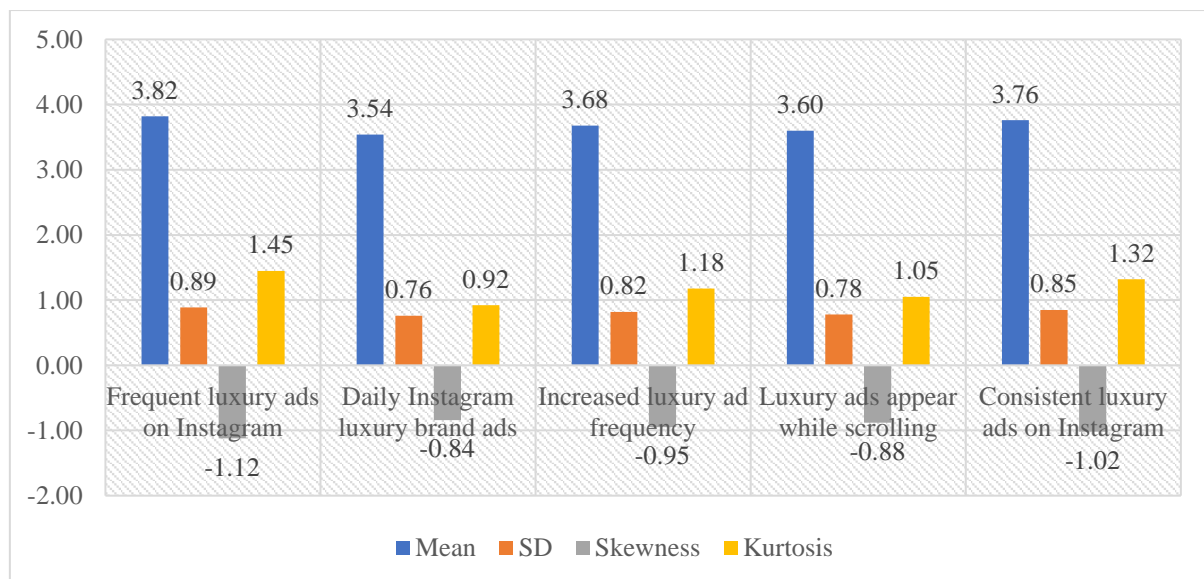
The thesis found that respondents generally have a positive perception of the frequency of luxury advertisements on Instagram, with an overall mean of 3.68 as shown in Graph 13. They perceive that they see luxury brand ads regularly, with a mean score of 3.82. They also agree that they see luxury brand ads daily, with a mean score of 3.54. Respondents also rated the frequency of luxury ads as increasing, with a mean score of 3.68. They also noted that luxury ads often appear while browsing their feeds, with a mean score of 3.60. They also felt there is a consistent presence of luxury advertisements on their Instagram feeds.

Table 13 - Instagram Advertisements Frequency

Instagram Advertisements Frequency	Mean	SD	Skewness	Kurtosis
Frequent luxury ads on Instagram	3.82	0.89	-1.12	1.45
Daily Instagram luxury brand ads	3.54	0.76	-0.84	0.92
Increased luxury ad frequency	3.68	0.82	-0.95	1.18
Luxury ads appear while scrolling	3.60	0.78	-0.88	1.05
Consistent luxury ads on Instagram	3.76	0.85	-1.02	1.32
Weighted Average	3.68			

Source - Based on the primary data collected by the author

Graph 13 - Instagram Advertisements Frequency



Source - Based on the primary data collected by the author

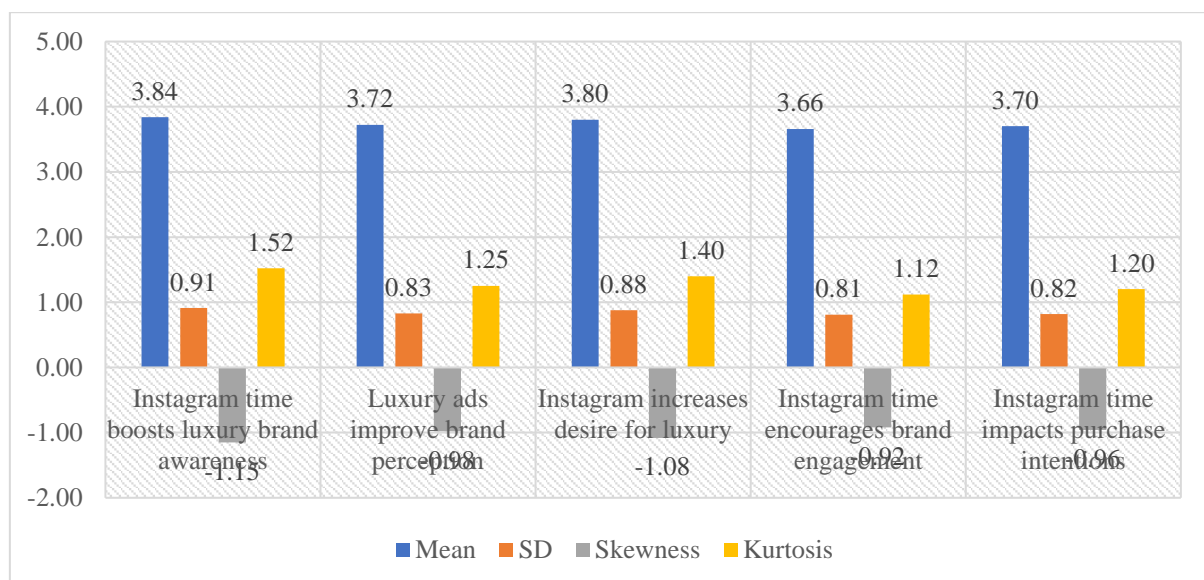
The thesis found that Instagram usage positively influences consumer behavior towards luxury fashion as mentioned in Graph 14. Respondents believe that spending time on Instagram enhances their awareness and engagement with luxury brands, with a mean score of 3.74. They also believe that Instagram ads improve brand perception, increase desire for luxury products, and encourage brand engagement. The mean score of 3.66 suggests that time spent on Instagram fosters brand engagement, with a skewness of -0.92 indicating a positive sentiment. Additionally, respondents believe that their time on Instagram influences their intentions to purchase luxury items, with a mean score of 3.70.

Table 14 - Instagram Time Spent

Instagram Time Spent	Mean	SD	Skewness	Kurtosis
Instagram time boosts luxury brand awareness	3.84	0.91	-1.15	1.52
Luxury ads improve brand perception	3.72	0.83	-0.98	1.25
Instagram increases desire for luxury	3.80	0.88	-1.08	1.40
Instagram time encourages brand engagement	3.66	0.81	-0.92	1.12
Instagram time impacts purchase intentions	3.70	0.82	-0.96	1.20
Weighted Average	3.74			

