Investigating the impact of social media marketing on research online and purchase offline for fashion luxury brands

Mohammad Hamdi Al Khasawneh, Shafig Al-Haddad, Rahaf Mbaideen, Raghad Ghazi, Tala Irshaid, Husam Alnaimi

Investigating the impact of social media marketing on research online and purchase offline for fashion luxury brands

Mohammad Hamdi Al Khasawneh*, Shafig Al-Haddad, Rahaf Mbaideen, Raghad Ghazi and Tala Irshaid

Department of E-Marketing and Social Media,
Princess Sumaya University for Technology (PSUT),
Khalil Al Saket St 112, 11941, Amman, Jordan
Email: m.alkhasaawneh@psut.edu.jo
Email: s.haddad@psut.edu.jo
Email: mbaideen-96-@hotmail.com
Email: raghad.ghazi97@gmail.com
Email: irshaidtala@gmail.com
*Corresponding author

Husam Alnaimi

College of Commerce and Business,
Lusail University,
Doha, Qatar
Email: halnaimi@lu.edu.qa

Abstract: This research aims to examine different factors that affect research online and purchase offline (ROPO) to provide fashion luxury brands managers with knowledge of social media activities and their impact on consumers' purchase intention. A quantitative method was used by conducting an online survey using Google-Forms and distributing it to 384 participants through social media platforms to collect data, in order to answer the research questions and to test the hypotheses. Moving to data analysis, researchers used AMOS software to test the hypotheses and the reliability of the model. The findings of this study indicate that the functional value of the fashion luxury brands plays a dominant role in influencing consumers to search for the brand and visit their physical store (click-and-mortar). The effect is further enhanced when consumers are familiar with the brand, which reference to brand consciousness, followed by materialism and symbolic values related to the brand, which are the financial value, and social value. Afterwards, eWOM and SMMA both have the least influence.

Keywords: social media marketing; eWOM; ROPO; fashion; luxury brands.

Biographical notes: Mohammad Hamdi Al Khasawneh is an Associate Professor in the Department of E-Marketing and Social Media at the Princess Sumaya University for Technology Amman, Jordan. He earned his Bachelor's in Accounting from Yarmouk University, Jordan, followed by a Master of Business Administration in Marketing from Coventry University, UK, and a PhD in E-Marketing from Griffith University, Australia. His work has been published in several international journals such as *Journal of Internet Commerce*, *International Journal of Electronic Marketing and Retailing* and *International Journal of Business Information Systems* and has presented papers at several international conferences. His research interests include internet advertising, search engine advertising, social media marketing, viral marketing, mobile marketing, mobile banking, consumer behaviour and corporate social responsibility.

Shafig Al-Haddad is a Full Professor in the Department of E-Marketing and Social Media at the Princess Sumaya University for Technology Amman, Jordan. His research interests include mobile marketing, customer satisfaction, entrepreneurial self-efficacy, and buying behaviour.

After graduating from Princess Sumaya University of Technology, Rahaf Mbaideen launched her career at an international retail group, in an attempt to develop a thorough understanding of the online retail world and its current challenges to ultimately find the e-marketing gaps, in order to transfer the knowledge she learned. He has a deep rooted passion for changing the local perspective on marketing and social media through increased awareness on the benefits of online shopping and customer experience. He aims to implement this dream by completing her higher education in this field and transferring and shaping the younger generations psychology towards the online marketing world.

After graduating from Princess Sumaya University for Technology, Raghad Ghazi started working in a management consulting and talent solutions company. He participated in the implementation of a social media plan of an interactive online platform that connects companies, freelancers, job seekers and advisors. In addition, he prepared a plan for inducing traffic to social media platforms and website, conducted an analysis on search engine marketing which is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages.

Tala Irshaid is a social media specialist and personal stylist and shopper. She had a strong interest in marketing and fashion since she was in high school. Encouraged by this passion she graduated from Princess Sumaya University with a major of E-Marketing and Social Media, followed by a certified courses in fashion marketing and personal styling and shopping.

Husam Alnaimi is an Assistant Professor of Marketing in the College of Commerce and Business at Lusail University, Doha Qatar. His research interests include customer relationship marketing, ethics in marketing, consumer switching behaviour, social marketing, public relations, and internet marketing.

1 Introduction

Social media marketing has a substantial influence on the purchasing behaviour of wealthy consumers. Today, almost 80% of luxury brands' sales are affected by online media, where customers rely on multiple digital contact points in their luxury shopping journeys (McKinsey & Company, 2018). With luxury fashion brands becoming increasingly interested in providing consumers with luxurious value in any way they can, the use of social media seems to be suitable for attracting new customers and retaining old ones (Ebrahim, 2020; Kim and Ko, 2010; Ko, 2020). Indeed, cross-channel purchasing behaviour has been seen as an increasingly growing trend in the luxury fashion market (Spence, 2020). According to a report published by business of fashion (BoF), after consumers research and review luxury goods online, more than 70% of purchases are subsequently made offline at physical stores.

In recent years, the rising number of sales channels has changed how consumers experience the purchase journey (Barwitz, 2020; Barwitz and Maas, 2018; Lemon and Verhoef, 2016). Research shows that almost three-quarters of all luxury purchases are influenced by what consumers do online, even if the subsequent purchase takes place in a physical store (Kansara, 2016). However, the debate as to whether luxury brands should use social media as a marketing channel remains prominent (Hennigs et al., 2013). Luxury brands that have traditionally established physical stores and points of sale tend to be more conservative in adopting omnichannel policies, concerned that the digital medium is insufficient for communicating their luxury brand identity, image and experience (Arminen, 2017). Others have argued that luxury brands should adopt social media marketing more widely as it has been found that consumers frequently use various social media platforms to improve their shopping experience. In fact, 88% of global consumers have indicated that they search for a product online before purchasing it offline, and nearly half of the offline sales are influenced by prior online searching activities as luxury consumers begin to enthusiastically embrace the digital lifestyle (Achille et al., 2018).

In 2018, the Luxury Daily report of the same year reflected that the majority of luxury brands (58%) spent more on social media advertising and search engine advertising. Luxury customers anticipate well-organised e-commerce, appealing and stimulating experiences in-store (and especially online and in the social media context) and interacting with multiple channels (Santos and Gonçalves, 2019). Taking this point further, luxury brands need to deliver a faultless customer experience which starts from their social media accounts and ends with a visit to the physical store: this occurs by integrating their online and offline marketing strategies. This notion has been previously supported by industry practitioners, who have demonstrated that the integration of digital and physical activities is crucial to enhance a firm competitive advantage, extending the customer's experience and reinforcing brand values and loyalty (Mosca and Giacosa, 2016). Existing research has also promoted the benefits derived from the combination of online-offline sequences in consumers' knowledge, attitude and purchase intentions towards the products (Daugherty et al., 2008; Keng et al., 2012). It appears, therefore, that the online experience may have a significant influence on the offline experience (Castañeda et al., 2018). This is a concept which is referred to in this study as 'research online and purchase offline' (ROPO). If the consumer forms a favourable initial impression of the product with a virtual experience, this evaluation may be enhanced after a direct experience. Nevertheless, there is a scant amount of research regarding the

distinction of using social media as a tool to search for luxury fashion products online. In order to recognise the effectiveness of social media marketing, it is fundamental to understand the meaning of luxury in the minds of consumers and the reasons behind purchasing luxury brands (Ramadan et al., 2018). Luxury brands fulfil consumers' psychological and functional needs, combining them in four values: financial value, functional value, social value and individual value (Arminen, 2017); these values, along with the effect of social media marketing activities (SMMAs) on consumer behaviour, must be considered.

The purpose of this study is to examine the influence of social media marketing on ROPO behaviour concerning luxury fashion brands. It also aims to consider the luxury value presented by financial and social values, as well as electronic word-of-mouth (eWOM), brand consciousness and SMMAs, and ascertain the extent to which these factors influence consumers to engage in ROPO behaviours in the context of luxury brands (Hennigs et al., 2015). Based on these aims, the following two research questions are posited.

RQ1 What are the most important factors influencing consumers to ROPO in the context of luxury fashion brands?

RQ2 To what extent are financial value, social value, eWOM, brand consciousness, functional value and SMMAs important predictors of ROPO for luxury fashion brands?

2 Literature review

As an objective of the current research is to examine the influence of social media marketing for fashion luxury brands on ROPO, relevant literature related to social media marketing, search online and offline, purchasing online and luxury brands were reviewed. This brings to light several themes which are: luxury brands marketing in the digital age (Jin, 2012; Li and Mousseaux, 2013; Ramadan et al., 2018), social media marketing (Arrigo, 2018; Farrag, 2017; Ismail, 2017; Jin, 2012; Olof Lagrosen and Grundén, 2014; Li and Mousseaux, 2013; Vinaika and Manik, 2017), Instagram as a contributor to social media marketing (Farrag, 2017; Vinaika and Manik, 2017; Wallsbeck and Johansson, 2014), customer engagement (Hussein and Hassan, 2017; Ramadan et al., 2018; Sashi, 2012), word-of-mouth and eWOM (Arrigo, 2018; Rajagopal, 2020; Sano, 2014), and lastly customer value (Hennigs et al., 2013; Shukla, 2012).

