The Impact of Digital Marketing on Luxury Fashion Brands

iD Naima Sfar[1]   iD Özgür Çengel[2]

[1]*İstanbul Commerce University, Türkiye*
[2]*İstanbul Galata University, Türkiye*
[1]*Naimasfar97@gmail.com,* [2]*ozgur.cengel@galata.edu.tr*

Abstract: The effect of digital marketing on enterprises in industry of fashion is covered in this paper. The study looks at how YouTube vloggers and social media have changed how consumers interact with premium businesses. In the context of digital marketing for fashion companies, it also examines the notions of value co-creation and ingredient branding. The report also discusses how digital marketing affects the luxury retail business and the luxury consumer experience. According to the study, digital marketing has significantly changed the luxury fashion business, presenting opportunities and difficulties for luxury fashion brands. Luxury fashion companies can increase sales and customer loyalty, increase brand awareness, and broaden their customer base by employing digital marketing methods efficiently.

Keyword: Digital, Marketing, Luxury, Fashion, Brand

JEL Classification: M31

1. Introduction

Today, if a business should put its act together and have a business plan linked to technology or not remains out of the question now as it is most needed today and it is a matter of how much grip a person holds for functioning correctly on the internet and how it is effectively implemented (Porter & Michael, 2001). There was a lot of help which is a huge game-changer technique that has revolutionized the way businesses operate in the modern world.

2. Digital Marketing and Its Impacts

Applications and solutions for digital marketing are available to assist in attracting followers, raising brand awareness, and boosting long-term profits. Through a variety of technologies, including emails, social media, websites, newspapers, and even mobile devices, digital marketing is known as direct marketing that links customers and sellers

digitally (Pham & Hoang, 2020). If a customer intends to purchase a product as they appear more devoted to it, they can do so with the aid of digital marketing. Everything revolves around the need to display the goods (PwC, 2019).

Modern luxury fashion benefits more from digital technologies than it did in the past. As the world is changing quickly today, environmental change as well as technological revolution have been linked to trends that include social media growth as well as the developing customer's demands and wants that are with the customer's decision-making processes that changes the way the organization takes care of digital incorporation needs (Retail Weeks Report, 2014). Studies are taking seriously claims that businesses are masters of the process of digital integration, which results in them receiving more than 2.5 times as many clients as their original customers (Bughin, 2013). Luxury-related brands that don't use digital marketing tools expose their customers to the risk of falling behind. Research is being done on how customers could succeed and perhaps develop rather than leave (Ortved, 2011). The major focus of numerous studies relating to fashion marketing is on customer behaviors and expectations regarding fashion as which go up to the interaction level that may offer as well as their area created of improvement inside the internet (Kim & Ko, 2012). Social media supports and permits the creation and sharing of user-made texts, films, photographs, and comments that are present on the viewable material since it is most closely related to the idea of the web today. Customers have a sense of empowerment that gives them the opportunity to interact with other brands, which has the effect of raising consumer expectations and brand perception (Phan & Heine, 2011).

3. Digital Marketing Strategies Adopted by Luxury Fashion Brands

Luxury fashion firms have quickly adapted to digital marketing methods that have boosted their online visibility and raised brand awareness. These companies can now present their goods and interact directly with their target market thanks to digital marketing.

First is marketing of social media that includes one of the most well-liked digital marketing techniques used by premium fashion firm as Instagram, Facebook, and Twitter are just a few of the sites that have grown to be significant marketing tools for fashion firms. These platforms give businesses the chance to highlight their goods, tell their brand's story, and interact with customers. Then is the influencer marketing which includes the Luxury fashion brands also uses this type of marketing as a strategy. Influencers and luxury fashion firms work together to promote items and raise brand

awareness. According to a Rakuten Marketing report, 65% of luxury fashion firms intend to boost their marketing spending over the course of the next 12 months (Rakuten Marketing, 2018).