Source - Based on the primary data collected by the author

Graph 14 - Instagram Time Spent



Source - Based on the primary data collected by the author

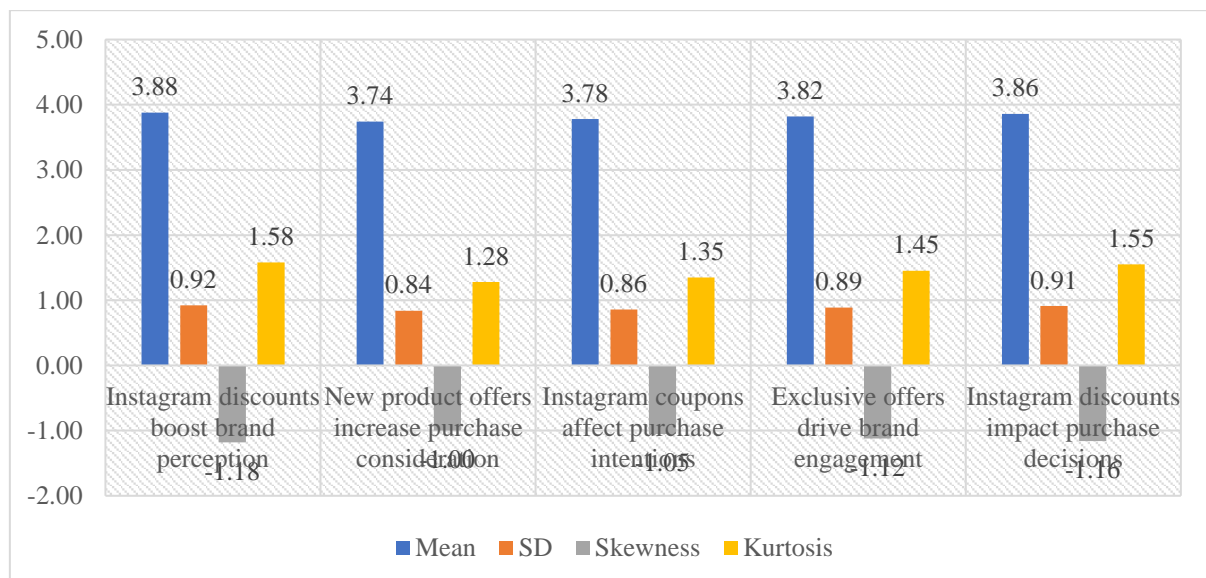
The data shows that Instagram offers, such as discounts and exclusive promotions, are highly effective in enhancing consumer perceptions and behaviors related to luxury brands as shown in Graph 15. The mean score for discounts on Instagram is 3.88, indicating a strong belief that these discounts positively influence brand perception. New product offers increase purchase consideration, with a mean score of 3.74. Instagram coupons significantly impact purchase intentions, with a mean score of 3.78. Exclusive offers drive brand engagement, with a mean score of 3.82, emphasizing the effectiveness of exclusivity in marketing. Discounts on Instagram significantly influence purchase decisions, with a mean score of 3.86.

Table 15 - Instagram Offers

Instagram Offers	Mean	SD	Skewness	Kurtosis
Instagram discounts boost brand perception	3.88	0.92	-1.18	1.58
New product offers increase purchase consideration	3.74	0.84	-1.00	1.28
Instagram coupons affect purchase intentions	3.78	0.86	-1.05	1.35
Exclusive offers drive brand engagement	3.82	0.89	-1.12	1.45
Instagram discounts impact purchase decisions	3.86	0.91	-1.16	1.55
Weighted Average	3.82			

Source - Based on the primary data collected by the author

Graph 15 - Instagram Offers



Source - Based on the primary data collected by the author



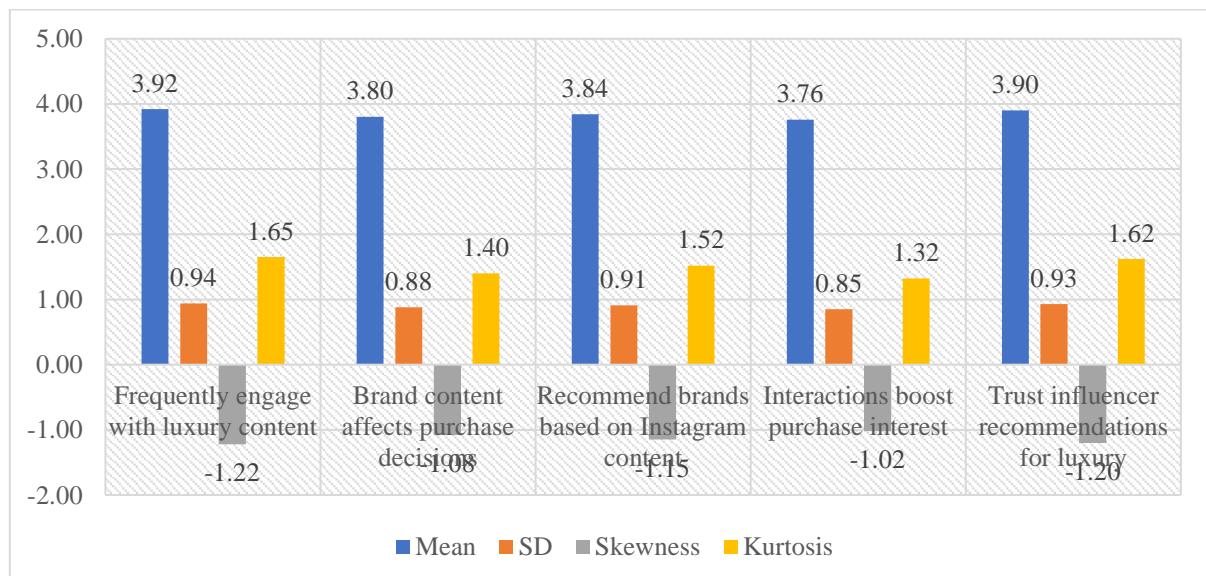
The thesis found that Instagram users have a strong engagement with luxury content, with a mean score of 3.84, indicating that active interactions with luxury brand content significantly influence consumer attitudes and behaviors as described in Graph 16. Respondents frequently engage with luxury content, with a positive bias and a peak in enthusiasm. Brand content on Instagram significantly impacts purchase decisions, with a mean score of 3.80. Respondents are likely to recommend luxury brands based on their engagement with Instagram content, with a mean score of 3.84. Interactions with luxury brand content boost purchase interest, with a mean score of 3.76. Trust in influencer recommendations for luxury brands is high, with a mean of 3.90, emphasizing the significance of influencers in shaping consumer trust and interest.

Table 16 - Instagram Engagement

Instagram Engagement	Mean	SD	Skewness	Kurtosis
Frequently engage with luxury content	3.92	0.94	-1.22	1.65
Brand content affects purchase decisions	3.80	0.88	-1.08	1.40
Recommend brands based on Instagram content	3.84	0.91	-1.15	1.52
Interactions boost purchase interest	3.76	0.85	-1.02	1.32
Trust influencer recommendations for luxury	3.90	0.93	-1.20	1.62
<i>Weighted Average</i>	<i>3.84</i>			

*Source - Based on the primary data collected by the author*

Graph 16 - Instagram Engagement



*Source - Based on the primary data collected by the author*

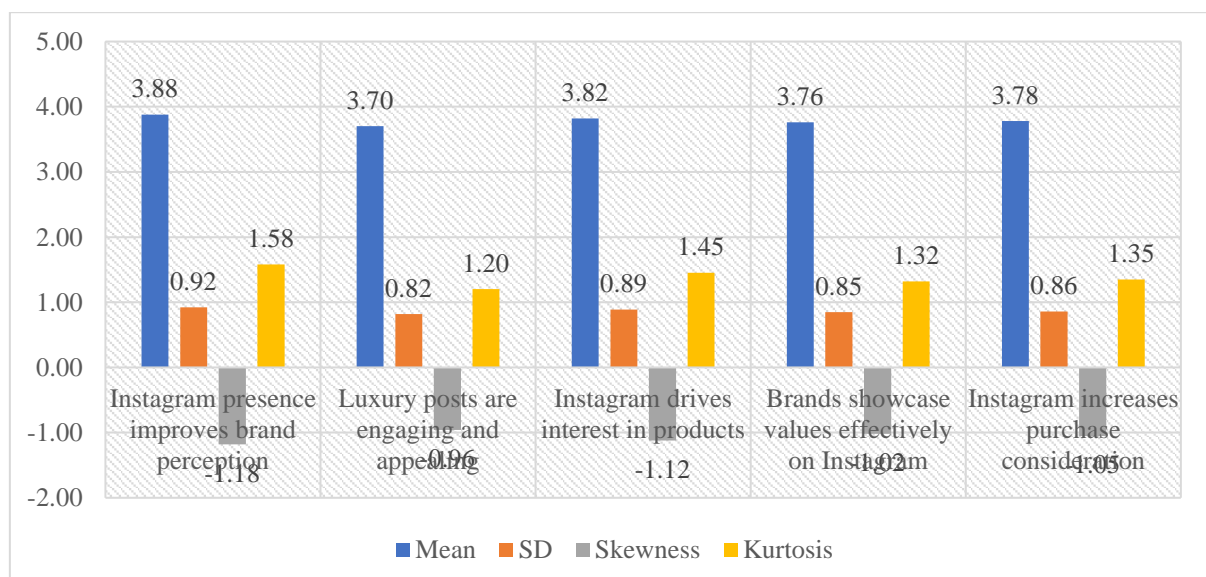
The thesis reveals that Instagram's presence significantly enhances brand perception and engagement among luxury brands as mentioned in Graph 17. Respondents overwhelmingly agree that Instagram's presence positively impacts their perception of luxury brands. They find luxury posts on Instagram to be engaging and visually appealing, driving interest in products. Instagram also effectively generates interest in luxury products, demonstrating brands' values effectively. Respondents believe that Instagram's presence is a significant factor in their decision-making process regarding luxury purchases. The skewness of -1.02 suggests a slight inclination toward positive views, and the kurtosis of 1.32 indicates a moderate in opinions.