Customer journey has evolved in recent years due to a growing number of distribution and sale avenues (Barwitz and Maas, 2018; Lemon and Verhoef, 2016). Technology has been one of the most powerful sources to make these reforms, has allowed websites and online retailers to be developed (Dutt et al., 2020), and these activities have provided customers with more choices in making their decision making process (Barwitz and Maas, 2018; Pavlou, 2018). For instance, the customer can search online through social media platforms and search engines and close the sale in the physical store (Arora and Sahney, 2018).

Different related studies have stated the role of social media in today's marketing activities (Arrigo, 2018; Dutt et al., 2020; Farrag, 2017; Ismail, 2017; Jin, 2012; Olof Lagrosen and Grundén, 2014; Li and Mousseaux, 2013; Vinaika and Manik, 2017). For instance, Arrigo (2018) mentioned that social media has been known as a significant

medium to gain the market for business objective (Mangold and Faulds, 2009; Kaplan and Haenlein, 2010; Bruhn et al., 2012; Sashi, 2012; Risius and Beck, 2015). Whereas, Vinaika and Manik (2017) added, social media marketing has become a perfect way to promote a brand and people into business nowadays. Social media have naturally change the way that consumer and companies interact (Hennig-Thurau et al., 2004; Nambisan and Baron, 2007). Particularly, Farrag (2017) and Li and Mousseaux (2013) found that the social media assume to be main source of information about fashion, retail buys and luxury goods, besides being a part of social group helps to increase the feeling and emotional attachment between customers and brands. Similarly, Ismail (2017) and Jin (2012) demonstrated that customers tend to have more positive perceptions and visiting intention towards luxury brands after browsing social media pages for these luxury brands.

It is noted that luxury brands are considered as the most successful and profitable fashion segments in the market nowadays (Arrigo, 2018). Luxury brands refer to products that are high in quality, unique and have superior price (Kapferer and Valette-Florence, 2016). Satisfactory values must be delivered for luxury customers due to the high cost of products the brand offers (Hennigs et al., 2015). Similarly, Arora and Sahney (2017) found that luxury customers are more likely to ROPO for high involvement products than low involvement products. This finding has been widely confirmed in previous studies whereby luxury customer rely on cross channels to assist them in purchasing high involvement products (Frasquet et al., 2015). In particular, Flavian et al. (2016) found that customers tend to procure additional information through digital channels in order to minimise the cost of acquiring these products through physical channels. Therefore, this has led marketing managers of fashion luxury brands to be under pressure until they seek innovative strategies to be consistent about the brand image (Arrigo, 2018). Luxury has been altered by the technological advancement in many forms, in the manner that social media is considered to be a great opportunity to be used as an extension for the brand to reach a large number of individuals (Kapferer, 2014).

Social media is considered to be the primary source of information about fashion and mainly luxury goods (Li and Mousseaux, 2013). Currently, customers are becoming strongly dependent on various social media channels (Hanna et al., 2011). Furthermore, social media has enabled users to become active participants rather than just observers (Jin, 2012). As a result, social media has become an important aspect of branding and communicating with customers (Ramadan et al., 2018). The Instagram platform is highly used by marketers in modern-days, as it is a cost-efficient application for sharing photos and videos related to their products and services (Ismail, 2017). In addition, Instagram is a way to encourage customers to a specific purchase intention by how the brand promotes the product over an image or a small clip (Wallsbeck and Johansson, 2014). Moreover, Farrag (2017) stated that Instagram platform has become a new online version of the traditional magazine, as content posted by fashion luxury brands is scheduled.

An examination of several studies concerning customers' perceived value in the context of social media (Hennigs et al., 2013; Jin, 2012; Shukla, 2012) indicates that luxury goods must deliver sufficient value as customers pay higher prices to attain the products (Hennigs et al., 2013). Shukla (2012), for example, argued that customers look for a dominant status value as a central aspect when they acquire the products of luxury brands. Meanwhile, Hennigs et al. (2013) suggested that in the context of the luxury fashion market, perceived value has three major dimensions, comprising social value, financial value and functional value. Several studies have agreed that luxury brands'

values are mainly characterised by high prices and premium quality (Shukla, 2012), while Hennigs et al. (2013) concluded that the financial, functional and social aspects related to luxury products have a significant impact on customers' perception and decision-making processes.

Luxury consumers' purchasing motives differ considerably from those of non-luxury customers (Gupta et al., 2020; Jain and Khan, 2017); thus, their choice of shopping platforms can also vary. For instance, luxury fashion customers might not research for price comparisons. Instead, they may search for further product details or pursue enjoyment (Jo et al., 2020). Based on an extensive revision of the existing related literature, it is nonetheless noted that, to the best of the researchers' knowledge, no study has yet been found which examines the impact of SMMAs on customers' ROPO behaviour in the context of luxury goods (Santos and Gonçalves, 2019). Indeed, Farrag (2017) called for a more comprehensive framework examining consumers' behaviour towards purchasing luxury brands as a result of SMMAs. Therefore, this study tries to fill this gap in the existing literature.

3   Theoretical background

Following a thorough analysis of the existing literature related to the luxury construct, all applicable real and possible sources of valuation of the consumer's luxury experience should be consolidated into a single model. Taking into consideration the fact that luxury value lies in sociality and individuality in addition to functional and financial aspects, it is imperative to integrate mutually related cognitive and emotional value dimensions in a multidimensional model. Wiedmann et al. (2007), for example, developed a conceptual model of luxury value perceptions underlining four dimensions: namely, social, personal, functional and financial values. All previous conceptual and empirical models have emphasised the necessity of further evidential support for the dynamic construct of luxury value perceptions. The present paper merges multiple frameworks of luxury value perceptions from Tynan et al. (2010) and Wiedmann et al. (2007). The emerging model focuses on comparing the impact of various luxury value perceptions on determining overall luxury value and the influence of overall luxury value perceptions on luxury goods purchase intention. Because consumer values are regarded as important predictors of consumer behaviour (Overby et al., 2005), they are often studied as motivators. The variables in this study were defined in accordance with those of existing studies (Arminen, 2017; Basaran and Aksoy, 2017; Chattalas and Shukla, 2015; Hennigs et al., 2015; Ismail et al., 2018; Shukla, 2012) and the core elements of luxury value: the financial value of luxury brands (e.g., direct monetary aspects and premium prices), the functional value of luxury brands (e.g., basic product performance), and the social value of luxury brands (e.g., status and prestige). In addition, eWOM was added as a variable for this research due to its impact on customers undergoing the purchase decision-making process (Basaran and Aksoy, 2017; Choi et al., 2017; Kudeshia and Kumar, 2017; Kunja and GVRK, 2018; Serra-Cantallops et al., 2018). Moreover, Sharda and Bhat (2018) noted that the brand consciousness variable shows a critical positive association with the perception of luxury, and different researchers highlighted the importance of this variable on consumers' purchase behaviour in the context of the luxury fashion market (Giovannini et al., 2015; Ismail, 2017; Sharda and Bhat, 2018). Similarly, several researchers added SMMAs as a variable because these activities are considered an

informative tool for customers to receive up-to-date details about the products (Algharabat, 2017; Arrigo, 2018; Godey et al., 2016; Kim and Ko, 2012; Olof Lagrosen and Grundén, 2014; Yadav and Rahman, 2017; Zhu and Chen, 2015). Since the exclusivity of luxury brands can be diluted through online marketing where mass audiences can access information, some luxury marketers have avoided engaging in SMMAs (Heine and Berghaus, 2014). However, other luxury fashion brands have implemented social media marketing strategies to engage with consumers (Dhaoui, 2014). Luxury brand marketing on social media has been found to increase consumers' favourable luxury perceptions, desire for luxury, and purchase intentions (Kim and Ko, 2012). Figure 1 shows the research model of the present study.