4. Benefits and Challenges if Digital Marketing Strategies for Luxury Fashion Brands

When luxury fashion firms use digital marketing, there are many advantages, such as higher consumer involvement, a wider audience, and increased brand exposure. Due to its ability to be tailored to particular demographics, interests, and behaviors, digital marketing allows fashion firms to reach a larger audience than traditional advertising. Social media advertising, for instance, can be directed towards those who read fashion blogs or who have just looked up high-end clothing items. Digital marketing also makes it possible for businesses to interact with consumers in more individualized ways. Brands can produce personalized email messages, product recommendations, and social media content by gathering information about their customers' tastes and behavior (Belch & Belch, 2021).

Luxury apparel companies must provide a consistent customer experience across all touch points and struggle to balance online and offline encounters (Chaffey et al., 2011). Social media is risky, and businesses need to react promptly to criticism. Despite this, digital marketing has been successfully incorporated by numerous premium brands (Zhan & He, 2012). Following are some instances of high-end apparel brands using online marketing:

Gucci: In terms of internet marketing, Gucci is thought to be the most successful luxury fashion label. The company runs cutting-edge digital ads, such the "Gucci Hallucination" campaign, which employed augmented reality to turn a virtual art exhibition displaying Gucci products into reality (Di et al., 2019).

Burberry: Another upscale clothing company that has had success expanding its audience through digital marketing is Burberry. Ingenious digital campaigns have also been deployed by Burberry, such the "Burberry Bespoke" campaign that let clients personalize their trench coats online (Muniesa & Giménez, 2020).

Chanel: The high-end fashion label Chanel has been successful in striking a balance between its online and offline experiences. Customers could learn about the brand's

history by playing arcade games in the brand's "Coco Game Centre" pop-up store (Park & Rhee, 2021).

Hence, marketing has had a big impact on luxury fashion firms, giving them access to a variety of platforms to promote their goods and reach new customers. Digital marketing is expected to become an even more crucial strategy for luxury fashion firms in the future as online purchasing and social media usage continue to rise (Prantner, 2020).

4.1 Hypothesis

H0: There exists no impact of digital marketing on luxury fashion brands.
H1: There exists a positive impact of digital marketing on luxury fashion brands.

5. Literature Review

5.1. Luxury Fashion Marketing Trends

The luxury clothes industry is a large one that is very competitive and sophisticated. The market has a sizable area that has already experienced success (Park et al., 2010). The way customers perceive brands and their interactions with them are significantly impacted (Dhaoui, 2014). The lifecycles of brands have become increasingly shorter thanks to recent social media trends. Younger buyers of luxury goods are becoming more prevalent, and as a result, brands must focus on conventional digital activities, particularly on methods to remain competitive in the target market, which is growing daily (Chu et al., 2013).

The current research has indicated that it is also interested in the luxury brand strategies that have been driving the expansion of the luxury sector on a worldwide scale. In 2012, the Journal of Business Research published the first article on the subject of marketing for luxury brands (Ko & Megehee, 2012). As a result, the particular challenge, which included a total of 16 papers, sparked a level of interest that eventually made it the main topic of conversation among academic researchers and apprentices for the whole day.

Influencers are particularly crucial in the fashion business for influencing consumer behavior. These people produce high-quality material for their social media profiles and display the most recent fashion trends; acting as brand ambassadors for the goods they are promoting (Godey et al., 2016). Their capacity to draw in new followers and clients increases along with their fame and success.

Luxury consumer behaviour, luxury value, luxury brand management, and luxury brand counterfeiting are the four main categories into which luxury brands are categorised. The main objective of fashion marketing is to spread awareness of luxury brands using a variety of platforms, with social media being one of the most widely used ones. Social media and digital marketing, value co-creation and ingredient branding, the luxury customer experience, and luxury retail are the four sections that make up this study. A 2007 study by Okonkwo found that web marketing considerably boosts the sales of high-end fashion companies, however maintaining exclusivity can be difficult. According to Veloutsou and Li (2015), luxury fashion companies using internet marketing should strike a balance between exclusivity and accessibility.