Table 17 - Instagram Brand Presence

Instagram Brand Presence	Mean	SD	Skewness	Kurtosis
Instagram presence improves brand perception	3.88	0.92	-1.18	1.58
Luxury posts are engaging and appealing	3.70	0.82	-0.96	1.20
Instagram drives interest in products	3.82	0.89	-1.12	1.45
Brands showcase values effectively on Instagram	3.76	0.85	-1.02	1.32
Instagram increases purchase consideration	3.78	0.86	-1.05	1.35
Weighted Average	3.79			

Source - Based on the primary data collected by the author

Graph 17 - Instagram Brand Presence



Source - Based on the primary data collected by the author

#### 4.4 Reliability Analysis

The reliability analysis evaluates the internal consistency of constructs measured in a thesis using Cronbach's Alpha. The thesis found good internal consistency in Instagram Advertisements Frequency (0.749), Time Spent (0.799), Offers (0.708), Engagement (0.715), and Brand Presence (0.764). Higher values indicate greater reliability of scales used in the survey. The items measure time spent on Instagram, offer perceptions, engagement, and brand presence, indicating consistent interpretations among respondents. This reliability supports the validity of the findings from the thesis, providing confidence that the constructs accurately reflect consumer perceptions and behaviors in the context of luxury fashion brands.

Table 18 - Reliability Analysis

Constructs	Cronbach's Alpha	N of Items
Instagram Advertisements Frequency	0.749	5
Instagram Time Spent	0.799	5
Instagram Offers	0.708	5
Instagram Engagement	0.715	5
Instagram Brand Presence	0.764	5

*Source - Based on the primary data collected by the author*

## 4.5 Hypothesis Analysis

H1 - There is no significant relationship between demographic factors and purchase intention of luxury fashion brands.

Table 19 - Correlation Matrix - Demographic Factors & Purchase Intention

Variables	1	2	3	4	5	6	7	8	9	10
<b>Gender</b>	1	0.091	0.057	0.035	0.021	0.016	0.055	0.036	0.034	0.031
<b>Age Group</b>	0.091	1	0.272	0.234	0.262	-0.007	-0.053	0.014	0.027	0.101
<b>Education</b>	0.057	0.272	1	0.292	0.25	0.058	0.022	0.032	0.028	0.025
<b>Occupation</b>	0.035	0.234	0.292	1	0.378	0.100	0.027	0.032	0.043	0.049
<b>Monthly Income</b>	0.021	0.262	0.250	0.378	1	0.070	0.001	0.067	0.079	0.109
<b>Instagram Ads</b>	0.016	-0.007	0.058	0.100	0.070	1	0.552	0.615	0.603	0.618
<b>Instagram Time</b>	0.055	-0.053	0.022	0.027	0.001	0.552	1	0.517	0.500	0.533
<b>Instagram Offers</b>	0.036	0.014	0.032	0.032	0.067	0.615	0.517	1	0.633	0.624
<b>Instagram Engagement</b>	0.034	0.027	0.028	0.043	0.079	0.603	0.500	0.633	1	0.598
<b>Brand Presence</b>	0.031	0.101	0.025	0.049	0.109	0.618	0.533	0.624	0.598	1

*Source - Based on the primary data collected by the author*

Table 20 - Regression Statistics - Demographic Factors & Purchase Intention

Statistics	Value
<b>Multiple R</b>	0.718
<b>R Square</b>	0.515
<b>Adjusted R Square</b>	0.506
<b>Standard Error</b>	0.468
<b>Observations</b>	100

*Source - Based on the primary data collected by the author*

Table 21 - ANOVA Results - Demographic Factors & Purchase Intention

Statistics	df	SS	MS	F	Significance Value
<b>Regression</b>	4	57.406	6.379	29.062	0
<b>Residual</b>	385	19.742	0.219		
<b>Total</b>	389	77.148			

*Source - Based on the primary data collected by the author*

The thesis tested the hypothesis that demographic factors do not significantly influence purchase intention towards luxury fashion brands. The correlation matrix revealed weak correlations between demographic factors and Instagram marketing variables, indicating a lack of strong interdependence. Instagram-related factors showed moderate to high inter-correlations, particularly between Ads, Offers, Engagement, and Brand Presence. The correlations between demographic variables and purchase intentions were mostly weak, with values under 0.1.

A regression analysis was conducted, with purchase intention as the dependent variable and demographic factors as predictors. The results showed a moderately strong relationship between the combined independent variables and the dependent variable (purchase intention). The ANOVA analysis showed a significant relationship between the predictor variables and purchase intention for luxury brands.

The results suggest that while individual demographic factors may not strongly correlate with purchase intention, the combined influence of demographics and Instagram-related marketing factors significantly affects consumer purchase intentions. Instagram-related factors, particularly in relation to brand engagement, ads, and brand presence, display relatively high inter-correlations, indicating their collective influence on shaping consumer attitudes. Thus, social media marketing on Instagram, rather than demographic factors alone, is a more substantial driver in influencing consumers' purchase intentions toward luxury fashion brands.

H2 - There is no significant relationship between frequency of Instagram advertisements and purchase intention of luxury fashion brands.

Table 22 - Correlation Matrix - Instagram Advertisements & Purchase Intention

Variable	AF 1	AF 2	AF 3	AF 4	Purchase Intention
AF 1	1	0.827	0.684	0.701	0.642
AF 2	0.827	1	0.673	0.695	0.589
AF 3	0.684	0.673	1	0.718	0.653
AF 4	0.701	0.695	0.718	1	0.677
Purchase Intention	0.642	0.589	0.653	0.677	1

*Source - Based on the primary data collected by the author*

Table 23 - Regression Statistics - Instagram Advertisements & Purchase Intention

Statistics	Value
R Square	0.724
Adjusted R Square	0.524
F-statistic	23.457
Standard Error	0.687
Observations	390

*Source - Based on the primary data collected by the author*

Table 24 - ANOVA Results - Instagram Advertisements & Purchase Intention

Statistics	df	SS	MS	F	Significance Value
Regression	4	57.406	6.379	29.062	0
Residual	385	19.742	0.219		
Total	389	77.148			

*Source - Based on the primary data collected by the author*

The thesis investigates the relationship between the frequency of Instagram advertisements and purchase intention for luxury fashion brands. The hypothesis suggests no significant relationship between these two variables. The results showed strong inter-correlations among advertisement frequency factors, suggesting that consumers exposed to one aspect of frequent advertising are likely exposed to others.