Figure 1 Research model (see online version for colours)
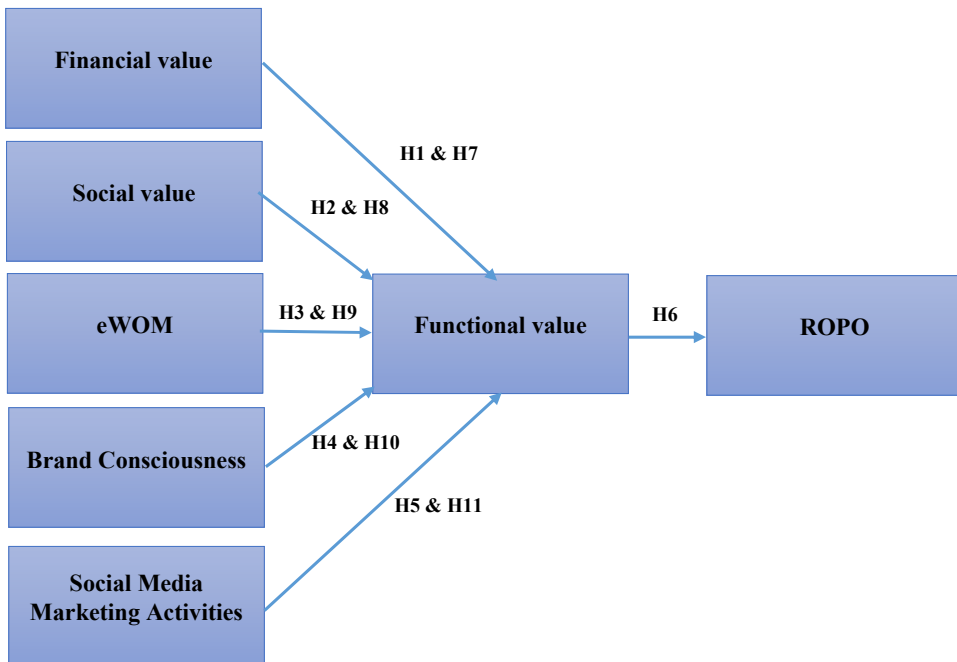
Source: Developed for the current research

3.1 *Financial value*

Financial value has been described as the value of the product in relation to price (Hennig-Thurau et al., 2007). Arminen (2017) characterised financial value as price value and monetary sacrifices made by customers to own a luxury product, while Roux et al. (2017) suggested that luxury brands are bought by elites to show their wealth and spending power. Furthermore, Shukla (2012) stated that financial value is highly significant when discussing luxury goods, as potential buyers would pay high prices in return for owning luxury fashion products. Based on this, it is suggested that:

H1 Financial value positively affects ROPO.

3.2   Social value

There is a variety of definitions of social value in terms of luxury goods. For example, Hennigs et al. (2015) viewed social value as a way for consumers to show wealth and represent their lifestyle and to differentiate themselves from others. Moreover, Basaran and Aksoy (2017) stated that social value is more related to the products' ability to improve social self-concept. It is noted in the existing literature that social value is considered a significant determinant in influencing consumers' purchase decisions in pursuit of belonging to a specific social class (Hennigs et al., 2015; Shukla, 2015). In addition, several researchers concluded that social status and prestige are strongly related to the consumption of luxury goods (Shukla, 2012).

Ismail et al. (2018) referred to social media platforms in general, and Instagram particularly, as one of the predominant and most effective venues to present social status and newly purchased items by individuals to satisfy their self-esteem. As a result, it is crucial to take into consideration how social value affects ROPO. Social value has also been defined as a driver of customers' behavioural intentions (Basaran and Aksoy, 2017). Therefore, it is proposed that:

H2   Social value has a positive effect on ROPO.

3.3   eWOM

Kudeshia and Kumar (2017) described eWOM as the transformation of the classical understanding of word-of-mouth (WOM). eWOM is a form of direct communication and interaction that is based on social media. The importance of studying eWOM, as noted by Choi et al. (2017), is that it increases the effectiveness and utility of promotional messages. Furthermore, Basaran and Aksoy (2017) and Kudeshia and Kumar (2017) stated that positive behavioural intentions and purchase decision-making are strongly related to eWOM. Past research has shown that consumers take other consumers' feedback and words into account more than they do the content of companies; they also consider past experiences of luxury brands before formulating any behavioural intention. For instance, Kunja and GVRK (2018) indicated that eWOM via social media platforms affects customer purchase behaviour. Finally, research has demonstrated that purchasers tend to rely upon reviews before purchasing items. Based on this understanding, therefore, it can be inferred that eWOM would positively influence ROPO.

H3   eWOM has a positive effect on ROPO.

3.4   Brand consciousness

Giovannini et al. (2015) defined brand consciousness as the desire to buy a well-known brand name more than the product itself. Sharda and Bhat (2018) elaborated on this concept by stating that brand consciousness is not merely about recognised brand names; it is also about expensive, high-quality products. According to Ismail (2017), brand consciousness has been considered as a fundamental motive towards purchasing from luxury brands among young consumers. Meanwhile, Giovannini et al. (2015) observed that popular and familiar brands motivate consumers to make the purchase action, as they trust these brands to reflect central symbolic values, such as prestige and social status, as well as heritage, experience and high quality. Moreover, as noted by Sharda and Bhat

(2018), when buyers have limited information about the brand, the recognisable proof of the representative attributes can lead to a purchase from the luxury brand since luxury brands hold high emblematic value and present status. As we have seen, Ismail (2015) highlighted that Instagram is an effective platform for brands to increase brand consciousness through photo-sharing, videos and engaging with consumers. Thus, we can hypothesise that:

H4   Brand consciousness positively affects ROPO.

3.5   SMMAs

SMMAs can be defined as a tool for excitement, popularity, customisation and trendiness (Algharabat, 2017) and involves interaction and engagement between consumers and the company on the brand's social media pages. The importance of SMMAs in today's businesses is rapidly increasing, as observed by Olof Lagrosen and Grundén (2014), who stated that individuals use social media to spread information, awareness, or values and ethics of a particular brand which, in turn, helps them to make a purchase decision. In attempting to contemplate the leading SMMAs that are important for luxury brands (Kim and Ko, 2012; Godey et al., 2016), four dimensions were identified: enjoyment, communication, trendiness and customisation. Enjoyment dimension, firstly, is related to fun and entertainment from using social media (Godey et al., 2016). In fact, entertainment is considered the most important driver for using social media (Algharabat, 2017). However, as Bilgin (2018) noted, regardless of the purposes behind utilising online social media, users follow brands if those brands are sharing engaging content that grabs their attention. Indeed, brands must enhance the feeling of fun, which will increase the level of engagement and attachment to the brand, leading to a purchase intention.

Secondly, the communication dimension is closely connected to profile-based platforms (e.g., Facebook, Twitter, WhatsApp, etc.), focusing on individuals with relevant information and interests, and contains content-based platforms (e.g., Instagram, YouTube, etc.), focusing more on content and visuals (Algharabat, 2017; Zhu and Chen, 2015). Godey et al. (2016) and Bilgin (2018) concluded that communication is a substantial motivator for creating user-generated content and leads to a greater desire toward purchasing a particular product.

Trendiness is viewed as the ability of social media sites to offer the latest or most up-to-date information for customers (Algharabat, 2017; Godey et al., 2016; Yadav and Rahman, 2017). It is a way to inspire consumers who are following the brand on social media: through gathering ideas and information such as pre-purchase information, as well as sharing visuals of people's clothes and how to style pieces from this particular brand, these factors of trendiness play a notable role in influencing consumers' behavioural intentions (Godey et al., 2016).

Finally, customisation on social media is about satisfying consumers by creating a message relevant to them: one that reflects their preferences (Bilgin, 2018; Godey et al., 2016). According to Algharabat (2017), Godey et al. (2016) and Zhu and Chen (2015), customisation can be divided into two parts: the first part being where a message is customised to target individuals or small groups (e.g., on Facebook). The second part involves brands targeting individuals who are interested in the brand in general (e.g., on Twitter). The ability for consumers to customise their research on social media or the

brand's website increases brand affinity and enhances the uniqueness of the brand through one-to-one communication, as noted by Bilgin (2018).

Today, brands and marketers have become aware of the importance of SMMAs. Therefore, it can be concluded that ROPO, which is the process of research that occurs via social media platforms by a customer to generate information about the products offered before making an actual purchase, can be positively affected by social media marketing.

H5 SMMAs positively affect ROPO.

3.6   *Functional value*

Hennigs et al. (2015) described functional value as a core interest that consumers attain from consuming a luxury product. It may consist of premium quality offerings and differentiation. Functional value can be summarised as the perceived quality and uniqueness consumers gain from purchasing high-priced luxury brands (Chattalas and Shukla, 2015). Despite the importance of the previous variables, the functional value remains dominant as quality in luxury products is considered essential in enhancing purchase motive. Furthermore, earlier studies have concentrated on functional value separately from other customer values by focusing on the effect of the functional value concept together with the social and financial values (Shukla, 2012).

H6 Functional value has a significant positive effect on ROPO.

Shukla (2012) argued that price and quality are suitably adjusted because luxury goods are distinguished from non-luxury goods in terms of their superior cost and quality. In addition, Arminen (2017) stated that luxury goods are regularly expensive, as this is a signal for customers to expect premium quality and uniqueness from luxury products. As a result, customers' assessment of the overall value perception of the luxury product influences behavioural intention (Hennigs et al., 2015).