5.2. Social Media and Digital Marketing

Revolution of social media has altered how consumers connect with brands, and YouTube has become a key channel for digital marketing (Phua & Jin, 2017). Luxury firms have adopted YouTube vloggers into their marketing strategy after quickly realizing the potential of the platform (Marwick & Boyd, 2011).

Numerous studies have looked into how YouTube vloggers affect luxury brands. In one such study, Okonkwo (2017) examined how the dynamics of luxury brand management have evolved as a result of YouTube vloggers. The study discovered that because YouTube vloggers' video has a personal touch that connects with viewers, they can be quite successful in promoting luxury companies. The study also emphasized the value of authenticity, since viewers can tell very quickly if a vlogger is recommending a product merely for financial gain as opposed to actually believing in it. The study (Jham et al., 2017) emphasizes the need for luxury businesses to carefully choose YouTube vloggers who are consistent with their brand values and image. YouTube vloggers are particularly good at attracting younger customers to premium companies. Luxury businesses must, however, carefully examine YouTube vloggers' trustworthiness, authenticity, and fit with the brand's image and values (Molinillo et al., 2018).

5.3. Value Co-creation and Ingredient Branding

As researched by Prahalad and Ramaswamy (2004), value co-creation is a process where businesses and customers work for the production value for both parties. Value co-creation in the context of digital marketing for fashion businesses entails including customers in the invention, production, and promotion of goods. Customers' participation in these processes enables brands to develop goods that cater to the wants and preferences of the target market. As a result, it boosts client happiness, client loyalty, and sales.

As a result, value co-creation and ingredient branding are two key ideas that can have a big impact on how well fashion firms' digital marketing efforts perform (Veloutsou et al., 2018). By utilizing these ideas, fashion companies may design goods that better cater to the tastes and wants of their target market, raise the perceived value of those goods, and eventually increase sales and client retention.

5.4. Luxury Customer Experience

The fashion industry's experience with impact of digital marketing on the customers hence they have been able to engage with their customers in new and creative ways, giving them a more personalized and interactive shopping experience, thanks to the growing use of digital platforms like social media, e-commerce websites, and mobile applications (Kapferer & Bastien, 2012).

Luxury fashion companies have also been able to provide their customers more individualized experiences through the use of digital marketing. Brands may develop focused marketing campaigns and provide customers with individualized suggestions by analyzing customer data such as browsing habits, purchase histories, and social media activity. Sales and customer loyalty have been found to rise as a result. According to a study, 91% of customers choose to buy their products from companies they already know and trust because they prefer their offerings and recommendations (Accenture, 2018).

5.5. Luxury Retail

Luxury retail and fashion firms have had major effects from digital marketing in recent years. Luxury fashion brands have altered their marketing plans in reply to the rise of social media and e-commerce hence, to be in current and connect with their target demographic. For luxury retail brands, this change has created both opportunities and challenges (Nikitina, 2020). I will address the effects of internet marketing on luxury retail and fashion firms in this response. Digital marketing has thereby affected luxury retail by altering how customers interact with brands. Luxury brands can now offer immersive, interactive experiences that go beyond traditional marketing channels thanks to digital marketing. For instance, marketers can create virtual showrooms and try-on experiences for their customers using augmented reality (AR) and virtual reality (VR). This might improve customer engagement and loyalty and offer a more convenient and individualized purchasing experience (McKinsey, 2020).

6. Questionnaire Design

Data was gathered through surveys. The survey is the study's instrument, and it is used to assess the links between the various factors for their effects on luxury fashion firms' use of digital marketing. Additionally, it's critical to gather data in order to anticipate each person's replies. They also need to be aware of the many categories that are available. The survey instruments have two portions, the first of which deals with variables relating to demographic and personal characteristics. This section contains data about the population, including gender, age, education, status, and income. Then, the other section is section two and which adds up the concealed variables which are most important for this research as it is a mixed-method survey hence it contains questions which has to be answered in 'yes' or 'no' also there are opinions to write yourself too.