The correlations between each advertisement frequency factor and purchase intention were moderately strong, suggesting a positive relationship between the frequency of Instagram advertisements and the intention to purchase luxury fashion brands. AF4 had the strongest correlation with purchase intention, indicating that certain aspects of advertisement frequency may have a more substantial impact on consumers' purchase decisions.

The regression analysis revealed that approximately 72.4% of the variance in purchase intention can be explained by the frequency of Instagram advertisements. The ANOVA analysis confirmed the statistical significance of the model, indicating that the independent variables collectively have a meaningful impact on predicting purchase intention. The findings suggest that consistent and frequent Instagram advertising plays a significant role in enhancing consumer purchase intentions for luxury fashion brands.

H3 - There is no significant relationship between time spent on Instagram and purchase intention of luxury fashion brands.

Table 25 - Correlation Matrix - Instagram Time Spent & Purchase Intention

Variable	TS 1	TS 2	TS 3	TS 4	Purchase Intention
TS 1	1	0.352	0.428	0.306	0.55
TS 2	0.352	1	0.466	0.314	0.592
TS 3	0.428	0.466	1	0.383	0.622
TS 4	0.306	0.314	0.383	1	0.579
Purchase Intention	0.55	0.592	0.622	0.579	1

*Source - Based on the primary data collected by the author*

Table 26 - Regression Statistics - Instagram Time Spent & Purchase Intention

Statistics	Value
R Square	0.524
Adjusted R Square	0.502
F-statistic	27.102
Standard Error	0.547
Observations	390

*Source - Based on the primary data collected by the author*

Table 27 - ANOVA Results - Instagram Time Spent & Purchase Intention

Statistics	df	SS	MS	F	Significance Value
<b>Regression</b>	4	5.678	1.419	27.102	0
<b>Residual</b>	385	5.905	0.015		
<b>Total</b>	389	11.583			

*Source - Based on the primary data collected by the author*

The thesis investigates the relationship between time spent on Instagram and purchase intention towards luxury fashion brands. The results show a moderate-to-strong correlation between time-related factors such as daily duration, browsing habits, and engagement time and purchase intention. The strongest association was found with TS3, suggesting specific time-related behaviors on Instagram may have a more pronounced influence on purchase decisions.

The positive correlations suggest a meaningful relationship, with higher time engagement on Instagram associated with greater intent to purchase luxury fashion items. A regression analysis revealed that approximately 52.4% of the variance in purchase intention is explained by time spent on Instagram factors. The ANOVA analysis confirmed the statistical significance of the model, confirming that time factors have a significant impact on purchase intention.

The findings suggest that the more time consumers spend on Instagram, the more likely they are to develop purchase intentions for luxury fashion brands. This suggests that a marketing strategy that encourages extended and repeated engagement on Instagram could be particularly effective in the Indian market.

H4 - There is no significant relationship between offers on Instagram and purchase intention of luxury fashion brands.

Table 28 - Correlation Matrix - Instagram Offers & Purchase Intention

Variable	IO 1	IO 2	IO 3	IO 4	Purchase Intention
<b>IO 1</b>	1	0.496	0.453	0.524	0.611
<b>IO 2</b>	0.496	1	0.478	0.552	0.653
<b>IO 3</b>	0.453	0.478	1	0.588	0.634
<b>IO 4</b>	0.524	0.552	0.588	1	0.679
<b>Purchase Intention</b>	0.611	0.653	0.634	0.679	1

*Source - Based on the primary data collected by the author*



Table 29 - Regression Statistics - Instagram Offers & Purchase Intention

Statistics	Value
<b>R Square</b>	0.543
<b>Adjusted R Square</b>	0.526
<b>F-statistic</b>	32.254
<b>Standard Error</b>	0.653
<b>Observations</b>	390

*Source - Based on the primary data collected by the author*

Table 30 - ANOVA Results - Instagram Offers & Purchase Intention

Statistics	df	SS	MS	F	Significance Value
<b>Regression</b>	4	6.978	1.744	32.254	0
<b>Residual</b>	385	5.748	0.015		
<b>Total</b>	389	12.726			

*Source - Based on the primary data collected by the author*

The thesis investigates the relationship between Instagram offers and purchase intention towards luxury fashion brands. The hypothesis assumes Instagram offers do not significantly influence consumers' purchase intentions. Correlation and regression analyses were conducted to evaluate the strength and significance of these relationships.

The results show moderate positive relationships among Instagram offer factors, with each offering variable showing a moderately strong positive correlation with purchase intention. The highest correlation was found for IO4, suggesting that certain types of offers, such as limited-time or exclusive promotions, may have a more pronounced influence on consumers' intentions to purchase luxury fashion brands.

The regression analysis revealed that approximately 54.3% of the variance in purchase intention is explained by Instagram offers, indicating the importance of Instagram offers as an effective promotional strategy for luxury brands. The findings suggest that Instagram offers, such as exclusive discounts and limited-time promotions, play a key role in shaping consumer purchase intentions.

H5 - There is no significant relationship between engagement on Instagram and purchase intention of luxury fashion brands.

Table 31 - Correlation Matrix - Instagram Engagement & Purchase Intention

Variable	IE 1	IE 2	IE 3	IE 4	Purchase Intention
IE 1	1	0.422	0.398	0.365	0.584
IE 2	0.422	1	0.468	0.434	0.629
IE 3	0.398	0.468	1	0.484	0.653
IE 4	0.365	0.434	0.484	1	0.642
Purchase Intention	0.584	0.629	0.653	0.642	1

*Source - Based on the primary data collected by the author*

Table 32 - Regression Statistics - Instagram Engagement & Purchase Intention

Statistics	Value
<b>R Square</b>	0.487
<b>Adjusted R Square</b>	0.469
<b>F-statistic</b>	26.752
<b>Standard Error</b>	0.554
<b>Observations</b>	390

*Source - Based on the primary data collected by the author*

Table 33 - ANOVA Results - Instagram Engagement & Purchase Intention

Statistics	df	SS	MS	F	Significance Value
<b>Regression</b>	4	7.164	1.791	26.752	0
<b>Residual</b>	385	7.372	0.019		
<b>Total</b>	389	14.536			

*Source - Based on the primary data collected by the author*

The thesis investigates the relationship between Instagram engagement and purchase intention towards luxury fashion brands. The hypothesis suggests that Instagram engagement does not significantly influence purchase intention. Correlation and regression analyses were conducted to test this hypothesis. The results showed moderate relationships between engagement factors, with each capturing a unique part of the user engagement experience.

Each engagement variable showed a moderately strong positive correlation with purchase intention, with values ranging from 0.584 (IE1) to 0.653 (IE3) IE3 showed the highest correlation, implying that certain engagement types may have a stronger influence on purchase intentions.

The regression analysis revealed that engagement on Instagram has a statistically significant effect on purchase intention for luxury brands, providing evidence against the null hypothesis. The ANOVA analysis confirmed the statistical significance of the regression model, indicating that the Instagram engagement variables collectively influence purchase intention. The findings suggest that consumer engagement on Instagram, including actions like liking, commenting, and sharing, plays a key role in influencing purchase intentions for luxury fashion brands.

H6 - There is no significant relationship between presence of the brand on Instagram and purchase intention of luxury fashion brands.