H7 Financial value positively affects ROPO moderated by functional value.

Moreover, luxury goods involve customers that are seeking for uniqueness resulting from a product's characteristics, as it enhances the perceived value, creating a prestigious and remarkable social position (Parguel et al., 2016). Hennigs et al. (2015) stated that customers' passion for luxury goods often derives from how they will be represented among their communities due to the premium quality offered; therefore, this is a causeway to a purchase behaviour for affluent individuals. Similarly, Christensen and Schiaffino (2014) suggested that there is a role for social influence when individuals are making a purchase decision, as they could change their opinion.

H8 Social value positively affects ROPO moderated by functional value.

Meanwhile, eWOM is strongly associated with functional value: customers post reviews and recommendations concerning the quality of the luxury goods, in addition to product-related information exchanged over social media networks (Basaran and Aksoy, 2017; Kudeshia and Kumar, 2017).

H9 eWOM positively affects ROPO moderated by functional value.

According to Giovannini et al. (2015), consumers also purchase from well-known brands as they link it to quality and thus a reduction of risk since luxury products are known to be made of high-quality and unique materials. Sharda and Bhat (2018) supported this notion, claiming that consumers purchase from luxury brands that are costly since they consider the products to be of superior quality. Customers buy these products for their longevity as much as for investment.

H10   Brand consciousness positively affects ROPO moderated by functional value.

When linking the functional value with SMMAs, it is worth mentioning that consumers use social media platforms to gain knowledge about the brand and to review other consumers' previous experiences before going to the physical store and surveying the product themselves. Consumers also use social media to show their love for the brand (Algharabat, 2017). For example, researchers have considered the 'like' functional of Facebook pages as an outflow of brand love from buyers who engage with the brand page. After reviewing the brand's posts, and their positive reaction from consumers, customers visit the brand's store to take an in-depth look at the items. With this in mind, then, this research considers functional value as a moderator between the variables and ROPO.

H11   SMMAs positively affect ROPO moderated by functional value.

4   Methodology

4.1   Justification of research method

The quantitative method was seen as the most suitable approach to collect data for this study (DeFranzo, 2012) as it is easier to cover a larger sample. Additionally, the quantitative research method can be developed in less time compared to other methods. It was also recommended by Olof Lagrosen and Grundén (2014) to use a quantitative research when studying luxury brand marketing as most of the available research used qualitative methodology.

4.2   Scale and measurements

For this research, the measurement of the variables was conducted through a close-ended survey that contained 40 items. Five of them where dedicated to collect demographic information, the rest of the 35 where proposed on five-point Likert scale, extended from 'strongly disagree' at point one and 'strongly agree' at point five.

This research investigated six variables collected from previous articles and literature. Three items were dedicated for *financial value* (Srinivasan et al., 2015), also another three items were for the *functional value* (Hennigs et al., 2012). While *social value* was covered by eight items (Hennigs et al., 2012; Kurnaz, 2017). On the other hand, *eWOM* was covered by four items (Pham and Ngo, 2017). Moreover, another four items were devoted for *brand consciousness* (Ismail, 2017). Whereas, *SMMA* were measured by nine items (Ismail, 2017; Karamian et al., 2015; Laksamana, 2018). As well as that, *ROPO* was studied through five items (Jin, 2012).

4.3   Sampling and data collection

This study focuses on individuals who are interested in fashion luxury brands and who are heavy users of social media specifically Instagram; as social media platforms were used to examine its effect on the purchase decision, through the process of exploring trends and recommendations, before going to the offline store and make the actual purchase.

The survey was conducted using Google Forms; for its practical design and data organisation features (DeFranzo, 2012). The respondents where reached through social media websites mainly Facebook, Instagram, Twitter, and WhatsApp by sharing a link which led them to the questionnaire. The total number of completed valid questionnaires was 384.

5   Data analysis: internal consistency and convergent validity

The validity of the questionnaire as a study instrument was confirmed by showing the extents of the questionnaire structure, organisation and questions to many experts whose opinions are highly valued. These judges recommended some revisions and amendments to some items. While preparing the questionnaire it is very important to review it and check for the availability of the idea of honesty and stability.

Table 1   Internal consistency and convergent validity

Financial value	Factor loading	Average variance extracted (AVE)	Composite reliability (CR)	Cronbach alpha (α)
FV1	0.687	0.693	0.741	0.669
FV2	0.741			
FV3	0.597			
Social value	*Factor loading*	*Average variance extracted (AVE)*	*Composite reliability (CR)*	*Cronbach alpha (α)*
SV1	0.674	0.741	0.831	0.712
SV2	0.663			
SV3	0.607			
SV4	0.843			
SV5	0.587			
SV6	0.694			
eWOM	*Factor loading*	*Average variance extracted (AVE)*	*Composite reliability (CR)*	*Cronbach alpha (α)*
eWOM1	0.790	0.784	0.721	0.687
eWOM2	0.795			
eWOM3	0.741			
eWOM4	0.802			

Table 1 Internal consistency and convergent validity (continued)

Brand consciousness	Factor loading	Average variance extracted (AVE)	Composite reliability (CR)	Cronbach alpha (α)
BC1	0.791	0.882	0.903	0.875
BC2	0.897			
BC3	0.901			
Social media marketing activities	*Factor loading*	*Average variance extracted (AVE)*	*Composite reliability (CR)*	*Cronbach alpha (α)*
SMMA1	0.799	0.869	0.719	0.602
SMMA2	0.856			
SMMA3	0.801			
SMMA4	0.883			
SMMA5	0.865			
SMMA6	0.967			
SMMA7	0.941			
SMMA8	0.597			
Functional value (moderator)	*Factor loading*	*Average variance extracted (AVE)*	*Composite reliability (CR)*	*Cronbach alpha (α)*
FVM1	0.894	0.898	0.908	0.889
FVM2	0.921			
FVM3	0.821			
Research online and purchase offline	*Factor loading*	*Average variance extracted (AVE)*	*Composite reliability (CR)*	*Cronbach alpha (α)*
ROPO1	0.802	0.793	0.887	0.796
ROPO2	0.784			
ROPO3	0.754			
ROPO4	0.601			
ROPO5	0.612			

The convergent validity was tested using factor loadings for all items of the questionnaire as shown in Table 1, where the loadings are larger than the value of 0.50, the validity of the data is confirmed. Also, the average variance extracted (AVE) was tested as well for each variable in the study shown in Table 1. Where the AVE are larger than the value of 0.60, the validity of the variable is confirmed according to Hulland (1999), finally, composite reliability (CR) for each variable was tested in the study shown in Table 1. Where CR are larger than the value 0.70, the normal distribution of each variable is confirmed according to Wong (2013). Based on the results of these tests, the study tool is valid, enabling researchers to conduct statistical analysis.

5.1 Descriptive examination

After analysing the demographic data, it is clear that the majority of the study sample is aged between 20 and 26 years, with a percentage of 39%, as for gender section, females are 252 (65.6%) and males are 132 (34.4%) which means that the females exceeded

males in this survey. On the other hand, the highest qualification of education section was (collage/university) which filled this survey the most, and their number 243. As for social role, it was found that the majority of the samples of the study are employees, and their number 157.

5.2   Validation of model

Before starting structural analysis, the proposed study model must be validated by a set of indicators to check the suitability of the model, as follows:

Table 2   Fit model

Indicator	$\dfrac{X^2}{df}$	AGFI	NFI	CFI	GFI	RMSEA
Value recommended	< 5	> 0.8	> 0.9	> 0.9	> 0.8	< 0.05
References	Hong et al. (2003, p.644)	Ringle et al. (2015, p.64)	Wong (2016, p.14)	Lowry and Gaskin (2014, p.13)	Hubona (2009, p.16)	Chin (1998, p.207)
Value of model	3.58	0.871	0.937	0.932	0.902	0.02
Results	*Suitable*	*Suitable*	*Suitable*	*Suitable*	*Suitable*	*Suitable*

The results in Table 2 shows that all indicators have exceeded the values recommended by the relevant references and studies, which enables us to derive the correctness (fit) and suitability of the model used in this study, but the discriminant validity must be tested by contrasting and comparing the coefficients correlation of the construct and the square roots of AVE.

Table 3   Discriminant validity

Variable	FV	E-WOM	BC	SM	SV	FVM	ROPO
FV	*0.83*						
SV	0.45	*0.86*					
E-WOM	0.31	0.65	*0.89*				
BC	0.17	0.71	0.74	*0.94*			
SM	0.57	0.74	0.33	0.81	*0.93*		
FVM	0.41	0.68	0.74	0.82	0.64	*0.95*	
ROPO	0.37	0.54	0.21	0.74	0.54	0.87	*0.89*

Table 3 shows that the coefficients correlation of the construct is less than square roots of AVE. Thus, discriminant validity is achieved.