6.1. Questionnaire

1. What is your age?			
a. Under 18	b. 18–24	c. 25–34	d. 35–44
e. 45–54	f. 55–64	g. 65 or older	
2. What is your gender?			
a. Male	b. Female	c. Other	
3. What is your annual household income?			
a. Less than $25,000	b. $25,000–$49,999	c. $50,000–$74,999	d. $75,000–$99,999
e. $100,000–$149,999	f. $150,000 or more		
4. How often do you purchase luxury fashion products?			
a. Never	b. Rarely	c. Occasionally	d. Frequently
e. Very frequently			
5. Have you ever purchased luxury fashion products online?			
a. Yes	b. No		
6. What online platforms do you use to search for luxury fashion products?			
a. Google	b. Social media (Instagram, Facebook, etc.)	c. Luxury brand websites	d. Online retailers (Nordstrom, Neiman Marcus, etc.)
e. Other			
7. Do you think digital marketing has influenced your purchasing decisions for luxury fashion products?			
a. Yes, a lot	b. Yes, somewhat	c. No, not really	d. No, not at all
8. How important are the following factors in your decision to purchase a luxury fashion product online?			
a. Brand reputation	b. Product quality	c. Price	d. Online reviews

e. Social media presence	f. Other		
9. Do you follow any luxury fashion brands on social media?			
a. Yes	b. No		
10. If yes, which platforms do you follow them on?			
a. Instagram	b. Facebook	c. Twitter	d. TikTok
e. Other			
11. Have you ever made a purchase through a social media platform (e.g. Instagram or Facebook)?			
a. Yes	b. No		
12. In your opinion, what are the advantages and disadvantages of luxury fashion brands using digital marketing to promote their products?			
Ans:			

6.2. Interpretation of Results

The researchers used descriptive statistical analysis to learn more about the characteristics of respondents and how factors behaved. Results of the analysis, which concentrated on gender, income level, and age, were displayed as frequency distributions and descriptive statistics. Though there is an overview of descriptive statistics of the central tendency, variability, and distribution of the data, the frequency distributions summarized each categories replies. The researchers were able to spot patterns and data trends and get a better understanding of the features of the sample by looking at frequency distributions and descriptive statistics. Overall, the researchers' use of descriptive statistical analysis was a key tool for understanding the data and reaching relevant findings. The frequency distributions and descriptive statistics for the variables examined in the study are displayed in the tables below.

6.3. Analysis and Results

The software that was used for carrying out the results was SPSS. It is a program that analyses the primary collection of data, the demographic, and statistical analysis was carried out.

7. Descriptive Statistics

The respondent's age information includes, gender, education, income, and status are described in this section.

Table 1. Descriptive statistics of age

S/N	Demographics	Nomenclature	Frequency	Mean	Standard Deviation
01		Under 18 years	29		
02		18–24	42		
03		25–34	13		
04	Age	35–44	27	3.1600	1.71092
05		45–54	22		
06		55–64	15		
07		65 or older	2		

The study of table 1 showed that the respondents' average age was 3.1600, with a standard deviation of 1.17092. A sizable portion of the respondents, who made up the majority, were young adults between the ages of 18 and 24. A more thorough grasp of the target population was made possible by the inclusion of respondents from a range of age groups.

Table 2. Descriptive statistics of gender

S/N	Demographics	Nomenclature	Frequency	Mean	Standard Deviation
01		Male	72		
02	Gender	Female	75	1.7000	1.42249
03		Other	3		

Male, female, and third gender respondents to the survey were separated into these categories. Only three respondents, who identified as third gender, were among the majority who were either men or women. The gender mean value was 1.7 and the standard deviation was 1.42, underscoring the significance of taking a variety of gender identities into account while conducting research.