Table 34 - Correlation Matrix - Instagram Brand Presence & Purchase Intention

Variable	BP 1	BP 2	BP 3	BP 4	Purchase Intention
BP 1	1	0.448	0.482	0.536	0.68
BP 2	0.448	1	0.531	0.569	0.717
BP 3	0.482	0.531	1	0.593	0.724
BP 4	0.536	0.569	0.593	1	0.751
Purchase Intention	0.68	0.717	0.724	0.751	1

*Source - Based on the primary data collected by the author*

Table 35 - Regression Statistics - Instagram Brand Presence & Purchase Intention

Statistics	Value
R Square	0.622
Adjusted R Square	0.605
F-statistic	37.451
Standard Error	0.628
Observations	390

*Source - Based on the primary data collected by the author*

Table 36 - ANOVA Results - Instagram Brand Presence & Purchase Intention

Statistics	df	SS	MS	F	Significance Value
<b>Regression</b>	4	9.482	2.371	37.451	0
<b>Residual</b>	385	5.736	0.015		
<b>Total</b>	389	15.218			

*Source - Based on the primary data collected by the author*

The thesis examines the relationship between a brand's presence on Instagram and purchase intention towards luxury fashion brands. The hypothesis assumes that a brand's presence on Instagram does not significantly influence consumer purchase intentions. Correlation and regression analyses were conducted to assess the relationship.

The results showed moderate positive relationships among brand presence factors, with each dimension of brand presence capturing unique aspects of a brand's presence on Instagram. Each brand presence variable showed a moderately strong to strong positive correlation with purchase intention, with values ranging from 0.68 (BP1) to 0.751 (BP4)

Notably, BP4 had the highest correlation with purchase intention (0.751), suggesting that certain aspects of brand presence may have a more substantial impact on consumers' purchase decisions. The results suggest that a robust brand presence on Instagram can significantly enhance consumer purchase intentions in the luxury fashion market. Maintaining an active presence through high-quality content, influencer endorsements, and direct engagement with followers can be particularly effective in driving purchase intentions.

## 5. Results and Discussion

### **Key Findings**

The thesis's demographic analysis presents an interesting picture of the modern Indian consumer of high-end fashion in the digital age. According to the 390 people who responded to the thesis, 69% were men. This suggests that men are becoming more interested in luxury fashion brands through social media marketing channels in India. This finding goes against what most people think about how men and women buy clothes and shows that men's shopping habits have changed a lot in the digital age, as mentioned in Figure 10.

The 40% of respondents were between the ages of 18 and 30, 26% were between the ages of 18 and 25, and 22% were between the ages of 31 and 40. This shows that the audience is mostly young and used to using technology. This group of mostly younger people fits in with Instagram's main user base, and it suggests that high-end fashion brands are reaching the right people on this platform. There is a clear generational divide in how people interact with luxury fashion brands on social media, as there are very few people under 18 and over 40 in those age groups.

The educational background of the respondents shows that the consumers are very well-educated; 76% of them have either a Bachelor's (47%) or Master's (29%) This high level of education suggests that the people who buy from them are sophisticated enough to understand complicated marketing messages and make smart buying decisions. With 14% diploma holders and 5% school students, the sample is more diverse in terms of education levels while still being mostly made up of well-educated people.

Fourteen percent of the respondents work for a private company, and two eight percent are self-employed. This shows that they are very focused on their careers. This large group of professionally employed and self-employed people suggests that luxury fashion brands are appealing to people who have the money and the desire to live a fancy life. The fact that only 8% of public sector workers and 11% of students are involved in luxury fashion marketing on Instagram suggests that it mostly appeals to professionals and business owners in the private sector.

The 39% of the respondents make between ₹50,000 and ₹1,00,000 a month, and 33% make between ₹25,000 and ₹50,000 a month. This information is very important for understanding how they behave as consumers. The fact that 14% of Instagram users make more than ₹1,00,000 a year shows that the platform attracts high-end customers, while the fact that 13% of Instagram users make less than ₹25,000 a year shows that it also attracts people who want to look like the people who follow the platform. This range of incomes shows that the platform can attract real and potential high-end buyers from a wide range of socioeconomic backgrounds.

Overall, these demographic findings paint a picture of the typical Indian Instagram user who buys high-end fashion: a well-educated, successful male between the ages of 18 and 30 who makes a comfortable middle- to upper-middle-class living. Based on this group of people, luxury fashion brands should make sure that their social media marketing targets educated, career-driven young professionals who have the money and drive to interact with luxury products. The results also show that there may be a chance to increase marketing efforts to reach more women customers and come up with strategies that will appeal to India's growing group of young, wealthy professionals.

The Instagram is clearly the most popular social media site, with 58% of respondents saying it is their main social media channel. This is a big difference from other sites like X (Twitter), which got 17% of the votes, and Facebook and Snapchat, which each got 11%. This clear preference for Instagram shows how important it is as a marketing channel for high-end fashion brands. It also shows that brands' focus on marketing strategies that are centered on Instagram are in line with what users want. Instagram is a big part of many people's daily lives, and the way they use it shows that they are mature and interested in the app.

The large 47% of those who answered say they have been using Instagram for 4–7 years, while 38% say they have only been using it for 1–3 years. This level of long-term engagement shows that users have a deep understanding and high expectations of how the platform markets itself. The fact that 61% of Instagram users spend between 1 and 3 hours a day on the app and a significant 26% spend between 4 and 7 hours a day on Instagram further reinforces this engagement. Luxury brands have a lot of chances to connect with their target audience through this daily engagement, though the fact that only 2% of users spend more than 7 hours a day suggests that most users have balanced consumption habits.

The amount of time people spend with luxury brand ads is spread out evenly, with 39% of respondents saying they see ads for these brands often and 35% saying they see them sometimes. This distribution shows that luxury brands have successfully gotten into Instagram, but they still need to work on reaching the 12% of users who don't see these kinds of ads very often. 5.56 percent of platform users actively interact with brands, showing that these marketing efforts are working. This high engagement rate shows that luxury brands have done a good job of making content that speaks to their intended audience and gets them to interact with it.

The research shows a complex pattern in how users consume luxury brand updates. 39% of users get updates often, and 18% get updates very often. This shows that luxury fashion content has a strong core audience. The large number of people (32%) who get updates on a regular basis suggests that targeted content strategies could help increase engagement. Instagram has a big effect on buying decisions; 35% of respondents said that post engagement and page updates were very important to their decision to buy a luxury item. This result shows how important content strategy and engagement are in shaping consumer behavior. It means that luxury brands should focus on making interesting, interactive content that gets people to interact with it.

Collectively, these patterns show an advanced social media ecosystem where Instagram is the main platform for marketing high-end fashion, with long-term user engagement and sophisticated buying habits. Luxury brands have clearly used Instagram's features to connect with their target audience, as shown by the high levels of active engagement and the strong impact of platform content on buying decisions. However, the different levels of exposure and engagement also show brands that they can improve their strategies to reach and engage the less active parts of their potential audience.

The results show that for luxury fashion marketing to work on Instagram, it needs to be done in a way that takes advantage of users' active daily use while avoiding saturation. This strong link between post engagement and purchase influence shows how important it is to make high-quality, interactive content that gets people to interact with it. A mature user base that is already familiar with the platform also suggests that more complex marketing strategies are likely to work better than simple advertising methods.

The descriptive statistical analysis shows that there is a strong and complex link between Instagram marketing and how people behave in the high-end fashion industry. The data shows several important aspects of this link. The results show that consumers are very interested in the platform and are open to and influenced by the presence of luxury brands. The mood was positive across all measures of engagement and influence.

With an impressive overall average, the number of luxury ads on Instagram seems to play a big role in how people think about them. Respondents say they see luxury brand ads every day and say they are visible every day. This suggests that there is a good level of advertising frequency that keeps ads visible without making people tired of them. The fact that luxury ads are showing up more often and staying in users' feeds shows that the advertising campaign is working well and keeping the brand visible without being too much.

The amount of time spent on Instagram is strongly linked to how engaged and positively perceived a luxury brand is by consumers. The data shows that more platform usage raises brand awareness and engagement, which suggests that seeing luxury brands' content for longer periods of time makes people feel more connected to them. The fact that brand engagement metrics have a negative skewness shows that users are very positive, and the time they spend on the platform makes them more likely to buy. Based on this link between platform use and brand engagement, Instagram seems like a good way for luxury brands to connect with their target audience and build long-lasting relationships.