5.3   Testing the hypotheses

The study utilised structural equation analysis using AMOS to ascertain whether the hypotheses were supported or rejected. As shown in Table 4, significance was also used

in this study to detect if the hypotheses were accepted or not, with a percentage not exceeding 0.05 denoting that hypotheses were confirmed since the principle states that if the value of the significance ($p < 0.05$) is not exceeding 0.05, the hypotheses (H) are supported.

Table 4 presents the outcomes of the structural equation analyses of the independent variables and their impact on ROPO as a dependent variable through functional value. Using this data, we can conclude the following:

H1   Financial value positively affects ROPO. This hypothesis is accepted ($\beta = 0.568$; $p < 0.05$; = 0.000).

H2   Social value positively affects ROPO. This hypothesis is rejected ($\beta = 0.049$; $p < 0.05$; = 0.231).

H3   eWOM positively affects ROPO. This hypothesis is rejected ($\beta = 0.046$; $p < 0.05$; = 0.265).

H4   Brand consciousness positively affects ROPO. This hypothesis is rejected ($\beta = 0.048$; $p < 0.05$; = 0.239).

H5   SMMAs positively affect ROPO. This hypothesis is accepted ($\beta = 0.177$; $p < 0.05$; = 0.000).

Table 4   The results of testing hypotheses

Direct effect on ROPO					
Hypotheses	*Path coefficients (β)*	*T-value*	*P-value*	*R²*	*Decision*
H1. FV → ROPO	0.568	13.890	P < 0.05 = 0.000	0.261	Accept
H2. SV → ROPO	0.049	1.198	P > 0.05 = 0.231		Reject
H3. eWOM → ROPO	0.046	1.115	P > 0.05 = 0.265		Reject
H4. BC→ ROPO	0.048	1.178	P > 0.05 = 0.239		Reject
H5. SMMA → ROPO	0.177	4.333	P < 0.05 = 0.000		Accept
Effect on ROPO through FVM					
Hypotheses	*Path coefficients (β)*	*T-value*	*P-value*	*R²*	*Decision*
H6. FVM →ROPO	0.547	12.804	P < 0.05 = 0.000	------	Accept
H7. FV .... FVM →ROPO	0.179	3.751	P < 0.05 = 0.000	0.300	Accept
H8. SV .... FVM →ROPO	0.123	2.577	P < 0.05 = 0.010		Accept
H9. eWOM.... FVM → ROPO	0.104	2.176	P < 0.05 = 0.030		Accept
H10. BC ....FVM →ROPO	0.225	5.360	P < 0.05 = 0.000		Accept
H11. SMMA .... FVM →ROPO	0.098	2.052	P < 0.05 = 0.040		Accept

The variance in ROPO that was explained by the above two independent variables (represented by financial value and SMMAs) was moderate ($R^2 = 0.261$).

H6   Functional value has a significant positive effect on ROPO. The findings provide support for this hypothesis ($\beta = 0.547$; Sig = $p < 0.05$; = 0.000); thus, the hypothesis is accepted.

H7   As shown in the table above, that financial value positively affects ROPO ($\beta = 0.568$; $p < 0.05$; = 0.000), and with insertion of the moderator variable (functional value), the positive effect reduced but was still significant ($\beta = 0.179$; $p < 0.05$; = 0.000) which means that financial value has a positive effect on ROPO through functional value. This hypothesis is thus accepted and, in turn, the functional value variable can be judged as partially moderating the relationship between financial value and ROPO.

H8   Social value positively affects ROPO with results of $\beta = 0.049$; $p > 0.05$; = 0.231. With application of the moderator variable (functional value), a statistically significant positive effect resulted ($\beta = 0.123$; $p < 0.05$; = 0.010), meaning that social value has a positive effect on ROPO through functional value. This hypothesis is accepted and the functional value variable can be considered as completely moderating the relationship between social value and ROPO.

H9   As noted in the table above, eWOM positively affects ROPO ($\beta = 0.046$; $p > 0.05$; = 0.265), and when inserting the moderator variable (functional value), a statistically significant positive effect was found ($\beta = 0.104$; $p < 0.05$; = 0.030). This means that eWOM has a positive effect on ROPO through functional value; as such, the hypothesis is accepted. Hence, the functional value variable can be judged as completely moderating the relationship between eWOM and ROPO.

H10   Table (4) indicates that brand consciousness positively affects ROPO at ($\beta = 0.048$; $p > 0.05$; = 0.239). When combined with the moderator variable (functional value), a statistically significant positive effect was shown ($\beta = 0.225$; $p < 0.05$; = 0.000), which means that brand consciousness has a positive effect on ROPO through functional value. The hypothesis is, therefore, accepted; the functional value variable can be considered as completely moderating the relationship between brand consciousness and ROPO.

H11   It can be inferred from the table above that SMMAs positively affect ROPO ($\beta = 0.177$; $p < 0.05$; = 0.000), and with insertion of the moderator variable (functional value), the positive effect reduced but was still significant ($\beta = 0.098$; $p < 0.05$; = 0.000). SMMAs thereby have a positive effect on ROPO through functional value, and thus, the hypothesis is accepted. The functional value variable can be judged as partially moderating the relationship between SMMAs and ROPO.

Furthermore, before examining the moderator variable, the R^2 value was moderate (0.261), which points to the precision in comprehending ROPO that relies on two independent variables (financial value and SMMAs). When examining the moderator variable (functional value), the R^2 score became stronger (0.300).

6   Discussion and conclusions

The purpose of this research was to examine the influence of SMMAs alongside other factors of ROPO in the context of luxury fashion brands. After reviewing the existing literature, and, as noted by Parrott et al. (2015) and Arrigo (2018), limited studies have empirically examined the use of social media marketing for luxury brands: the field is yet to be explored in more detail with the employment of more variables. Thus, to address the existing research gap, the current study developed a comprehensive model based on the luxury value model, including a selection of variables (financial value, social value, eWOM, brand consciousness, and SMMAs) and analysing their effect on ROPO. According to this model, financial value and SMMAs were supported as having a positive impact on ROPO, while social value, eWOM and brand consciousness had a negative-weak influence on ROPO. The R^2 for this model was moderate (0.261). Responding to the work of Shukla (2012) and Hung et al. (2011), who emphasised its importance, the functional value was examined in the current research model as a moderator, which resulted in the acceptance of all variables and an increase of the value of R^2 to become stronger (0.300). After running an AMOS analysis to measure the developed hypotheses, it was found that the moderator (functional value) had the strongest positive impact on ROPO. This was followed by brand consciousness, financial value, social value, eWOM and SMMAs; the latter had the least effect on ROPO. These findings were consistent with previous studies discussed in the literature review section.

   H1 addressed the financial value, which showed a positive impact on ROPO. There was also a positive relationship when the functional value was added as a moderator as shown in the assessment of H7, which is consistent with assertions presented by several studies (e.g., Arminen, 2017; Hennigs et al., 2013; Jin, 2012; Shukla, 2012; Srinivasan et al., 2015). Hennigs et al. (2013), Jin (2012) and Shukla (2012) each observed that customers are willing to pay premium prices to attain high-quality and unique fashion items. Srinivasan et al. (2015) also noted that the premium price of luxury products increases the demand for purchase from the middle-upper and the upper classes. A further study by Arminen (2017) concluded that consumers' income influences their intention to purchase luxury brands; meanwhile, Schiessl et al. (2020) stated that financial value has a significant positive influence on customers' ROPO behaviour.

   With H2, the researchers suggested that social value would have a positive impact on ROPO. The findings indicate that this relationship was not confirmed; however, when the functional value was added as a moderator in H8, this resulted in a positive effect of the social value on ROPO. This finding is in line with multiple studies that also found a positive influence of the social value on consumers' intentions to use multi-channels in making purchasing decisions (Basaran and Aksoy, 2017; Chattalas and Shukla; Ismail et al., 2018; Shukla, 2012). Shukla (2012) argued that customers acquire luxury brands to gain social value; furthermore, Basaran and Aksoy (2017) found that luxury brands are highly connected with addressing prestige and reflecting the lifestyle of their consumers. Therefore, the purchase intention of luxury brands is associated with social value.

   Moreover, when considering the eWOM and its direct effect on ROPO (H3), an insignificant relationship was found, in line with Dou et al.'s (2012) findings that the overall effect of eWOM on purchase intention is negative. It must be noted, however, that Pham and Nago (2017) and Kazmi and Mehmood (2016) argued for a favourable correlation between the eWOM and purchase intention, especially when consumers are concerned with the quality of the products in their online reviews. In the same vein,

reviews, recommendations and comparisons of goods were found to play a prominent role in influencing ROPO (Von Helversen et al., 2018). The finding of this study is consistent with the statement above, that confirms the positive impact of eWOM on ROPO when moderated by the functional value (H9).