Table 3. Descriptive statistics of income

S/N	Demographics	Nomenclature	Frequency	Mean	Standard Deviation
01		Less than $25,000	30		
02		$25,000–$49,999	41		
03	Income	$50,000–$74,999	18	3.0467	1.60258
04		$75,000–$99,999	24		
05		$100,000–$149,999	27		
06		$150,000 or more	10		

The study analyzed the income levels of respondents across six categories. Majority of the respondents had a relatively low to moderate income, with 30 earning $25,000 or less, and 41 earning between $25,000 and $49,999 annually. However, the study also included respondents with higher income levels, with 10 earning above $150,000 annually.

## 8. Correlation Analysis

Table 1. Correlation analysis

Correlations						
		Age	Gender	Income	LFB	DM
Age		--				
Gender	Pearson Correlation	.205*	--			
Income	Pearson Correlation	.200*	−.032	--		
LFB	Pearson Correlation	.092	−.016	.090	--	
DM	Pearson Correlation	.182*	.024	.032	.637**	--
*. Correlation is significant at the 0.05 level (2-tailed).						
**. Correlation is significant at the 0.01 level (2-tailed).						

The analysis of correlation was done on the study's data in order to look into the connection between luxury fashion brands and digital marketing. The analysis's findings showed a substantial positive association between luxury fashion companies and digital marketing, with a Pearson coefficient value of 0.637 including significance level of less than 0.05 (2-tailed). These results emphasize the potential significance of digital marketing in the luxury fashion sector by indicating a strong relationship between luxury fashion businesses and digital marketing.

Table 2. Regression analysis

Variable	Regression Coefficient	R^2	R^2 Change
Digital Marketing	0.637	0.406	0.402

The regression analysis supported H1 and rejected H0 by finding a substantial positive influence of internet marketing on desire for luxury fashion firms (=0.637, p0.05). The study also employed plots to show how these two things are related, showing how digital marketing can influence consumer views and interest in luxury fashion brands in a favorable way. According to these results, luxury fashion companies can profit from using digital marketing to raise consumer interest and attractiveness.

Histogram
Dependent Variable: LFB
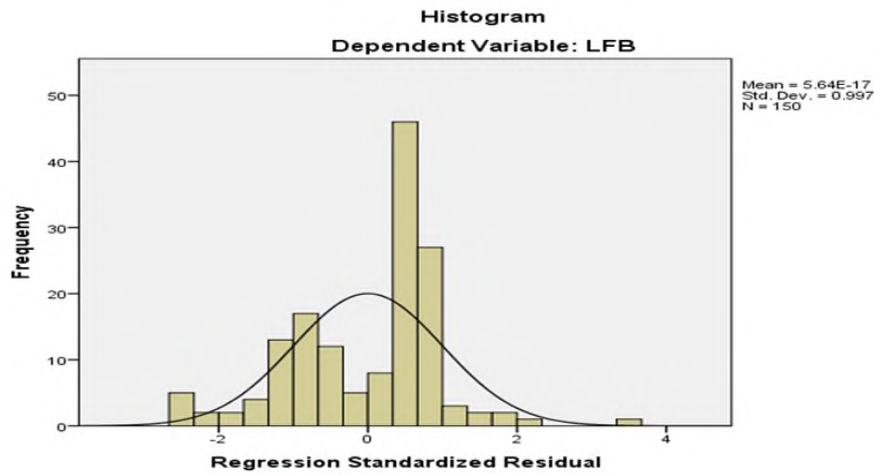
The frequency is shown on the vertical axis of the histogram, which shows the distribution of the LFB dependent variable, and the regression standardized residual is shown on the horizontal axis. The sample size is 150, the mean of LFB is 5.64E−17, and the standard deviation is 0.997. A visual assessment of the distribution, probable outliers, and skewness is possible using the histogram. Additionally, it can be used to evaluate how well the regression model fits the data and check the validity of model assumptions. Reliability of the results is indicated by a normal distribution of residuals.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: LFB
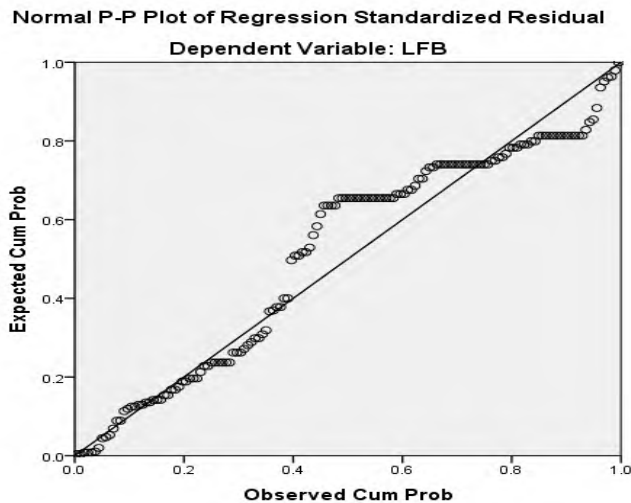
A normal P.P. plot was used to assess the normality of the distribution of the regression standardized residuals, and it revealed that the residuals were normally distributed because they were uniformly spaced between 0.0 and 1.0 and displayed a straight line.