It's interesting to see how well promotional offers work on Instagram. For example, discount promotions have a huge effect on how people behave. The data shows that people have a complex reaction to different types of advertising. For example, new product offers, promotional coupons, and exclusive offers all have a big effect on people's plans to buy. The high mean score for discount impact on purchase decisions shows that even in the high-end market, smart promotional offers can get people to act without hurting the prestige of the brand.

The metrics for user engagement with luxury content are incredibly strong. For example, an overall higher average means that users are very actively interacting with brand content. This engagement has an effect that goes beyond the immediate interaction. It has a big effect on purchase decisions and encourages brand loyalty through recommendations. The most notable result is that trust in influencer recommendations for luxury brands has the highest mean score of all engagement metrics. This shows how important influencer marketing is for building trust and interest in luxury products.



The overall brand presence on Instagram shows that it has a big effect on how people think about and interact with luxury brands. The negative skewness in brand presence metrics shows that people on the platform have a strong positive bias toward luxury brands, and the kurtosis value shows that there is a concentrated peak in positive opinions. The data shows that Instagram does a great job of showing off the looks of high-end products, communicating brand values, and being a key part of the decision-making process for buying things.

These results show that Instagram is a good way for luxury brands to market themselves, as it has high engagement rates, a big effect on people's plans to buy, and a positive effect on how people feel about the brand. The strong positive trend seen across many metrics suggests that Instagram marketing not only reaches but also actively engages luxury consumers, starting a cycle of trust, engagement, and purchase intention. The platform's ability to combine regular brand exposure with interesting content and promotions seems to make it possible for luxury brands to connect with their ideal customers while still maintaining their high-end image.

The thesis of demographic factors (H1) produced some very interesting results. It showed that while individual demographic variables had weak correlations with purchase intentions (values below 0.1), the effect of demographics and Instagram-related marketing factors together was stronger. Based on this result, luxury brands should not only focus on targeting specific demographic groups, but also on combining different types of marketing elements in a way that works for all of them. There are moderate to high inter-correlations between Instagram factors like Ads, Offers, Engagement, and Brand Presence. This means that these factors affect consumer behavior together, rather than separately.

One of the strongest relationships in the thesis was found when looking at how often ads appear on Instagram (H2) Instagram ad frequency explained 72.4% of the difference in purchase intention. This incredibly high explanatory power suggests that luxury brands need to have a consistent and well-thought-out Instagram advertising presence. Strong correlations between advertisement frequency factors show that people who see one type of advertising are likely to see others as well, which influences their decision to buy. This finding shows how important it is to keep an active and varied advertising presence on the platform.

Time spent on Instagram (H3) turned out to be an important factor, explaining 52.4% of the difference in purchase intention. The moderate to strong links between time-related factors and purchase intention suggest that using a platform more naturally makes people more likely to buy. Because of this connection, luxury brands should come up with plans that get people to interact with their content in deep, long-lasting ways, instead of just trying to reach a lot of people with quick, surface-level interactions.

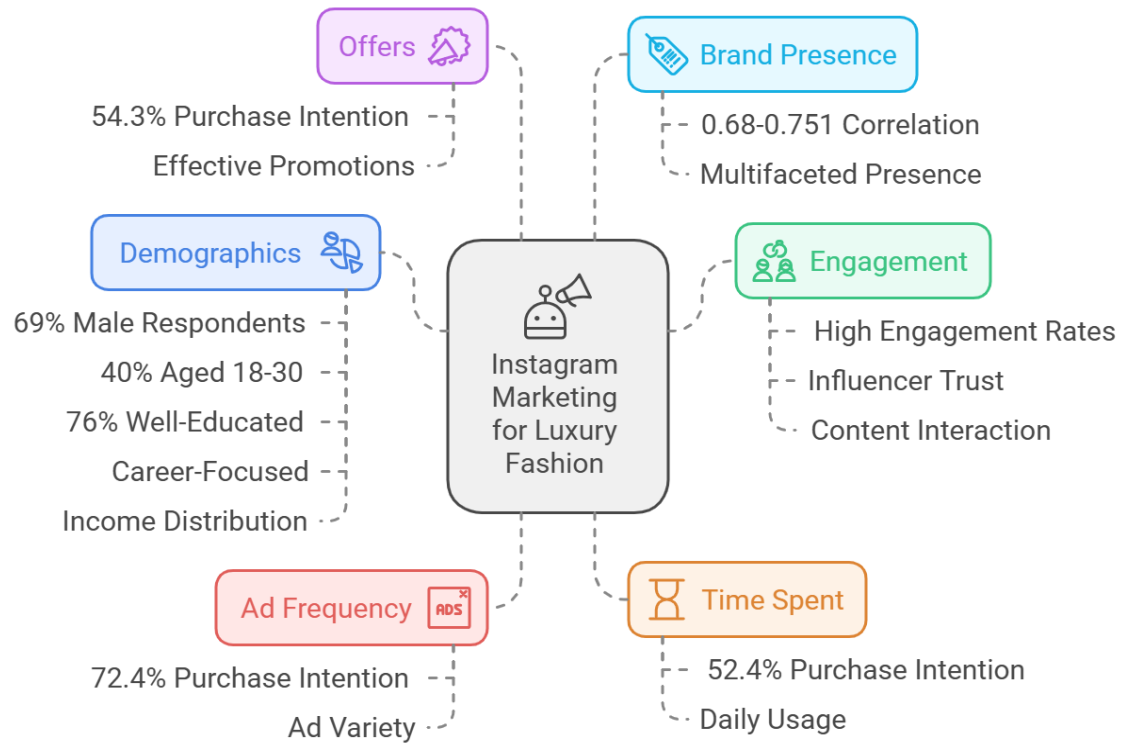
The thesis of Instagram offers (H4) showed that promotional strategies explain 54.3% of the variation in purchase intention. Special and limited-time promotions had the most significant effects. This finding goes against what most people think about luxury marketing. It suggests that strategically placed promotions on Instagram can effectively increase purchase intentions without lowering the prestige of the brand. The moderately positive relationships between offer factors show that various types of promotions can work together to make marketing effective.

With values ranging from 0.584 to 0.653, engagement metrics (H5) showed strong links with purchase intention. The fact that IE3 has the highest correlation (0.653) suggests that some types of engagement are better at making people want to buy. This finding shows how important it is to create targeted engagement strategies that focus on the most powerful ways of interacting, instead of just trying to engage people in general without a plan.

The strongest and most consistent links between brand presence on Instagram (H6) and purchase intention were found between 0.68 and 0.751. The very strong correlation with BP4 (0.751) shows that certain aspects of brand presence have a big effect on people's decisions to buy. Based on this finding, luxury brands should focus on building a strong, multifaceted Instagram presence that gives their target audience a lot of different ways to interact with them.

All these results show that Instagram is a complicated marketing ecosystem where many things work together to affect how people in the luxury fashion sector behave. The results consistently disagree with the null hypotheses, showing strong connections between Instagram marketing factors and plans to buy. The different strengths of these relationships help us figure out which marketing efforts to focus on first. For example, the frequency of ads has the biggest direct effect on purchase intentions (72.4%), but time spent, offers, engagement, and brand presence also play a big role. This means that luxury fashion brands need to take an integrated approach to Instagram marketing.