According to the assessment of H4, brand consciousness showed an insignificant impact on ROPO. Conversely, examining H10 reflected a positive relation regarding ROPO when it is moderated by functional value. This finding supports the results of several studies (Giovannini et al., 2015; Ismail, 2017; Sharda and Bhat, 2018). For example, Sharda and Bhat (2018) and Giovannini et al. (2015) found an accepted correlation between brand consciousness and intentions to purchase, as they also referred to brand consciousness as an essential factor affecting the purchase intention toward luxury brands. Nevertheless, Ismail (2017) also highlighted brand consciousness as the primary motivator to follow the brand's pages on social media and to be updated with their campaigns and products, thereby leading to a purchase decision.

On the matter of SMMAs, a positive impact on ROPO was found when testing H5 and H11. The effect of SMMAs was considered in the literature to show a significant influence on consumers' decisions toward researching and purchasing from a particular brand (Arrigo, 2018; Dhaoui, 2014; Heine and Berghaus, 2014; Kim and Ko, 2012; Laksamana, 2018; Ng, 2014); this was perhaps most notably indicated by Tynan et al.'s (2010) examination of the effect of SMMAs on luxury brands. Laksamana (2018) also concluded that SMMAs play a significant role in both purchase intention and brand loyalty. Indeed, SMMAs were found to be one of the most important factors affecting consumers' intentions to purchase.

Finally, as demonstrated by the testing of H6, the functional value showed the most substantial impact on ROPO, as luxury buyers are concerned about the quality of their purchases more than any other aspect (Shukla, 2012). Moreover, one of the main reasons for purchasing a luxury brand is as an investment; therefore, consumers are interested in purchasing a high-quality luxury item to last a lifetime (Sharda and Bhat, 2018). Nonetheless, the primary characteristics of luxury brands (namely, quality, uniqueness and exclusivity) also play an important role in motivating luxury consumers to obtain a luxury product. These consumers are always looking for unique pieces and modern, superior quality (Ismail et al., 2018). The functional value of luxury brands is thus the main motivator facilitating the purchase decision.

6.1   Theoretical implications

A comprehensive model was developed based on the luxury value model and included five significant determinants of ROPO (financial value, social value, eWOM, brand consciousness, and SMMAs), with functional value as a moderator. Although multiple related studies have considered the variables separately, the current study developed a new comprehensive model that has never been examined in the existing literature. Thus, the present study enriches the newly emerging ROPO literature (Aw, 2020) as well as research concerning luxury consumption, Omni-channel retailing, and social media marketing. The functional value acts as a moderator in this study, as it is used by other researchers such as Hung et al. (2011) and Shukla (2012). However, no recent studies have used this type of model and, in turn, conclusive results have not been achieved. In addition, most of the previous studies attempted to examine the factors that motivate consumers to perform ROPO in different contexts (Arora and Sahney, 2017 Flavian

et al., 2020), and very few studies have been conducted to analyse ROPR behaviour in a luxury consumption context. Finally, there exists a paucity of research examining the influence of SMMAs on ROPO, notwithstanding its importance in assisting luxury customers in gathering information before making a purchase in a physical store. This research assists in providing a better understanding of consumers' use of multi-channels in their purchasing decision-making processes in the context of luxury brands.

6.2 Practical implications

In response to the increase in demand for social media platforms as a tool for customers to discover new trends and gather information regarding fashion luxury products – represented by the ROPO variable – companies should consider Omni-channel behaviour to better satisfy existing and prospective customers' needs. SMMAs can be categorised into five main activities: entertainment, customisation, interaction, eWOM and trends. Therefore, it is suggested that marketing managers should work with fashion luxury brands to take advantage of the use of social media to encourage consumers to follow companies' social media accounts and make subsequent purchases when visiting the physical stores. SMMAs are significant when discussing an online reference to a luxury brand, as these activities provide a mechanism for popularity and interaction between customers themselves or between consumer and brand. Furthermore, marketing managers of luxury brands may use SMMAs to spread information about the brand's values and identities, as it is currently one of the most cost-efficient and effective strategies to be implemented. Managers can also use SMMAs to engage with consumers, which leads to enhanced brand loyalty and purchase intention. Finally, SMMAs can provide an effective avenue to spread new trends, exploit the significance of user-generated content, and customise messages in order to increase customer engagement as well as behavioural intentions.

Brand consciousness also has a substantial impact on ROPO, as customers tend to buy the brand name more than the luxury product itself (Giovannini et al., 2015). Marketing managers should thus consider brand-related advertisements that increase awareness and familiarity, resulting in more behavioural intentions. The functional value is the core benefit that customers attain from buying the luxury product; luxury fashion brands may take this as a pathway to achieve satisfied and loyal customers by staying consistent to the fundamental characteristics of these products to be unique and of high quality. Luxury brands might also search for more unique materials that match the level of uniqueness their consumers seek. People that are financially stable and have the desire to purchase luxury products are mainly looking to belong to a specific social class or a distinguished position in society: importantly, then, marketing managers should increase their promotional campaigns relating the brand to a particular social class that would raise the perceived value by customers. Furthermore, reviews and recommendations about fashion luxury products should be fully monitored, analysed, and reacted to accordingly on social media platforms to take advantage of the importance of eWOM.

6.3 Limitations and future research

The current study has a few limitations, which future researchers can undertake. The data were collected from Jordanian luxury consumers only, hence, for better generalisation of the findings of the study, future research framework can be further examined in other

countries. Further, this study relies on the cross-sectional survey-based data, future studies can therefore, examine ROPO behaviour using longitudinal data or experimental study. This study only examined the moderating role of functional, future studies can also consider different moderating variables, such as, product type consumer engagement and consumer innovativeness for more insightful findings. Finally, future studies may use the proposed framework to examine ROPO behaviour in other contexts for deeper understanding of the consumer multichannel behaviour.

To conclude, the demand on fashion luxury brands is rapidly increasing, moreover, the use of social media between consumers is growing (Ismail et al., 2018), additionally, there is a scant research, to the best of our knowledge, has been done on ROPO. In the light of this, the current research studies the influence of social media marketing on ROPO concerning fashion luxury brands. As an intention to fill the gaps in the existing literature, and to help fashion luxury brand's managers to better understand social media marketing and the factors that may impact ROPO.

References

Achille, A., Remy, N. and Marchessou, S. (2018) 'Luxury in the age of digital Darwinism', *McKinsey & Company*, 6 February [online] https://www.mckinsey.it/idee/luxury-in-the-age-of-digital-darwinism (accessed 18 May 2019).

Algharabat, R.S. (2017) 'Linking social media marketing activities with brand love: the mediating role of self-expressive brands', *Kybernetes*, Vol. 46, No. 10, pp.1801–1819.

Arminen, L. (2017) *Motivational Factors Influencing Millennials to Purchase and Consume Luxury Brands: The Influence of Actual and Ideal Self-congruity on Brand Attitude*, Master's thesis.

Arora, S. and Sahney, S. (2017) 'Webrooming behaviour: a conceptual framework', *International Journal of Retail & Distribution Management*, Vol. 45, No. 1, pp.762–781.

Arora, S. and Sahney, S. (2018) 'Consumer's webrooming conduct: an explanation using the theory of planned behavior', *Asia Pacific Journal of Marketing Logistics*, Vol. 30, No. 4, pp.1040–1063.

Arrigo, E. (2018) 'Social media marketing in luxury brands: a systematic literature review and implications for management research', *Management Research Review*, Vol. 41, No. 6, pp.657–679.

Aw, E.C-X. (2020) 'Understanding consumers' paths to webrooming: a complexity approach', *Journal of Retailing Consumer Service*, March, Vol. 53, p.101991.

Barwitz, N. (2020) 'The relevance of interaction choice: customer preferences and willingness to pay', *Journal of Retailing and Consumer Services*, March, Vol. 53, p.101953.

Barwitz, N. and Maas, P. (2018) 'Understanding the omnichannel customer journey: determinants of interaction choice', *Journal of Interactive Marketing*, March, Vol. 43, pp.116–133.

Basaran, U. and Aksoy, R. (2017) 'The effect of perceived value on behavioural intentions', *Journal of Management Marketing and Logistics*, Vol. 4, No. 1, pp.1–16.

Bilgin, Y. (2018) 'The effect of social media marketing activities on brand awareness, brand image and brand loyalty', *Business & Management Studies: An International Journal*, Vol. 6, No. 1, pp.128–148.

Bruhn, M., Schoenmueller, V. and Schäfer, D.B. (2012) 'Are social media replacing traditional media in terms of brand equity creation?', *Management Research Review*, Vo. 35, No. 9, pp.770–790.