8.1. Hypothesis Testing

This study section tells us about the model after tests of the satisfaction of the requirements in the reliability and validation. The relationship is casual in terms that the independent variable being there for the dependent variable to be measured.

8.2. Digital Marketing and Luxury Fashion Brands

The analysis shows us that there is positive impact of digital marketing and luxury fashion brands. As it enables businesses to reach a larger audience, cultivate client loyalty, and boost revenue. This is especially vital in the current digital era, as fashion companies must effectively use digital technology and social media to connect and engage with consumers.

9. Conclusion and Discussion

In conclusion, the techniques used, advantages, difficulties, and instances of digital marketing in the luxury fashion sector, this article sought to investigate the effects of digital marketing on luxury fashion firms. The researchers developed the hypothesis that internet marketing has a favorable effect on luxury fashion firms, and then carried out a descriptive statistical analysis of the information gathered from the sample. According to the study's findings, social media marketing and influencer marketing are the most successful types of digital marketing for luxury fashion firms. The research also highlighted the obstacles faced, such as upholding exclusivity and authenticity in the digital domain, as well as the advantages of digital marketing for luxury fashion firms, such as greater brand awareness, customer interaction, and sales. Overall, this paper advances knowledge of digital marketing in the luxury fashion sector and offers tips to luxury fashion companies on how to strengthen their digital marketing plans. The study has significant limits, though, and more investigation is required to examine additional variables that could affect how effective digital marketing is in the luxury apparel sector.

9.1. Research Limitation

Although this study provided some insightful information, there were certain shortcomings that needed to be noted. First, the sample size was rather small, which would restrict how broadly the results can be applied to other groups. The study did not investigate the effects of internet marketing on other categories of luxury businesses, such as watches or jewelry, and instead concentrated only on luxury clothes brands. Furthermore, the study only looked at a small selection of digital marketing tactics; as a result, there might be other tactics that were overlooked but could still affect luxury

fashion firms. Last but not least, the study was carried out in a certain time frame, and digital marketing tactics and their effects may change with time.

Research's next steps are crucial. Based on the study's findings and some of its limitations, future research might examine larger sample sizes and incorporate a wider variety of luxury brands. Future research might further broaden the investigation to look at more digital marketing tactics and analyses how they affect luxury firms. Examining the effects of digital marketing on customer behavior and purchase intentions is another possible area for research. This can entail interviewing customers or doing focus groups with them to better understand their views and beliefs around digital marketing for luxury firms.

Last but not least, given the dynamic nature of digital marketing, it would be crucial to carry out comparable studies at various times in time to examine how changes in digital marketing techniques affect luxury businesses over time.