**Figure 10 - Key Findings**



*Source: Based on the results of the thesis*

## **Strategy Recommendation**

Based on the comprehensive analysis of consumer behavior and Instagram marketing effectiveness in the luxury fashion sector, the following strategic recommendations emerge for marketers seeking to optimize their social media presence and influence purchasing behavior:

### **Demographic-Targeted Content Strategy**

While demographic factors alone don't strongly correlate with purchase intentions, they provide crucial context for content optimization. Marketers should develop targeted content strategies that resonate with their core audience - predominantly well-educated professionals aged 18-30 with disposable income (₹50,000 to ₹1,00,000 monthly). Given the male-dominated user base (69%) in luxury fashion engagement, brands should create male-centric content while simultaneously developing strategies to increase female engagement. Content should be sophisticated and knowledge-rich to appeal to the highly educated audience base (76% holding bachelor's or master's degrees), incorporating detailed product information, behind-the-scenes content, and educational material about luxury craftsmanship and heritage.

### **Optimized Advertising Frequency Framework**

With advertisement frequency explaining 72.4% of purchase intention variance, marketers should implement a carefully calibrated advertising schedule. The optimal framework should maintain consistent visibility through daily posts (supported by the mean score of 3.82 for regular ad visibility) while avoiding oversaturation. Given that 61% of users spend 1-3 hours daily on Instagram, advertisements should be strategically timed during peak engagement periods. Brands should aim for 3-4 high-quality posts per day, with additional story updates to maintain presence without causing advertising fatigue. The increasing frequency of luxury ads (mean = 3.68) suggests room for gradual expansion of advertising presence.

### **Engagement-Driven Content Architecture**

The strong correlation between engagement and purchase intention (values up to 0.653) necessitates a robust engagement-focused content strategy. Given that 56% of users actively engage with brands, content should be designed to encourage interaction through:

- ✓ Interactive stories and polls
- ✓ User-generated content campaigns
- ✓ Behind-the-scenes content that humanizes the brand

- ✓ Live sessions with designers or brand ambassadors
- ✓ Exclusive previews of upcoming collections

This approach should be reinforced by the high trust in influencer recommendations (mean = 3.90), suggesting the integration of carefully selected influencer partnerships into the content strategy.

### **Strategic Promotional Framework**

With Instagram offers explaining 54.3% of purchase intention variance, luxury brands should implement a sophisticated promotional strategy that maintains exclusivity while driving engagement. Given the high effectiveness of promotional content (mean = 3.88 for discounts), brands should create a tiered promotional system:

- ✓ Members-only access to limited editions
- ✓ Early access to new collections for loyal followers
- ✓ Time-limited exclusive offers
- ✓ Collaboration-based limited releases
- ✓ VIP virtual events and digital experiences

This framework preserves brand prestige while leveraging the proven impact of promotional content on purchase decisions.

### **Integrated Presence Optimization**

The strong correlation between brand presence and purchase intention (up to 0.751) demands a comprehensive approach to Instagram presence. Brands should maintain a consistent and multifaceted presence through:

- ✓ Daily story updates showcasing lifestyle content
- ✓ Weekly live sessions or IGTV content
- ✓ Regular carousel posts highlighting product details
- ✓ Behind-the-scenes content of craftsmanship
- ✓ User testimonials and styling suggestions

This approach should leverage the finding that users spend significant time on the platform, with 47% having 4-7 years of Instagram experience.

## **Time-Optimized Engagement Strategy**

With time spent on Instagram explaining 52.4% of purchase intention variance, brands should implement strategies that encourage meaningful, extended engagement:

- ✓ Serialized content that builds anticipation
- ✓ Time-released collection reveals
- ✓ Progressive storytelling through multiple posts
- ✓ Interactive challenges and style competitions
- ✓ Regular live shopping events

This strategy should be tailored to the finding that 61% of users spend 1-3 hours daily on the platform.

## **Measurement and Optimization Framework**

To ensure strategy effectiveness, brands should implement a comprehensive measurement system tracking:

- ✓ Engagement rates across different content types
- ✓ Time-based interaction patterns
- ✓ Conversion rates from different promotional activities
- ✓ Influence of various content formats on purchase intention
- ✓ ROI of influencer partnerships

## **Cross-Platform Integration**

While Instagram is the primary platform (58% preference), brands should maintain a strategic presence on secondary platforms like X (Twitter) (17%) and Facebook (11%) to create a comprehensive digital ecosystem. This multi-platform approach should maintain consistency in messaging while adapting content format and tone to each platform's unique characteristics.

These strategies should be implemented as an integrated system rather than isolated initiatives, recognizing the interconnected nature of social media marketing elements revealed in the research. Regular monitoring and optimization based on performance metrics will ensure continued effectiveness in driving purchase intentions in the luxury fashion sector.

## **Research Directions**

The present thesis, while providing valuable insights into the relationship between Instagram marketing and luxury fashion consumer behavior in India, exhibits several noteworthy limitations that present opportunities for future research directions.

### **Platform-Specific Focus**

The thesis's concentrated focus on Instagram, while justified by its 58% preference rate among respondents, may overlook important insights from other emerging social media platforms. As the digital landscape continuously evolves, future research should explore how luxury fashion brands can effectively leverage multiple platforms simultaneously, including emerging platforms like TikTok, Pinterest, or new platforms that may emerge. Comparative studies examining the effectiveness of different social media platforms for luxury fashion marketing could provide valuable insights into platform-specific strategies and cross-platform synergies.

### **Methodological Constraints**

The reliance on quantitative data through structured questionnaires, while providing statistical rigor, may miss nuanced insights into consumer motivations and behaviors. Future research could benefit from mixed-method approaches incorporating qualitative elements such as in-depth interviews, focus groups, or ethnographic studies to provide deeper understanding of consumer psychology in luxury fashion social media marketing. Additionally, the thesis's sample size of 390 respondents, while statistically significant, could be expanded in future research to provide even more robust findings. The data was primarily collected only from India due to limited availability of resources, which makes the scope of the study narrow. The future studies can focus on the multiple countries and compare the results.

### **Limited Scope of Variables**

While the thesis examined several key variables (advertisement frequency, time spent, offers, engagement, and brand presence), it may not capture all factors influencing purchase intentions in the luxury fashion sector. Future research could explore additional variables such as peer influence, cultural factors, sustainability concerns, or the impact of global events on luxury fashion consumption. The role of emerging technologies like AR/VR in Instagram marketing for luxury fashion could also be examined.

### **Behavioral Intent vs. Actual Purchase**

The thesis focuses primarily on purchase intentions rather than actual purchase behavior, creating a potential gap between stated intentions and real-world actions. Future research could track the conversion rate from social media engagement to actual purchases, possibly through partnerships with luxury brands to access sales data. This could provide valuable insights into the effectiveness of different marketing strategies in driving actual sales rather than just purchase intentions.

### **Dynamic Nature of Social Media**

Given the rapidly evolving nature of social media platforms and features, some findings may become less relevant over time as new functionalities emerge. Future research should continuously examine how new Instagram features (such as Reels, Shopping, or future innovations) impact luxury fashion marketing effectiveness. Studies could also explore how artificial intelligence and machine learning applications in social media marketing influence consumer behavior in the luxury fashion sector.

### **Influencer Marketing Dynamics**

While the thesis touches on influencer impact (showing high trust with a mean score of 3.90), deeper examination of influencer marketing effectiveness, including optimal influencer selection criteria, collaboration formats, and ROI measurement, could provide valuable insights for luxury brands. Future research could explore how different types of influencers impact consumer trust and purchase intentions in the luxury fashion sector.

These limitations provide rich opportunities for future research to deepen our understanding of social media marketing in the luxury fashion sector. By addressing these gaps, future studies can contribute to more comprehensive and nuanced strategies for luxury brands seeking to optimize their social media marketing efforts.



## 6. Conclusion

This analysis of consumer behavior in the Indian luxury fashion industry on the influence of social media marketing highlights a complex and shifting digital landscape where Instagram becomes increasingly important for brand-consumer relationships. Comprising 390 respondents, the thesis provides insightful analysis of the complex interactions between social media participation and luxury fashion consumption, so benefiting academic knowledge as well as useful marketing tools.