Chattalas, M., and Shukla, P. (2015) 'Impact of value perceptions on luxury purchase intentions: a developed market comparison', *Luxury Research Journal*, Vol. 1, No. C, pp.40–57.

Chin, W.W. (1998) 'The partial least squares approach to structural equation modeling', *Modern Methods for Business Research*, Vol. 295, No. 2, pp.295–336.

Choi, Y.K., Seo, Y. and Yoon, S. (2017) 'E-WOM messaging on social media: social ties, temporal distance, and message concreteness', *Internet Research*, Vol. 27, No. 3, pp.495–505.

Christensen, I.A. and Schiaffino, S. (2014) 'Social influence in group recommender systems', *Online Information Review*, Vol. 38, No. 4, pp.524–542, Emerald Insight.

Daugherty, T., Li, H. and Biocca, F. (2008) 'Consumer learning and the effects of virtual experience relative to indirect and direct product experience', *Psychology and Marketing*, Vol. 25, No. 7, pp.568–586.

Defranzo, S.E. (2012) 'The 4 main reasons to conduct surveys', Written on June, Vol. 29.

Dhaoui, C. (2014) 'An empirical study of luxury brand marketing effectiveness and its impact on consumer engagement on Facebook', *Journal of Global Fashion Marketing*, Vol. 5, No. 3, pp.209–222.

Dou, X., Walden, J.A., Lee, S. and Lee, J.Y. (2012) 'Does source matter? Examining source effects in online product reviews', *Computers in Human Behavior*, Vol. 28, pp.1555–1563.

Dutt, M., Singh, A.B. and Joshi, A. (2020) 'Online shopping experience in India: an examination of consumers world', *International Journal of Business Excellence*, Vol. 21, No. 3, pp.378–393.

Ebrahim, R.S. (2020) 'The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty', *Journal of Relationship Marketing*, Vol. 19, No. 4, pp.287–308.

Farrag, D.A. (2017) 'The young luxury consumer in Qatar', *Young Consumers*, Vol. 18, No. 4, pp.393–407.

Flavian, C., Gurrea, R. and Orús, C. (2016) 'Choice confidence in the webrooming purchase process: the impact of online positive reviews and the motivation to touch: choice confidence in the webrooming process', *Journal of Consumer Behaviour*, Vol. 15, No. 5, pp.459–476.

Flavian, C., Gurrea, R. and Orus, C. (2020) 'Combining channels to make smart purchases: the role of webrooming and showrooming', *Journal of Retailing and Consumer Services*, Vol. 52, pp.1019–1023.

Frasquet, M., Descals, A.M. and Ruiz-Molina, M.E. (2015) 'Identifying patterns in channel usage across the search, purchase and post-sales stages of shopping', *Electronic Commerce Research and Applications*, Vol. 14, No. 6, pp.654–665.

Giovannini, S., Xu, Y. and Thomas, J. (2015) 'Luxury fashion consumption and Generation Y consumers: self, brand consciousness, and consumption motivations', *Journal of Fashion Marketing and Management*, Vol. 19, No. 1, pp.22–40.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. and Singh, R. (2016) 'Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior', *Journal of Business Research*, Vol. 69, No. 12, pp.5833–5841.

Gupta, S., Charu, B., and Gupta, S. (2020) 'Discovering consumer preference and their satisfaction level towards branded and unbranded paints', *International Journal of Business Excellence*, Vol. 21, No. 3, pp.316–330.

Hanna, R., Rohm, A. and Crittenden, V. (2011) 'We're all connected: the power of the social media ecosystem', *Business Horizons*, Vol. 54, No. 3, pp.265–273.

Heine, K. and Berghaus, B. (2014) 'Luxury goes digital: how to tackle the digital luxury brand-consumer touchpoints', *Journal of Global Fashion Marketing*, Vol. 5, No. 3, pp.223–234.

Hennigs, N., Wiedmann, K. P., Klarmann, C. and Behrens, S. (2015) 'The complexity of value in the luxury industry: from consumers' individual value perception to luxury consumption', *International Journal of Retail & Distribution Management*, Vol. 43, Nos. 10/11, pp.922–939.

Hennigs, N., Wiedmann, K. P., Klarmann, C., Strehlau, S., Godey, B., Pederzoli, D. and Taro, K. (2012) 'What is the value of luxury? A cross-cultural consumer perspective', *Psychology & Marketing*, Vol. 29, No. 12, pp.1018–1034.

Hennigs, N., Wiedmann, K., Behrens, S. and Klarmann, C. (2013) 'Unleashing the power of luxury: antecedents of luxury brand perception and effects on luxury brand strength', *Journal of Brand Management*, Vol. 20, No. 8, pp.705–715.

Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, D. (2004) 'Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?', *Journal of Interactive Marketing*, Vol. 18, No. 1, pp.38–52.

Hennig-Thurau, T., Henning, V., Sattler, H., Eggers, F. and Houston, M.B. (2007) 'The last picture show? timing and order of movie distribution channels', *Journal of Marketing*, Vol. 71, No. 4, pp.63–83.

Hong, S., Malik, M.L. and Lee, M.K. (2003) 'Testing configural, metric, scalar, and latent mean invariance across genders in sociotropy and autonomy using a non-western sample', *Educational and Psychological Measurement*, Vol. 63, No. 4, pp.636–654.

Hubona, G.S. (2009) 'Structural equation modeling (SEM) using SmartPLS software: analyzing path models using partial least squares (PLS) based SEM', *AMCIS 2009 Proceedings*, Vol. 80.

Hulland, J. (1999) 'Use of partial least squares (PLS) in strategic management research: a review of four recent studies', *Strategic Management Journal*, Vol. 20, No. 2, pp.195–204.

Hung, K.P., Huiling Chen, A., Peng, N., Hackley, C., Tiwsakul, R.A. and Chou, C.L. (2011) 'Antecedents of luxury brand purchase intention', *Journal of Product & Brand Management*, Vol. 20, No. 6, pp.457–467.

Hussein, R. and Hassan, S. (2017) 'Customer engagement on social media: how to enhance continuation of use', *Online Information Review*, Vol. 41, No. 7, pp.1006–1028.

Ismail, A.R. (2017) 'The influence of perceived social media marketing activities on brand loyalty: the mediation effect of brand and value consciousness', *Asia Pacific Journal of Marketing and Logistics*, Vol. 29, No. 1, pp.129–144.

Ismail, A.R., Nguyen, B. and Melewar, T.C. (2018) 'Impact of perceived social media marketing activities on brand and value consciousness: roles of usage, materialism and conspicuous consumption', *International Journal of Internet Marketing and Advertising*, Vol. 12, No. 3, pp.233–254.

Jain, S. and Khan, M.N. (2017) 'Measuring the impact of beliefs on luxury buying behavior in an emerging market: empirical evidence from India', *Journal of Fashion Marketing and Management*, Vol. 21, No. 3, pp.341–360.

Jin, S.A.A. (2012) 'The potential of social media for luxury brand management', *Marketing Intelligence & Planning*, Vol. 30, No. 7, pp.687–699.

Jo, W., Kim, J.J. and Choi, J. (2020) 'Who are the multichannel shoppers and how can retailers use them? Evidence from the French apparel industry', *Asia Pacific Journal of Marketing and Logistics*, Vol. 33, No. 1, pp.250–277.

Kansara, V.A. (2016) *The Digital Iceberg* [online] https://www.businessoffashion.com/articles/fashion-tech/the-digital-iceberg-luxuryfashion-marketing (accessed 18 February 2019)

Kapferer, J.N. and Valette-Florence, P. (2016) 'Beyond rarity: the paths of luxury desire. how luxury brands grow yet remain desirable', *Journal of Product & Brand Management*, Vol. 25, No. 2, pp.120–133.

Kapferer, J-N. (2014) 'The future of luxury: challenges and opportunities', *Journal of Brand Management*, Vol. 21, No. 9, pp.716–726.

Kaplan, A. and Haenlein, M. (2010) 'Users of the world, unite! The challenges and opportunities of social media', *Business Horizons*, Vol. 53, No. 1, pp.59–68.

Karamian, H., Nadoushan, M.A. and Nadoushan, A.A. (2015) 'Do social media marketing activities increase brand equity', *International Journal of Economy, Management and Social Sciences*, Vol. 4, No. 3, pp.362–365.

Kazmi, A. and Mehmood, Q. (2016) 'The effect of electronic word of mouth communication and brand image on purchase intention: a case of consumer electronics in Haripur, Pakistan', *Management Science Letters*, Vol. 6, No. 7, pp.499–508.

Keng, C.J., Liao, T.H. and Yang, Y. (2012) 'The effects of sequential combinations of virtual experience, direct experience, and indirect experience: the moderating roles of need for touch and product involvement', *Electronic Commerce Research*, Vol. 12, No. 2, pp.177–199.