References

Accenture. (2018). Personalization Pulse Check: Consumer attitudes toward personalization. Retrieved from https://www.accenture.com/_acnmedia/PDF-85/Accenture-Interactive-Personalization-Pulse-Check.pdf

Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective. McGraw-Hill Education.

Bughin J. (2013). Brand success in the era of digital Darwinism. Journal of Brand Strategy, 2(4), 355-365.

Chaffey, D. (2019). Digital marketing strategy: implementation and practice. Pearson.

Chu, S., Kamal, S., & Kim, Y. (2013). Understanding consumers' responses toward social media advertising and purchase intention toward luxury products. Journal of Global Fashion Marketing, 4(3), 158-174

Czinkota, M., Ronkainen, I. A., & Moffett, M. H. (2011). International Business (8th ed.). John Wiley & Sons.

Dhaoui, C. (2014). An empirical study of luxury brand marketing effectiveness and its impact an consumer engagement on Facebook. Journal of Global Fashion Marketing, 5(3), 209-223.

Di, D., Economiche, S., Aziendali, E., Fanno, Q., Corso, Q., Laurea Magistrale, D., & Administration, I. (2019). Universita' Degli Studi di Padova "digital marketing strategies of luxury fashion brands in China: the Gucci brand." https://thesis.unipd.it/bitstream/20.500.12608/22328/1/Le_Xuan_Trang.pdf

Epsilon. (2018). New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences. Www.epsilon.com. https://www.epsilon.com/us/about-us/pressroom/new-epsilon-research-indicates-80-of-

consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of Business Research, 69(12), 5833-5841. https://doi.org/10.1016/j.jbusres.2016.04.181

Heine, K., & Berghaus, B. (2014). Luxury fashion branding: Trends, tactics, techniques. Palgrave Macmillan.

Husted, S. W., & Whitehouse Jr, F. R. (2002). Cause-related marketing via the World Wide Web: A relationship marketing strategy. Journal of Nonprofit & Public Sector Marketing, 10(1), 3-22.

Jham, V., Sahoo, N., & Ghosh, S. (2017). Impact of online reviews on purchase intention: A study using YouTube videos. Journal of Retailing and Consumer Services, 38, 221-230.

Kapferer, J. N., & Bastien, V. (2012). The specificity of luxury management: Turning marketing upside down. Journal of Brand Management, 19(5), 311-327.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53(1), 59-68. https://doi.org/10.1016/j.bushor.2009.09.003

Kapoor, K. K., & Vijay, A. (2018). Digital marketing in luxury fashion industry: The role of online reviews, brand reputation, experiential marketing, and consumer behavior. Journal of Business Research, 89, 202-214. https://doi.org/10.1016/j.jbusres.2018.03.046

Kim A. J. Ko E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10), 1480-1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Kim, A. J., & Ko, E. (2012). Impact of luxury fashion brand's social media marketing on customer relationship and purchase intention. Journal of Global Fashion Marketing, 1(3), 164-171.

Kim, A. J., & Ko, E. (2018). Do social media influencers promote authenticity of sponsored products? The role of self-disclosure and perceived trustworthiness. Journal of Advertising, 47(1), 117-130.

Ko, E., & Megehee, C. (2012). Fashion marketing of luxury brands: recent research issues and contributions. Journal of Business Research, 65, 1395-1398.

Kontu, K., & Vecchi, A. (2014). Social media marketing in the luxury industry: A study of the top 45 European luxury brands. In Handbook of Research on Effective Advertising Strategies in the Social Media Age (pp. 710-731). IGI Global.

Louro, M. J., & Cunha, P. V. (2017). The role of ingredient branding in enhancing consumer brand resonance. Journal of Business Research, 70, 410-417.

Marwick, A. E., & Boyd, D. (2011). To see and be seen: Celebrity practice on Twitter. Convergence: The International Journal of Research into New Media Technologies, 17(2), 139-158. http://doi.org/10.1177/1354856511399552

McKinsey & Company (2018). Thinking inside the subscription box: New research on e-commerce consumers. McKinsey & Company, 1-9.