The demographic landscape of luxury fashion consumers on Instagram presents an intriguing portrait of the modern Indian luxury consumer. The predominance of well-educated, professionally successful individuals aged 18-30, with 69% being male and earning between ₹50,000 to ₹1,00,000 monthly, challenges traditional assumptions about luxury fashion consumption. This demographic profile suggests a shift in luxury fashion consumption patterns, with young, digitally native professionals emerging as key players in the market. The high educational attainment of respondents, with 76% holding bachelor's or master's degrees, indicates a sophisticated consumer base capable of engaging with complex brand narratives and making informed purchasing decisions.

The thesis's examination of social media usage patterns reveals Instagram's dominance as the preferred platform for luxury fashion engagement, with 58% of respondents identifying it as their primary social media channel. The platform's effectiveness is further validated by the substantial time investment of users, with 61% spending 1-3 hours daily on Instagram and 47% having 4-7 years of platform experience. This long-term engagement creates a mature ecosystem where luxury brands can build meaningful relationships with their target audience.

The analysis of marketing effectiveness reveals several crucial insights. Advertisement frequency emerges as the most powerful driver of purchase intention, explaining 72.4% of variance, suggesting that consistent and strategic advertising presence is crucial for luxury brands. The high effectiveness of promotional content (mean = 3.88 for discounts) challenges traditional luxury marketing paradigms, indicating that carefully crafted promotional strategies can drive engagement without diminishing brand prestige. The strong correlation between brand presence and purchase intention (up to 0.751) emphasizes the importance of maintaining a comprehensive and consistent Instagram presence.

Engagement patterns demonstrate the platform's effectiveness in fostering active consumer participation, with 56% of users actively engaging with luxury brands. The high trust in influencer recommendations highlights the crucial role of influencer partnerships in building consumer confidence and driving purchase intentions. The thesis reveals that engagement is not merely a surface-level metric but a significant driver of purchase intention, with engagement factors showing strong correlations with purchase intent.

The research findings have led to the development of strategic recommendations that emphasize an integrated approach to Instagram marketing for luxury fashion brands. These strategies include: implementing demographic-targeted content strategies that resonate with the educated, professional audience base; developing an optimized advertising frequency framework that maintains visibility without causing fatigue; creating engagement-driven content architecture that encourages meaningful interaction; establishing a strategic promotional framework that preserves brand exclusivity while driving engagement; and maintaining an integrated presence optimization strategy that leverages multiple content formats and engagement opportunities.

The timing of this thesis is particularly significant as it captures the luxury fashion industry's digital transformation during a period of accelerated online engagement. The findings suggest that successful luxury fashion marketing on Instagram requires a sophisticated understanding of how different marketing elements interact and complement each other. Rather than focusing on individual tactics, brands must develop integrated strategies that leverage the synergistic relationships between advertising frequency, engagement, promotional offers, and brand presence.

This research demonstrates that Instagram has evolved beyond being merely a marketing channel to become a crucial ecosystem for luxury fashion brands to build relationships, drive engagement, and influence purchase decisions. The success of luxury fashion brands in this digital age will increasingly depend on their ability to craft sophisticated, integrated social media strategies that resonate with their target audience while maintaining the exclusivity and prestige associated with luxury brands. The findings provide a roadmap for luxury fashion marketers to effectively leverage Instagram's capabilities while adapting to the evolving digital landscape and changing consumer preferences in the Indian market.

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## Appendix

*Dear Respondent,*

*I am Rahul Verma, Master's student at the Czech University of Life Sciences, Prague. I am conducting research on how Instagram marketing influences consumers' purchase intentions towards luxury fashion brands. By luxury brands, I mean high-end brands like Gucci, Louis Vuitton, and Burberry, known for their exclusivity and premium products.*

*Your input will help us understand how Instagram marketing affects purchasing decisions. The survey is brief, your responses will be anonymous, used solely for academic purposes. Thank you for your time!*

**1. Gender** - (A) Male (B) Female

**2. Age Group** - (A) Below 18 Years (B) 18 - 25 Years (C) 26 - 30 Years (D) 31 - 40 Years (E) Above 40 Years

**3. Education** - (A) School (B) Diploma (C) Bachelors (D) Masters (E) Other

**4. Occupation** - (A) Student (B) Public Job (C) Private Job (D) Self Employed (E) Other

**5. Monthly Income (INR)** -

(A) Below ₹25,000 (B) ₹25,000 - ₹50,000 (C) ₹50,000 - ₹1,00,000 (D) Above ₹1,00,000

**6. Which of the following social media channel you are using the most?** -

(A) Facebook (B) Instagram (C) Snapchat (D) X (Twitter) (E) Others

**7. From how many years you are using Instagram?**

(A) Less than 1 Year (B) 1 - 3 Years (C) 3 - 5 Years (D) Above 5 Years

**8. How many hours you spend using Instagram?**

(A) Less than 1 Hour (B) 1 - 3 Hours (C) 3 - 5 Hours (D) Above 5 Hours

**9. How often you have come across the promotions of luxury fashion brands on Instagram?**

(A) Frequently (B) Often (C) Occasionally (D) Rarely

**10. Do you engage with the luxury fashion brands on Instagram (like, comment, share)?**

(A) Yes (B) No

**11. How often you search for the updates of luxury fashion brands on Instagram?**

(A) Frequently (B) Often (C) Occasionally (D) Rarely

**12. Which of the following Instagram factor has effect on your luxury brand purchase?**

(A) Page Followers (B) Post Engagement (C) Page Updates (D) Promotional Offers

**Please indicate your answer regarding following statements based on the given options:**

*(Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree)*

**Instagram Advertisements Frequency**

1. Instagram advertisements for luxury fashion brands are a frequent presence in my social media feed.
2. I encounter Instagram ads from luxury fashion brands several times during my daily browsing sessions.
3. The frequency of Instagram advertisements for luxury fashion brands has increased over time.
4. I notice Instagram ads from luxury fashion brands whenever I scroll through my feed.
5. Instagram advertisements for luxury fashion brands appear consistently in my social media experience leads to purchase the products.



### **Instagram Time Spent**

1. The time I spend on Instagram increases my awareness of luxury fashion brands' products and promotions.
2. Seeing luxury fashion brands' advertisements on Instagram positively influences my perception of their products.
3. The time I spend on Instagram affects my desire to own luxury brand products?
4. I am likely to follow or engage with luxury fashion brands' social media accounts on Instagram due to the time I spend on the platform?
5. The time I allocate to Instagram activities influences my intention to purchase luxury brand products.

### **Instagram Offers**

1. Instagram discount offers from luxury fashion brands influence my perception of their products positively.
2. I am more likely to consider purchasing products from luxury fashion brands that promote new product offers on Instagram.
3. Instagram based coupons posted by luxury fashion brands affect my intention to purchase their products.
4. Seeing exclusive offers on Instagram motivates me to engage with luxury fashion brands' content.
5. Instagram special discount offers influence my decision to purchase luxury brand products more than offers from other marketing channels.

### **Instagram Engagement**

1. I find myself frequently engaging with luxury brand content on Instagram.
2. The content posted by luxury fashion brands on Instagram influences my purchasing decisions.
3. I often recommend luxury fashion brands to others based on the content I see on Instagram.
4. The interactions I have with luxury brand posts on Instagram increase my interest in purchasing their products.
5. I trust recommendations made by influencers on Instagram when considering purchasing luxury items.

### **Instagram Brand Presence**

1. I believe luxury fashion brands' presence on Instagram influences my perception of their products positively.
2. I find luxury fashion brands' posts on Instagram engaging and appealing.
3. Luxury fashion brands' Instagram presence influences my desire to explore their products further.
4. I believe luxury fashion brands effectively showcase their image and values through their Instagram posts.
5. After encountering luxury fashion brands on Instagram, I am more likely to consider purchasing their products.