Kim, A. and Ko, E. (2010) 'Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention', *Journal of Global Fashion Marketing*, Vol. 1, No. 3, pp.164–171.

Kim, A.J. and Ko, E. (2012) 'Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand', *Journal of Business Research*, Vol. 65, No. 10, pp.1480–1486.

Ko, E. (2020) 'Luxury brand advertising: theory and practice', *International Journal of Advertising*, Vol. 39, No. 6, pp.757–760.

Kudeshia, C. and Kumar, A. (2017) 'Social eWOM: does it affect the brand attitude and purchase intention of brands?', *Management Research Review*, Vol. 40, No. 3, pp.310–330.

Kunja, S.R. and GVRK, A. (2018) 'Examining the effect of eWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs) – a study of select Facebook fan pages of smartphone brands in India', *Management Research Review*, Vol. 43, No. 3, pp.245–269.

Kurnaz, A. (2017) 'Examination of the relationship between luxury value perception and shopping motivations: Turkey sample', *International Journal of Marketing Studies*, Vol. 9, No. 5, p.108.

Laksamana, P. (2018) 'Impact of social media marketing on purchase intention and brand loyalty: evidence from Indonesia's banking industry', *International Review of Management and Marketing*, Vol. 8, No. 1, pp.13–18.

Lemon, K.N. and Verhoef, P.C. (2016) 'Understanding customer experience throughout the customer journey', *Journal of Marketing*, Vol. 80, No. 6, pp.69–96.

Li, Y. and Mousseaux, S. (2013) *Luxury Fashion Brands on Social Media: A Study Of Young*, Master's thesis [online] http://www.diva-portal.org/smash/get/diva2:1309283/FULLTEXT01.pdf (accessed 25 July 2019).

Lowry, P.B. and Gaskin, J. (2014) 'Partial least squares (PLS) structural equation modeling (SEM) for building and testing behavioral causal theory: when to choose it and how to use it', *IEEE Transactions on Professional Communication*, Vol. 57, No. 2, pp.123–146.

Mangold, W.G. and Faulds, D. (2009) 'Social media: the new hybrid element of the promotion mix', *Business Horizons*, Vol. 52, No. 4, pp.357–365.

McKinsey & Company (2018) *Apparel, Fashion, & Luxury Group: The age of Digital Darwinism* [online] mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/luxury%20in%20the%20age%20of%20digital%20darwinism/the-age-of-digital-darwinism (accessed 18 May 2019).

Mosca, F. and Giacosa, E. (2016) 'Old and new distribution channels in the luxury sector', in Gallo, R. and Mosca, F. (Eds.): *Global Marketing Strategies for the Promotion of Luxury Goods*, pp.220–243, IGI Global, Hershey, PA

Nambisan, s. and Baron, R. (2007) 'Interactions in virtual customer environments: Implications for product support and customer relationship management', *Journal of Interactive Marketing*, Vol. 21, No. 2, pp.42–62.

Olof Lagrosen, S. and Grundén, K. (2014) 'Social media marketing in the wellness industry', *The TQM Journal*, Vol. 26, No. 3, pp.253–260.

Overby, J.W., Woodruff, R.B. and Gardial, S.F. (2005) 'The influence of culture upon consumers' desired value perceptions: a research agenda', *Marketing Theory*, Vol. 5, No. 2, pp.139–163.

Parguel, B., Delécolle, T. and Valette-Florence, P. (2016) 'How price display influences consumer luxury perceptions', *Journal of Business Research*, Vol. 69, No. 1, pp.341–348.

Parrott, G., Danbury, A. and Kanthavanich, P. (2015) 'Online behaviour of luxury fashion brand advocates', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 19, No. 4, pp.360–383.

Pavlou, P. (2018) 'Internet of things: will humans be replaced or augmented?', *Marketing Intelligence Review*, Vol. 10, No. 2, pp.43–48.

Pham, T. and Ngo, T. (2017) 'The effect of electronic word of mouth on brand image, perceived value, and purchase intention of the smartphone's consumer', *The 11th International Days of Statistics and Economics*, 14–16 September, Prague.

Rajagopal (2020) 'Impact of referrals on buying decisions and cognitive behaviour among aging consumers', *International Journal of Business Excellence*, Vol. 21, No. 1, pp. 118-138.

Ramadan, Z., Farah, M.F. and Dukenjian, A. (2018) 'Typology of social media followers: the case of luxury brands', *Brazilian Journal of Marketing*, Vol. 13, No. 2, pp.56–73.

Ringle, C., Da Silva, D. and Bido, D. (2015) *Structural Equation Modeling with the SmartPLS*, Universität Hamburg, Hamburg [online] http://www.smartpls.de (accessed 24 June 2019).

Risius, M. and Beck, R. (2015) 'Effectiveness of corporate social media activities to increase relational outcomes', *Information & Management*, Vol. 52, No. 7, pp.824–839.

Roux, E., Tafani, E. and Vigneron, F. (2017) 'Values associated with luxury brand consumption and the role of gender', *Journal of Business Research*, Vol. 71, No. 2, pp.102–113.

Sano, K. (2014) 'Do social media marketing activities enhance customer satisfaction, promote positive WOM and affect behavior intention', *Doshisha Commerce Journal*, Vol. 66, No. 3, pp.491–515.

Santos, S. and Gonçalves, H.M. (2019) 'Multichannel consumer behaviors in the mobile environment: using fsQCA and discriminant analysis to understand webrooming motivations', *Journal of Business Research*, August, Vol. 101, pp.757–766.

Sashi, C.M. (2012) 'Customer engagement, buyer-seller relationships, and social media', *Management Decision*, Vol. 50, No. 2, pp.253–272.

Schiessl, A., Müller, R., Volk, R., Zimmer, K., Breun, P. and Schultmann, F. (2020) 'Integrating site-specific environmental impact assessment in supplier selection: exemplary application to steel procurement', *Journal of Business Economics*, Vol. 90, No. 9, pp.1409–1457.

Serra-Cantallops, A., Ramon-Cardona, J. and Salvi, F. (2018) 'The impact of positive emotional experiences on eWOM generation and loyalty', *Spanish Journal of Marketing – ESIC*, Vol. 22, No. 2, pp.142–162

Sharda, N. and Bhat, A.K. (2018) 'Austerity to materialism and brand consciousness: luxury consumption in India', *Journal of Fashion Marketing and Management: An International Journal*, Vol. 22, No. 2, pp.223–239.

Shukla, P. (2012) 'The influence of value perceptions on luxury purchase intentions in developed and emerging markets', *International Marketing Review*, Vol. 29, No. 6, pp.574–596.

Spence, C. (2020) 'Senses of place: architectural design for the multisensory mind', *Cognitive Research: Principles and Implications*, Vol. 5, No. 1, pp.1–26.

Srinivasan, R., Srivastava, R.K. and Bhanot, S. (2015) 'Influence of financial value on purchase of luxury brands with respect to demographic variables', *Journal of Business and Management (IOSR-JBM)*, Vol. 17, No. 2, pp.64–73.

Tynan, C., McKechnie, S. and Chhuon, C. (2010) 'Co-creating value for luxury brands', *Journal of Business Research*, Vol. 63, No. 11, pp.1156–1163.

Vinaika, R. and Manik, D. (2017) 'How Instagram is changing the way marketing works?', *International Journal of Management & Business Studies*, Vol. 7 No. 4, pp.12–15.

Von Helversen, B., Abramczuk, K., Kopeć, W. and Nielek, R. (2018) 'Influence of consumer reviews on online purchasing decisions in older and younger adults', *Decision Support Systems*, Vol. 113, pp.1–10.

Wallsbeck, F.E. and Johansson, U. (2014) *Instagram Marketing: When Brands Want to Reach Generation Y with their Communication*, Unpublished Master's thesis, Halmstad University.

Wiedmann, K., Hennigs, N. and Siebels, A. (2007) 'Measuring consumers' luxury value perception: a cross-cultural', *Academy of Marketing Science Review*, Vol. 7, No. 7, pp.1–21.

Wong, K.K.K. (2013) 'Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS', *Marketing Bulletin*, Vol. 24, No. 1, pp.1–32.

Wong, K.K.K. (2016) 'Mediation analysis, categorical moderation analysis, and higher-order constructs modeling in partial least squares structural equation modeling (PLS-SEM): a B2B example using SmartPLS', *Marketing Bulletin*, Vol. 26.

Yadav, M. and Rahman, Z. (2017) 'Measuring consumer perception of social media marketing activities in e-commerce industry: scale development & validation', *Telematics and Informatics*, Vol. 34, No. 7, pp.1294–1307.

Zhu, Y.Q. and Chen, H.G. (2015) 'Social media and human need satisfaction: implications for social media marketing', *Business Horizons*, Vol. 58, No. 3, pp.335–345.