McKinsey. (2020). How luxury fashion brands can stay ahead in a digital world. Retrieved from https://www.mckinsey.com/industries/retail/our-insights/how-luxury-fashion-brands

Molinillo, S., Liébana-Cabanillas, F., & Anaya-Sánchez, R. (2018). When influencers communicate brand values: The effect of perceived authenticity on consumer responses. International Journal of Advertising, 37(4), 578–594.

Morley J. McMahon K. (2011). Innovation, interaction, and inclusion: heritage luxury brands in collusion with the consumer. In EbelS, AssoulyO (Eds.), Proceedings of the 13th Annual Conference for the International Foundation of Fashion Technology Institutes (IFFTI) Fashion & Luxury: Between Heritage & Innovation.

Nikitina, V. (2020). Luxury brands embracing the rise of digital to remain a disruptive player on the market. Www.linkedin.com. https://www.linkedin.com/pulse/luxury-brands-embracing-rise-digital-remain-player-market-nikitina

Okonkwo, U. (2007). Luxury fashion branding: Trends, tactics, techniques. Palgrave Macmillan.

Okonkwo, U. (2017). Luxury online: Styles, systems, strategies. Palgrave Macmillan.

Ortved, J. (2011). Is Digital killing the luxury brand? Adweek. http://www.adweek.com/

Park, J., & Rhee, Y. J. (2021). Analysis of digital marketing strategies of luxury fashion brands. Journal of the Korea Fashion and Costume Design Association, 23(1), 87–102. https://doi.org/10.30751/kfcda.2021.23.1.87

Pham, A., & Hoang, T. T. H. (2020). Digital marketing communication in the luxury fashion industry. Journal of Marketing Communications, 26(5), 471–494.

Phan M. (2011). Do social media enhance consumer's perception and purchase intentions of luxury fashion brands? The Journal for Decision Makers, 36(1), 81–84.

Phua, J., & Jin, S. V. (2017). Luxury fashion brands on YouTube: Examining the relationships between brand popularity, YouTube viewership, and online sales. Journal of Retailing and Consumer Services, 34, 293–301. https://doi.org/10.1016/j.jretconser.2016.11.003

Porter, M. E., & Michael; ilustraciones Gibbs. (2001). Strategy and the Internet.

Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. Journal of Interactive Marketing, 18(3), 5–14.

Prantner, M. (2020). Marketing in the luxury sector: A strategic approach. Routledge.

PwC. (2019). The rise of digital influence in fashion. Retrieved from https://www.pwc.com/us/en/industries/retail-consumer/publications/assets/pwc-fashion-study.pdf

Rakuten Marketing. (2018). Rakuten Advertising Blog. https://blog.rakutenadvertising.com/insights/what-marketers-want-five-strategic-opportunities-for-2018

Retail Week's Report. (2014). The future of fashion retailing in a digital age – Land Securities Retail.

Veloutsou, C., & Li, C. (2015). Achieving effective digital marketing in the luxury industry. Journal of Business Research, 68(12), 2667–2674. https://doi.org/10.1016/j.jbusres.2015.05.020

Veloutsou, C., Guzman, F., & Goode, M. (2018). Ingredient branding in the fashion industry: Effects on consumer attachment to fashion brands. Journal of Business Research, 91, 428–435. https://doi.org/10.1016/j.jbusres.2018.02.019

Verhoef, P. C., Neslin, S. A., & Vroomen, B. (2007). Multichannel customer management: Understanding the research-shopper phenomenon. International Journal of Research in Marketing, 24(2), 129–148. https://doi.org/10.1016/j.ijresmar.2006.11.002

Zhan, L., & He, Y. (2012). Understanding luxury consumption in China: Consumer perceptions of best-known brands. Journal of Business Research, 65(10), 1452–1460.